

**A REPORT OF THE TOWN CLERK TO
A MEETING OF THE POLICY AND RESOURCES COMMITTEE
MALVERN TOWN COUNCIL**

**to be held on Tuesday 17 January 2023 at 6.00 pm
in the Council Chamber, Belle Vue Terrace, Malvern**

**REVIEW OF TOWN COUNCIL OBJECTIVES
- SHORT AND LONG TERM**

1. Purpose of report

- 1.1. For decision and recommendation to Full Council.

2. Recommendation

- 2.1. Committee is asked to note and review the Council's current long-term aims and objectives (as attached at Appendix A to this report) and make any changes and updates as necessary.
- 2.2. Committee is asked to note and review the Council's current short-term aims and objectives (as attached at Appendix B to this report) and to update them for the period 1 April 2023 until 31 March 2024.
- 2.3. Committee may wish to consider delegating this task to a task and finish group who would undertake the review and then report back to the next meeting of Policy and Resources Committee.

3. Background

- 3.1. Each year the Council reviews and agrees a set of long-term and short-term objectives, which are then risk-assessed as part of the Council's annual internal audit procedure.
- 3.2. In October 2020, Policy and Resources Committee formed a task and finish group to review the Council's short-term and long-term objectives.
- 3.3. The task and finish group met on three occasions and undertook an in-depth review of all aims and objectives submitting documents detailing short-term aims and objectives 1 April 2021 until 31 March 2022 and long-term aims and objectives which were then approved by Policy and Resources Committee and Full Council.
- 3.4. IN November 2021, a further review was carried out but this time on a lighter-touch basis with some minor alterations made only to the short-term objectives.
- 3.5. It is good practice to review and update the Council's objectives on an annual basis as they must be risk assessed each year as part of the annual audit requirements.
- 3.6. Long-term objectives are set to reflect the Council's policy aims and objectives for a five-year period. Short-term objectives are set for a one-year period only and are more likely to change.

4. Financial Implications

- 4.1. None pertaining to this report.

5. Legal Implications

- 5.1. None pertaining to this report.

End

Linda Blake
Town Clerk

	Long Term Aims and Objectives – 1 April 2022 until 31 March 2027	
1.	<u>Performance of statutory powers and duties</u>	
	The Town Council will:	
a)	maintain and aim to improve, year on year, the delivery of Town Council services.	
b)	commit to the Malvern council taxpayer to provide efficient, effective and best value services for Malvern.	
c)	continue working with other groups and agencies when determining the future roles and responsibilities of the Town Council within the Malvern area.	
d)	review each of the Town Council policies at least every four years.	
2.	<u>Improvement of operational standards</u>	
	The Town Council will:	
a)	ensure all Council-owned and leased land and property is maintained to the highest possible standard.	
b)	ensure the Council maintains its visible presence to the highest possible standard.	
c)	when appropriate, negotiate with relevant local authorities and other bodies regarding potential transfer of assets, services and accompanying funding.	

d)	ensure, where possible, that the management of public realm ¹ in Malvern remains in public ownership and is managed to the highest possible standard.	
e)	lobby for the improvement of publicly-owned areas and other areas of public interest.	
3.	<u>Promotion of Malvern and its events</u>	
	The Town Council will:	
a)	ensure that its role and achievements in Malvern are well promoted by utilising the full range of promotional media.	
b)	raise the profile of Malvern by the development of new events (both Town Council-managed and in partnership) and support and enhance the annual events calendar.	
c)	be a democratic voice for the people of Malvern to address important issues as and when they arise.	
4.	<u>Consideration of planning and development matters</u>	
	The Town Council will:	
a)	continue to assume a greater role in planning matters and consider and comment on both minor and major planning applications.	
b)	make relevant representations at all stages of the planning process where it is considered appropriate, especially at local planning authority meetings.	

¹ Public realm is any space in the built environment that is free and open to everyone, including streets, squares, forecourts, parks and open spaces, and space between and within buildings that is publicly accessible.

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c)	review the Neighbourhood Plan as required and in line with the timetable for the emerging South Worcestershire Development Plan Review (SWDPR).	
d)	review developments in the South Worcestershire Development Plan Review (SWDPR) and other government proposals which may relate to planning, and respond as appropriate.	
e)	continue to contribute towards, and where appropriate engage and comment on, local transport policy and services in Malvern, through Worcestershire County Council (WCC).	
f)	utilise important contributions from residents as part of the Neighbourhood Plan and work with partner organisations to address important non-land based issues and develop and action plans accordingly.	
5.	<u>Training and accessibility</u>	
	The Town Council will:	
a)	seek to improve its accessibility and responsiveness to the public, as far as is reasonably practicable.	
b)	provide an induction session for new councillors and deliver an ongoing programme of training – specifically in financial and planning matters - for all councillors to attend and to keep up to date with any changes in the law and to ensure good working practices are followed.	
c)	provide appropriate training for any councillor taking on the role of Chairman or Vice Chairman of the Council or one of its Committees, and this should be undertaken as soon as is reasonable.	

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d)	provide the opportunity for, and encourage, all councillors to undertake training on how the Council works (e.g. Standing Orders, Code of Conduct etc) as soon as is reasonable. This training is not mandatory.	
e)	provide continuing development of Town Council staff through a reasonable programme of training to ensure good working practices are followed.	
f)	deliver an ongoing commitment to ensure the welfare of staff.	
6.	<u>Environmental impact on Town Council operations</u>	
	The Town Council will:	
a)	uphold the Town Council's declaration of a climate emergency and consider the environmental impact of Town Council operations by taking action to reduce carbon emissions where practical.	
b)	respond positively to new initiatives regarding combatting climate change and incorporate these into day to day operations where practical.	
c)	join with other groups and agencies to maximise the effectiveness of current and new environmental initiatives.	
d)	aim to provide recycling bins in suitable locations throughout the town and encourage the use of these.	
e)	encourage green transportation by investigating the viability of and implementing, where possible, improved cycle lanes within the town and within any new housing developments.	

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f)	consider, and use wherever possible, energy saving and efficient practices in the development of new Town Council buildings and the refurbishment of current buildings.	
g)	continue to rewild suitable areas of Town Council-owned land with appropriate planting – including trees – and encourage other landowners to do the same.	
h)	use, wherever possible, green energy suppliers for Town Council contracts.	
7.	<u>Efficient working practices</u>	
	The Town Council will:	
a)	continue to investigate ways in which technology can be used to produce and develop efficient working practices.	
b)	maintain and enhance its digital presence through its website and social media.	
c)	ensure its meetings continue to focus on matters of importance to Malvern.	

Short Term Aims and Objectives – 1 April 2022 until 31 March 2023	
1.	<u>Performance of statutory powers and duties</u>
a)	to enhance the current good working relationship with Malvern Hills District Council (MHDC), Worcestershire County Council (WCC and other appropriate bodies to provide efficient and effective services in Malvern.
b)	to carry out benchmarking to ensure services provided under Council contracts are as efficient as possible.
c)	to regularly review suppliers and expenditure by supplier to ensure that the Town Council continues to obtain the best value for money on its purchases, this to be carried out by the Policy and Resources Committee.
d)	to establish a Community Engagement Strategy setting out how Malvern Town Council can better engage with the local community to ensure issues of concern are communicated and addressed.
2.	<u>Improvement of operational standards</u>
a)	to encourage the improvement and better maintenance of pavements, highways, footpaths and PROWs within the town through liaison with WCC and to encourage the public to report any issues to the Town Council so that these can be forwarded to the appropriate County or District Councillor for action to be taken.
b)	to improve the amenities at Victoria Park including leisure facilities, public toilets, pavilion and take appropriate action to reduce anti-social behaviour.
c)	to ensure that all Town Council operations and practices are carried out in a Covid-safe manner and in accordance with the government guidelines current at that time.
3.	<u>Promotion of Malvern and its events</u>
a)	to continue to investigate ways of making certain events more cost-effective through increased involvement of volunteers and exploring sponsorship links.
b)	to continue to promote the Town Council's work through the production and distribution of at least three newsletters per year.
c)	to continue the following annual events as agreed at Full Council on 3 February 2022, government guidelines permitting: <u>2022</u>

	Civic Service	9 April
	Peaky Blinders Charity Casino Night	22 April
	Health & Wellbeing Fair/Mayor's Peaks Challenge	30 April
	Queen's Jubilee Celebrations	5 June
	Bands in the Park programme	8 May - 18 Sep
	Armed Forces Day	26 June
	Heart of England in Bloom	June/July
	The Mayor's Bonanza	28 August
	Field of Remembrance	10-17 November
	Armistice Day	11 November
	Remembrance Sunday	13 November
	Christmas Festival	26 November
	Christmas Charity Concert	17 December
	Festive Cheer Bags	19 December
4.	<u>Consideration of planning and development matters</u>	
a)	to set up a new Task and Finish Group to finish the 'light touch' review of the Neighbourhood Plan, following the SWDP review.	
b)	to find ways to encourage councillors to participate in training on planning matters to assist all in understanding planning policy.	
c)	to work with MHDC and community groups to take the lead in establishing a community design group that can be involved in the planning process, engaging the wider community.	
d)	to strongly encourage MHDC to introduce a simplified process to ensure that properties can be placed on a local list to provide protection for appropriate buildings.	
e)	to secure the future of Malvern Hills College as a continuing educational and community asset.	
5.	<u>Training and accessibility</u>	

**AGENDA ITEM 7
APPENDIX B**

a)	to continue an annual appraisal process and allow opportunities for officers to speak to the Policy and Resources Committee as necessary.
b)	to review Whistle-Blowing Policy (last carried out in May 2018).
c)	any councillor taking on the role of Chairman or Vice Chairman of the Council or one of its Committees should undertake appropriate training as soon as is reasonable.
d)	whilst training for all councillors should not be mandatory, all councillors should be given the opportunity and encouraged to undertake training on how the Council works (e.g. Standing Orders, Code of Conduct etc) as soon as is reasonable.
e)	to continue to update and develop the Member's Handbook, focusing on useful information for new members and a useful synopsis of all the main information points.
f)	to use the new council website to help support provision of clear and timely information to all councillors.
6.	<u>Environmental impact on Town Council operations</u>
a)	to uphold the Town Council's declaration of a climate emergency and consider the environmental impact of Town Council operations by taking action to reduce carbon emissions where practical.
b)	to work to provide recycling bins in suitable locations throughout the town where practical and to encourage use of these recycling bins.
c)	to provide new bike racks in suitable locations to encourage increased use of bikes.
d)	to consider, and use wherever possible, energy saving and efficient practices in the development of new Town Council buildings and the refurbishment of current buildings.
e)	to continue to rewild suitable areas of Town Council-owned land with appropriate planting – including trees - and encourage other landowners to do the same.
f)	to use, wherever possible, green energy suppliers for Town Council contracts.