



## **STRATEGIC PLAN 2022-2025**

The following Strategic Plan was first drafted in October 2020. It was reviewed in October 2021 and again in October 2022. It currently outlines the Parish Council's strategic plan for the next 3 years. It is accompanied by a business priority plan for the financial year 2023-24 and indicative for 2024/25. All may be affected by unforeseen events that may necessitate change to plans and priorities. Consequently, the plan will continue to be kept under review. There will be a risk assessment & mitigation plan for this strategy.

### **VISION**

Our vision is to preserve the openness and rural nature of West Horsley Village, equally its architectural and landscape heritage, special characteristics and environmental assets for the benefit of our residents.

### **MISSION**

Our Mission is to be a competent, progressive & efficiently run Parish Council that communicates well, works in partnership, delivers for its community and has its voice heard.

### **CORE VALUES**

We will work with a set of core values that are summarized as:

- We will adhere to the Nolan Principles in public life.
- We will strive to be an effective, diverse, responsive & financially prudent Council.
- We will respect & actively encourage diversity & inclusivity in all that we do.
- We will be open, transparent & accountable in our decisions and actions.
- We will endeavour to promote the interests of our community in all that we do.

### **MAJOR STRATEGIC THEMES**

#### **Place making**

1. To influence and, when necessary, exert pressure on statutory authorities (e.g. Guildford Borough Council, Surrey County Council, the NHS, Network Rail & South West Trains) to maintain existing infrastructure and deliver what is required to sustain the Village in the future.
2. To utilize the adopted West Horsley Neighbourhood Plan to inform and guide proposed developments within the Village with particular reference to preserving our local character and ensuring a housing mix that supports the needs of all generations.
3. To address the need for appropriate & sufficient infrastructure, including the improvement to existing and the provision of new, to meet the needs of existing residents and our growing Village community.

## **Community**

1. To have secured the status of “general competence” as a Council shortly after May 2023.
2. To have increased the number and diversity of serving Parish Councillors and similarly to have secured greater resident involvement through participation in Task Groups or specific projects, including the continuation of the West Horsley Youth Council.
3. To secure a parish office for the PC within the Village, with adequate storage facilities, and suitable as a meeting place for the Youth Council.
4. To build a resilient community that is aware of, and takes action to mitigate, the implications of climate change as they affect/have an impact upon the village, including our natural environment.

## **Innovation**

1. To communicate regularly and effectively with all generations by utilising a range of methods, growing digital platforms, which are regularly accessed by residents reflecting age differentials.
2. To support existing businesses and promote the Village in helping to attract new local businesses by building a directory, networking and showcasing local products and services.
3. To promote and use technology to enable new ways of working that make for greater efficiency and effectiveness, such as through the development of an interactive website; and proactive use of social media, to improve our accountability to residents for the resources we control.

## **Well-being**

1. To have a programme of activities and/or events which engage the community and help to promote well-being, including recognising the role of volunteering and celebrating the contributions made by individuals.
2. To be aware of national and local initiatives that the Council might actively promote, support or implement to assist the community in improving well-being.

## **YEAR ONE: PRIORITIES FOR 2023/24**

1. Review the Neighbourhood Plan in the light of the now adopted Guildford Borough Council Local Plan and the latest Government guidance e.g. as set out in the White Paper on Planning Requirements & Regulations.
2. Review the schedule for major infrastructure related projects that can be set against S106 monies or, if of a lower order, other grant sources. This to be communicated to statutory authorities and other bodies impacted.
3. Continue to maintain and improve the overall appearance of the Village which might include, signage, benches, bins, noticeboards, bus shelters & landscape enhancement & maintenance wherever possible with funding provided by the responsible authority.

4. Continue to full business case status for the sports hub bid to Your Fund Surrey in collaboration with the football and cricket clubs.
5. Continue the special project to secure the extension of the AONB in the light of the outcome of consultation and in conjunction with Surrey Hills and Surrey Wildlife Trust.
6. Deliver a communications plan that optimises the use of relevant digital platforms that will most likely engage all generations at the most relevant level and to the greatest effect.
7. Identify those activities and/or events that engage the community and which would help to make a positive contribution to improving well-being following the effects of the pandemic locally; this is to include the celebrations for HM The King's Coronation.
8. Continue to raise awareness across the village of the actions we can all take to mitigate the effects of Climate Change.
9. Encourage and integrate with the Youth Councillors, to assist with the continued development of the Youth Council whilst ensuring and a two-way exchange of ideas and knowledge.

#### **YEAR TWO: INDICATIVE FOR 2024/25**

1. Continued implementation of road safety measures and the development of business plans for new or in association with applications for S106 monies from major developments.
2. Further development of the bid to Your Fund Surrey in the light of feedback on the progress of the initiative.
3. Succession and development of the Youth Council in line with agreed plan.
4. Continued development of website and social media platforms to improve engagement with residents.
5. Ensure succession plans are in place.
6. Conduct a feasibility study on the worthiness on a 20's Plenty zone through the village.

Amended and adopted: 15<sup>th</sup> November 2022

To be reviewed: October 2023