

Key Objectives for the Council over three years– 2017 to 2019

Promote Prosperity and Employment Opportunities in Bewdley						
	Action	Council Committee	Timescale	Budget implications	Measure	Comments
1	To facilitate the Bewdley Traders Group and financially support membership of the Chamber of Commerce.	Policy and Resources/Community Development	Summer 2016 and ongoing commitment	Small, within current budget	Membership of Chamber obtained and BTC rep on Traders Group	
2	Explore “Shop Local” incentives/promotion in partnership with WFDC and the Trader’s Group - for example the creation of a town loyalty scheme.	Community Development	Ongoing commitment	Small, if any	High St businesses reporting an upturn in trade	
3	To put pressure on empty commercial premises owners in the town centre to market their units to encourage new businesses, and to insist that empty properties be utilised and kept in good repair.	Community Development	Ongoing commitment	None	Empty properties are quickly let/sold and kept in good repair	Town Council has no direct powers to act, but will lobby owners and work with WFDC where necessary
4	Work with WFDC and the Traders Group to identify incentives to encourage office based and professional services to the town (as stated by a majority of respondents of the NP survey).	Community Development	Ongoing commitment	None	Uptake of empty premises by office based businesses	
5	To facilitate an evening bus service to support the night time economy.	Policy and Resources/Community Development	2018	Small	Operator found to run the service and service being used	Depends on BTC gaining the General Power of Competence to run or finance directly

Market what Bewdley has to offer to local people, businesses and visitors

Action	Council Committee	Timescale	Budget implications	Measure	Comments	
6	Merge the BDT website into the Town Council site and ensure that the Town Council website is relevant, useful, interesting and friendly.	Community Development	August 2016	Initial outlay funded by BDT	BTC website is accessed as a one stop shop for all Bewdley services, businesses, activities and events.	
7	Design and produce a new Bewdley leaflet for use in the TIC, in partnership with Bewdley Museum and TIC. Investigate other sources of funding.	Community Development	Spring 2017	c.£1000 plus ongoing annual commitment	Leaflet produced and benefitting visitors.	Seek funding to reduce BTC commitment
8	Fund the installation of new map and information panels at Dog Lane, Load Street and Gardner's Meadow car parks.	Policy and Resources/Community Development	April 2017 – 2019	£6000 over three years	Boards in place	
9	Negotiate a service enhancement/transfer for litter bin emptying and street cleansing in the town centre with WFDC.	Policy and Resources	April 2017	£1000 per year	Town Centre is cleaner with less litter	
10	Develop a town heritage trail (with an "app") to market all of the town's historic buildings and landscape, in partnership with the Civic Society and Bewdley Museum.	Community Development	April 2018	£5000 initial outlay for the App	App is downloadable and reference is made via online feedback.	Seek funding to reduce BTC commitment
11	Look for funding opportunities to provide" up lighting" to Bewdley bridge and improve pavement level lighting.	Policy and Resources	April 2018	Potentially significant	Bridge is lit and its heritage value enhanced.	Dependent on Lottery grant funding and permission from WCC and Historic England.

Achieve the aspirations of the community on land use through the Neighbourhood Plan

Action	Council Committee	Timescale	Budget implications	Measure	Comments	
12	Hold a referendum on the draft Neighbourhood Plan, and use the document to inform the Town Council response to development control issues, planning policy and infrastructure investment.	Planning/Community Development	May 2018	In budget	Plan successful at referendum	
13	To conduct a local tree survey and develop an urban treescape policy so that both protected trees and locally important trees are considered in the Neighbourhood Plan process.	Planning/Community Development	May 2018	None	Plan successful at referendum	

Representing Bewdley's interests through the development control process

Action	Council Committee	Timescale	Budget implications	Measure	Comments	
14	Consider planning applications concerning Bewdley and Ribbesford as consultees, and recommend approval or refusal as appropriate.	Planning	Ongoing commitment	None	A workable relationship continues to exist between BTC and WFDC.	
15	Keep up to date with changes to planning policy and respond to consultations as necessary.	Planning	Ongoing commitment	None	Consultations are responded to within the set timescales.	

Protect and enhance the civic heritage of the town and promote and develop public assets for the benefit of the community

	Action	Council Committee	Timescale	Budget implications	Measure	Comments
16	Develop a town heritage trail (with an “app”) to market all of the town’s historic buildings and landscape, in partnership with the Civic Society (?) and Bewdley Museum.	Community Development	June/July 2017	£5000 initial outlay for the App	App is downloadable and reference is made via online feedback.	Seek funding to reduce BTC commitment
17	Continue to support the Guildhall and Shambles (Museum) and consider opportunities to operate these facilities should the need arise in the future. The Council will continue to have a representative on the Museum Management Committee.	Policy and Resources	Ongoing commitment	Potentially significant in the long term	Museum is retained in Bewdley.	BTC to work closely with WFDC in relation to the future of this facility.
18	Register Guildhall, Museum, The Shambles and Jubilee Gardens as an Asset of Community Value to protect BTC’s interest in the property	Policy and Resources	April 2017	None	Guildhall listed as an Asset of Community Value in BTC’s name	
19	Improve knowledge and awareness of the significance of civic events and continue to honour these in appreciation of the town’s historic importance.	Full Council via the Mayoralty	Ongoing commitment	In budget	Awareness and attendance increased	
20	To protect the town’s Royal Charters in collaboration with Bewdley Museum and ensure they are on display for the benefit of residents and visitors.	Community Development	Ongoing commitment	None	Royal Charters remain protected and on public display	Bewdley Museum currently in ownership of the assets
21	Look for funding opportunities to provide” up lighting” to Bewdley bridge and improve pavement level lighting in partnership with WCC in line with their regeneration of market towns initiative.	Policy and Resources	Dec 2017	Potentially significant	Bridge is lit and its heritage value enhanced.	Dependent on Lottery grant funding and permission from WCC and Historic England.

Manage/Enhance social and leisure facilities in Bewdley						
	Action	Council Committee	Timescale	Budget implications	Measure	Comments
22	To provide a series of annual events in the Town in collaboration with partner organisations and the community	Policy and Resources/Community Development	Annual at budget setting	£12000 per annum	Successful , well attended events delivered on time and budget	Seek funding to reduce BTC commitment
23	Promote and support Museum activities and establish input into the displays and exhibitions	Community Development	Ongoing commitment	None	Regular contact with Museum Manager established	
24	To continue to fund the play area at Wyre Hill and open negotiations with WFDC over future asset transfer.	Policy and Resources	Ongoing commitment	£4000 per annum	Play area remains and is in good condition	
25	To work in partnership with WFDC and the Friends of Riverside North to enhance facilities in the park, and promote the ecological importance of the park and pond area	Policy and Resources/Community Development	April 2017	Project based	BTC credited with at least one project in the park in 2017/2018	
26	Establish a new regular market on Severnside South and operate, on behalf of BDT, the Local Produce Market. Both in partnership with CJ's Events	Community Development	Ongoing commitment	None	Feedback from stallholders and the public	Seek to make an income from these activities
27	To encourage WFDC to make the Guildhall accessible and available to more people via lift facilities	Policy and Resources		None	Lift installed and meetings fully accessible	WFDC currently own the Guildhall

Engage and communicate well with our communities						
	Action	Council Committee	Timescale	Budget implications	Measure	Comments
28	Establish a semi-regular Town Council online newsletter and database of subscribers	Community Development	June 2017	None	Newsletter launched and subscribers recruited	
29	Produce a Community Engagement Strategy to set out when and how we will communicate with residents and businesses	Policy and Resources	April 2017	None	Increased local understanding of the TC and its role	
30	Use Facebook to communicate mostly positive messages to followers and encourage page likes through regular post updates	Community Development	Ongoing commitment	None	Page likes and comments/messages increase	
31	Establish a good relationship with local press and submit press releases and photographs on a regular basis about Council activities and events	Policy and Resources	Ongoing commitment	None	Press releases regularly appear and monitored by TC Office	
32	Fund the installation of new map and information panels at Dog Lane, Load Street and Gardner's Meadow car parks See 7 above.	Policy and Resources/Community Development	April 2017 – 2019	£6000 over three years	Boards in place	

Work effectively with other organisations to support community cohesion and increase local resilience and sustainability

Action	Council Committee	Timescale	Budget implications	Measure	Comments	
33	Consider all requests to devolve service provision to the Town Council by WFDC/WCC, and only decline where there is no clear benefit to the Town Council and/or the local community	Policy and Resources	Ad hoc	Project based		
34	Proactively challenge WFDC/WCC and other partners to facilitate asset and/or service transfers where there is a clear opportunity to enhance or provide services which will benefit the town and the community	Policy and Resources	Ad hoc	Project based		
35	Promote the activities of local organisations free of charge on the Town Council's website and noticeboards	Community Development	Ongoing	None	Events page on BTC website is representative of all types of event in the town	
36	Keep up to date with potential grant funding opportunities to minimise the burden on the precept, and signpost funding sources to other organisations if appropriate	Policy and Resources	Ongoing commitment	None	Projects are funded outside of the precept	
37	Develop and maintain an effective Community Emergency Plan (including flooding) and take the lead on preparing for flood events in partnership with the EA	Community Development	Plan in place by Dec 2016	None	Beales Corner barriers continue to defend the town until 2020	
38	Use the Town Council website to list support services available locally, and directly provide a support network to potentially lonely and vulnerable people in Bewdley	Community Development/Together Group	Ongoing commitment	£1300 per annum	Together Group continues to provide direct services	Seek funding to reduce BTC commitment

39	Create and monitor a master events calendar and provide an annual programme of events and markets in the town to encourage community involvement and attract visitors	Community Development	By November each year	£12000 per annum See 17 above	Events programme is well advertised and events well attended. Collect feedback from community/visitors	Seek funding for each event to reduce BTC commitment
----	---	-----------------------	-----------------------	----------------------------------	--	--

Improve the Town Council's internal organisation to achieve our aims						
	Action	Council Committee	Timescale	Budget implications	Measure	Comments
40	Attain the Foundation Award of the Local Council Award Scheme	Policy and Resources	April 2017	£1000	Level attained	
41	Have a CiLCA Qualified Clerk and strive for the Quality Award of the Local Council Award Scheme	Policy and Resources	April 2018	£1000	Clerk CiLCA qualified and Quality level achieved	Power of General Competence can then be used by BTC.
42	Operate a system of working groups reporting to Committees to ensure work targets are met and projects remain on time	Policy and Resources/Community Development	Ongoing	None	Work is shared amongst officers and Members depending on strengths and available officer resource	
43	Hold annual appraisals with employees to identify training need and offer training opportunities to Members	Policy and Resources	Ongoing	£250 per annum		
44	To identify potential premises for the Town Council to operate from, including the possibility of providing community meeting space and facilities.	Policy and Resources	3-5 years	Significant	The Town Council own a building to serve as offices and shared community uses	Subject to borrowing approval from DCLG