



## Strategic Objectives

Approved by Council 09.10.18

### STRATEGIC OBJECTIVE:

#### 1. Make a success of the Town Hall, Market and Market Square – Resources

To include:

Mgt agreement with CWaC

Working with CWaC ref locality assets

COMMITTEE OBJECTIVE <i>What will the committee do to accomplish the strategic objective?</i>	OUTCOME <i>What will the committee's objective achieve?</i>	ACTION STEPS <i>How will the committee's objective be achieved? *</i>	MEASURES <i>How will the committee benchmark progress towards achieving its objective?</i>	NESTON NEIGHBOURHOOD PLAN <i>Objective</i>	PROGRESS ACHIEVED <i>RED, AMBER, GREEN**</i>
<i>Mgt agreement with CWaC</i>					
<i>Working with CWaC ref locality assets</i>					

### STRATEGIC OBJECTIVE:

#### 2. Support economic development throughout Neston – Resources

To Include:

Neston Town Centre

Ward retail areas

Clayhill

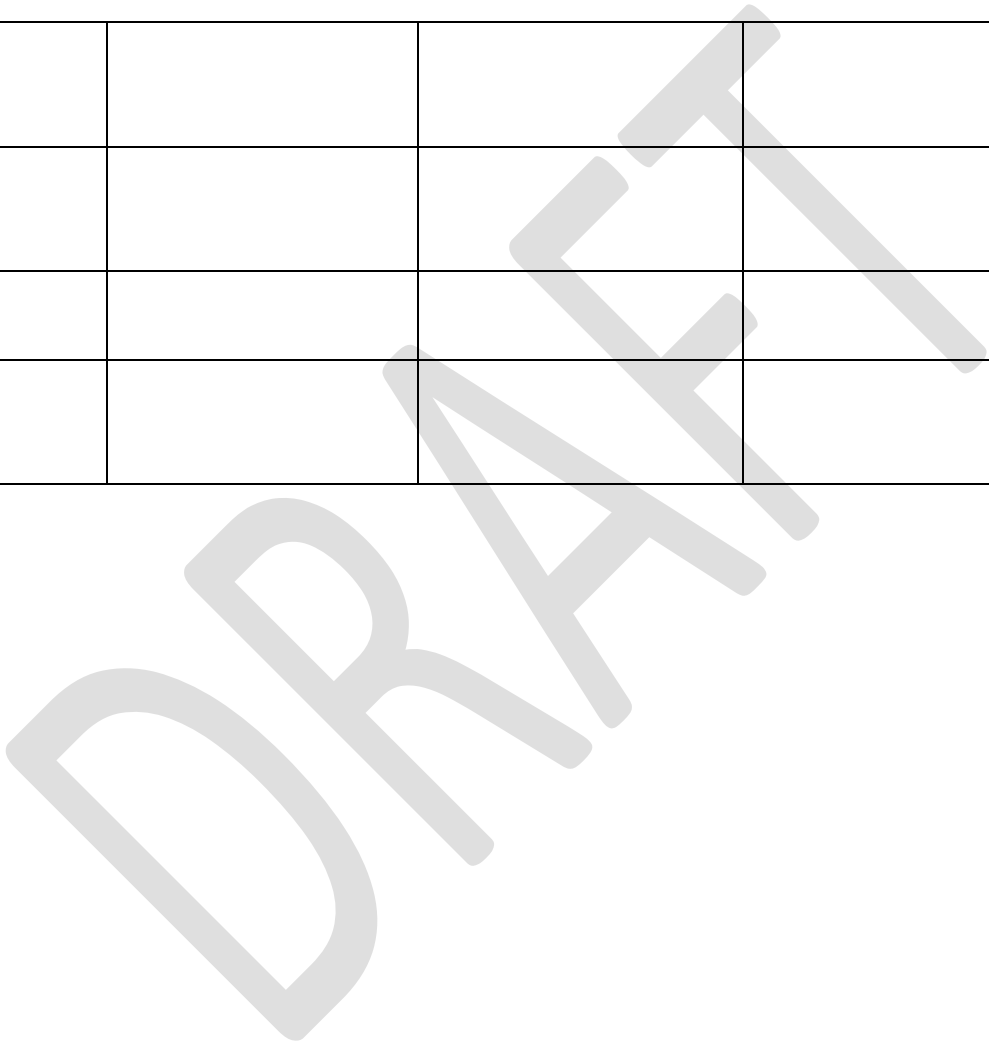
*Visitor economy & coastal path*

*Neston Town Centre*

*Ward retail areas*

*Clayhill*

*Visitor economy & coastal path*



**STRATEGIC OBJECTIVE:**

**2. Campaign with partners to achieve the Neston Public Transport Standard, (TWG to feed into this) - Places**

*Standard to include pedestrian and cycling (wording to be approved Places committee)*

Campaign with partners to achieve the Neston Public Transport Standard, to include pedestrian and cycling					
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**STRATEGIC OBJECTIVE:**

**4. Campaign with partners to enhance and protect the local environment - Places**

**To include:**

*Neston Looking Better priorities*

*Station Adopters*

*Park and open space improvements*

<i>Neston Looking Better priorities</i>					
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<i>Station Adopters</i>					
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<i>Park and open space improvements</i>					
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**STRATEGIC OBJECTIVE:**

**5. Engage effectively with the local community and facilitate its development and wellbeing - People**

*To include:*

*Young people*

*Vulnerable groups*

*Market Events*

*Work with community groups*

*Participating in community events*

<i>Young people</i>					
<i>Vulnerable groups</i>					
<i>Market Events</i>					
<i>Work with community groups</i>					
<i>Participating in community events</i>					

**STRATEGIC OBJECTIVE:**

## 6. Campaign with partners to improve community safety - People

To include:

Partnership with local police

Project Rural matters group priorities

CCTV

Partnership with local police					
Project Rural matters group priorities					
CCTV					

\*Ensure all necessary resources are available to achieve these action steps.

\*\* Refer to the guidance below when assessing progress towards each committee objective. In addition, provide details of progress to date.

	Committee objective fully achieved or exceeded	
	Committee objective is close to being achieved and is within 10% of being achieved	
	Committee objective is not achieved and is more than 10% away from being achieved	

**Approved by Council 09.10.18**

## Appendix

<b>Strategic Objective relevant to Neston Neighbourhood Plan</b>	<b>Brief description</b>
1. NNR 1	<b>Retail</b> Neston Town Centre
2. NNR1 NNR2 NNR3  NNE1  NNT2 NNT1 NNLE4	<b>Retail</b> Neston Town Centre Neston Town Centre Development Opportunity Town Lane and West Vale Shopping Parades  <b>Clayhill</b> Employment  <b>Visitor Economy</b> Visitor Economy Parkgate Seafront Dee Coastal Path
3. NNM1 NNM3	<b>Movement</b> Transport and Development Public Transport Improvements

<p>4. NND3 NNLE2 NNLE3</p>	<p><b>Design</b> Environmental Improvement Corridors Local Green Space Trees and Woodland and Development</p>
<p>5. NNC1 NNC2 NNC3 NNC4</p>	<p><b>Community</b> Community Infrastructure Neston High School Neston Recreation Centre Healthy Communities</p>
<p>6. None</p>	

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