



**CHIPPENHAM  
TOWN COUNCIL**  
Improving the quality of town life

## **Corporate Strategic Plan 2022 - 2026**

The local council elections in May 2021 ushered in a change to the composition of Chippenham Town Council, with fourteen new councillors joining our Council of twenty-four.

With all Councillors eager to put forward fresh ideas for the future of the town and continue the successes of the last four years, we began developing the next Corporate Strategic Plan. Councillors and officers worked together, and following a public consultation process, the Corporate Strategic Plan 2022 - 2026 was adopted by Full Council on 23 March 2022.

The overarching aspiration of the Council is *'improving the quality of town life for present and future generations'*, whilst putting the priorities of our residents and climate considerations at the heart of everything we do.

The Council has developed six core priorities and a number of actions to help focus and achieve our vision for the town.

Our councillors and officers are ready to take on the challenge and are looking forward to delivering the actions within the Corporate Strategic Plan. We are determined to ensure that we continue to provide quality services to everyone living in, working in, and visiting Chippenham.

### **Review of our Strategic Plan 2018 - 2022**

Chippenham Town Council approved its previous Corporate Strategic Plan 2018 - 2022 in November 2017. This plan contained five core priorities which sought to deliver and enhance our services and facilities.

Some of our key achievements were:

- Delivered a programme of phased upgrades to the CCTV cameras and system in the town centre and town council sites.
- Retained Purple Flag status which was successfully reaccredited in 2018 and 2021.
- Launched the Chippenham Community Safety Forum to provide a multi-agency platform to address issues of concern and tackle challenges faced in the local community.
- Retained Green Flag status for John Coles Park and received the Gold award in the Town Centre category for Southwest in Bloom.
- Kept up the high standards of grounds maintenance following the transfer of assets and services from Wiltshire Council.
- Continued to work throughout the COVID19 pandemic with visibility from the outdoor Environmental Services team.
- Engaged with over 1500 regular users of Stanley Park Sports Ground, with 3G evening sessions running at capacity.

- Began investments into sustainable alternatives such as the purchase of an electric pedestrian mower, borehole installation and an LED floodlight lighting upgrade at Stanley Park.
- Delivered Mental Health Workshops to over 90 local grassroots sports coaches.
- Produced a draft Chippenham Neighbourhood Plan for public consultation.
- Helped the community to shape Chippenham Neighbourhood Plan content and policies through Pre-Vision and Community Survey feedback and topic groups of local volunteers.
- Provided professional and high-quality responses to planning applications in the town as a statutory consultee and to planning policy consultations, including the Wiltshire Local Plan Review and Planning White Paper.
- Launched a new reporting system.
- Produced successful and engaging virtual Council meetings with public engagement when meetings could not take place in person due to the COVID pandemic and held virtual civic events.
- Moved towards paperless Council meetings with the introduction of Councillor email addresses, Councillor tablets and Modern.Gov Meeting management software.
- Set up Chippenham Youth Council and their Instagram page, holding meetings both virtually and in person.
- Attracted nationally renowned acts from the worlds of dance and comedy to the Neeld Community and Arts Centre, increasing audience numbers.
- Provided a centre for a wide range of community and cultural events.
- Retained Arts Council England (ACE) Accreditation at the museum and received ACE funding for a new gallery space, welcoming over four new exhibitions per year.
- Worked with schools and delivered a full programme of events and activities at the museum, including the Goldiggers project which won a National Community Archive Award.
- Catalogued over 35k objects of local interest, including the gift of an important collection of contemporary art to the town, and published two new books in the Chippenham Studies and Research Series.
- Received a Civic Society award for making improvements to the museum frontage, access, and shop.

## **Core Priorities**

**Provide and develop facilities and services that are accessible, inclusive and promote health and well-being.**

- Develop a strategy for Stanley Park Sports Ground, including investigating diversifying the range of sports and activities available.
- Continue to deliver the actions set out in our community sports based physical and mental wellbeing activity plan.
- Maintain current cycle routes and work with appropriate landowners and responsible authorities to support new or enhanced cycle and walking routes.
- Actively encourage cycling and walking within the town.
- Ensure that all play areas are safe and of a high standard, with equipment that inspires active play.
- Ensure that our parks and open spaces are accessible to all, to connect with nature and encourage physical and mental wellbeing.

- Continue working with groups that are representative of the community, to support health and wellbeing across the range of services that we provide.

**Play an active role in the future development of the town through collaboration with partners, stakeholders, and our community.**

- Complete the development of a Neighbourhood Plan for Chippenham through to referendum and implementation and monitor the effectiveness of the Plan policies, with a subsequent Plan Review if required.
- Continue to build relationships with Wiltshire Council as the local planning, transport, and highways authority and actively ensure that the Town Council is involved in future planning decisions affecting the town.
- Play an active part in the development of the town in areas that are within our control, encouraging and influencing sustainable development within the town.
- Pursue new partnership opportunities to enhance services and assets, supporting the development of the town and community.
- Communicate and engage effectively with the public across all age groups, including young people through educational programmes and the Chippenham Youth Council.
- Councillors to engage with residents through ward work to ensure that ideas presented, and decisions made by the Council represent the needs and desires of the wider community.

**Help to create a future that is carbon neutral, environmentally sustainable and resilient to the impact of climate change.**

- Invest in resources to deliver a programme of climate and biodiversity work.
- Continue to facilitate and encourage active participation and action through the Climate and Ecological Emergency Advisory Group.
- Ensure that environmental implications are considered when decisions are made by the town council and its committees.
- Work collaboratively with external partners and community groups to drive forward climate, environmental and biodiversity projects.
- Act as a positive example to other organisations regarding carbon neutral activity and share learning.
- Deliver the Council's tree planting strategy and work with partners to consider possibilities for additional trees and future woodland areas in the town.
- Develop and implement a plan to reduce carbon within the Council's estate.
- Increase the use of renewable energies within the Council's estate and fleet.
- Reduce waste and increase reuse and recycling at all of the Council's facilities.
- Work with schools to promote environmental education and continue other educational programmes.
- Provide funding for climate and biodiversity projects to non-profit organisations through a grant donation scheme.

**Maintain and create opportunities to enhance our green spaces and provide a clean and safe environment.**

- Protect, develop, and enhance our green spaces for future generations.
- Work with partners to manage our green spaces and encourage biodiversity.
- Develop interpretation panels for selected public spaces to increase public awareness and interest.
- Develop a grass cutting and horticultural strategy that achieves a balance between amenity and biodiversity.
- Seek opportunities to work collaboratively to utilise the green spaces and river frontage within the town.
- Develop a strategy for the future provision of the Town Council's public conveniences.
- Investigate opportunities to expand the provision of allotments and the development of a community garden.
- Work with a range of partners to ensure the town remains a safe place, facilitating community safety partnerships.
- Maintain Purple Flag status through collaborative working with partners.
- Carry out a strategic review of our CCTV service to establish future service provision.
- Ensure the cleanliness of the town centre and surrounding areas remains at a high standard, including initiatives to encourage pride in the town.

**Provide and develop facilities and services that promote Chippenham as an attractive and vibrant market town and celebrate its rich history, heritage, and culture.**

- Refresh the culture and tourism strategy to align it with available resources.
- Continue to invest in and develop Chippenham Museum to preserve and interpret our heritage for the inspiration, learning and enjoyment of all.
- Preserve and repair historic structures owned by the Council and influence the preservation of those belonging to third parties.
- Extend outreach and education programmes to continue to support community arts and heritage.
- Deliver and promote a range of indoor and outdoor events for the benefit of the community and that encourage participation.
- Continue to invest in and develop the Neeld as an entertainment venue with an attractive offer for the local community.
- Refurbish noticeboards and provide appropriate signage around the town where necessary.
- Celebrate key events in the Council's events calendar.
- Continue to develop the charter market and a wider markets offer.
- Promote the Council's events, services and facilities using various marketing strategies to reach a wide audience.

## **Maintain effective and efficient governance and management of resources.**

- Focus resources on delivering residents priorities and making every penny count, whilst remaining financially sustainable.
- Provide strong, clear, and consistent leadership at councillor and officer level.
- Ensure that the Council operates within legislation, regulation, ethics, and best practice.
- Secure external funding, including sponsorship opportunities where possible to develop our existing offer with regard to amenities, leisure, and cultural facilities.
- Continue to seek opportunities to increase income streams so that our services operate commercially where appropriate.
- Continue to offer a grant-based donation scheme to groups actively supporting the Council's core priorities.
- Develop the use of volunteers across a range of services.
- Invest in our staff and Councillors, providing training, development, and opportunities for career advancement where appropriate.
- Seek to optimise effective use of technology to enhance our services.
- Effectively manage and mitigate risk to the Council.
- Achieve local, regional, and national recognition through recognised award schemes.

## **Checking Progress**

The aim is for this Corporate Strategic Plan to help drive the Council forward over the next four years, delivering the vision of 'improving the quality of town life for present and future generations.'

The actions contained within this Corporate Strategic Plan 2022 - 2026 will be regularly monitored to ensure progress on delivering the six core priority outcomes.

Progress will be reported to the Council's Corporate Management Team on a regular basis, with officers reporting at public Council meetings every six months to help monitor performance.

Heads of Services and Directors will be responsible for individual actions that support the delivery of the overall Corporate Strategic Plan at an operational level.

The Council will also update the public on its progress through the Talk Chippenham newsletter, Chippenham Town Council website and social media.

For more information about our Councillors, Committees, and the work we do, including a calendar of meetings, please visit [Chippenham.gov.uk](http://Chippenham.gov.uk).