

# Warminster Town Council Strategic Plan

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2021 – 2026

16<sup>TH</sup> SEPTEMBER 2020



# Introduction

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- *To be written by the mayor*

*Community and council in partnership, building a vibrant and flourishing town, proud of its heritage, delivering quality services today while preparing for the challenges of tomorrow. Actively embracing a brighter, greener future for all in Warminster*

# Our priorities

We will reduce our environmental impact and support Warminster community to do the same

*Reducing our environmental impact*

*Taking on new services, assets and responsibilities*

We will work with our partners to ensure maximum benefit for Warminster from services, assets and responsibilities devolved to us from Wiltshire Council. Ensure the transferred services are efficient and needed

## Warminster

A place to live  
A place to work  
A place to enjoy  
A council to deliver

*Enabling the new normal*

*Building a strong, healthy community*

We acknowledge the Covid19 pandemic has fundamentally changed society, our community and how we can and will operate as a council

We will work with residents and partners to build and maintain a strong community where people get the best start and lead fulfilling, healthy lives

# New services, assets and responsibilities

## What will we do?

- Identify which services, assets and responsibilities will provide benefit to the town, ensuring key value assets and services are retained
- Ensure that following any devolution we will obtain best value and quality of service for the town
- Align devolution with our environmental impact commitments
- Work with partners to provide a cohesive approach and hence deliver a flexible, joined-up service that is greater than the 'sum of its parts' across the council's portfolio
- Ensure our property portfolio meets our strategic and operational requirements

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# New services, assets and responsibilities

## How will we do it?

- When making decisions on service provision we will build on our skills and strong public service ethos to select the most appropriate service delivery model
- Build on community feedback to identify specifically the assets and services the community most highly values, and focus on those assets
- Commit funding and staff allocation to the priority areas, and explore all funding streams
- Review current staff structure and skills mix to ensure we have the right team to deliver
- Work with Wiltshire Council to ensure assets are transferred in a coherent and planned manner
- Develop our brand to generate a sense of pride for both the council and the town
- When designing future service provision, this will be aligned with our climate and ecological emergency strategy

## Who will we work with?

- Wiltshire Council
- Contractors and specialist service providers
- The community
- Community groups
- Neighbouring town and parish councils
- National advisory groups
- Local and national grant awarding bodies

# Building a strong, healthy community

## What will we do?

- Work to improve the economic, social, cultural and environmental wellbeing of the area
- Support the community to be connected, inclusive, safe and active
- Enable people – residents and visitors to feel a sense of belonging and to participate actively in our community
- As a council and in partnership with community groups, to help and encourage health and wellbeing opportunities and initiatives in the town
- Provide additional support and signposting to residents with the greatest challenges
- Get Warminster connected, influencing our partners to maintain and improve transport and digital links
- Become a town that attracts companies offering high value employment

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# Building a strong, healthy community

## How will we do it?

- Work collaboratively with our partners to deliver what the community identifies, and thinks is important
- Provide inclusive and accessible signposting of community activities to connect people and tackle social isolation
- Work with our partners to retain and expand the current network of safe and useable cycle ways and footpaths and to consider integrated bus services and community transport schemes
- Work to ensure the continued provision and maintenance of access to rights of way and countryside
- Encourage volunteering within the community, and recognise when community groups are better placed to provide a service and to support them in their work
- Revise the town's Neighbourhood Plan
- Work with community groups to ensure their vibrancy, longevity and the ability to deliver. Work with volunteers to set up new community groups which will bring sustainable benefit to the town
- Deliver public events; promoting the town and making our community spirit stronger

## Who will we work with?

- Residents
- Schools, colleges and other training providers
- Cultural and sporting partners, Sport England and other national governing bodies
- Dorset and Wiltshire Fire and Rescue Service, Wiltshire police service and NHS partners
- Wiltshire, neighbouring councils, and Warminster area parish councils
- Voluntary, community and social enterprise organisations
- Bus companies and other transport providers
- Warminster Area Community Engagement Manager
- Local and national grant awarding bodies



# Enabling the new normal

## What will we do?

- Ensure the safety of officers and members as the pandemic changes and develops over the coming months and years
- Deliver for the community and provide a safe environment
- Demonstrate relevance, be active, adept, fleet of foot and getting on with it
- Harness new community spirit and engagement facilitating opportunities for continuing involvement
- Build community leadership by working with other agencies including other councils, health and community sector
- Active Place-Shaping using recovery plans to build better communities
- Strengthen diversity with people from all backgrounds involved
- Embrace technology, virtual and online, promote engagement (e-mails, social media); hybrid meetings where appropriate
- Build capacity with effective and resilient processes in place including finances
- Become a Transition Town

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# Enabling the new normal

## How will we do it?

- Continue to develop working practices which ensure the safety of both officers and members
- Continue to adhere to the Government's rules and regulations regarding Covid safeguarding across our portfolio
- Enhance our brand so that the community can clearly see the added value of the council
- Normalise and become 'virtually' resilient
- Enable people – residents and visitors to feel a sense of belonging and to participate actively in our community
- Work collaboratively with our partners
- Our decisions will consider how they support the town being a great place in which to live now, and a great place which helps communities thrive in future
- Produce a dynamic strategic plan which will allow us to quickly pivot
- Broaden and seek new community collaborations
- Embrace new technology which extends our reach, accessibility and diversity in the community

## Who will we work with?

- Community partners
- Wiltshire and other neighbouring councils
- Government departments
- National Association of Local Councils
- Society of Local Council Clerks
- Community Organisers
- Community Engagement Manager
- Local NHS
- Warminster Community Radio

# Reducing our environmental impact

## What will we do?

- Adopt reduce, reuse and recycle across all aspects of our operations
- Promote behavioural change to reduce waste and increase reuse and recycling
- Strive to become a carbon neutral organisation by 2030
- Protect, encourage and expand Warminster's natural biodiversity
- Work with our partners to retain and expand the current network of safe and useable cycle ways and footpaths and to consider integrated bus services and community transport schemes
- Build and celebrate community pride in our environment to help keep it clean and safe
- Support the development of appropriately located renewable energy
- Provide an environment that attract business and tourism that is committed to reducing their environmental impact
- Engage with the community

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# Reducing our environmental impact

## How will we do it?

- Develop a climate and ecological emergency strategy working with our partners, government and local community
- Actively respond to proposals that impact on the environment
- Delivery a verge and other green spaces management and street cleansing strategy
- Responsibly manage the spaces, building and land we have responsibility over
- Support the Environmental Agency on flood protection projects
- Revise the town's Neighbourhood Plan

## Who will we work with?

- Voluntary, community and social enterprise organisations
- Significant landowners
- Wiltshire, and other neighbouring local councils
- Wiltshire Wildlife Trust
- Natural England
- Environment Agency
- Government departments
- National advisory groups