

## Castle Cary Town Council Strategic Objectives 2018 – 2021

Preamble: These objectives summarise the Council's vision for what it hopes to achieve over the next 3 years. They are supported by the Council's General Policy paper which defines the way the Council works and follows as an Appendix.



### 1. A Quality Council

Vision: Castle Cary Town Council (CCTC) will achieve Local Council Quality Award as a progression from the Foundation Award.

### 2. Work in partnership with Ansford Parish Council

Vision: We will continue to develop our relationship with Ansford Parish Council and discuss and implement ways of working effectively together. We will do this by:

- Establishing an annual meeting in May to explore common interests and ways to resolve issues.
- Making joint funding applications sharing costs, where appropriate.
- Sharing resources to ensure that there is no duplication of services.

### 3. Neighbourhood Plan Vision:

We will work with South Somerset District Council and our community to publish our agreed Neighbourhood Plan developed by CCTC and APC together with volunteer experts from the community and ensure it will be in place by January 2019.

### 4. Young people, minority groups, and disadvantaged people.

Vision: CCTC will ensure that Council procedures and policies involve and consult all people in appropriate ways, including marginalised groups which may require special consideration. We will support the community by:

- Creating a new strategy for all our young people which will pull together and support the Youth Council, Youth Club and all others listening and reacting to their views about leisure and sport facilities, and all other proposed developments in the town.
- We will work with the Millbrook Surgery and our community to become a Dementia Friendly Town by the end of 2018.
- Continuing to support organisations which work with these groups.

### 5. Maintain the character of the Town

Vision: CCTC will continue to take the initiative to influence the planners and developers and try to make it possible to focus on brownfield sites for appropriate housing development. Derelict listed buildings will be put back into appropriate use. We will also:

- Use underpinning sustainability values to support the Plasticwise initiative and continue to support Fair Trade principles.
- We will support re-cycling and the reduction of waste.

### 6. Employment, Business and Tourism

Vision: CCTC will support the maintenance and development of Castle Cary as an

economically prosperous place that attracts and supports business. We will continue to encourage visitors, enabling local enterprise and leisure activities to flourish. We will do this by:

- Lobbying for increased efficiency of broadband speed to enable businesses in outlying areas to work effectively from their premises and homes.
- Securing land for employment development particularly the designated land off Station Road.
- Working with new employers and initiatives in our town to promote opportunities for appropriate expansion particularly supporting rural units for sole traders and small businesses.
- Continuing to work with SSDC Tourism to promote Castle Cary as a centre for walkers, cyclists and leisure activities.
- Actively support partnership working for recruitment strategies and work with schools to encourage entrepreneurial skills and local training opportunities

#### **7. Maintaining Retail Activity**

**Vision:** Castle Cary will have a flourishing retail zone with a mix of shops and businesses for locals and visitors, supported by free parking and effective signage. An active retail group, including a Tuesday general market, and other in-Town activities will attract visitors and add to the atmosphere and spirit of the Town. We will achieve this by:

- Working with the Chamber of Commerce to promote the High Street and our local businesses

#### **8. Use of CCTC Assets**

**Vision:** CCTC will optimise the use of its assets for the community by:

- Developing the Pavilion in three stages to make our sports facilities the best they can be.
- Maintaining Fairfield and the equipment on the site
- Maintaining our public toilets.

#### **9. The Market House**

**Vision:** The Market House will become a financially sustainable building, used extensively by the community, and by commercial enterprises sympathetic to the community's needs, all year round. We will achieve this by:

- Continuing to promote the facilities to be used in the many ways already established.
- Seek new opportunities, particularly from commercial ventures.
- Taking ownership of the building from SSDC in 2018 and maintain the building in a sensitive and practical way.

#### **10. Parking and Traffic**

**Vision:** Castle Cary will be a safe and pleasant place to walk, shop, work and go about our daily tasks. We will aim to do this by:

- Continuing to maintain the current spaces for parking, providing free parking for residents and visitors.
- Monitoring 'on street' parking and enforcement, continuing to ensure a good churn of spaces, allowing free flow of traffic through the Town, aided by controlled deliveries to business premises in the town centre.
- Ensuring that all new developments have adequate off-street parking.
- Putting strategies in place to ensure that all traffic travels within the speed limit.
- Establishing the Pitching as limited access road so that it can maintain and improve the unique historical character of the pathway.

May 2018