

WALTHAM ABBEY TOWN COUNCIL



FIVE YEAR STRATEGIC PLAN

**COMMENCING
2006/07**

Adopted by Council 26th April 2007

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FIVE YEAR STRATEGIC PLAN

1. INTRODUCTION

The Strategic Plan is a statement of the Town Council's vision, purpose, objectives and values.

The purpose of the plan is to provide an overview of the Council's plans to improve the quality of life for all the Town's residents, businesses, and visitors. The plan will set out the aims and objectives of the Town Council for the five-year period commencing in the Municipal Year 2006/07. It will be reviewed twice yearly in order that progress may be monitored and the plan updated. A revised five-year Strategic Plan will be published during the first quarter of each Municipal Year.

2. VISION FOR WALTHAM ABBEY

The Town Council achieved Quality Council status in 2004 thus demonstrating that it places the highest emphasis on consistently achieving excellence and an innovative approach. Therefore the Town Council is committed to examining and reviewing its responsibilities and setting a viable development plan for the future.

Waltham Abbey Town Council will continue to work towards making significant improvements to the local community in particular the Town Centre and the environment by working closely and where appropriate in partnership with other organisations. These organisations are effective and key contributors and represent various elements of the community including voluntary, business and public sector organisations and are listed at Appendix A.

The Council's vision is to be associated with the creation of a successful town, where people want to live, work, play and visit with all residents having access to a high quality of life both now and in the future.

3. PRIMARY ROLE

The primary role of the Town Council is;

1. a) to provide a democratic and representative voice for the community and
b) to support and contribute towards the economic and social regeneration of the Town
2. where the Council provides services it endeavours to ensure that they are quality services at an economic cost
3. where the Council works with another agency to provide a service it endeavours to ensure they are dealt with efficiently and promptly.

4. COUNCIL SERVICES

The Council provides the following services;

- Cemetery and Gardens of Rest
- Retail market twice weekly and speciality markets such as Farmers Markets, French Markets etc for specific occasions
- Allotments
- Public Footpath maintenance
- Leisure Parks and recreation grounds including children's play areas, sports facilities and environmental areas
- Town Mead Sports and Social Club
- The Cornmill Suite function facility at the Town Hall
- Tourist Information Centre

5. AIMS AND VALUES

The Town Council aims to;

- Show clear and positive community leadership
- Conduct our business with integrity, impartiality and to be open and accountable
- Use resources effectively and efficiently
- Encourage partnership working
- Seek the view of our residents and business community through effective consultation
- Support and develop our working practices and staff enabling them to continuously improve the quality of our services

6. OBJECTIVES

The Council's objectives are;

- Supporting the regeneration of the Town Centre to serve the shopping, business, leisure, cultural and social needs of the local community, visitors and tourists.
- Improving and preserving the environment of the town including public and private open space
- Supporting the community as a whole
- Ensuring that public and private initiatives comply with the principle of sustainable development

7. WALTHAM ABBEY TOWN COUNCIL STRATEGIC PLAN 2006/07

The Strategic Plan sets out the Council's short term, medium term and long-term objectives. The Plan is an ongoing document that will be reviewed twice yearly and published annually. The current objectives are;

7.1 SHORT TERM

- Re-launch of the twice weekly retail markets
- Extension and refurbishment of Town Mead Sports and Social Club
- Improved cleaning regime for the Town Centre
- Formation of the Town Plan Steering Group
- Formation of the Market Town Partnership
- Improve communication with residents by improving the quarterly town magazine, The Town Crier and by setting up systems to ensure that the Council web site is regularly updated

7.2 MEDIUM TERM

- To continue to provide services to a level to ensure the renewal of the Quality Council status
- As a Quality Council to lobby Epping Forest District Council and Essex County Council to devolve appropriate services to Town level
- Work with the Town Plan Steering Group to formulate a Town Plan to provide a lead for the future development of the Town
- Work with the Market Town Partnership to regenerate the Town Centre
- To continue to work closely with Essex Police and Epping Forest District Council Crime and Disorder Group to create a safe environment for the residents of the Town
- To maintain and develop the Town's Closed Circuit Television Surveillance system

7.3 LONG TERM

- Following the disbandment of the governments Best Value regime to continue to provide services on time and economically
- To continue to protect the environment of Waltham Abbey in particular the Metropolitan Green Belt
- To continue to monitor the built development of the Town by informed consideration of all planning applications submitted to the Local Planning Authority
- To maintain the Town Centre in a clean condition as a place for residents to meet and shop
- To acknowledge the component parts of the Local Government and Public Involvement in Health Bill 2006
- To continue the economic and environmental governance of the Town taking into consideration the best interest of the community
- To continue to improve the weekly markets for the benefit of the Town

- To work with all agencies, businesses and residents to secure a prosperous community

Appendix A

**COMMUNITY GROUPS AND
PARTNER ORGANISATIONS**

Essex County Council
Epping Forest District Council
Essex Police
The Environment Agency
Voluntary Care Epping Forest
Waltham Abbey Chamber of Commerce
Waltham Abbey Town Centre Partnership
Rotary Club of Waltham Abbey
Waltham Abbey Police Forum
Waltham Abbey Historical Society
Waltham Abbey Community Association
Waltham Abbey Residents Association
Roundhills Residents Association
Paternoster Residents Association
Paternoster North Residents Association
Waltham Abbey Festival Week Committee
King Harold Day Society