

# **SOUTH KELSEY & MOORTOWN**

## **THREE-YEAR BUSINESS PLAN**

### **INTRODUCTION**

*What is a Parish Council business plan?*

It is a statement for the parish on the vision of South Kelsey and Moortown Parish Council (SK&MPC). The document sets out our role and responsibilities in the community; our short and longer-term objectives; and our key priorities.

### **WHY A BUSINESS PLAN?**

*Why has the Parish Council decided to produce such a plan?*

Having a locally-informed strategy will provide a framework for SK&MPC to work within, enabling us to operate in a consistent and co-ordinated way. The continued development of our business plan will be done in liaison with our community. By ensuring we have the support of our parishioners, we are able to be more proactive in our decision-making. At the same time, our business plan will help the local community have a better understanding of what the Parish Council does and also clarify what it doesn't do. Parishioners will know which issues fall under the responsibility of other authorities such as West Lindsey District Council and Lincolnshire County Council.

For anyone not familiar with business planning, this is a dynamic process and the plan is a 'live' document. It will enable the Parish Council to track and monitor progress against key priorities; it will also be regularly updated to reflect changing social, technological, environmental and political developments. Our plan will be publicly available so that parishioners are able to understand our actions and monitor progress. The Plan will be formally reviewed and updated annually to ensure that our strategic vision continues to reflect our community's priorities.

### **COMMUNITY INVOLVEMENT IN THE PLAN**

*How does the Parish Council ensure that what it's doing is what you want?*

Our fundamental commitment is to communicate effectively with all parishioners: we represent you and we can only successfully do this through two-way communication. We are always happy when parishioners come to our council meetings, but we appreciate many people have families, jobs and other priorities that prevent this. Our intention is to make sure everybody has an opportunity to have a voice in our plan. To do this, we will be canvassing local opinion through social media; attendance at community groups; and knocking on doors. We might not be able to achieve everything everybody wants and, inevitably, there are always tough decisions to make where finance is involved. But our Parish Council will be open, transparent, and inclusive.

### **VISION**

South Kelsey & Moortown Parish Council aims to provide a positive and reliable organisation to meet the needs of the parish. This will be achieved through our commitment; our awareness of the needs of the parish; and active communications within and for the parish.

We seek to promote, maintain and improve a good quality of life by understanding the needs of groups and individuals within the parish and by making efficient and positive use of our income. We will also strive to be pro-active in the introduction of measures that enable the community as a whole to live healthily and safely together.

## **THE ROLE OF THE PARISH COUNCIL**

It is the role of South Kelsey & Moortown Parish Council (SPC) to manage our responsibilities within the community with an overriding objective of maintaining the rural character of the village.

The Parish Council has a Mission Statement and this sets out our aims, which are to:

- promote South Kelsey & Moortown as pleasant places to live and work;
- be transparent, and informative on village matters through multiple and innovative methods;
- be proactive with agreed short and longer-term goals;
- understand the needs of residents, and seek to address these needs within the resources and powers available;
- give value for money for the services and facilities provided by the council for the village community;
- seek external funding wherever possible to extend the scope of our activities in the interest of the community and/or community assets;
- preserve open spaces for the enjoyment of all and ensure that there are adequate leisure and recreational opportunities that meet local requirements;
- encourage the preservation, promotion and conservation of our natural environment;
- promote the saving of energy and use resources in a manner which aims to achieve the best economic value;
- encourage all to participate in activities beneficial to the community, especially in those areas which promote inclusivity and cohesion;
- by whatever means available to the council, encourage businesses within the parish to continue trading where this is considered a benefit to the community.

## CURRENT OBJECTIVES AND STRATEGIES

### 1. PARK

- Review the Terms of Reference and Constitution of the Advisory Committee on Parks, and re-launch; (Yr 1)
- Review budget and financial arrangements for the Park and ensure appropriate reporting; (Yr 1)
- Apply for grants to support Park refurbishment; (Yr 1)
- Through the Advisory Committee, produce plans for landscaping and refurbishment of the Park; (Yr 2-3)
- Tender and contract for refurbishment of the Park. (Yr 2-3)

### 2. SPEED REDUCTION - Road Safety is one of the main concerns of residents. Some of the issues such as resurfacing of roads and pavements, and speed limits through villages are dependent on support from Lincolnshire County Council; however, there are aspects which SK&MPC can achieve independently.

- Introduce measures to deter speeding in villages, including:
  - purchase of Vehicle Activated Signs (VAS) so as to deter speeding on main routes through villages, and also to build up a database of speeds around the parish to inform other actions that might be needed; (Yr 1)
  - purchase and installation of village gates at minor-road entrances to villages.;(Yr 2-3)
- Promote cycle route created by Cycle Lincolnshire, in partnership with West Lindsey District Council, with route through South Kelsey; (Yr 1)
- Create safe walking routes and ensure public rights of way are maintained; (Yr 1-3)
- Continue to work with LCC Highways to agree road and pavement maintenance timetable. (Yr 1-3)

### 3. VILLAGE IDENTITY AND INTEGRITY

- Take the Neighbourhood Plan through to referendum and, assuming its acceptance, this becomes an ongoing project of itself; (Yr 1-2)
- Develop scheme of landscaping and planting within villages, which is fully-funded and sustainable; (Yr 2-3)
- Installation of village signs in South Kelsey which authentically represent our community. (Yr 3)

### 4. COMMUNITY ENGAGEMENT

- Engage with all parishioners and groups through one-to-one and group discussions; (Yr 1)
- Identify multiple innovative methods of communication which meet the needs of all stakeholders; (Yr 2-3)
- Identify existing memorials and explore the potential for the siting of a memorial of reflection for the benefit of parishioners.

### 5. COLLABORATIVE WORKING

- Identify key groups within villages, including Village Hall Committee and PCC, and identify areas which overlap or within which collaboration is achievable; (Yr 1)
  - Formalise parish councillor relationship with community groups; encourage mutual attendance at meetings; and ensure on-going collaboration to inform future strategies. (Yr 2-3)
6. HEALTH AND WELLBEING OF PARISHIONERS - this is a priority for SK&MPC, and the provision of social functions which foster a welcoming and fun community atmosphere is a key component:
- Identify what is currently happening within the village and work with groups to co-ordinate promotion and publication of these; (Yr 1)
  - Explore the potential for a calendar of events in the villages; to include events such as: street food market; luncheon club; drop-in sessions; (Yr 2-3)
  - Support local facilities as appropriate; (Yr 1)
  - Explore the potential for the establishment of a community pub (Yr 2-3)
7. ENVIRONMENTAL ISSUES AND KEEPING SOUTH KELSEY & MOORTOWN TIDY
- Formalise litter-picking and create a register of volunteers; (Yr 1)
  - Organise an annual village spring clean for both villages to include village signs, notice boards and benches; (Yr 2-3)
  - Dog fouling - this is a particular concern to residents of South Kelsey and it is an issue for which responsibility is shared with WLDC who have a Public Space Protection Order in place and an online reporting system. However, there is also action that can be taken by SK&MPC to address the problem:
    - Keep position of dog-bins under review; (Yr 1)
    - Ensure signage is up-to-date and adequate; (Yr 1)
    - Ensure a consistent response by encouraging parishioners to report incidents of dog-fouling to WLDC; (Yr 1)
8. COMMUNICATION
- Review the format of the Annual Parish Meeting; (Yr 1)
  - Explore the development of a quarterly newsletter and appropriate method of dissemination; (Yr 2)
9. NATURAL SOUTH KELSEY AND MOORTOWN
- Maintain and develop the natural environment of South Kelsey and Moortown with particular regard to trees and wildflowers; (Yr 1)
  - Carry out audit of own trees and, on a triennial basis have an external risk assessment of these (Yr 2)