

DELIVERY PLAN 2022-27 – AREAS WITHIN C&E TERMS OF REFERENCE

GOAL 1	WORK TO INFLUENCE THE HOUSING THAT NESTON NEEDS
GOAL 2	WORK TO IMPROVE HEALTH AND WELLBEING
GOAL 3	WORK TO MAKE OUR TOWN SAFER
GOAL 4	SEEK TO PROMOTE A SPREAD OF EMPLOYMENT WITH MORE QUALITY AND SUSTAINABLE JOBS AND ENHANCE ECONOMIC PROSPERITY
GOAL 5	SEEK TO PRESERVE EXISTING SERVICES AND FACILITIES AND SUPPORT THE ESTABLISHMENT OF NEW ACCESSIBLE LOCAL SERVICES AND INFRASTRUCTURE
GOAL 6	CONTRIBUTE TO THE PROTECTION AND ENHANCEMENT OF OUR LOCAL ENVIRONMENT AND PUBLIC SPACES
GOAL 7	PROTECT AND ENHANCE OUR HERITAGE
GOAL 8	RECOGNISE THE RANGE OF LEISURE AND SPORTING ASSETS AND SEEK TO ADD TO THEM
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GOAL 10	BUILD A SINGLE, ENGAGED AND EMPOWERED NESTON COMMUNITY
GOAL 11	PROVIDE A VOICE FOR NESTON
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GOAL 1: WORK TO INFLUENCE THE HOUSING THAT NESTON NEEDS			
CATEGORY		OFFICER	PRIORITIES
Planning	C&E	CE	Use the planning system to argue for the necessary mix of sustainable house types, including affordable and social housing for our diverse population in accordance with the Neighbourhood Plan and is of a design that preserves Neston's character.
Housing	C&E	CE	Support partners who are providing more affordable and social housing. Contact organisations active in the town to understand the proposed or ongoing schemes.
Connectivity	C&E	CE	Promote connectivity between neighbourhoods.

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GOAL 2: WORK TO IMPROVE HEALTH AND WELLBEING			
CATEGORY		OFFICER	PRIORITIES
Healthy lifestyle	C&E	CO CO CO	Support initiatives which encourage residents to live a healthy lifestyle <ul style="list-style-type: none"> Re-emphasise advice/information available from partners on improving health and wellbeing through all of our communication channels. Help and promote local health related support groups
Relieving social isolation	C&E	CO CO	Reduce social isolation and loneliness by supporting “befriending” schemes and community transport. <ul style="list-style-type: none"> Initiate, promote or support “Good Neighbour” schemes
Young people	C&E	CO & CE	Seek to engage with young people through the local youth groups and schools.
Disability support	C&E	CO & CE	Recognise the needs of people with disabilities, seek to empower them and support better access and facilities for them.
Health care	C&E	CO CE CE CE	Work with partners such as Neston and Willaston Community Care to address shortfalls in provision of Health and social care. <ul style="list-style-type: none"> Contact partners to establish level of provision and main areas of concern Make the Town Hall available to supplement health care, wellbeing or social services if required. Continue to give grants for the provision and maintenance of Defibrillators.

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GOAL 3: WORK TO MAKE OUR TOWN SAFER			
CATEGORY		OFFICER	PRIORITIES
CCTV	C&E	CO	Look at opportunities to work with Cheshire West & Chester Council to improve CCTV services.
PCSOs	C&E	CO	Work with the Police to maintain the PCSO and Officer presence to prevent anti-social behaviour and ensure residents feel safe.
Community safety	C&E	CO	Work with Police and other partners on community safety initiatives and report matters of concern.
Crime prevention	C&E	CO	Disseminate information on community safety and crime prevention through our communication channels.
Emergency Plan	C&E	CO	<p>Work with the community & principal council to develop a Town Emergency Plan and liaise with CW&C to ensure it supports their resilience arrangements.</p> <ul style="list-style-type: none"> • Liaise with CW&C to clarify what can be done jointly • Identify potential community and business resources
Home safety	C&E	CO	Disseminate information/advice on home safety through our communications channels.
Crime reduction audit	C&E	CO	Undertake a Crime Reduction Audit on the Council's activities & facilities, to lead by example.
Support for vulnerable	C&E	CE	Utilise the Council's assets and resources to benefit the most vulnerable in our society
Safety campaigns	C&E	CO	Support Cheshire Fire and Rescue fire safety campaigns through our communication channels.
Traffic management	C&E	CO	<p>Use our influence for traffic management and speed reductions which improve safety.</p> <p>Use the Ranger to support maintenance of Signage.</p>

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GOAL 4: SEEK TO PROMOTE A SPREAD OF EMPLOYMENT WITH MORE QUALITY AND SUSTAINABLE JOBS AND ENHANCE ECONOMIC PROSPERITY			
CATEGORY		OFFICER	PRIORITIES
Visitor economy	C&E	CE	<p>Promote the visitor economy by working with stakeholders to raise the standard of the offering in Neston and supporting the message to internal and external audiences, in-line with any brand strategy</p> <ul style="list-style-type: none"> • Identify participating partners & establish Steering Group • With partners, develop an action plan • Implement Year 1 of action plan. • Continue to support and initiate tourism activities and promotion. • Continue to provide Christmas lights across wards in the Town. • Continue to provide support and finance to a range of events which promote the Town and strengthen the community.
Tourist information	C&E	CE	<p>Work with stakeholders to establish a Visitor Centre or Tourist Information Centre with links to all major attractors and information kiosks/interpretative panels at key locations</p> <ul style="list-style-type: none"> ▪ Undertake feasibility study to identify options. ▪ Agree action plan ▪ Deliver 1st Year Action Plan
Economic investment	C&E	CO	Proactively work with partners to encourage inward investment, which will result in an increased mix of employment opportunities
Funding for business support	C&E	CO	Assist Cheshire West and Chester Council in seeking funding from the Government and other sources to support businesses in Neston
Town Centre improvements	C&E	CO	Work with partners to help revitalise the Town Centre.
Business Improvement District	C&E	CO	Investigate the ambition to have a Business Improvement District in Neston.
Employment sites	C&E	CE	Use our influence to retain and enhance smaller employment sites, particularly where they enable “start-up” activity or the expansion of existing businesses.
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Clayhill Business Park	C&E	CO & CE	Work with other stakeholders to bring forward undeveloped employment land and additional refurbished or redeveloped space at Clayhill Business Park.
Free parking	C&E	CO & CE	Actively support the retention, maintenance and enhancement of free parking in the Town, supported by proactive parking enforcement.
Business forums & job fairs	C&E	CO CO & CS CO CS CO CO	<p>Be instrumental in instigating a business forum and use the provisions of the Town Hall to facilitate business networking and job fayres.</p> <ul style="list-style-type: none"> • Work with businesses to encourage networking. • Hold a networking event in the Town Hall • Hold a jobs Fayre • Be a proactive member of the business forum • To progress at least one of the actions from the Neston Economic Plan 2016 • Update economic information on Neston

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GOAL 5: SEEK TO PRESERVE EXISTING SERVICES AND FACILITIES AND SUPPORT THE ESTABLISHMENT OF NEW ACCESSIBLE LOCAL SERVICES AND INFRASTRUCTURE			
CATEGORY		OFFICER	PRIORITIES
Planning applications & Local Plan	C&E	CE	<ul style="list-style-type: none"> Respond to planning applications. Respond to consultations on the refresh of the Local Plan
Benefits of digital technology	C&E	CE CE CE & CS CS	<p>Work to help the Town and its residents, visitors and businesses, benefit from digital technology.</p> <ul style="list-style-type: none"> Identify areas of inadequate broadband speeds to homes and businesses. Identify the level of 5G provision Lobby for improvements Publicise the basic help service for digital devices at Neston Library.
Additional services/ infrastructure	C&E	CE	Use our influence to ensure the necessary provision of additional services and infrastructure, as development is approved within and outside the Town.
Public transport	C&E	CE	Work with partners to bring about improved and more integrated public transport.
Post Office facilities	C&E	CO	Work with partners to help re-establish a part-time post office with limited services in the town.

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GOAL 6: CONTRIBUTE TO THE PROTECTION AND ENHANCEMENT OF OUR LOCAL ENVIRONMENT AND PUBLIC SPACES			
CATEGORY		OFFICER	PRIORITIES
Environmental Policy	C&E	CE	Adopt an Environmental and Sustainability Policy to support locally the climate change initiatives which are so important to our residents.
Climate change & ecological crises	C&E	CE	<ul style="list-style-type: none"> Work with our communities and active local groups such as Neston Earth Group, to develop progressive local solutions in response to the climate and ecological crises. Liaise with groups to establish current work going on.
Signage & interpretation	C&E	CE	Work with partners to improve signage and interpretation.
Biodiversity	C&E	CE	Seek to preserve and enhance the Town 's biodiversity through supporting the retention, creation, and improvement of water and green infrastructure networks.
Environmental improvement corridors	C&E	CE	Work with stakeholders to develop proposals for Environmental improvement corridors.
Nuisance complaints	C&E	CE	Act as an advocate and gateway to other agencies in order to resolve nuisance complaints.
Environmental audit	C&E	CE	Undertake an Environmental Audit to determine the effect of the Council's activities and measure its carbon footprint as a simple benchmark against which to monitor future progress.
Green Belt	C&E	CE	Support the CWaC Local Plan Strategic Policies regarding retention of the existing Greenbelt.
Ranger Service	C&E	CE	<p>Improve our Town environment by ensuring the public spaces are clean, accessible and litter free, and to this end, introduce a Ranger service to work alongside CW&C.</p> <p>Define role of Ranger service</p> <ul style="list-style-type: none"> Liaise with CW&C re future cooperation and waste disposal Introduce a Ranger Service to work alongside CWAC

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GOAL 7: PROTECT AND ENHANCE OUR HERITAGE			
CATEGORY		OFFICER	PRIORITIES
Public events	C&E	CO	Support the Continuance of significant public events
Neston's heritage	C&E	CE	Work to ensure Neston's heritage is recorded and made accessible to all. Look to develop more online content on our website that captures the Town's look, memories, and history.
Heritage strategy	C&E	CE	Support CW&C Heritage Strategy.
Virtual museum	C&E	CE	Explore with partners the concept of a “virtual” museum for Neston. It could be in several linked locations, extending the Town trails. It would provide access to the natural, built, cultural and industrial heritage of the Town. <ul style="list-style-type: none"> Liaise with history groups & CWAC to share ideas and identify what already exists
Conservation areas	C&E	CE	Support reviews and maintenance of the conservation areas and both listed buildings and buildings on a local list and list on the website. <ul style="list-style-type: none"> Ensure current lists are on Website Establish when conservation areas last reviewed and how managed
Green open spaces	C&E	CE	Use the planning system to preserve green open spaces and sightlines to key features.
Blue Plaque Scheme	C&E	CE	Look to implement a local Blue Plaque Scheme for Neston. <ul style="list-style-type: none"> Undertake a feasibility study

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GOAL 8: RECOGNISE THE RANGE OF LEISURE AND SPORTING ASSETS AND SEEK TO ADD TO THEM			
CATEGORY		OFFICER	PRIORITIES
Oppose loss of facilities	C&E	CE	Oppose new developments where recreation or sports facilities are lost unless equivalent provision is provided.
New sport/leisure facilities	C&E	CE	Support and promote the development of new sports and leisure facilities to meet the needs of the local and surrounding population.
Play parks	C&E	CE	Work with partners and “friends of” groups to maintain and upgrade the various play parks in the town.
Cycling/walking	C&E	CS CS	Recognise the needs of pedestrians and cyclists and promote cycling and walking in the town, including helping to fund the updating of maps. <ul style="list-style-type: none"> Promote walking and cycling routes on website Identify which maps need updating and cost
Expansion of existing sports/leisure	C&E	CE & CS	Support local sports and leisure organisations to expand and play a greater role in meeting the needs of the population. <ul style="list-style-type: none"> Ensure all local groups are promoted on Council website
Allotments	C&E	CE	Work to maintain and enhance the provision of allotments in the Town <ul style="list-style-type: none"> Review our Allotments Policy. Continue to assess need.

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GOAL 9: DEVELOP ARTS AND CULTURE			
CATEGORY		OFFICER	PRIORITIES
Encourage visitors	C&E/ MTH	CO	Stage directly or with partners, specific events which raise the profile of the town and encourage visitors.
Town centre – social/cultural hub	C&E	CO	Promote Neston town centre’s role as the social and cultural hub for the area.
Promote cultural activities	C&E	CS	Promote an upbeat, exciting programme of cultural and arts activity across town. <ul style="list-style-type: none"> • Ensure local activities are promoted on Website & social media
Showcasing art	C&E	CS	Provide opportunities to create and show new work and for artists and creatives to network. <ul style="list-style-type: none"> • Facilitate an exhibition in the Town Hall

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GOAL 10: BUILD A SINGLE, ENGAGED AND EMPOWERED NESTON COMMUNITY			
CATEGORY		OFFICER	PRIORITIES
Supporting diversity	C&E	CE	Celebrate the diversity of our communities of place, origin, interest or age, and proactively engage with them, ensuring they are consulted, and represented.
Community development	C&E	CE	<p>Work with our community on determining how to best help it develop and possibly using the CH64 Vision Tree as a starting point. We will continue to work with other bodies which support, advise, and develop community and voluntary groups and Cheshire Community Action.</p> <ul style="list-style-type: none"> • Contact relevant groups and determine how to work together. • Agree an action plan for the year. • Implement action plan year 1.
Support community organisations	C&E	CE	Engage with and support the wide variety of community organisations in the town which help us deliver our aims and continue to provide grants and donations
Town Hall community hub	C&E	CE & CO	Ensure as a strategic partner, we are at the centre of proposals for the re-development of the Town Hall, to deliver a true community hub.
Volunteering	C&E	CE	<p>Empower a volunteering culture within Neston by promulgating the benefits and promoting opportunities.</p> <ul style="list-style-type: none"> • Media, Website, and social media campaign-New Year resolution.
Opportunities for young people	C&E	CE	Work with others to support young people and ensure they have things to aspire to, be it employment opportunities, safe activities, and place to engage with or an interest in their community.
Community engagement	C&E	CE	Develop community-focused programmes that support the wellbeing of residents, rebuild community engagement and cohesion, and help to build confidence levels of residents.
Food banks/community fridge	C&E	CE	Support local food banks and explore the idea of a community Fridge
Planning Policy	C&E	CE	Develop general principles in a Planning Policy to set out what the Council is striving to achieve for the Town, through the observations it makes on planning applications
Best kept gardens	C&E	CE	Introduce an annual best kept garden/allotment competition.

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GOAL 11: PROVIDE A VOICE FOR NESTON			
CATEGORY		OFFICER	PRIORITIES
Community assets	C&E	CM	Remain alert to concerns about the loss of community assets and offer support where possible.
Community cohesiveness	C&E	CE & CS	Promote or support events which build community cohesiveness or promote the town.
Neighbourhood Plan	C&E	CO & CE	<p>Ensure that we deliver the objectives of the Neighbourhood Plan for which we are the lead body and work with the community to undertake a mid-term review.</p> <ul style="list-style-type: none"> • Review the outstanding projects and discuss with partners. • Agree NP priorities to progress in 2023-24 • Determine a programme and funding for review

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GOAL 12: DELIVER EXCELLENT SERVICES ACCORDING TO BOTH NEEDS AND CONSUMER CHOICE			
CATEGORY		OFFICER	PRIORITIES
Provision of local services - existing	C&E	CE	<ul style="list-style-type: none"> • Maintain a Community Orchard at Marshlands Road. • Continue to provide floral decorations in accordance with our Greening Plan. • Continue to provide and maintain public benches. • Continue to monitor mosquito infestation and to part-fund combating measure including dredging the Marsh. • Continue to provide replacement public transport as necessary and link with community transport schemes.
Provision of local services - new	C&E	CO	<p>Support or supplement essential services provided by others, but only take on devolved services from the principal council, where it is necessary to preserve or improve them and it does not create a “double taxation” burden.</p> <ul style="list-style-type: none"> • Hold initial discussions with CW&C about future management of devolved services
Planning application responses	C&E	CE	Use our role in the planning system to the benefit of the local community.
Snow Warden scheme	C&E	CE	<p>Look in to the feasibility of a voluntary Snow Warden Scheme:</p> <ul style="list-style-type: none"> • Adopt scheme of eligibility to help vulnerable people • Feasibility Study for Snow Warden Scheme