



NEW ROMNEY



TOWN COUNCIL

STRATEGIC PLAN

2023 - 2027

New Romney Town Council



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Foreword

Welcome to New Romney Town Council's Strategic Plan. The Plan describes the Council's vision, what we are trying to achieve during the current Term of Office and what our objectives and key priorities are between now and 2027.



*The Right Worshipful the Mayor of New Romney,
Councillor John Rivers
July 2023*

The Strategic Plan explains clearly to Councillors, staff, residents, businesses, and our partners exactly what the Council aims to achieve between now and the next election. New Romney Town Council is an ambitious Council and, as Members, we are all committed to helping make New Romney, Littlestone and Greatstone (*now called 'New Romney' in this report*) a better place to live, work and visit.

This document will help to ensure that the Council continues to focus on delivering excellent, value for money services for the Town and its residents.

This Strategic Plan sets out the Council's overall vision - which is to continually work on improving the quality of life for all residents, improving our local environment, conserving and promoting the Town's heritage and retaining financial security.

The overarching Strategy is underpinned by 11 Corporate Priorities supported by 52 Key Objectives. The Corporate Plan will be reviewed annually and updates on the Council's achievements will be reported at the Annual Town Meeting.

The Council will ensure that adequate resources (financial, staffing, training, equipment etc) are made available to achieve the Objectives detailed within this Plan.

New Romney Town Council Strategic Plan

To continually work on improving the quality of life for all residents, improving our local environment, conserving and promoting the Town's heritage and retaining financial security.

Our overarching Strategy is underpinned by the following:

- 5 Areas of Focus
- These include 13 Strategic Priorities
- These are supported by 53 Key Objectives
- Each Objective will be progressed and monitored by the relevant Council Committee

1. *Financial Management*

- To develop and manage a sustainable budget which maximises use of Town Council assets, optimises revenue streams and provides optimum spending opportunities whilst maintaining financial security and recognising the impact on residents

2. *Planning, Highways & Environment*

- To ensure that New Romney (see above) can develop economically whilst safeguarding its natural environment
- To optimise the ability for people and goods to move around the Town safely and in a more environmentally friendly manner
- To keep New Romney clean and pleasant for residents and visitors alike

3. *Recreation & Amenities*

- To optimise and encourage the use of all local sports, play and exercise facilities
- To maintain and improve a range of amenities and services to support a good quality of life in New Romney's Wards

4. *Health & Wellbeing*

- To develop and maintain a community infrastructure in New Romney that nurtures a safe, supportive and inclusive place to live, work and visit

5. *Town & Community*

- To develop and maintain a community infrastructure in New Romney that nurtures a safe, supportive and inclusive place to live, work and visit
- To support local businesses and economic development in New Romney
- To effectively communicate, consult and engage with our residents, partners, employees, local businesses, visitors and other public sector organisations (eg local authorities, health and education)
- To make sure that New Romney continues to attract tourists to the area
- To actively promote the arts and culture in New Romney
- To maintain and improve a range of amenities and services to support a good quality of life in New Romney

1. Financial Management

To develop and manage a sustainable budget which maximises use of Town Council assets, optimises revenue streams and provides optimum spending opportunities whilst maintaining financial security

Objectives	Committee	Start	Complete
FM1: Review and update Rolling Maintenance Plan to assist in Maintaining optimum property values of NR properties	F&GP	2023-24	
FM2: Undertake review of revenue streams and develop a plan to optimise income with which to support longer-term spending options whilst retaining financial security. To investigate funding and grants available to the Town Council	F&GP	2023-24	

2. Planning, Highways & Environment

To ensure New Romney can develop economically whilst safeguarding its natural beauty

Objectives	Committee	Start	Complete
PHE 1: Carry out a wants / needs survey re local new build developments to understand local housing needs and the impact on the Town from new developments with a vision of using the data to influence local planning outcomes	Planning & Environment	2023-24	
PHE 2: Develop and adopt a Policy Statement / Planning Protocol identifying the Town Council's commitment to preserving local open spaces	Full Council	2023-24	

2. Planning, Highways & Environment

*To ensure New Romney remains
a clean and pleasant place to
live, work and visit*

Objectives	Committee	Start	Complete
PHE 3: Establish a process by which NRTC receives regular feedback re local air quality monitoring	Planning & Environment	2023-24	
PHE 4: Complete the upgrade of NRTC waste disposal contracts and waste receptacles at New Romney Town Hall and Assembly Rooms to facilitate waste recycling	F&GP	2024-25	
PHE 5: Complete Area Action Plans for all NRTC open spaces linked to the adopted Environment Policy	Planning & Environment	2024-25	
PHE 6: Re-distribute trees from NRTC tree nursery for planting appropriately around the parish	Planning & Environment	2025-26	
PHE 7: Identify potential areas of NRTC Land for re-wilding and consult local residents on proposals	Planning & Environment	2025-26	
PHE 8: Investigate potential for Supporting local up-cycling and re-cycling projects and organisations	Planning & Environment	2026-27	

2. Planning, Highways & Environment

To optimise the movement of people and goods around the Town safely and in a more environmentally friendly manner

Objectives	Committee	Start	Complete
PHE 9: Identify and secure funding to implement the New Romney Parish Highways Improvement Plan	Planning & Environment	2023-27	
PHE 10: Implement 20MPH zones within the Parish as identified within the New Romney Parish Highways Improvement Plan	Planning & Environment	2023-27	
PHE 11: Implement improvements to junction of Ashford Road / New Romney High Street as identified within the New Romney Parish Highways Improvement Plan	Planning & Environment	2024-25	
PHE 12: Continue negotiations with FHDC Re adopting one of the two town centre car parks with a vision of utilising revenue to support funding of local improvements	Full Council	2025-26	
PHE 13: Lobby Government and KCC for improved local public transport. Investigate links with other Councillors (Parish, District, and County) to consider a Community Bus service with links to hospitals and other major sites/venues	Full Council	2023-24	

3. Recreation & Amenities

To optimise and encourage use of all Town Council sports, play and exercise facilities

Objectives	Committee	Start	Complete
RA 1: Provide more varied outdoor play equipment for children	Full Council	2024-25	
RA 2: Seek and secure funding to expand the New Romney Skate Park	Full Council	2025-26	
RA 3: Complete adoption of Station Road Area and secure funding to upgrade the equipment on the rear half of the site	Full Council	2024-25	

3. Recreation & Amenities

To maintain and improve a range of amenities and services to support a good quality of life in New Romney

Objectives	Committee	Start	Complete
RA 4: Provide picnic benches at Perimeter of St Martin's Field	F&GP	2024-25	
RA 5: Replace planters around perimeter of St Martin's Field with self-watering planters	F&GP	2024-25	
RA 6: Prepare a development plan and secure funding to upgrade The Greens as a Destination Coastal Park for play and recreation (eg addition of petanque strip, crazy golf, themed adventure playground, further picnic benches)	Full Council	2025-26	
RA 7: Seek and secure funding or loan/ Lease project to provide a NRTC Caretaker van to improve safety and efficiency in maintaining Town Council lands and premises	Full Council	2024-25	
RA 8: Deliver the completed Community Hall, Sports Pavilion and Nursery project	Full Council	2025-26	
RA 9: Refurbish or replace railings at The Greens, Littlestone and install inset safety barriers at all pedestrian access points	Full Council	2025-26	

4. Health & Wellbeing

To develop a community infrastructure in New Romney that nurtures a safe, supportive and inclusive place to live, work and visit

Objectives	Committee	Start	Complete
HW 1: Provide Dementia Awareness training for all New Romney Town Council Members and Staff	Full Council	2023-24	
HW 2: Complete all remaining criteria to be accredited as a Dementia Friendly Council	Full Council	2023-24	
HW 3: Continue adaptations to New Romney Town Hall and Assembly Rooms to make them more dementia friendly (upgrade Town Hall lighting / repaint door frames in both buildings in contrasting colour in line with rolling maintenance programme)	F&GP	2024-25	
HW 4: Support Primary Care Network with sharing of healthcare communications and provision of additional building space for delivery of healthcare services	Health & Wellbeing	2024-25	
HW 5: Expand links on NRTC website to include details of more local support organisations	Health & Wellbeing	2024-25	

5. Town & Community

To develop a community infrastructure in New Romney that nurtures a safe, supportive and inclusive place to live, work and visit

Objectives	Committee	Start	Complete
TC 1: Lobby Government/KCC/Kent Police to re-establish a visible local police presence and to retain KCC Community Wardens	Full Council	2023-24	
TC 2: Create disabled parking bay(s) on NRTC land at the end of The Greens, Littlestone to improve accessibility of this open recreational space	Full Council	2026-27	
TC 3: Provide funding support for the retention of local youth club provision	F&GP	2025-26	
TC 4: Organise a Community Service event to publicise what is on offer to local residents in terms of volunteer support and services	Health & Wellbeing	2024-25	
TC 5: Establish a Youth Council to engage and respond to the needs of local young people	Full Council	2024-25	

5. Town & Community

To support local businesses and encourage economic development in New Romney

Objectives	Committee	Start	Complete
TC 6: Install an electronic information board in the Town Centre area to promote the Town and advertise local businesses with a vision of generating additional revenue from advertising	F&GP	2025-26	
TC 7: Develop a plan for increased use of St. Martin's Field, and the Greens, for community events with a long term vision of establishing a community events calendar (eg to include annual community picnic, annual Armed Services Day event, annual Pride event etc) or a New Romney Festival Week	Full Council	2024-25	

5. Town & Community

To effectively communicate, consult and engage with our residents, partners, employees, local businesses, visitors and the public sector (eg local authorities, health and education)

Objectives	Committee	Start	Complete
TC 8: Return Council meetings to the Town Hall Council Chamber and revert to Monday evening meetings to reduce clashes with District Council meetings	Full Council	2023-24	
TC 9: Routinely publish links to details of local planning applications on NRTC social media	Planning & Environment	2023-24	
TC 10: Establish a policy of submitting regular monthly articles for publication in Romney Marsh Community Ad magazine which is delivered directly to every local household	Full Council	2023-24	
TC 11: Create video recordings of all Civic Services and Ceremonies for publication on Town Council social media to increase civic engagement	Full Council	2024-25	
TC 12: To establish other social media means by which we make the Council more accessible and engaging	Full Council	2024-25	

5. Town & Community

To effectively communicate, consult and engage with our residents, partners, employees, local businesses, visitors and the public sector (eg local authorities, health and education)

Objectives	Committee	Start	Complete
TC 13: Re-instate Town Centre NRTC noticeboard in High Street	F&GP	2024-25	
TC 14: Develop and adopt Policy Statement that places an expectation on Town Council Members to attend Civic Services and Ceremonies / Town Council events to (i) demonstrate commitment to the Town and its residents and (ii) engage with members of the community and increase visibility of the Council	Full Council	2024-25	

5. Town & Community

To make sure that New Romney continues to attract tourists to the area

Objectives	Committee	Start	Complete
TC 15: Complete and publicise (via NRTC website/social media and leaflets) the Town Trail	F&GP	2024-25	
TC 16: Develop a Policy for utilisation of The Cinque Ports brand	Full Council	2024-25	
TC 17: Replace Town signage at entry points to the Town ('Welcome' gates with crest / reference to 'Ancient Cinque Port Town')	Planning & Environment	2024-25	
TC 18: Prepare a Business Plan for potential provision of a summer tourist road train	Full Council	2025-26	
TC 19: See RA6 (P11) Upgrade of The Greens as a Destination Coastal Park	Full Council	2025-26	

5. Town & Community

To promote the arts and culture in New Romney

Objectives	Committee	Start	Complete
TC 20: Actively promote established local events on NRTC website and social media (eg JAM on the Marsh, New Romney Country Fayre, Light Up New Romney)	Full Council	2023-24	
TC 21: Install a Town Sign in the Town Centre/historic centre of the Town to Identify with the Town's history	Full Council	2024-25	

5. Town & Community

To maintain and improve a range of amenities and services to support a good quality of life in New Romney

Objectives	Committee	Start	Complete
TC 22: Lobby FHDC to re-develop the Disused play area in Dagleish Close	Full Council	2025-26	
TC 23: Undertake a post-community hall project review of NRTC buildings use	F&GP	2026-27	
TC 24: Install 2x Town benches (currently In storage) in New Romney High Street	F&GP	2024-25	
TC 25: Re-develop the toilet block on The Greens, Littlestone, to provide a café facility with external public toilet(s) and generate revenue to support local improvements	Full Council	2026-27	

Contact

For more information, or if you have any questions regarding the Corporate Plan, please contact:

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