

## F&A OBJECTIVES 2024: BUSINESS FORUM

OBJECTIVE	OUTCOMES	OUTPUTS	TARGET COMPLETION DATE	STATUS
Be instrumental in instigating a business forum and use the provisions of the Town Hall to facilitate business networking and job fairs.	A great town to work in with good employment opportunities and networking facilities.	Maintain and develop the Business Directory on the website	02.01.24	Complete
		With partners develop a new Regeneration/Economic Development Policy for the town which sets out NTC’s role. Engage with CW&C on regeneration plan.	31.01.24	Not started
	Promotion of Town Hall	Engage with CW&C on possible updates required for their current ‘Rural Regeneration Strategy & Action Plan (2011)	30.04.24	
		Work with CW&C to feed in updates for Neston on current policy	31.07.24	
	Increase service delivery	<a href="https://www.cheshirewestandchester.gov.uk/asset-library/your-council/council-plans-policies-and-strategies/policy-files-from-iwc-site/ruralregenerationstrategyandactionplan.pdf">https://www.cheshirewestandchester.gov.uk/asset-library/your-council/council-plans-policies-and-strategies/policy-files-from-iwc-site/ruralregenerationstrategyandactionplan.pdf</a>		
		Set up a business networking opportunity event. Establish a database using existing contacts who have previously expressed permission to join.	30.09.24	Started
		To adopt a Procurement Policy setting out complementary and conflicting objectives when purchasing services and goods.	31.10.22	Completed. <b>Policy adopted</b>
THIS OBJECTIVE IS CONSISTENT WITH THE AIMS OF THE STRATEGIC PLAN & DELIVERY PLAN				
Strategic Plan Priority 2: A TOWN TO WORK IN		A Council in transformation		
F&A Delivery Plan Goal 4: Seek to promote a spread of employment with more quality and sustainable jobs and enhance economic prosperity.		Aim to keep as much business as possible in Neston and encourage others to shop locally and support current retailers. Both within Council and encourage residents to “use it or lose it” with regards to local businesses and services.		
RELEVANT F&A MINUTES				
Minute 31. b) 12/12/23		Resolved to focus on goals: 4, 13, 14 and the five-year Financial Plan element from Goal 12 (totalling 8 individual points).		

## F&A OBJECTIVES 2024: GOVERNANCE

OBJECTIVE	OUTCOMES	OUTPUTS	TARGET COMPLETION DATE	STATUS
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Move to a 5-year financial plan to ensure best value, ensuring we build up resources to deliver Strategy.	An effective process to ensure governance is kept up to date in a timely manner which is scheduled throughout the coming year.	Adopt a Provisional Medium-Term Financial Plan to inform next budget	15.10.24	Priority
		Adopt budget 2023-24	23.01.24	Completed <i>Sent 31.01.24</i>
		Adopt a Medium-Term Financial Plan		Priority
		Finalise Accounts 2021-2022 and approve AGAR	31.08.22	Completed
		Finalise Accounts 2022-2023 and approve AGAR	30.09.23	Completed
		Undertake VAT partial exemption calculations and returns quarterly and review VAT status	Quarterly	
		Monthly financial reports to Council or committee and on website with explanatory notes as necessary	Throughout 2024	Ongoing
		Introduce summary front sheet to financial reports	By May	Ongoing - to be implemented
		Continue to make all financial transactions in a timely manner according to the Financial Regulations	Throughout 2024	Ongoing
		Undertake review of Ear-Marked Reserves	Throughout 2024	Ongoing
		Review and update SSET Register and expand information on major assets	30.04.24	Priority
THIS OBJECTIVE IS CONSISTENT WITH THE AIMS OF THE STRATEGIC PLAN & DELIVERY PLAN				
Strategic Plan Priority 5: A COUNCIL IN TRANSFORMATION		Improving the Council’s governance and policies and ensuring forward planning is at the forefront of our minds.		
F&A Delivery Plan Goal 12: Develop Performance Based Management to get it right first time.		A Council committed to adopting and pursuing best practice for governance, rigorous financial procedures, and presentation of accounts for inspection.		
RELEVANT C&E MINUTES				
Minute 31. b) 12/12/23		Resolved to focus on goals: 4, 13, 14 and the five-year Financial Plan element from Goal 12 (totalling 8 individual points).		

<b>F&amp;A OBJECTIVES 2024: CUSTOMER SERVICE</b>				
<b>OBJECTIVE</b>	<b>OUTCOMES</b>	<b>OUTPUTS</b>	<b>TARGET COMPLETION DATE</b>	<b>STATUS</b>
	Determine priorities on both objective need and public	Undertake all business and financial risk assessments	31.05.24	Started

Focus on excellent customer service and keeping the residents best interests at the forefront of decision-making.	choice in light of business and safety risk assessments.	Progressively develop and publish outcome-based standards for all services and add to Delivery Plan.		
	Always look to achieve the best practice and high standard levels of service	Continue to deliver our existing services and develop outcome-based standard	31.03.25	Ongoing
		Continue to maintain a public office at the Town Hall with increased opening hours.		<b>Progressing</b> <i>Increased set hours established by December 2023</i>
		Be a proactive service for the people of Neston.	To continue and further develop an Information Gateway to other public bodies and voluntary organisations through signposting and information sharing.	
THIS OBJECTIVE IS CONSISTENT WITH THE AIMS OF THE STRATEGIC PLAN & DELIVERY PLAN				
Strategic Plan Priority 5: A COUNCIL IN TRANSFORMATION		Service delivery		
F&A Delivery Plan Goal 13: Deliver excellent services according to both needs and consumer choice		Ensure the Council does the best possible job for its residents. Continue to maintains the Town Hall to a high standard and lobby CW&C for repairs and extended lease agreement.		
RELEVANT F&A MINUTES				
Minute 31. b) 12/12/23		Resolved to focus on goals: 4, 13, 14 and the five-year Financial Plan element from Goal 12 (totalling 8 individual points).		

<b>F&amp;A OBJECTIVES 2024: COMMUNICATIONS &amp; TRANSPARENCY</b>				
<b>OBJECTIVE</b>	<b>OUTCOMES</b>	<b>OUTPUTS</b>	<b>TARGET COMPLETION DATE</b>	<b>STATUS</b>
Strive for regular, high-quality communications with rate-payers utilising a number of social media platforms as well as physical advertisements	Continually improve the content of the website, social media posts and other channels of communication to make the Council more accessible and efficient.	Establish a Facebook page for the Town Council which can link into the Neston Market page.	April 2024	Ongoing
		Develop the use of social media such as Facebook and Twitter, in a factual way to make the Council more accessible and efficient.	Summer 2024	Ongoing
		Continue developing website to ensure Council remains current and policies are kept up to date		Ongoing

in the form of banners and posters.		Develop style of press release and poster communications to make them attractive to younger audiences by investing in up-to-date software i.e. Canva.		Research stage
		Train staff accordingly to utilise new means of communication and to ensure the Council remains on message.	March 2024 and beyond	Started
THIS OBJECTIVE IS CONSISTENT WITH THE AIMS OF THE STRATEGIC PLAN & DELIVERY PLAN				
Strategic Plan Priority 5: A COUNCIL IN TRANSFORMATION		Communications		
F&A Delivery Plan Goal 14: Provide excellent communications and transparency		Communicate with the people of Neston using a variety of means including increased use of social media.		
RELEVANT F&A MINUTES				
Minute 31. b) 12/12/23		Resolved to focus on goals: 4, 13, 14 and the five-year Financial Plan element from Goal 12 (totalling 8 individual points).		