



Elstree and Borehamwood Town Council

Parish Plan

2017/18 - 2019/20

Introduction

This document sets out the key objectives against the Council's corporate priorities that will be focused on over the next three years.

The Council understands that not everything will be possible but prioritising its efforts in this way will ensure that existing services are improved and new services are introduced in an efficient and cost effective manner.

The aim of the document is to give residents a clear understanding of what the Council is trying to achieve and how it intends to deliver. The document will be reviewed on an annual basis and updates on achievements will be reported through the Council's annual reporting process.

The Council Vision

"We do everything we can to provide excellent services for all residents and visitors to the Town and encourage our partners to do the same."

The Council Mission Statement

"Using its statutory powers, Elstree and Borehamwood Town Council will do all it can to create a lively and vibrant town, promoting civic pride and improving the quality of life of those who live, work and visit Elstree and Borehamwood."

The Council's Values

The Council will at all times:

- Be an advocate and campaigning voice for the people of Elstree and Borehamwood
- Work to the highest standards of integrity and openness
- Deliver high quality, value for money services to the best of its abilities
- Work to improve service (in partnership with other organisations if appropriate)

The Corporate priorities

Administration and Finance: To continue to improve the organisational management and efficiency of the Town Council

Entertainments Services: To improve entertainments services targeted to all community sectors

Other Services: To improve other services targeted to all community sectors

Representation: To represent residents, businesses and community groups of Elstree and Borehamwood on key strategic issues facing the Town and continue to preserve and enhance the history and identity of the Town and to encourage economic development

Key Objectives

To continue to improve the organisational management and efficiency of the Town Council			
<u>Action</u>	<u>Council Committee</u>	<u>Lead Member and Officer</u>	<u>Timescale and Comments</u>
Work towards achieving Quality Standard Local Council Award	General Management Committee	Chairman of General Management Committee and Town Clerk	Submission to be completed by December 2018
Increase Fairway Hall hire	General Management Committee	Chairman of General Management Committee and Town Clerk	2017: Marketing campaign to promote venue 2018: renovations to increase capacity from 100 to 150 persons 2019: purpose built cinema screen and projector
Improve Security and Safeguarding measures	General Management Committee	Chairman of General Management Committee and Town Clerk	2017: Implementation of security measures on site (CCTV and access cards)
To maintain General Reserves to 6 months' revenue spending	General Management Committee	Chairman of General Management Committee and Town Clerk	This is an ongoing commitment for the Council.

To set realistic and effective Budgets for forthcoming years taking into account anticipated activities	General Management Committee and Full Council	Chairman of General Management Committee and Town Clerk	This is an ongoing commitment for the Council.
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To improve entertainments services targeted to all community sectors			
<u>Action</u>	<u>Council Committee</u>	<u>Lead Member and Officer</u>	<u>Timescale and Comments</u>
To improve Festival fortnight responding to community feedback	Entertainments Committee	Chairman of Entertainments Committee and Events Officer	2017: 40 th Anniversary of Star Wars theme and international food stalls for Families Day 2018: Enactments of Civil War battle 2019: Celebrity headline act at Families Day
To enhance Christmas Lights Celebrity Events and to increase coverage of lights	Entertainments Committee	Chairman of Entertainments Committee and Events Officer	Increased capacity to cope with larger attendance numbers High Profile Celebrities and increased attractions
Improved Fireworks Show kept at free of charge to public	Entertainments Committee	Chairman of Entertainments Committee and Events Officer	2017: 40 th Anniversary of Star Wars theme Adequate Sound System 2018: Additional fairground rides and longer display
New destinations for senior citizen Coach Trips	Entertainments Committee	Chairman of Entertainments Committee and Events Officer	2017: Winter trips increased

To increase Town Crier content and advertisements	Entertainments Committee	Chairman of Entertainments Committee and Events Officer	2017: souvenir edition to commemorate 150 year railway station 2018: 1/4 of copy to be paid adverts More comprehensive 'What's On' Section
To increase availability of local Musical Concerts	Entertainments Committee	Chairman of Entertainments Committee and Events Officer	USA band and school concerts in 2017 Twin Town Concerts in 2018 BBC Christmas concert to be enhanced in 2019
To organise or facilitate Special Events to commemorate significant milestones in the Town's history and National Celebrations	Entertainments Committee	Chairman of Entertainments Committee and Events Officer	Film Night in February 2017 Support 150 years of Railway in 2017/18 Support 60 years of Sitcom TV in 2017
To develop a strategy for providing entertainments to harder to reach groups (disabled, low income families, religious and ethnic groups)	Entertainments Committee	Chairman of Entertainments Committee and Events Officer and Town Clerk	To be prepared, costed and implemented in 2017 Increased support of Aldenham Country Park events

To improve other services targeted to all community sectors			
<u>Action</u>	<u>Council Committee</u>	<u>Lead Member and Officer</u>	<u>Timescale and Comments</u>
Establish improvement plan for Allotments sites including proposal for greater self management (allotment associations) for each site	Environment and Planning Committee	Chairman of Environment and Planning Committee and Council Warden	Plan to be established, costed and progress made by 2017
Plan to create new Stapleton Gardens Allotment site with c.50 plots	Environment and Planning Committee	Chairman of Environment and Planning Committee and Council Warden	Plan to launch new site in May 2017
To implement programme for maintaining Closed Churchyards and Clocks	Environment and Planning Committee	Chairman of Environment and Planning Committee and Council Warden	Detailed tree maintenance programme set for 2017, 2018 and 2019 Consider new clock batteries 2018
Maintenance of Heritage Film Plaques and Benches	Environment and Planning Committee	Chairman of Environment and Planning Committee and Council Warden	Rolling programme to replace/update x2 benches per year and to adopt maintenance of new plaques, as required
Increase Community Grants to local organisations that 'make a difference'	General Management Committee	Chairman of General Management Committee and Town Clerk	2017: Reports to Annual Parish Meeting with cheque presentations 2018: seek to award 80% grant budget to deserving causes
Identify and recognise deserving individuals for Civic Awards	General Management Committee	Chairman of General Management Committee and Town Clerk	Award Freeman/woman of the Town (up to 4) with no more than 2 per year

To promote further the 'Teddy's Trails' walking routes initiative	Environment and Planning Committee	Chairman of Environment and Planning Committee and Town Clerk	2017: Budget set to increase publicity and merchandise 2019: Consideration of book of walks to be published
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To represent residents, businesses and community groups of Elstree and Borehamwood on key strategic issues facing the Town			
<u>Action</u>	<u>Council Committee</u>	<u>Lead Member and Officer</u>	<u>Timescale and Comments</u>
Introduce new arrangements to better support and develop new and existing Councillors in order for them to improve their representation of local communities	General Management Committee	Chairman of General Management Committee and Party Group Leaders	New arrangements to be introduced through updated Members' pack and training for Councillors for 2017/18 year
Through the Council's statutory consultee status, engage fully in all consultative planning processes relating to developments that impact upon the town	Environment and Planning Committee	Chairman of Environment and Planning Committee	This is an ongoing commitment for the Council.
Increase awareness and activities of Transport and Business Forums	General Management Committee	Chairman of General Management Committee and Forum Chairmen	This is an ongoing commitment for the Council.
Increase Youth Council Membership and projects	Full Council	Youth Council Secretary and designated Members	2017: School Visits 2018: Youth Council exchange trip 2019: Trip to Select Committee

<p>In partnership with others, actively promote the film and television heritage of the Town</p>	<p>Entertainments Committee and General Management Committee</p>	<p>Chairmen of the Entertainments Committee and General Management Committee</p>	<p>This is an ongoing commitment over the lifespan of this document.</p>
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