



# Bognor Regis Town Council

Corporate Strategy 2018-2020

*Sunniest Bognor Regis*

## **Purpose**

Our purpose is to lead Bognor to a better future improving the quality of life for locals, listening to and acting upon their views to improve facilities for residents and visitors and delivering bespoke value for money services.

## **Vision**

Our vision is to develop a clear Bognor Regis brand to become more powerful and enterprising, controlling our own destiny so that we can deliver relevant and sustainable local services, develop community cohesion and create a happier Bognor Regis.

## **Main Priorities**

Our Main priorities are:

- Promoting the Bognor Regis Brand and Town Area
- Partnership Working and Community Engagement and Empowerment
- Acquiring and creating more community assets

## **The Bognor Regis Community Promise**

In achieving our vision Bognor Regis Town Council promises to be trustworthy, honest, reliable and accessible. The Council will have a clear identity and the authority to take ownership of community problems and issues, ensuring it does a good job for all.

## **Implementing the Corporate Strategy**

The Bognor Regis vision sets out a 3-year target to develop a clear Bognor Regis brand to become more powerful and enterprising, controlling its own destiny to deliver relevant and sustainable local services, develop community cohesion and create a happier Bognor Regis.

The Town Council intends to do this through three priority areas.

Priority 1. Promoting the Bognor Regis Brand and Town Area

Priority 2. Partnership Working and Community Engagement and Empowerment

Priority 3. Acquiring and creating more community assets

Each of these priorities will be delivered through one or more projects for which action plans have been developed and are set out below. Implementation of the action plans will be the responsibility of the Town Clerk who will formulate the basis of more detailed and costed actions which will inform the budget setting process for 2018-2020.

In addition to the activities laid out under these priorities, the Council will carry out the day to day functions of the Council.

- i. The Council will continue to fulfil its statutory and democratic role through the meetings of the Council, its Committees and through the holding of the Annual Electors Meeting.
- ii. The Council will continue to fulfil its civic role through the Mayor's diary and by working with other organisations to arrange annual ceremonies such as Remembrance Sunday.
- iii. The Council will continue to engage with the electors of the Town through the handling of enquiries, the provision of information through the Town Council website and Facebook pages.

## PRIORITY 1.

### Promoting the Bognor Regis Brand and Town Area

The Council will identify a clear brand for Bognor Regis which reflects our core purpose to create an image that identifies the uniqueness of the council's services and differentiates it from other councils' services, so that over time this image becomes associated with our community promise, leading to increased credibility, quality and satisfaction in the mind of everyone who comes into contact with the Bognor Regis Town Council.

#### Project 1. Promoting the Bognor Regis Brand and Town Area

The Town Council brand is one of its greatest assets. It's not just a logo and design scheme, but reflective of its community, and visitors experience of its services. The brand is reflective of the community promise the Council's values, personalities and, the way it communicates with residents and visitors. It is in the way services are packaged and style in answering the telephone. Communicating the brand clearly and honestly will spread confidence and goodwill. It is a badge of trust that will provide a competitive edge. The brand will tell the community exactly what to expect from Bognor Regis always delivering on promises leading to a better future for all.

The Council will promote Bognor Regis and the Town area by enhancing the locality and facilities for residents and visitors.

The Council will continue to use the well-recognised "Sunniest Logo".

The Council will continue to promote and utilise the Town Crier both within and outside of the Town.

The Council will support the provider of a Wifi network for the beach to encourage a new kind of tourism

The Council will continue to deliver a programme of events throughout the year for residents and visitors to enhance their experience of the town and its environment including

- Drive Thru Time
- Christmas Lights
- Park Day
- Proms in the Park

The Council will continue to prepare and distribute a guide for all Town Council events.

The Council will capitalise on the Meteorological site/Information and publicity relating to the record breaking sunshine hours in Bognor Regis. This will be included within the branding strategy.

Active monitoring and reporting.

The Council will continue to make additions to the photo library and circulation of existing stock

### **Project 2. Neighbourhood Planning.**

Neighbourhood planning will allow the Town Council to both shape and give the community more of a say in its development (within certain limits and parameters). The plan will be used to help decide the future and protect the sense of place of Bognor Regis and will give local choice around where new houses, shops and offices are to be built, give influence over what buildings should look like and enable the granting of planning permission for the new buildings that the Town Council want to see go ahead.

The Bognor Regis Neighbourhood Plan has now been formally “made” by Arun District Council and should be referred to when they consider planning applications for the Town.

Bognor Regis Town Council, to effectively use the Neighbourhood Plan to influence development in the Town, identifies that Development Control knowledge is important for both Members and Officers.

The Council will maintain a watching brief of the NP and review if necessary.

The Council will continue to alert and encourage Members to attend training and refresher courses when available.

Development Control:

The Council’s Planning and Licensing Committee, as Statutory Consultee, will comment on all Planning & Licencing Applications

### **Project 3. Improving the Environment We Live In.**

Bognor Regis Town Council recognises that the state of its local environment reflects the quality of the Town and has identified actions to supplement the Neighbourhood Plan to improve the local environment for all ages particularly the old and vulnerable. Also, to provide facilities and services for younger people.

The Council will investigate the feasibility of introducing a Play Street Scheme.

The Council will continue and expand the Community Engagement opportunities.

The Council will investigate the potential for the Town Council to take responsibility for planting and maintenance of Steyne Gardens.

The Council will continue the Children’s Summer Activity programme including possible extension into other school holiday periods.

The Council will continue with the Youth Worker Steering Group, working with the appointed Youth Worker, to further investigate enabling and improving the environment for young people.

The Council will continue with the Town Force Activities including graffiti removal, sponsored planting, assistance at events, monitoring, maintenance and repairs of Town Council assets and outsourced paid work for other bodies such as neighbouring parishes.

The Council will continue with the provision and maintenance of 100 + allotment plots

The Council will continue to support the Bognor Regis in Bloom initiative

The Council will continue with maintenance of Town Assets i.e. lampposts, clocks, blacksmiths art

## PRIORITY 2.

### Partnership Working

Bognor Town Council realise that they can't deliver the vision in isolation and better results will be obtained through partnership working.

#### Project 1. Developing Partnership Working.

Working with our partners to manage and improve local services. Develop the ethos of partnership working amongst all Town Councillors and staff aligning all activities with the Corporate Strategy.

The Council will continue with the requirement for Members to provide a brief report in writing following attendance at each external meeting.

The Council will continue to arrange regular liaison meeting with Arun District Council and West Sussex County Council.

The Council will continue to prioritise Community Grants giving greater weighting to those applications which support the Corporate Strategy.

The Council will continue to provide Ward Allocations

The Council will continue to work in partnership with the Bognor Regis Heritage Partnership Board to preserve and enhance the heritage of the Town.

The Council will continue with Membership of Bognor Regeneration Board to work at a strategic level towards improvements for the area

The Council will strive to work in partnership with ADC on improvements to the seafront and promenade

## PRIORITY 3.

### Acquiring and Creating more Community Assets

The Council will strive to acquire and develop more community assets

#### Project 1.

The Acquisition of more Community Assets is desirable to not only ensure future provision of facilities and services but to also provide a new source of income for future years so as to reduce the reliance on the Precept.

The Council will at the appropriate time seek to purchase or lease suitable property to provide for its office, reception and meeting accommodation.

The Council will seek to provide suitable community space.

The Council will continue discussions regarding the acquisition of the Town Hall by the Town Council.

The Council will investigate the acquisition of Town assets of historical value.