

## SHEPTON MALLET TOWN COUNCIL

Meeting	People and Promotion Committee Item 1.7
Date	03 November
Author	Project Officer
Subject	Town Plan report

### 1.0 PURPOSE OF REPORT

1.1 For councillors to note the areas of responsibility this committee has with regards to delivering on the Town Plan for 2020-2024.

### 2.0 BACKGROUND INFORMATION

2.1 This town council recently published a Town Plan, a document containing a strategic vision for what this town council wishes to deliver in the next four years. There are five areas of priority focus: People, Placemaking, Promotion, Protected Environment and Play.

2.2 This newly formed committee has been named according to the two areas of priority focus for which is it principally responsible:

#### People

Priority	Details
Celebrate Volunteering	<p>Introduce a Civic Award Scheme and Honorary Citizen Scheme to celebrate locals who give their time and skills to improve the lives of others</p> <p>Support a Friends of Collett Park Users Group to develop initiatives in the park, to include walks, craft and sport and leisure</p> <p>Encourage opportunities to become involved in the town and develop a volunteer scheme to embrace all those who currently (or would like to) volunteer</p> <p>Create opportunities for sharing of skills, to ensure that volunteers are looked after in an inclusive manner</p>
Encourage and facilitate family based activities	<p>Ensure that there are events for all ages and areas of the community and that they are supported and promoted to a wide audience</p> <p>Facilitate activities across town that encourage people to get involved</p> <p>Work with community interest groups that bring events and activities to the community, to encourage participation</p>
Support and promote clubs and societies, to encourage participation and growth	<p>Develop strategies to work with and support groups that are representative of the community, to encourage participation and to combat social deprivation and loneliness.</p>
Create a directory of groups, spaces and funding opportunities	<p>Develop new ways of sharing information, through improving the connections between a wide range of community groups as well as sign posting to funding opportunities and places to meet</p>

as well as a What's On Guide	<p>Work collaboratively to create or promote spaces, which includes schools, library, community halls and Collett Park, which can be used as hubs for a range of cultural, arts, education and volunteering opportunities</p> <p>Develop a What's One guide of the activities and events in town</p>
Promote the Community Donations and Grant Scheme	Continue to offer a donations and grants based scheme that encourages wellbeing and cultural development of the community
Establish a People's Fund	Create a pot of money to support a specific annual project(s) or activity that is at the request of the community, following public engagement

## Promotion

Priority Five	Details
Promote and encourage Tourism	<p>Work collaboratively to develop a tourism offering that encourages those who live locally to explore and encourages others to visit</p> <p>Work with partners in the retail and hospitality industries to ensure that the visitor experience is thoughtful and inclusive</p>
Capitalize on the proximity to Glastonbury and other show sites	Be bold in the offering that the town has to those who visit neighbouring areas, festivals and show grounds and ensure that collaborative working enhances the opportunity for visitors to make Shepton a destination
Advance Culture, the Arts, and Education	Capitalise on the rich culture and heritage that the town has to offer and advance it through self-promotion to locals and visitors alike
Engage with and support businesses and commerce	Work with the wide range of local, national and international businesses that are based in Shepton, to offer each other opportunities for development and growth
Encourage future investment	Work with partners, businesses and developers to ensure that Shepton is a place for business and inward investment
Support the market and events	Promote the delivery of a wide range of annual, seasonal and regular activities that includes the markets, Carnival, Lantern Parade, Snow Drop Festival, Festival of Dogs, Collett Festival and others, that encourages local participation and attracts visitors

- 2.3 In addition, there are elements of the Play section of the Town Plan which it will also fall to this committee to ensure the deliver thereof. Namely, where the subject is for an activity or event rather than physical infrastructure.
- 2.4 This committee should consider each of the commitments made in its areas of responsibility and ask itself whether it is already fulfilling that commitment, whether there are any planned projects or initiatives to fulfil that commitment, or whether there is a need for councillors to propose new projects or initiatives in order to fulfil that commitment.

2.5 This is a plan for 2020-2024 and therefore any new projects and initiatives should be scheduled over the course of the next four years. To note that there are already a number of projects underway which means the office team have limited capacity to take on additional projects at this stage. Any new proposals should be considered for the next financial year, unless addressing an immediate or urgent need.

### **3.0 FINANCIAL IMPLICATIONS**

3.1 This committee is in the process of requesting its budgets for the next financial year and must ensure that it has funds available to cover all areas of its Town Plan responsibilities.

### **4.0 ENVIRONMENTAL IMPLICATIONS**

4.1 Any projects or initiatives considered by this committee must comply with the town council's environmental policy.

### **5.0 TOWN PLAN REFERENCE**

5.1 See above in paragraph 2.2.

### **6.0 RECOMMENDATIONS**

6.1 For councillors to note the areas of responsibility this committee has with regards to delivering on the Town Plan for 2020-2024.

6.2 For councillors to note that this committee will need to ensure it has a budget available to cover all of its areas of responsibility.