



## Poynton Town Council 2020 – 2023 Strategic Business Plan



**Poynton Town Council aims to serve and support our community, providing quality services and facilities to make the Town a great place to live, work and visit.**

## The Strategic Plan Executive Summary

The work of the Council is directed by this strategic plan which sets out our priorities for the next three years. The priorities are the output of a Council Strategic planning day in September 2020. Once formally adopted, the Council will review progress quarterly and add/remove any priorities as deemed necessary. The plan sets out key issues, priorities and actions for the Council, it is a reference document for staff, councillors and members of the public. It provides strategic direction, links to work planning, and alignment of budget. It promotes the council's ethos around transparency and responsiveness to the community it serves.

### Key Priorities for Poynton

#### High

<p style="text-align: center;"><b>Flooding</b></p> <ul style="list-style-type: none"> <li>• Improve Poynton's resilience to flooding</li> <li>• Ensure that the Town Council is prepared to act quickly and resourcefully in the event of a flood</li> </ul>	<p style="text-align: center;"><b>Civic Hall Repairs</b></p> <ul style="list-style-type: none"> <li>• Refurbish the Civic Hall premises for the benefit of the community</li> <li>• Reduce the Town Council's carbon footprint</li> </ul>	<p style="text-align: center;"><b>Communication</b></p> <ul style="list-style-type: none"> <li>• To improve communication between the Town Council and residents</li> </ul>
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#### Medium

<p style="text-align: center;"><b>Civic Pride</b></p> <ul style="list-style-type: none"> <li>• To encourage Civic Pride in the village by engaging with the local community</li> </ul>	<p style="text-align: center;"><b>Accessibility</b></p> <ul style="list-style-type: none"> <li>• To improve accessibility for all Poynton residents.</li> </ul>	<p style="text-align: center;"><b>Youth Engagement</b></p> <ul style="list-style-type: none"> <li>• To engage with young people in Poynton to encourage greater integration into their community</li> </ul>	<p style="text-align: center;"><b>Business support</b></p> <ul style="list-style-type: none"> <li>• To boost the local economy and support local businesses</li> </ul>
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#### Low

<p style="text-align: center;"><b>Partner Engagement</b></p> <ul style="list-style-type: none"> <li>• Improve the engagement between Poynton Council's two main partners, Cheshire East and the Cheshire Police</li> </ul>	<p style="text-align: center;"><b>Destination Place</b></p> <ul style="list-style-type: none"> <li>• Work towards making Poynton a destination place by improving the quality of life for residents and attracting people from surrounding area</li> </ul>
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**Contents**

**Executive Summary**.....2

**Introduction to Poynton**.....4

**The Council**.....5

**Council Committees and Staff**.....6

**Key Issues**.....7

**Table of Priorities**.....9

**Appendix 1 – Key Projects, Activities and Actions**.....11

## **An introduction to Poynton**

Poynton is often described as “a small town with a village feel”. The Town nestles in the foothills of the Peak District, the UK’s first national park. Situated only 11 miles south of Manchester it is fortunate to be surrounded by countryside but only a 20-minute train commute to this bustling city.

Poynton Park offers residents 21 hectares of ‘Capability Brown-styled’ parkland with ancient trees, a spectacular pool. Middlewood Way is a ‘greenway’ along the route of a disused railway line, and now a popular route for walkers, cyclists and horse riders. Macclesfield Canal and can be accessed from Nelsons Pit and footpaths from Higher Poynton link directly to Lyme Park.

In March 2020, a Cheshire wide survey named Poynton as the best Town in Cheshire for community wellbeing when looking at indicators such as jobs, health, public spaces, schools, public transport, and culture.

New local road infrastructure means that Manchester Airport is a 10-minute car journey, with the Poynton Relief Road currently being constructed, this will take more traffic away from the town.

The award winning shared space scheme contributes to a thriving town centre with a design where vehicles and pedestrians have equal rights. This innovative scheme contributes to a vibrant and social street-scene with wide pavements, slow vehicles and easy crossings making it easy to browse the town’s good mix of independent shops, nestled between high street chains and major supermarkets. It has a wide selection of local eateries, bars and live music venues which adds to the “café culture” feeling in the Town.

Poynton is served by five primary schools, a high school and there two medical practices which are part of the Middlewood Partnership.

Community organisations in Poynton organise a number of well attended events including the Poynton Show, Party in the Park, Bonfire and Firework event, Summerfest and Christmas Fest. Poynton is currently twinned with Érd in Hungary and Haybes in France.

Historically, Poynton once had the largest coalfield in Cheshire with 74 pits. Although coal mining ceased in 1935 many of the Town’s features can be attributed to Poynton’s history as a mining village. The canal and two railway lines were used to transport coal as was the now wooded walks “The Inclines” which was once a rope worked colliery railway.

The Civic Hall is a community hub co-located with Cheshire East Council’s library. It is centrally located, providing information, venue for concerts and social activities, a meeting place for community groups and health and well-being services.

## The Council

Poynton Town Council forms the grass root tier of local government and works with Cheshire East Council who are our unitary authority. The Parish of Poynton was formed in 1871 and became Poynton with Worth parish council in 1881. In 2009 the council became a Town Council and a Mayor was elected. There are 18 elected councillors split across the East and West wards.



Four Town Councillors also represent Poynton on Cheshire East Council. Find out who they are here:

<https://www.poyntontowncouncil.gov.uk/councillors-officers.htm>. Poynton is in the Macclesfield constituency and our member of parliament has been David Rutley since 2010.

The Council operates a committee system. Council and committee meetings are open to the public, and the Council provides monthly surgeries where the public can attend and raise issues with their elected representatives and our partner agencies. Every May the Council elects its Mayor, the Town's first citizen and its ambassador. The Town Council operates out of offices within the Civic Hall. The work of the Council is managed by a management team, overseen by the Town Clerk.

## **Council Committees**

The Town Council delegates some actions and decisions to committees. Information about what decisions committees are responsible for can be found in the scheme of delegation (add link)

1. Finance & General Purposes (F&GP). This committee is appointed to make recommendations to the Council on all aspects of the Town Council's financial and budgetary management.
2. Planning & Environment (P&E). This committee is appointed to receive and respond to planning applications, planning appeals, tree preservation order, street naming, transport and licencing applications. In responding to applications the Town Council will consider national planning laws, Cheshire East local plan documents and the Poynton Neighbourhood Plan.
3. Community Order & Public Safety (COPS). This Committee is appointed to take actions or make provision to enhance the safety and wellbeing of residents - either directly or in support of other councils, agencies, the emergency services and individuals.
4. Facilities, Infrastructure & Economic Development (FIED). This committee is responsible for the oversight of the Town Council's property and assets and enforcing the byelaws that govern the use of Poynton's Green Spaces and Parks. The committee is also responsible for encouraging economic development within the Town.
5. Management & Establishment (M&E). This committee reviews all staffing matters and council policies and procedures including the standing orders, mayoral protocol and the organisation of Civic Sunday.

## **Town Council Staff**

Staff roles are aligned to the committees, which deliver on, and address priorities raised at committee meetings as well as respond to day-to-day concerns of Poynton residents and the town. The Council's Community Support Team and Communities Co-ordinator report to Community Order and Public Safety and the Operations Manager reports to FIED.

## Key Issues

- **Flooding**  
The Town experienced flooding in 2016 and 2019 and historically. Flooding is a result of multiple contributing factors including main river, ordinary watercourses, surface and ground water flooding. The Town Council is not a flood risk management authority however it has been working with the flood risk management authorities (Cheshire East, Environment Agency and United Utilities) and community groups to improve Poynton's resilience to future flooding.
- **Civic Hall Repairs**  
The Civic Hall is a key community asset as well as providing a base for the Town Council. It is designated a Connected Community Centre for Cheshire East Council and plays an important role in providing a hub for community activities and for commissioned services which address priority needs. Parts of the Civic Hall underwent renovation in 2014/2015 but other parts of the building are original and require refurbishment.
- **Communication**  
To improve how Poynton Town Council communicates with Poynton residents, and to ensure all information is accurate, accessible and user friendly. A significant key piece of work will be required as we move towards the 'recovery phase' following the pandemic. Reassurance measures, incentives and marketing will all be required to encourage existing hirers to return to the Civic Hall and encourage new hirers.
- **Business Support**  
Businesses have been under pressure over the last few years due to the growth in online shopping and more recently many have been severely affected by Covid-19. In a recent Town Council survey 90% of the businesses who responded said that their business had been affected by Covid-19. The Town Council would like to boost the local economy by supporting local business and aims to identify the best way in which it can support businesses in the future. The Mayor's Poynton Pledge is leading the way with this by encouraging residents to shop local and use local suppliers.
- **Accessibility**  
Poynton Town Council recognises the importance of sustainable, active travel and the need to improve accessibility for all members of our community. An ambitious masterplan for the town is being developed which details short, medium and long-term solutions and projects required to improve connectivity and promote the principles of active travel. The council aims to work with partners and community stakeholders to promote and improve accessibility in around the town for its residents.
- **Youth Engagement**  
Young people are sometimes viewed negatively by residents which is largely unfounded. There can also be a lack of tolerance. There are limited opportunities for social engagement activities for young people and the Council's Community Support Team and Communities Co-ordinator are exploring diversionary sports activities during school holidays and evenings, making use of local green spaces. Opportunities for new

intergenerational connections are being considered and there is a commitment to continue to work with local schools and organisations such as scouts and guides to provide meaningful community activity and develop a sense of pride with our young people.

- **Civic Pride**

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 want to live and 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. The Town Council believe that more could be achieved through greater cohesion by developing activities, working together, community involvement and encouraging individual responsibility.

- **Destination Town**

In the foothills of the Peak District, Poynton is an attractive place to visit. It has a number of historical landmarks and leisure amenities including the Middlewood Way, the Macclesfield Canal, Anson Engine Museum and Poynton Pool. The Town hosts a number of events each year including the Poynton Show, Roundtable fireworks display, Party in the Park, Christmas Fest and Summer Fest (the two latter events are supported by the Town Council). The variety of shops, restaurants and eateries also attract a vibrant day and night-time experience. Poynton Town Council recognises these factors already contribute to a positive visitor experience however we want to explore other opportunities to attract visitors to the town and enhance residents' enjoyment of living in Poynton.

- **Partner Engagement**

The Town Council as the lower tier of local authority is heavily dependent on Cheshire East as the unitary authority to deliver highways and other infrastructure maintenance and improvements, emergency response and services to our community. It is essential that we develop close working relationships with Cheshire East councillors and officers to ensure that we are able to provide our community with fit for purpose infrastructure and services. The Town Council also works with the police and other agencies to reduce crime and anti-social behaviour to provide residents with a safe, pleasant and prosperous place to live.



## Table of Priorities

Priority Level	Issue	Objective	Owners & Working groups	Expected date of completion
1	Flooding	To improve Poynton's resilience and mitigation measures to combat future flooding. Ensure that the Town Council is prepared to act quickly and resourcefully to support the Local Lead Flood Authority and Emergency Services in the event of a flood.	- Clerk - Flood Working Group - Communities Coordinator - Operations Manager - FIED	End of Q1 2021-2022
1	Civic Hall Repairs	To refurbish the Civic Hall premises to adapt to a growing workforce and to modernise the offices and rooms to hire to maximise space, accessibility, and comfort for all users.	- Deputy Clerk - Civic Hall regen group -FIED	End of Q3 2021-2022
1	Communication	To improve the communication between the Town Council and residents of Poynton. to ensure all information is accurate, accessible and user friendly.	- Clerk - Deputy Clerk	End of Q2 2021-2022
2	Civic Pride	To encourage Civic Pride in the village by engaging with the local community to make a difference to their environment and their local community.	- Communities Coordinator -Operations Manager - FIED	End of Q1 2021-2022
2	Accessibility	To support the principles of Active Travel and improve accessibility for all Poynton residents with a view to increasing physical activity levels for all.	- Operations Manager -FIED - Communities Coordinator	End of Q4 2021-2022
2	Youth Engagement	To engage with young people in Poynton to ensure they feel better integrated into their community. Improve the negative perception that some residents have of young people's involvement with antisocial behaviour.	- Council Community Support Team - Communities Coordinator - COPS	End of Q4 2021-2022

2	Business Support	To boost the local economy, support local businesses and encourage residents to shop local and use local suppliers.	- Clerk - The Mayor - Deputy Clerk - FIED	End of Q3 2021-2022
3	Partner Engagement	To improve the engagement between Poynton Town Council's two main partners, Cheshire East Council and the local Police, to enable close collaboration on issues and projects in Poynton.	- Clerk - Council Community Support Team - COPS - Operations Manager	End of Q4 2021-2022
3	Destination Place	Work towards making Poynton a destination place by attracting people from surrounding areas to spend their recreational time in the village boosting the local economy.	- Clerk - Operations Manager - Communities Coordinator	End of Q3 2022-2023

**Notes:**

- Haf Barlow as Town Clerk will have overall ownership and responsibility for the objectives, but some will be delegated to the Senior Leadership Team.
- Progress towards the activities will be reviewed by the Town Clerk quarterly and reported back to the Council.
- The objectives, activities and plans listed above are high level aims. Under each objective sits a number of separate projects and activities needed to achieve the overall goal. Each staff member of the Council will have individual objectives linked to this strategic plan and will work on them as part of their remit. Once these have been determined they will be documented in Appendix A, which will be a "living, ever changing document." Appendix A as a work plan will be reviewed quarterly by the Town Council.
- Please note that no time frame has been given for priority 3 items.
- The Council acknowledges that on occasions unforeseen circumstances may arise which will change the priorities in the strategic plan. Any new priority will need to be assigned resources which will require a current priority to be replaced. Any changes to the priorities will need to be agreed by Town Council.
- Objectives for 2022/2023 will be reviewed at the end of Q1 2022, depending on the progress towards the goals mentioned and any delays caused by the ongoing Coronavirus pandemic.

## Appendix A

### Key projects, activities and actions required to achieve the Council's objectives.

Priority	Issue	Project/Activity	Owner	By When End
1	Flooding	Create a flood information newsletter (PUN)	HB & SD	Q4 2020-2021
		Create a condensed flood information leaflet which can be delivered to residents	SD	Q4 2020-2021
		Deliver a flood information leaflet to all residents in Poynton	HB	Q1 2021-2022
		Develop flood information section on the website	KM/HB/LS	Q1 2021-2022
		Update & publish resilience plan	HB	Q4 2020-2021
		Source Flood prevention items, that can be sold to residents	HB & SD	Q1 2021-2022
		Review section 19 report, and comment as appropriate	HB	Q3 2020-2021
		Post S19 report Liaise with Flood Action Group and arrange multi-agency meeting	HB	Q1 2021-2022
		Engage with EA, CE and UU in relation to asset maintenance and mitigation projects	HB	Q1 2021-2022
		Investigate flood warden schemes and if appropriate create a role profile and recruit local flood wardens	HB & SD	Q1 2021-2022
1	Civic Hall Repairs	Establish a rolling program of checks throughout the village monitoring leaf litter and blocked gullies	HB & CO	Q1 2021-2022
		Obtain quote from Electricity NW to Increase electrical load to the building	KM	Q3 2020-2022
		Apply for Salix Funding for low skills carbon project	HB	Q3 2020-2022
		Instruct alternative energy company to produce report on viability of moving to an alternative energy source	KM	Q3 2020-2022

		Apply for Salix Funding for decarbonisation	HB	Q3 2020-2022
		Obtain quotes for a principal designer / project manager to manage the refurb	KM	Q4 2020-2021
		Instruct a principal designer/project manager to manage the refurb	KM	Q1 2021-2022
		Agree the scope of the project and tender documents and process	KM	Q1 2021-2022
		Agree the tender documents and process	KM	Q1 2021-2022
		Investigate alternative sources of funding	KM	Q1 2021-2022
		Schedule the works when they will have the least impact	KM	Q1 2021-2022
		Inform hirers and arrange suitable alternative rooms	KM	Q1 2021-2022
<b>1</b>	Communication	Investigate other Councils website providers and submit recommendations for council approval	KM/LS	Q3 2020-2021
		Appoint new web designer	HB/KM/LS	Q3 2020-2021
		Agree website content and site map	All Staff	Q4 2020-2021
		Transfer content to new website and launch	KM/LS	Q4 2020-2021
		Draft an overarching communications strategy	HB/KM	Q1 2021-2022
		Prepare standard social media messages	LS	Q2 2021-2022
		Arrange monthly meeting to agree communication strategy	LS	Q2 2021-2022
		Prepare welcome to Poynton Leaflet	SD/KM/LS	Q1 2021-2022
<b>2</b>	Civic Pride	Relaunch Civic Awards for 2021	HB	Q1 2021-2022
		Regular Pick and Tidy Events	PC	Q1 2021-2022
		Inclines Clearing Events	PC	Q1 2021-2022

		Establish a database of volunteers	SD	Q1 2021-2022
		Engage with Churches, Schools, Volunteer and Community Groups to promote community activity to improve surroundings and support people	SD	Q1 2021-2022
2	Accessibility	Carry out survey and street audit and collate results	HB	Q3 2020-2021
		Add actions to action log where they can be undertaken by the Town Council	SD	Q3 2020-2021
		Investigate practicality of creating a circular cycle route and create action plan	HB/CO/SD	Q4 2020-2021
		Respond to Cheshire East consultation on transport and parking	HB	Q4 2020-2021
		Inform residents to cut back hedges and bushes if encroaching on walk ways	CO/GT	Ongoing
		Engage with Public Rights of Way Officer and developments about improving footpaths	HB/CO	Q1 2021-2022
		Approach developers about providing labour and materials to carry out improvements to footpaths	SD & CO	Q1 2021-2022
		Consider mapping footpaths and cycleways throughout the village	SD/CO	Q2 2021-2022
		Engage with Cheshire East on the Accessibility Masterplan	HB/CO	Q3 2021-2022
2	Youth Engagement	Look for projects to engage and improve perception of young people	SD	Q2 2021-2022
		Investigate the feasibility of creating a student council	SD	Q4 2021-2022
		Liaise with high school for use of student volunteers	SD	Q1 2021-2022
2	Business Support	Launch and monitor the Mayor's Poynton Pledge	HB	Q2 2020-2021
		Issue Business survey, collate results and draw up action plan	HB	Q3 2020-2021
		Research what support is currently available from Cheshire East and other organisations	SD	Q2 2020-2021
		Research business directories and use of resources	HB /SD	Q3 2020-2021
		Set up initial meetings to look at whether the business community want a business network and what format that will take	HB/SD	Q1 2020-2021

3	Destination Place	Devise an action plan/road map on how we make Poynton a destination place		
		Liaise with local businesses to offer deals to attract customers		
		Work with local charities to provide a schedule of village events eg) music festival, food festival		
		Investigate ways the Civic Hall income can be increased via hosting Council Events eg) Halloween trail, Easter trail, car boots etc		
		Consider findings of CE Town Centre Vitality Plans		
3	Partner Engagement	Establish key contacts with local Police and seek to have regular interactions to build relationships		
		Seek out regular collaboration opportunities with local police and put into effect		
		Establish a list of key contacts within Cheshire East departments and seek to have regular interactions to build relationships		
		Establish key contacts with local churches and seek to have regular interactions to build relationships establish key contacts with local support groups and seek to have regular interactions to build relationships		
		seek out regular collaboration opportunities with local churches and support groups etc and put into effect		