

Business Plan for Cleobury

2019/20 – 2021/22

**Cleobury
Mortimer**
Town Council



April 2019



Why are we
doing this ?

- > **Help us plan ahead**
- > **Focused & together**
- > **Affordable, deliverable**
- > **Guidance for our budget
planning for the next 3 years**
- > **Engage with partners**
- > **Share, consult, publish**

These are just some of the reasons – not in any order of priority



Cleobury Mortimer Parish Boundary



Cleobury Mortimer Parish Vision Statement

A welcoming community
proud of its historic past
that looks forward
to a thriving and sustainable future.



Cleobury Town Council Mission Statement

Cleobury Town Council aims to improve the lives of it's residents by:

- ◆ A socially inclusive and caring community promoting health and wellbeing
- ◆ Preserving and enhancing the traditions, character and heritage unique to the Cleobury
- ◆ Promoting Cleobury as a clean, safe, welcoming and prosperous town for all.
- ◆ Supporting plans for better jobs, transport and homes.
- ◆ Supporting and encouraging community groups and organisations.
- ◆ Working in partnership with others to achieve a thriving and safe place to live.
- ◆ Celebrating the lives and talents of the community who live and work in Cleobury.
- ◆ Planning and spending council money wisely for the benefit of the whole community and the future.
- ◆ Meeting the challenges of devolved responsibilities for services and budgets.

Cleobury Community Vision 2036

A Town where...

- People of all ages live happily and enjoy a strong sense of community and the security that this brings;
- There is a state of the art community hub that meets the needs of all sectors of the community;
- The age profile of the community will be balanced because suitable housing will be available for people and families in all phases of their lives;
- There is a well-connected public transport system that allows people of all ages and mobility to travel on foot or by bus on safe, convenient and direct routes;
- Access to the beautiful countryside is available to all with good connections between rural and urban areas;

Developed at a Town meeting Jan 2018 as part of the Neighbourhood Plan

Cleobury Community Vision 2036 ...Continued

- There is a prosperous local economy that meets the needs of the town and surrounding villages and that provides well-paid local jobs, including working from home;
- The town centre is vibrant and meets the needs of local people so that they are not forced to travel long distances to access services;
- Mental and physical health is good for all members of the community because there are ample opportunities to exercise, meet others, and obtain specialist support when it is required;
- There is energy self-sufficiency and the opportunity to benefit from renewable sources of energy and cleaner energy including vehicle charging points;
- Green spaces are improved and enhanced, and local trees of importance are protected.
- Tourists will visit and contribute to the local economy.

Objectives – Housing, Land use.

no	Objective	Outcome	19/20	20/21	21/22
1.	Develop Neighbourhood Plan	Adopted plan for Housing, Jobs, Transport, Environment and Infrastructure for town, fully consulted, passed by referendum for 2016-2036			
2.	Work with developers that have existing land approved for development to influence them to meet the needs of residents. EG Cox's Orchard	To help meet the needs of current residents for the right houses and economic land of the right type for them in the right place.			
3.	Ensure long term empty houses and flats are used by encouraging and working with interested parties.	Adds to useable housing stock, maintains the built environment and reduces crime and vandalism.			

Objectives – Transport & Traffic

no	Objective	Outcome	19/20	20/21	21/22
1.	Revise speed limit sections with suitable signage and cameras for main road through town. Consider 20MPH limits for some residential areas.	Slower/safe speed limits throughout the town, better observed by motorists, lower risk of accidents.			
2.	Improve traffic flow, drop off and parking around Primary and Secondary Schools.	Safer environment for school children, improve confidence of parents for their child's safety.			
3.	Implement Community Transport Scheme. Starting with shared minibuses, consider adding car transport in year 3 including mobility needs	More options for education, jobs, healthcare, shopping and socialising for those without access to a car.			
4.	Improve Talbot Car Park	Better access			

Objectives – Transport and Traffic

no	Objective	Outcome	19/20	20/21	21/22
5.	Re-visit the last parking review. Update with further targeted investigations based on feedback from surveys. Include time of day and day of week. Hold a public consultation on recommendations. Consider the costs and implications of periodic enforcement where possible.	Parking and traffic flow are better accommodated and managed. We are prepared for new house building and able to reconcile with latest developments. Residents and businesses will have been involved in the process.			

Objectives – Infrastructure and the environment



no	Objective	Outcome	19/20	20/21	21/22
1.	Revisit our CCTV policy in the light of experience and develop improved working procedures.	A more reliable and timely response to CCTV requests so that the community have an understanding of and confidence in the system.			
2.	Continue to promote a responsible approach to dog fouling, reminding people of the reporting process – See something – do something	A cleaner and safer environment – Be seen to be meeting the concerns of residents and responsible dog owners.			
3.	Secure land for extending the Cemetery	Providing plots for future generations burial.			

Objectives – Infrastructure and Environment

no	Objective	Outcome	19/20	20/21	21/22
4.	Protect and enhance the trees, hedges and 7 wildlife corridors across the Parish identified in the Neighbourhood Plan. Build in 20% canopy cover for new housing developments. Look to encourage and support the development of an oak avenue from the Cemetery towards Hollywaste.	Preserve and enhance our unique environment for residents and visitors to enjoy. Support tourism, the environment and wildlife.			

Objectives – Social development & crime reduction

no	Objective	Outcome	19/20	20/21	21/22
1.	Support Cleobury Youth Partnership to develop activities, skills and job opportunities for youths.	Greater community cohesion, less anti-social behavior. Keep young people engaged.			
2.	Support further development of sports & social facilities and community groups.	Thriving Sports, Social Clubs. More people involved in community based activities & groups. Greater well-being.			
3.	Publicise the availability of volunteering opportunities for community organisations.	Increase community support and wellbeing for those being supported and volunteering. Increase community cohesion			

Objectives – Social Development and Crime Reduction

no	Objective	Outcome	19/20	20/21	21/22
5.	Complete the building of a Bike Trail in the park aimed at young people.	Outdoor activity for young people, utilizing amenity land and involving the community and users in design and construction, increasing pride and reducing the likely hood of future vandalism.			
6.	Support the development of the Community Hub with a climbing wall, dance studio, café, music room, workshop, play therapy, meeting and office space	A place for the whole community to meet, engage in activities together, resolve behavioural issues and support community involvement and cohesion.			

Objectives – Education, training and Skills

no	Objective	Outcome	19/20	20/21	21/22
1.	Continue positive involvement with Lacon Childe and the Primary School	Engagement to develop opportunities for children and to involve their parents in the community.			
2.	Work in partnership to develop training opportunities as an employer.	Improves the employment opportunities for people in the town.			

Objectives – Jobs, tourism and economic development

no	Objective	Outcome	19/20	20/21	21/22
1.	Work in partnership to promote Cleobury as a sound choice to locate your business. Ensure take up of the 2 hectares of employment land in the Local Plan.	More jobs for local people, reducing the need to move away and ensuring the town thrives.			
2.	Work in partnership to promote Cleobury as a tourist destination.	Increased income for local businesses, encouraging investment in the local community.			

Objectives – Health and Wellbeing

no	Objective	Outcome	19/20	20/21	21/22
1.	Develop a health and wellbeing strategy as well as improving links to the Medical Centre, NHS Social Care & complementary medical and wellbeing providers.	Residents better understand the services available and have access to the best possible services.			
2.	Lead on funding a refurbished play area for 4-11 year olds	Occupying and engaging in outdoor activity, improving health, wellbeing and social cohesion.			
3.	Lead on funding an outdoor gym on parkland for 12yrs to adults.	Occupying and engaging in outdoor activity, improving health, wellbeing and social cohesion. Supporting the many sports clubs in the town.			

Objectives – Health and Wellbeing ..continued

no	Objective	Outcome	19/20	20/21	21/22
4.	Become an accredited Dementia Friendly Town.	People with Dementia, living in or visiting the town are understood, made welcome and find it easier and more satisfying to live here.			
5.	Work in partnership to improve access and inclusion to all those wanting to get involved in the town or its community groups, particularly those who are vulnerable, disabled or feel excluded.				
6.	Lead on creating an enclosed dog exercise area in the park for free and bookable use.	Meet the needs of the many dog owners in the town so that they can exercise dogs safely			