

# STRATEGIC PLAN (2021 - 2025)

Reviewed December 2022

## A Signpost to our Future



**FINANCIAL  
STABILITY**



**COMMUNITY  
NEEDS**



**PROTECTING OUR  
ENVIRONMENT**



**BUILDING  
PARTNERSHIPS**



**GROWING OUR  
ECONOMY**

# FRAMLINGHAM TOWN COUNCIL - STRATEGIC PLAN (2021 – 2025)

## “A Signpost to our Future”

### Our Vision

To make Framlingham the most vibrant, thriving, distinctive, safe and prosperous market town in East Suffolk, retaining its historical character, respecting the environment, reflecting the views of its community and providing an outstanding quality of life for current and future generations.

We have collectively prepared this plan using 5 main themes to signpost the direction we will take to achieve our vision, whilst retaining our core values of transparency, honesty, integrity, accountability and commitment.

#### FINANCIAL STABILITY

We as a council, will ensure we are well run, provide value for money and continue to strive for excellence.

#### COMMUNITY NEEDS

Working with our community we will identify their needs and opportunities, empower them to make a difference and support them to enhance the well being of us all.

#### PROTECTING OUR ENVIRONMENT

We will put the environment at the heart of everything we do influencing and promoting the transition to zero carbon.

#### BUILDING PARTNERSHIPS

We aim to strengthen our relationships with local businesses, organisations, clubs and charities, identify collaborative opportunities and work more closely with our neighbours.

#### GROWING OUR ECONOMY

We will build on the strengths of our town, identify opportunities for economic growth, make our town more appealing, safe and easier to get around.

## 1 FINANCIAL STABILITY:

We will grow & prosper as a council, ensuring we are well run, provide value for money, and continue to strive for excellence.

	OUR PRIORITIES	HOW WE WILL MEASURE SUCCESS	A/P
1.1	Improve the organisation of the council, its committees and its use of resources	Professional audit of governance, efficiency & effectiveness	FHR
1.2	Continual, meaningful training for staff & councillors	Successful Annual Governance & Accountability Return (AGAR) and clean internal audit	FHR
1.3	Succession planning for committee chairs & staff	Continuation of “Quality Council” status & working toward “Gold”	FHR
1.4	Improving governance	Monitoring and completing tasks & reviewing objectives	FHR
1.5	Embrace change & seek continuous improvements to our services balancing quality service with cost	Successful grant applications Surveys and evidence based change	FTC
1.6	Modernise & enhance our services & embrace new technology	Update office IT facilities and add to staffing skills	FHR
1.7	Reduce costs without reducing efficiency or effectiveness and introduce “zero base” effective budgeting	Evidence based cost reduction	FHR
1.8	Identify our infrastructure priorities & maintain the Community Infrastructure Levy (CIL) spending plan	Implemented infrastructure plans	SAD
1.9	Maximise income from non Council Tax Precept activities, local CIL and grant aid	Increase in non precept income	FHR FTC
1.10	Conduct due diligence on all projects & initiatives	Continuous monitoring of Investment Strategy Neighbourhood Plan revised and in place	SAD FHR

## 2 COMMUNITY NEEDS:

Working together we will enable our community to identify needs and opportunities, empower them to make a difference and support them to enhance the well being of us all.

	OUR PRIORITIES	HOW WE WILL MEASURE SUCCESS	A/P
2.1	Identify skills and capabilities within the council & the community.	Evidence based portfolio.	CEP SAD

2.2	Adopt “face to face” engagement with our residents.	An established communication programme of “face to face” events, public briefings and consultation with the community	FTC CEP
2.3	Communicate & consult regularly with our community recognising its diverse nature and changing demographics	Reduction in complaints and increase in positive feedback.	FTC
2.4	Encourage public involvement on working groups & volunteering on council initiatives.	Number of active volunteers & projects with voluntary engagement	FTC CEP
2.5	Encourage members of the community to put themselves forward as town councillors.	Progress achieved where the community indicated a strong preference.	FTC CEP
2.6	Create community partnerships across all age groups and encourage collective problem solving.	Younger representatives of our community engaging with, or sitting on the town council.	FTC CEP
2.7	Develop the Framlingham website to be more accessible & user friendly and use diverse communication, including social media and printed media.	Evidence of increased & regular communication of council activities on all media sources.	CEP
2.8	Implement “community asset mapping”.	Identification of what we have and what is missing.	SAD
2.9	Keep our community safe.	Implemented safety initiatives.	FTC
2.10	Communicate & consult groups who work with vulnerable, excluded & disadvantaged residents.	Regular reports to committees of contacts with support groups.	CEP SAD

### 3 PROTECTING OUR ENVIRONMENT:

We will put the environment at the heart of everything we do influencing and promoting the transition to zero carbon.

	OUR PRIORITIES	HOW WE WILL MEASURE SUCCESS	A/P
3.1	Develop & implement an Environment Protection Plan.	Establish an Environment Strategy and Biodiversity Working Group	PAE
3.2	Ensure that the Neighbourhood Plan review includes new policies on the natural and human environment.	Review of Neighbourhood Plan 2022 to include policies covering our environment.	PAE SAD
3.3	Work with ESC to achieve reduction of CO2 emissions aiming for a Carbon reduction target for Framlingham of 35% (on 2010 levels) by 2025, and 75% by 2050	Action plan in place to reduce our carbon footprint	PAE SAD

3.4	Lead by example – influencing public opinion and educate ourselves & the community via events and exhibitions.	Community involvement and commitment	PAE CEP
3.5	Develop recycling and re-use initiatives and lobby for new larger and more diverse local facilities.	Increased range and size of recycling facility implemented.	PAE HRP
3.6	Increase bicycle use, including cycle hire for visitors and promote walking	Cycle paths opened & maintained and more footpaths in use.	HRP
3.7	Reduce car use in town centre.	Development of a plan.	HRP
3.8	Encourage cleaner / green transport initiatives.	Development of plan for electric vehicle charging points	HRP
3.9	Gain a better understanding of what is possible in our town: <ul style="list-style-type: none"> <li>• Tree protection orders &amp; more tree planting.</li> <li>• Wild flower meadows.</li> <li>• Protection of wild life corridors.</li> <li>• Plastic bag free town, promoting alternatives.</li> <li>• Low energy housing design.</li> <li>• Electric car charging.</li> </ul>	Clear evidence of change – more trees, wild flowers meadows... etc.  Community satisfaction with appearance of parks & public spaces  Identifying low energy infrastructure planning opportunities	FTC PAE

## 4 BUILDING PARTNERSHIPS

We aim to strengthen our relationships with local businesses, organisations, clubs and charities, identify collaborative opportunities and work more closely with our neighbours.

	OUR PRIORITIES	HOW WE WILL MEASURE SUCCESS	A/P
4.1	Regular close contact with neighbouring villages/ parishes.	Evidence of closer, effective communication and meetings programme.	SAD
4.2	Attending ESC Community Partnership Area meetings.	Successful collaborative projects being funded & delivered.	SAD
4.3	Sharing our vision for Framlingham with our neighbours.	Inter village social events.	SAD CEP
4.4	Encourage collaboration with community groups, initiating regular meetings & develop partnerships.	Participation and collaborative action between councillors and the community. Positive feedback and outcomes.	SAD CEP
4.5	Provide a range of volunteer and engagement opportunities.	Increased involvement and participation of residents. Positive feedback.	CEP

4.6	Strengthen relationships with the FBA, local retailers and businesses.	Evidence based success, shared positivity.	SAD
4.7	Support community groups to improve outcomes for the elderly and lonely, and reduce the effects of isolation.	Well attended social events, feedback from community groups and individuals.	CEP FTC

## 5 GROWING OUR ECONOMY:

We will build on the strengths of our town, identify opportunities for growth, make our market town more appealing, safe and easier to get around.

	OUR PRIORITIES	HOW WE WILL MEASURE SUCCESS	A/P
5.1	Identify what businesses we have in town, what we need and what new opportunities they bring for employment.	Increase in Framlingham based businesses.	SAD
5.2	Support the creation of increased employment opportunities	New employment opportunities and “start up” on new Business Park.	SAD
5.3	Attract investment into town, supporting & promoting local businesses.	Increase in footfall and level of spend	SAD
5.4	Deliver the prioritised & agreed “off street” parking strategy.	Successful Implementation of town centre “short term” parking changes and reduced parking abuse	HRP SAD
5.5	Prepare a town wide transport & traffic management plan including on street parking, traffic flow, pedestrianisation, improved mobility for the disabled / elderly and alternatives to the car.	Implementation of CIL funded local infrastructure priorities including parking, improved mobility, traffic flow and a community bus connection to Campsea Ash station.	HRP SAD
5.6	Work to develop a town wide events programme & calendar.	An established and implemented events programme shared and supported by local retailers and businesses.	CEP
5.7	Promote our strengths, encourage events that market our towns unique identity & generate social, cultural & economic benefit.	Implementation of the “People & Places”(ESTI) recommendations and the Framlingham environmental initiatives.	CEP
5.8	Identify and implement changes in our town that make it more appealing, interesting and environmentally safe.	Increased visitor numbers / Hotel bookings etc	SAD PAE LAM

## 6 2022 Review of Aims / Priorities - Agreed Action:

Following an open discussion it was agreed that a general administrative issue facing the council was that of improving internal communication.

It was agreed that all committee chairs would take action to use the “matters of report” at FTC meetings to keep councillors up to date with key issues.

Each Committee, with the assistance of the Clerks, to review the strategic plan and agree what actions their committee can take during the coming fiscal year 2023 / 2024, and to update their Action Plan accordingly.

Specific actions were identified as listed below:

6.1	Finance committee to add Strategic Plan actions including introduction of zero based budgeting on major items of expenditure to the committee agenda.	FHR
6.2	Improving internal communications so Cllrs are more informed on activities and projects being carried out by different committees - Chairs to update Cllrs at Full Council meetings via “Matters of Report”. CEP to consider ways of publishing this information.	FTC CEP
6.3	Identify skills & capabilities within the council and the community - CEP to update the skills list and distribute it to Cllrs	CEP
6.4	Publish statistics informing councillors and the community of the use of the framlingham.com website - CEP	CEP
6.5	Introduce Community Asset Mapping – James to lead on this.	SAD CEP
6.6	Protecting the Environment - priorities need to be identified and an action plan drafted. PAE committee to lead on this, and to re-establish the Sustainable Framlingham working group with start-up projects.	PAE
6.6	SAD committee to action more regular contact and meetings with surrounding villages and parish councils .	SAD

### NOTES

This document is linked to our Committee Action Plans

Progress on achieving the Town Council’s priorities is to be reviewed on an annual basis - the next review to be completed by 31st July 2023.

A/P refers to Action Plan, and this column indicates which Council committee should include projects or activities covering this item in their Action Plan, and this indicated by the committee abbreviation initials (some priorities cross over several committees and so include several sets of initials):

FHR - Finance & HR

SAD - Strategy & Development

PAE - Planning & Environment

LAM - Lands & Markets

HRP - Highways, Rights of Way, & Parking

CEP - Communication, Events & Partnership

FTC - Full Council, or all committees