



Introduction

It is recognised that the quality of the local environment can affect people's physical, mental and emotional health; it can contribute to the perception of whether a place is safe or not; and it influences whether people visit a particular location, be it a town centre, village or open space.

Poynton Town Council, its partners and a number of voluntary groups already carry out a wide range of activities and functions that help improve local environmental quality in the town.

At the same time though it is believed that more could be achieved through greater cohesion between activities, working together, community involvement and individual responsibility.

This strategy aims to provide links between existing activities and develop new initiatives to bring more people on board, whether to get involved in projects to enhance local green spaces or simply to behave in more responsible ways such as not dropping litter.

Everybody has a contribution to make. The strategy looks at what we can do to improve local places, raise awareness of local environmental issues, encourage people to get involved, inspire young people and to reward success in those communities.

Activities and promotions will take place over the coming year to raise awareness, engender positive values and influence behaviour change. We are looking to encourage people and communities to engage in community-led projects and initiatives. An important aspect of Civic Pride is to inspire the next generation to become active citizens and influence the future.

The Council also intends to reward participation and celebrate success through the Civic Awards in 2017. These awards will reward those who make a positive contribution to their community. We will be looking for local heroes and groups that contribute considerably to the community.

The objectives of the campaign are to:

- Promote strong, harmonious and resilient communities
- Support and maintain high quality amenity and sustainable environment
- Promote awareness of place and the sense of belonging
- Recognise community achievements
- And we aim to achieve this through a number of areas as set out below, but also through the PTC Team in particular the roles of Communities Coordinator and Operations Manager by:
 - Supporting and promoting diversity, access and participation by the community in events and activities involving learning, recreation, leisure, celebration and commemoration
 - Enabling democratic and open government by providing opportunities for members of the public to take part in the Council's decision making processes and equitable access to information and services
 - Recognising community achievements through civic awards

- Encouraging participation of volunteers in community, cultural, environmental and recreational programmes and events to assist and support initiatives and activities that build strong and resilient communities
- Maintaining and improving community access to public spaces, community facilities and infrastructure
- Compliance with regulations, policies and programmes that improve safety, cleanliness, public health improvements, accessible and attractive streets, parks and open spaces
- Encouraging the local community to closely monitor their local areas and report pollution incidents, vandalism of public property and illegal dumping, crime and to manage waste appropriately in residential and public areas, and to embrace sustainable practices
- Conserving, protecting and promoting places of heritage and cultural significance including buildings, streetscapes and landscapes, memorials, open spaces and natural areas
- Considering grant applications from community based projects and organisations that build engagement, partnerships, capacity and wellbeing.

