

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

#### COMMUNITY NEEDS

Working together we will enable our community to identify our community 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 growth, make our market town more appealing, safe and easier to get around.

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### 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

Improve the organisation of the council, its committees and its use of resources

Continual, meaningful training for staff & councillors

Succession planning for committee chairs & staff

Improving governance

Embrace change & seek continuous improvements to our services balancing quality service with cost

Modernise & enhance our services & embrace new technology

Reduce costs without reducing efficiency or effectiveness and introduce “zero base” effective budgeting

Identify our infrastructure priorities & maintain the Community Infrastructure Levy (CIL) spending plan

Maximise income from non Council Tax Precept activities, local CIL and grant aid

Conduct due diligence on all projects & initiatives

### HOW WE WILL MEASURE SUCCESS

Professional audit of governance, efficiency & effectiveness

Successful Annual Governance & Accountability Return (AGAR) and clean internal audit

Continuation of “Quality Council” status & working toward “Gold”

Monitoring and completing tasks & reviewing objectives

Successful grant applications

Surveys and evidence based change

Evidence based cost reduction

Implemented infrastructure plans

Increase in non precept income

Continuous monitoring of Investment strategy

Neighbourhood Plan revised and in place

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

### OUR PRIORITIES

Identify skills and capabilities within the council & the community.

Adopt “face to face” engagement with our residents.

Communicate & consult regularly with our community recognising its diverse nature and changing demographics

Encourage public involvement on working groups & volunteering on council initiatives.

Encourage members of the community to put themselves forward as town councillors.

Create community partnerships across all age groups and encourage collective problem solving.

Develop the Framlingham website to be more accessible & user friendly and use diverse communication, including social media and printed media.

Implement “community asset mapping”.

Keep our community safe.

Identify those that are vulnerable, excluded & disadvantaged.

### HOW WE WILL MEASURE SUCCESS

Evidence based portfolio.

An established communication programme of “face to face” events, public briefings and consultation with the community

Reduction in complaints and increase in positive feedback.

Number of active volunteers & projects with voluntary engagement

Progress achieved where the community indicated a strong preference.

Younger representatives of our community engaging with, or sitting on the town council.

Evidence of increased & regular communication of council activities on all media sources.

Identification of what we have and what is missing.

Implemented safety initiatives.

Working “hand in hand” with recognised charities and support groups.

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## “A Signpost to our Future”

### 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

Develop & implement an Environment Protection Plan.

Ensure that the Neighbourhood Plan review includes new policies on the natural and human environment.

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

Lead by example – influencing public opinion and educate ourselves & the community via events and exhibitions.

Develop recycling and re- use initiatives and lobby for new larger and more diverse local facilities.

Increase bicycle use, including cycle hire for visitors and promote walking

Reduce car use in town centre.

Encourage cleaner / green transport initiatives.

Gain a better understanding of what is possible in our town:

- Tree protection orders & more tree planting.

- Wild flower meadows.

- Protection of wild life corridors.

- Plastic bag free town, promoting alternatives.

- Low energy housing design.

- Electric car charging.

#### HOW WE WILL MEASURE SUCCESS

Establish an Environment Strategy and Biodiversity Working Group

Review of Neighbourhood Plan 2022 to include policies covering our environment.

Action plan in place to reduce our carbon footprint

Community involvement and commitment

Increased range and size of recycling facility implemented.

Cycle paths opened & maintained and more footpaths in use.

Clear evidence of change – more trees, wild flowers meadows etc.

Community satisfaction with appearance of parks & public spaces

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### **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**

Regular close contact with neighbouring villages/ parishes.

Attending ESC Community Partnership Area meetings.

Sharing our vision for Framlingham with our neighbours.

Encourage collaboration between community groups.

Provide a range of volunteer and engagement opportunities via the “Inclusivity Working Group” initiative.

Strengthen relationships with the FBA and local businesses.

Initiate regular meetings & develop partnerships with local schools, charities, library, Sports Club, English Heritage, Hour Community, FAYAP, Scouts & Guides and other local partners.

Support community groups to improve outcomes for the elderly and lonely and reduce the effects of isolation.

### **HOW WE WILL MEASURE SUCCESS**

Evidence of closer, effective communication and meetings programme.

Successful collaborative projects being funded & delivered.

Community cohesion, and positive feedback.

Increased involvement , participation and collaborative action from councillors and the community.

Inter village social events

Evidence based success, shared positivity.

Positive feedback, sharing responsibility and outcomes.

Well attended social events, feedback from community groups and individuals.

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**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

Identify what businesses we have in town, what we need and what new opportunities they bring for employment.

Support the creation of increased employment opportunities

Attract investments into town supporting & promoting local businesses.

Deliver the prioritised & agreed “off street” parking strategy.

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.

Work to develop a town wide events programme & calendar.

Promote our strengths, encourage events that market our towns unique identity & generate social, cultural & economic benefit.

Identify and implement changes in our town that make it more appealing, interesting and environmentally safe.

### HOW WE WILL MEASURE SUCCESS

Increase in Framlingham based businesses.

New employment opportunities and “start up” on new Business Park.

Increase in footfall and level of spend

Successful Implementation of town centre “short term” parking changes and reduced parking abuse

Implementation of CIL funded local infrastructure priorities including parking, improved mobility, traffic flow and a community bus connection to Campsea Ash station.

An established and implemented events programme shared and supported by local businesses.

Implementation of the “People & Places” recommendations and the Framlingham environmental initiatives.

Increased visitor numbers / Hotel bookings etc