

# **MADELEY TOWN COUNCIL**

Originating, Enabling and Supporting

## **STRATEGY 2019/2020**

### **INTRODUCTION**

Madeley Parish Council was established in 1988, and quickly became an organisation of significance. In 2012 the name was changed to Madeley Town Council to more accurately reflect its position. Directed by 17 councillors and supported by nine staff we have established an accessible and functional building, and founded or become a major contributor to a range of exciting projects. The Council has budgeted income of £615,914 in 2019/20.

With such resources, we are in a powerful position to make a real difference to our community, it would also be possible to waste that potential, by acting in a piecemeal and reactive way, and therefore Madeley Town Council is operating in accordance with an agreed strategy. The strategy is a public document that is revisited and revised on a regular basis, and sets out the aims, operating structures, principles and culture of Madeley Town Council.

### **PURPOSE**

Madeley Town Council is mindful of its position and responsibilities and has defined its purpose as follows:

‘To represent the interests of the local community and provide appropriate assistance and support for established and new initiatives.’

Wherever possible, Madeley Town Council will seek to work in partnership with other agencies and individuals, drawing on shared resources and skills to maximise local benefit and achieve common goals.

### **AIM**

To maintain and develop all that is good within the community.

### **VALUES**

Madeley Town Council will work with integrity and provide a high quality service. In all its dealings with the public, other organisations and internal matters Madeley Town Council will be: -

Accessible	Accountable
Fair	Inclusive
Proactive	Professional
Responsive	Transparent

## **AREAS OF FOCUS**

The council has chosen to focus activity in a number of areas, these are reflected in its committee structure: -

Finance and General Purposes  
Leisure & Community

Environment  
Personnel

## **THE COMMITTEES**

Each committee will develop its own action plan. The action plan will be a flexible and developing document that is evaluated before and amended after each committee meeting. The action plan will be attached to the minutes as an appendix. It will address clearly defined aims as set out on the following page. Each action plan will set out its strategic objectives that will be achieved through effectively monitored projects.

## **AREAS OF INTEREST**

The day to day activities of the Council and its Committees will be concentrated in the following 'Areas of Interest': -

Strategic Direction, Representation, Parish Profile, Anstice Memorial Hall, Assets, Budget & Finance, Regeneration, Community Events, Community Development, Public Realm, Open Spaces, Planning & Conservation, HR Management and Training.

## **STRUCTURE**



## Areas of Interest 2018 - 2019

Area of Interest	Strategic Aim
<b>Full Council</b>	
C1 Strategic Direction	To steer and co-ordinate the work of the committees to ensure that strategic aims are being addressed and to develop policies and procedures that will enable the organisation to function effectively as an employer, service provider and community representative.
C2 Representation	To consult with and be accountable to the community through open communication and to advocate on behalf of the parish and its residents.
C3 Parish Profile	To promote and publicise the work of the council and the area it serves.
C4 Anstice Memorial Hall	To upgrade the building to modern standards, while retaining the character of the building, and to develop it into a building that the local community will want to use.
<b>Finance &amp; General Purposes</b>	
F1 Assets	To maintain high standards of service in all Council owned or managed assets and to provide facilities that are safe, well maintained and welcoming.
F2 Budget & Finance	To monitor & control the council's budget and to set a precept that balances the needs of the community against the community's ability to pay.
F3 Regeneration	To play a proactive role in regeneration projects that revitalise the area and are of benefit to local people.
<b>Environment</b>	
E1 Public Realm	To work in partnership with the Local Authority to identify and implement environmental improvements
E2 Open Spaces	To seek involvement and influence in the management and improvement of recreational and public open spaces.
E3 Planning & Conservation	To work with partners to promote, improve and protect the heritage of Madeley Civic Parish in general and the World Heritage Site in particular.
<b>Leisure &amp; Community</b>	
L1 Community Events	To organise a series of agreed public events throughout the year and to support other organisations and groups with the realisation of their own community events.
L2 Community Development	To provide grant assistance to support activities that help groups to address their own needs, and to support or initiate projects that provide services for the elderly and young people in particular.
<b>Personnel</b>	
P1 Human Resource Management	To efficiently administer all matters relating to the recruitment, retention and development of personnel and to monitor, develop and maintain systems and working practices to the standard of Investors in People.
P2 Training	To provide agreed training and development opportunities for all personnel that will be of benefit to the individual and the organisation.