



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, Market Events - Resources committee to act upon SO1 as the priority over SO2 for the next 3 years

COMMITTEE OBJECTIVE <i>What is the 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 ref – see appendix A</i>	PROGRESS ACHIEVED <i>RED, AMBER, GREEN**</i>
<i>Mgt agreement with CWaC</i>	A formal management agreement that safeguards benefits for council & residents	Meetings with CWaC	A completed signed management agreement	1&2	
<i>Working with CWaC ref locality assets</i>					
<ul style="list-style-type: none"> • Develop the Market • Enhanced Markets 	Enhanced market offer	By having more stall holders. By increasing revenue	It will be financially sustainable	1&2	

• Develop the Town Hall facilities	Enhancements to the T. Hall Increased revenue	Make a plan to address concerns	Run so that surplus income can be reinvested	1&2	
<p>STRATEGIC OBJECTIVE:</p> <p>2. Support economic development throughout Neston – Resources - i</p> <p><i>To Include:</i></p> <p><i>Neston Town Centre</i></p> <p><i>Ward retail areas</i></p> <p><i>Clayhill</i></p> <p><i>Visitor economy & coastal path</i></p>					
<p>COMMITTEE OBJECTIVE</p> <p><i>What is the Objective?</i></p>	<p>OUTCOME</p> <p><i>What will the committee's objective achieve?</i></p>	<p>ACTION STEPS</p> <p><i>How will the committee's objective be achieved? *</i></p>	<p>MEASURES</p> <p><i>How will the committee benchmark progress towards achieving its objective?</i></p>	<p>NESTON NEIGHBOURHOOD PLAN</p> <p><i>Objective ref – see appendix A</i></p>	<p>PROGRESS ACHIEVED</p> <p><i>RED, AMBER, GREEN**</i></p>
To have directional signage to the Town Centre from the Wirral Way	More visitors to the Town Centre	By working in Partnership with CWaC and provide funding for the sign	All permissions approved. Sign purchased and installed. Enhanced visitor experience.	2	
To have better knowledge of CWaC's plans for the town centre	Partnership working to achieve an improved Town Centre	Reinvigorate dialog with CWaC via the Economic Development Group & hold meetings- Update	Open shops, thriving businesses. Better community life.	2	

	and Ward retail areas	on re-imagining Neston meeting			
To look for funding which can be used to enhance the town centre and the aesthetics and signage of Clayhill Business Park	Available funds to make the improvements Potential increase of trade for businesses. Improved environment	By researching what funding is available, plan a project and submit applications / bids for projects / enhancements. Outcome of re-imagining Neston meeting	Visual improvements to the identified areas	2&4	

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

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Achievement of the Neston Public Transport Standard.	Better transport links for residents and visitors in Neston	Campaign with partners to achieve the Neston Public Transport Standard via the TWG. Consider at meetings TWG recommendations. Support the TWG initiatives.	Increased services and improved transport service options	3	

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

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<i>Neston Looking Better priorities</i> <i>Park and open space improvements</i>					
<ul style="list-style-type: none"> Provide and manage the Greening Contract (Floral arrangements) 	Improve the aesthetics of the town	By securing a budget to continue with the planting	Visual inspections Resident Feedback NLB feedback reports	4	
<ul style="list-style-type: none"> Provision of Benches 	Enhance the area's appearance Encourage tourism	Partnership working CWaC, & via 'Friends Groups' & volunteers supported by Council	Visual inspections Positive feedback form residents and the NLB Group	4	

	Community interaction Improved community life	A long term strategy for restoration / replacement of the benches			
<i>Station Adopters</i> • Enhance the appearance of the station	Visitor attraction and positive impression of the town (image)	Council to financially support adopters & via the greening contract. Liaison with the Adopters Group	Visual inspections Resident & adopter feedback Entries to Community Pride competitions	4	
Provide actions towards reducing the mosquito problem	Provide forecasting and monitoring of the problem. Take actions to reduce the issue via advice.	Action monitoring programme and annual reporting. Provide resource to deliver this monitoring	Reduce the mosquito problem.	2	
Facilitate the monitoring of the NNP	Provide reports on how the NNP is being implemented	Through the committee manage the NNPMG. Provide feedback on planning applications.	Ensure the NNP is being acted upon.	1,2,3,4,5	

STRATEGIC OBJECTIVE:

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

To include:

Young people

Vulnerable groups

Work with community groups

Participating in community events

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<i>Young people</i> Engage with young people with a view for them to engage in democratic process	Engagement of young people with the community and with the democratic process	Re-institute Junior Mayors	Feedback from people involved, and from organisers of events where Junior Mayors are present.		<i>Junior Mayors have not been elected this year.</i>
<i>Vulnerable groups</i>	Support for charities and organisations supporting vulnerable	Through the Grants Programme.	Reports on grants. To analyse the mix of grant applications received	5	<i>We support a number of such groups.</i>

	people in Neston				
<i>Work with community groups</i> To broaden the range of community groups participating in the grants programme	A broader range of community groups participating in the grants programme	Publicise the opportunity to apply for NTC grants.	Keep statistics on new participants	5	
<i>Participating in community events</i>	Targeted events at the market square	Christmas and Easter markets and events accompanying them	Feedback from participants.	5	

STRATEGIC OBJECTIVE:

6. Campaign with partners to improve community safety - People

To include:

Partnership with local police

Project Rural matters group priorities

CCTV

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<i>Partnership with local police</i>		Invite local police to committee meeting in April 2019	Attendance at meetings with the Police and Crime commissioner. Attendance of Police Officers at NTC meetings.	5	<i>Amber, we were represented at a meeting with the PCC</i>
<i>Project Rural matters group priorities</i>		Attendance of representative at PRM meetings		5	
<i>CCTV Installation of CCTV in Neston</i>	Increased security and assurance for residents	Liaise with CWaC and partners to secure installation	CCTV x 2 cameras installed	5	

**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	

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Appendix A

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

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

ⁱ Amended 08.01.19