

Saxmundham Town Council – Strategic Plan – 2021-2023

Aim/Priority			
1. To define an effective strategy for sustainable development and regeneration for the future of our town and benefit of our citizens, through the local and neighbourhood planning processes and other relevant means, working with partners in all sectors, seeking to attract external resources, community facilities and infrastructure.			
No	Objective/Project	Activities	Resources
1.1	To complete an adopted Neighbourhood Plan with planning policies and projects that will enhance the development of Saxmundham for the next twenty years.	<ul style="list-style-type: none"> • Hold referendum. • Adopt the final version by Spring/Summer 2023. 	Neighbourhood Plan Steering Group Consultant
1.2	To encourage people to venture from the supermarket area to enjoy the independent shops and hospitality settings on the High Street	<ul style="list-style-type: none"> • Investigate the transfer of Fromus Square from ESC and the Town Council. • Additional signage between Fromus Square and High Street. • Improve the access routes from the Hopkins estate (lighting and surfacing). 	Amenities and Services Committee Resources Committee External Supplier Town Council
1.3	To create attractive entrances to the town and encourage the traffic to reduce speed	<ul style="list-style-type: none"> • To take costed proposals for the new Gateways to the Town Council. • To install new gateways. • To introduce Speedwatch. • To review and replace speed cameras. • To lobby Highways to reduce speed limit on High Street and town approaches. • To lobby Highways to reduce the size lorries on High Street and introduce “lorrywatch” 	Amenities and Services Committee Resources Committee External Supplier Town Council
1.4	To influence the provision of a community pub, leisure, medical and sports facilities	<ul style="list-style-type: none"> • To review the research available and consult with residents in the town to inform which 	Neighbourhood Plan Steering Group

		<p>facilities should be prioritised by the Town Council.</p> <ul style="list-style-type: none"> • Work with ESC to discuss how to fund (lobby for CIL) and how they will support the plans. 	
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Aim/Priority

2. To improve the environment of Saxmundham, in all its dimensions, working to make our town more attractive and sustainable, promote biodiversity, and address the challenges that climate change poses for our town and planet.

2.1	To improve the environment, promote biodiversity, and meet the challenges presented by climate change.	<ul style="list-style-type: none"> • Hold a Green Market and Seed Swap activity in the spring. • Initiate a forum discussion with residents and representatives around the town to identify achievable local goals. • Continue to identify verges that can be cut later in the season. 	
2.2	To make the town centre more attractive by working with local businesses to create a bespoke and sustainable planting display.	<ul style="list-style-type: none"> • Continue the work of the Green Team, working weekly on the various pieces of ground around the town. • To increase the number of hanging baskets and window boxes on the High Street. 	<p>Green Team</p> <p>Amenities and Services Committee</p> <p>Town Council</p>
2.3	To reduce emissions by working with ESC and SCC to install electric charging points in Saxmundham and explore the possibility of an electric community bus.	<ul style="list-style-type: none"> • Work with private and public partners to encourage installation of electrical charging points in the town. • Work with Katch and CATS and other companies to discuss provision of bus services between the new Garden Neighbourhood and the town facilities. 	<p>Amenities and Services Committee</p> <p>Town Council</p>

2.4	To explore the cost and possibilities of securing additional open space for allotments and community recreational use.	<ul style="list-style-type: none"> This aspiration is contained within the Neighbourhood Plan. 	Neighbourhood Plan Steering Group
2.5	To improve the energy efficiency rating for the Council buildings and private housing.	<ul style="list-style-type: none"> Prepare a report on the Market Hall, Gannon Rooms and Town House. Market the opportunity for private households to undertake a thermal imaging survey. 	Amenities and Services Committee Market Hall Management Committee Gannon Institute Management Committee Green Team

Aim/Priority

3. To promote our town and its interests effectively as a great place to live, work, invest in and visit. Communicate effectively and engage positively with all parts of the local community including decision makers, keeping them informed and involved and as active partners in our policy setting and activities.

No	Objective/Project	Activities	Resources
3.1	To review and streamline the Town Council's websites.	<ul style="list-style-type: none"> Receive a proposal regarding changes to the Town Council website and merging with the Market Hall website. 	Events and Communications Committee
3.2	To make best use of media channels.	<ul style="list-style-type: none"> Ensure media channels are used to communicate effectively. Review notice boards and use of newsletters. Regular press releases to newspapers, radio and TV when appropriate. 	Events and Communications Committee
3.3	Support other local organisation to stage events and other public services	<ul style="list-style-type: none"> Grant to Sax Music Fest Grant to IP17 Good Neighbours Scheme Grant to support Youth Activities 	Resources Committee

		<ul style="list-style-type: none"> • General Community Grants 	
3.4	Work with business to promote the Town Centre	<ul style="list-style-type: none"> • Set up informal business network. 	Town Council
3.5	Develop an events program that involves all in the community	<ul style="list-style-type: none"> • Explore setting up Saxmundham Open Gardens. • Create a Sax Artists week during Suffolk Open Studios. • Employ a consultant to generate a program of events, publicity and marketing of the Market Hall. • To continue to arrange a Christmas Event. • To put on other Events, eg Coronation. 	Events and Communications Committee Market Hall Management Committee Market Hall Trust
3.6	Involve Residents and Other Organisations	<ul style="list-style-type: none"> • Work with residents and other organisations to invite them to present to Town Council. 	Events and Communications Committee

Aim/Priority

4. To be a good forward-looking steward of our community assets and facilities and provide and develop good local public services when in our means.

No	Objective/Project	Activities	Resources
4.1	Regeneration of the Market Hall as a community project and venue and as a focal point for the High Street.	<ul style="list-style-type: none"> • Complete the specification and development of the move of the toilets to the back of the hall. • Develop a strategy to find funding for the redevelopment of the front of the building. 	Market Hall Management Committee Market Hall Trust
4.2	Regeneration of the Memorial Field and play areas to create attractive and environmentally sensitive open-air leisure to enhance health and wellbeing of the community.	<ul style="list-style-type: none"> • Install a new bridge between the Memorial Field and the Seaman Avenue playground. • Link up the corners and extend the path. • Install a running track with a view to starting Park Run. 	Amenities and Services Committee

		<ul style="list-style-type: none"> • Improve connection path to Mayflower estate and a second entrance. • Provide car parking off Seaman Avenue play park. • Upgrade and replace play equipment. 	
4.3	Improvements to the Gannon Rooms.	<ul style="list-style-type: none"> • Complete the refurbishment project including external landscaping. 	Gannon Institute Management Committee Gannon Institute Trust
4.4	Link the Railway and ESDC car park	<ul style="list-style-type: none"> • Work with external parties • 	Town Council
4.5	Weekly and monthly markets	<ul style="list-style-type: none"> • Relaunch the weekly market with grants to assist with publicity. • Continue to run the monthly markets. 	Amenities and Services Committee

Aim/Priority

5. To be more effective council administration based on strong adherence to the values of efficiency, responsiveness, professionalism, value for money and public service.

No	Objective/Project	Activities	Resources
5.1	Become more resilient.	<ul style="list-style-type: none"> • Develop a business continuity plan for the Council. • Develop succession plans for Councillors and Officers. 	Town Clerk
5.2	To ensure that the Town Council is legally compliant with the publication of information.	<ul style="list-style-type: none"> • Create and publish a Local Government Transparency Code Report. 	Town Clerk
5.3	To develop a support and development program for Councillors	<ul style="list-style-type: none"> • Create a training and development policy for Councillors and Officer. 	Town Clerk

5.4	Promote the Town Council	<ul style="list-style-type: none">• Promote the Council activities with signage and media notices.• Encourage the public to attend meetings to develop a two-way communication.	Events and Communications Committee
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Adopted by the Town Council at a meeting held on 11 October 2021.