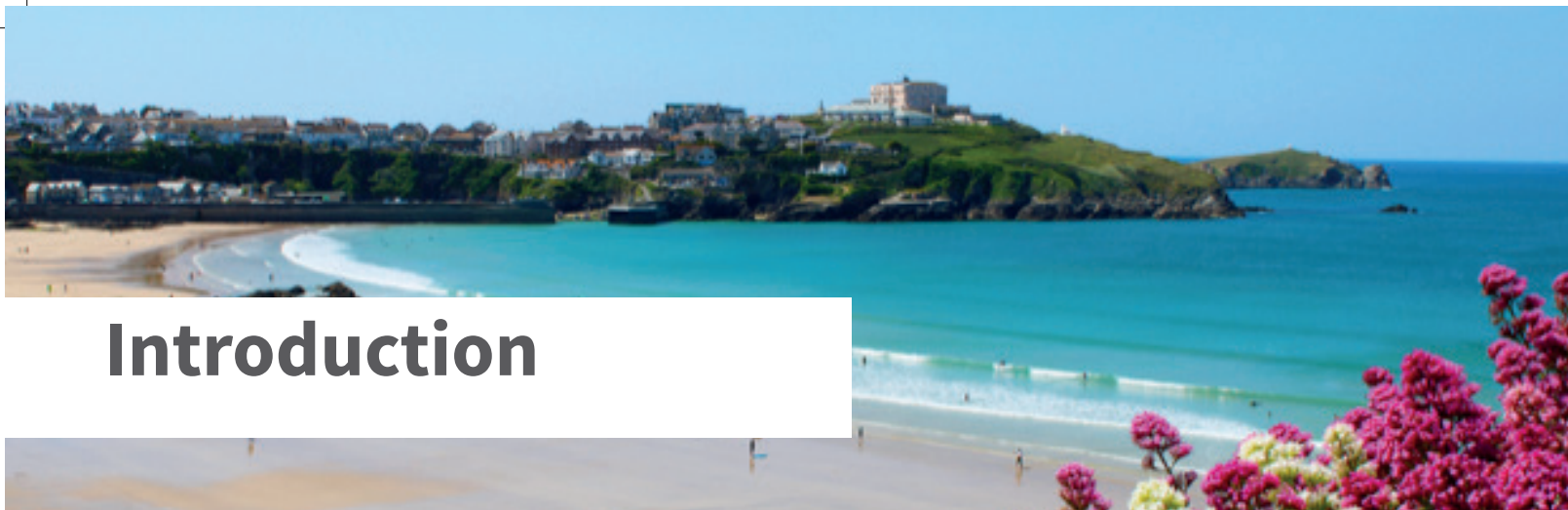


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# Newquay Town Council's Corporate Plan 2021-25



# Introduction

## Newquay Town Council has developed a Corporate Plan for 2021-25.

This Plan will clearly set out what we as your Town Council are trying to achieve and how we intend to deliver. By publishing this Plan, we aim to provide clarity for Council members, officers and most importantly the public on the services the Town Council provides, its purpose and its priorities.

### Our Vision

**The Vision** for Newquay was developed through consultation during the Newquay Neighbourhood Plan process and focuses on what, you the people, said you wanted Newquay to ultimately become by 2030.

### Our Mission

**Our Mission** for Newquay focuses on today and what we as a Town Council will do to help achieve our Vision.

### Our Values

**Our Values** have been defined to set out the principles that guide the way we operate.

### Our Aims

**Our Aims** are broad statements setting out the key priorities for the Council as a whole.

### Our Objectives

**Our Objectives** have been developed for each committee to reflect the specific activities required to achieve the aims of the Council.

Developing all of the above will provide a consistent and cohesive approach across the Council and a framework for all committees, members and employees. The Corporate Plan will ensure members, officers and the public are clear as to what the Council will deliver (and what it will not) and will provide accountability with performance against objectives being measured, monitored, and reported.

# Our Vision for Newquay

Newquay Town Council's Vision is for Newquay to be a thriving and prosperous Cornish town by 2030, that is a highly desirable place to live, work and visit, set in a beautiful and valued naturally diverse and beautiful environment of rolling farmland and sweeping coastlines with an abundance of wildlife.

For residents and visitors alike to have access to open spaces and our iconic views throughout the parish. The town centre to be visually appealing, uncluttered, and full of character.

Sustainable development and transport links that enhance our natural capital and promote green infrastructure to be the norm.

## Our Values

To help achieve our mission and our vision we will encourage staff, councillors, partners, residents and visitors to adopt the following values:

- **Integrity:** We will be honest, sincere and reliable, maintain high standards in our conduct and develop the public trust in all the decisions we make on their behalf.
- **Selflessness:** We will serve the public interest at all times.
- **Openness:** We will act and make decisions in an open and transparent manner.
- **Collaboration:** We will work with the community and other organisations to achieve the best possible outcomes.
- **Impartiality:** We will always be fair and ethical basing any decisions on merit alone.

## Our Mission

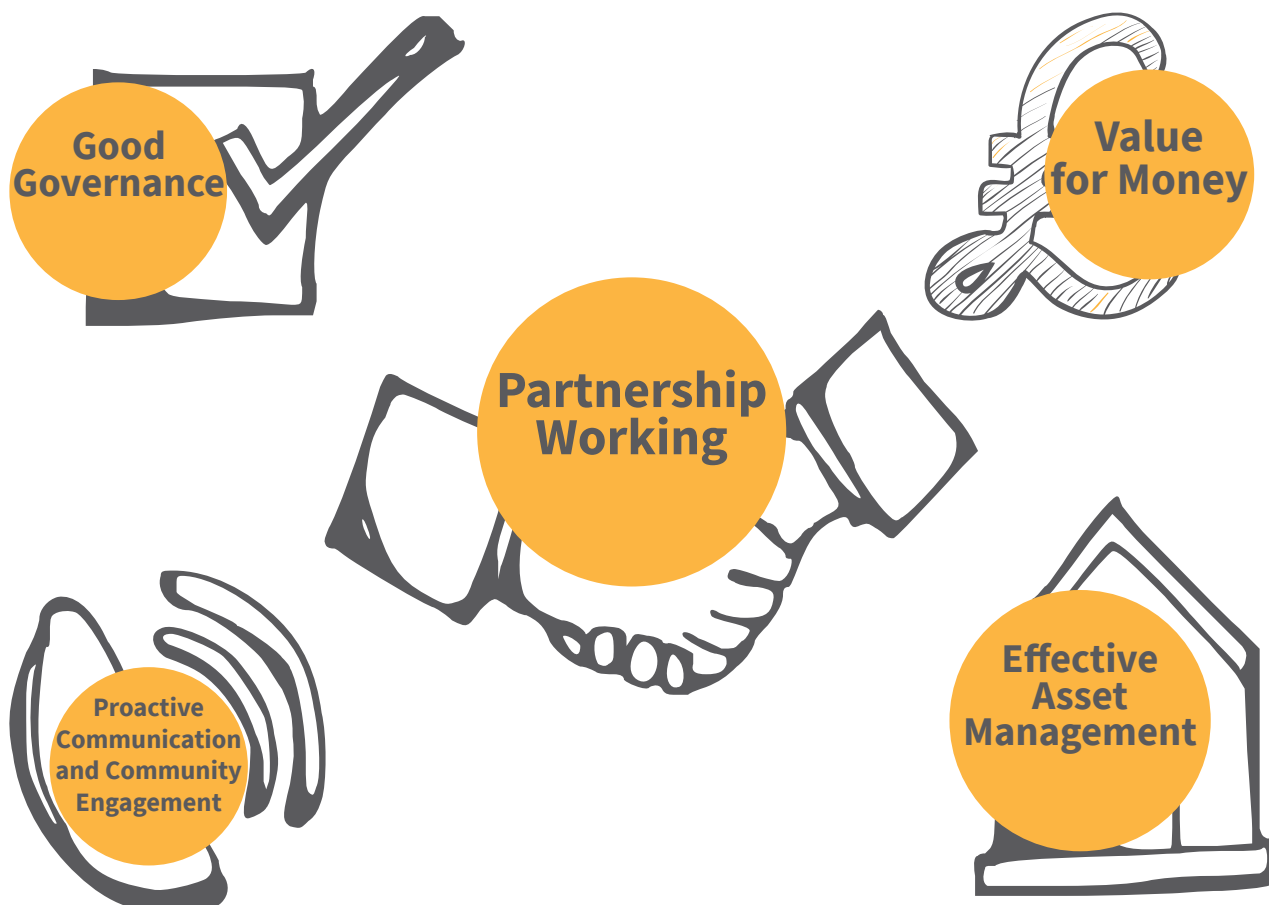
Newquay Town Council strives to demonstrate good governance, effective asset management and proactive community engagement to enable it to best represent and serve the people of Newquay and be a positive voice for the greater good of the community.

We work in partnership with other organisations to influence decisions, secure appropriate investment and ensure high quality, cost effective and efficient services are provided for those who choose to live, work, or visit Newquay.



# Our Aims and Objectives

The aims and objectives for Newquay Town Council's Corporate Plan will ensure the following principles are integral in how we operate:



Each committee has a particular responsibility for delivering specific strands of the mission.

## **Aims of Committees :**

The aim of each committee is set out as a broad statement of how it intends to achieve the element of the mission statement for which it is responsible. Collectively the Committee Aims demonstrate what the Council as a whole is trying to achieve.

## **Objectives of Committees :**

Each committee objective has been developed so that together they reflect all the activities of the Town Council.



# Governance and Resources Committee

## Aim:

To ensure Newquay Town Council operates as a professional, competent, and caring organisation that manages its assets, finances and human resources efficiently.

Works in partnership with other organisations to seek appropriate investment and to ensure cost effective and high-quality services that reflect the standards expected from a Gold Status Quality Council, are provided to those that live work and visit Newquay.



## Functions include:

- Ensuring compliance with statutory and legal obligations.
- Financial & budgetary management and monitoring.
- Scrutiny and audit of Town Council practices.
- Development of strategies, policies, procedures and best practice guidelines to maximise the organisation's effectiveness.
- Negotiation and implementation of localism and devolution issues to ensure where appropriate services and facilities are locally managed.
- Monitoring of the Council's performance.
- Planning of financial and staffing resources.

**There are two sub committees that assist the Governance and Resources Committee  
HUMAN RESOURCES SUB-COMMITTEE AND LEGAL & REGULATORY SUB-COMMITTEE**

# Governance and Resource Committee Objectives

1. Oversee and scrutinise the effective and efficient operation of the Council ensuring good governance and effective budget planning, management and control; reporting outcomes and findings to Full Council.
2. Oversee and scrutinise Town Council finances in accordance with all financial regulations ensuring value for money and effective asset management including management and maintenance of appropriate asset registers and operational inventories.
3. Oversee and scrutinise Town Council legal, governance and statutory responsibilities.
4. Develop, maintain and review relevant policies, strategies, procedures and guidance as necessary to reflect legislation and best operational practice for implementation across the Council.
5. Strategically manage Town Council owned properties and assets.
6. Receive, examine and implement internal auditor's reports and recommendations and report actions to Full Council for sign-off and overview.
7. Manage and implement the Town Council Grant scheme.
8. Seek and identify external funding and grant opportunities including approval of completed applications to external organisations.
9. Identify appropriate projects for s106 and CIL funding.
10. Establish devolution opportunities and negotiate outcomes with Cornwall Council.
11. Achieve and maintain Gold award status demonstrating Newquay Town Council is at the forefront of best practice.
12. Assist with the distribution of workloads of each Committee and arbitrate on new project management.
13. Manage, develop and where necessary implement Emergency Plans for Newquay area.

# Environment & Facilities Committee



## Aim:

To improve the appearance of Newquay, managing Town Council assets, infrastructure, and open spaces to provide facilities and services that are considered good or excellent in standard, creating a safer, thriving, and prosperous town which residents and visitors can take pride in and which enhances their wellbeing by being naturally diverse, beautiful & healthy with an abundance of wildlife.

## Functions include:

- Improving the appearance of Newquay including lighting & planting schemes.
- Managing, maintaining and enhancing Town Council owned and devolved open and green spaces, parks, play parks and car parks.
- Managing, maintaining and enhancing Town Council owned facilities and buildings including public toilets.
- Educating and where necessary enforcement to reduce anti social behaviour such as littering, dog fouling, graffiti.



# Environment and Facilities Committee

## Objectives

- 1** Improve the appearance of Newquay by augmenting the environmental services provided by Cornwall Council and providing effective and innovative environmental management of green and open spaces across the parish (including for example creation and installation of hanging baskets, planting schemes, maintenance of footpaths, grass verges, gardens and street furniture).
- 2** Manage, maintain and enhance Town Council owned and devolved open and green spaces, parks, play parks and car parks.
- 3** Manage, maintain and enhance Town Council owned facilities and buildings.
- 4** Manage, maintain and enhance the public toilet facilities and services provided across Newquay.
- 5** Develop a programme of education and where necessary enforcement to minimise and address anti social issues and report actions required to partner organisations.
- 6** Develop ideas for new environmental and green projects that will enhance specific areas of Newquay and set up working parties to develop these ideas through design, implementation, funding options, grant applications onto fruition and long term maintenance plans.
- 7** Manage, maintain and enhance the appearance of the town centre through a range of innovative decorative schemes including but not limited to external decorative lighting, festive and seasonal themes, bunting, banner management, street and pavement art and art murals and installations.
- 8** Develop and implement environmental and climate change operational procedures.
- 9** Ensure the effective management and control of various allotment sites and waiting lists including those managed in-house and those managed by allotment associations.
- 10** Consider and where appropriate approve grant applications (within budgetary restraints) received from local groups and external organisations that seek to enhance the appearance of Newquay.
- 11** Manage Council Parking assets and transport including enforcement and implementation of Town Council Parking Orders.
- 12** Manage the physical resources of any volunteer schemes (such as tools and equipment).

# Community and Tourism Committee

## Aim:

To encourage and promote economic, commercial, volunteer, resident and tourist involvement in the town through proactive community engagement, event management and delivery of library and information services to meet the needs of a diverse community from the cradle to grave. In developing community engagement, the council will improve two-way information, seek opinion, inform decision making and celebrate Newquay's efforts and successes.

Whilst the Environment and Facilities Committee manages the physical aspects of the organisation, this Committee focuses on improving communication and information, building relationships and enhancing the experience for people in Newquay.

## Functions include:

Communication and Community engagement

Events management and promotion

Tourist information

Library and Information services

CCTV management

Youth initiatives

Town Crier

Developing relationships with partners and stakeholders to minimise duplication of effort and maximise resources to benefit Newquay

Recognising individual's efforts within the community and celebrating success including promotion of Town Council Citizen Award Scheme



# Community and Tourism Committee

## Objectives

- 1 Develop effective community engagement and strengthen partnerships and relationships with voluntary and community groups, local businesses, transport operators and BID through a range of effective two way communication channels to maximise resources, minimise duplication of effort and where possible agree a joined up and coordinated approach to improving the appearance of Newquay.
- 2 Manage and seek to continuously improve information and engagement through a wide range of media (written, verbal and digital) and the implementation of an effective communication strategy.
- 3 Manage, maintain and enhance provision of the Library and Information service.
- 4 Manage, maintain and enhance provision of the Tourist Information centre to encourage visitors to Newquay.
- 5 Organise, promote and manage Newquay Town Council events to provide residents and visitors with a wide range of year round activities.
- 6 Undertake marketing of Council space for rent or hire including negotiation and liaison with potential and existing tenants and users to maximise customer satisfaction and revenue streams to the Council whilst minimising vacant space.
- 7 Manage, maintain and enhance provision of CCTV service across Newquay and partner sites.
- 8 Manage and implement initiatives associated with public safety.
- 9 Manage, maintain and enhance connectivity through the Universal Radio Network which assists in the protection of the town, businesses, residents and visitors.
- 10 Identify and implement economic development opportunities.
- 11 Manage and promote the Town Council Citizen Award Scheme and seek to maximise positive opportunities to celebrate success.
- 12 Develop & implement a Newquay specific Volunteer scheme, to encourage individuals and organisations to work with the Council to improve the overall appearance of Newquay.
- 13 Identify initiatives to provide support and services to address homelessness in Newquay and liaison with external partners to facilitate consultation and implementation of any agreed projects.
- 14 Coordinate and liaise with external event providers and provide grant opportunities to groups seeking to stage events that enhance the customer experience of Newquay.
- 15 Identify issues and liaise with CC regarding implementation of Traffic and Parking orders and other local schemes.
- 16 Identify and implement Youth Initiatives that will benefit Newquay, its young visitors and residents.
- 17 Responsible for twinning opportunities including coordination with Dinard.

# Planning and Licensing Committee



## **Aim:**

To act as the statutory consultee for all planning applications (and consultee for licensing applications) within the parish and to represent the Town Council to seek to uphold the vision and policies outlined in the Newquay Neighbourhood Plan.

## **Functions include**

- Consideration of all planning and licensing applications and issues taking into account planning or licensing law and in the case of planning applications the Newquay Neighbourhood Plan and submitting recommendations to the planning and licensing authority (Cornwall Council).

# Planning and Licensing Committee Objectives

- 1 Consider all planning applications and issues in accordance with statutory planning law and taking into account the Newquay Neighbourhood Plan policies and submit recommendations to the planning authority within deadlines set.
- 2 Comply with the Cornwall Local Councils Pre-application protocol.
- 3 Provide a representative to attend Cornwall Council planning meetings where an application is called in.
- 4 Provide a representative to attend Planning Inquiries/Appeals on behalf of Newquay Town Council in respect of appeals and to communicate with the Planning Inspectorate directly if necessary.
- 5 Identify and make representations to the relevant authorities in respect of enforcement action or any matters considered to be breaches of planning regulations.
- 6 Monitor, update and manage the Newquay Neighbourhood Plan and website including the Newquay Views & Vistas album.
- 7 Keep up to date with relevant planning legislation and advise Council where necessary.
- 8 Consider all licensing applications in accordance with licensing law and submit any observations or recommendations to the licensing authority within deadlines.



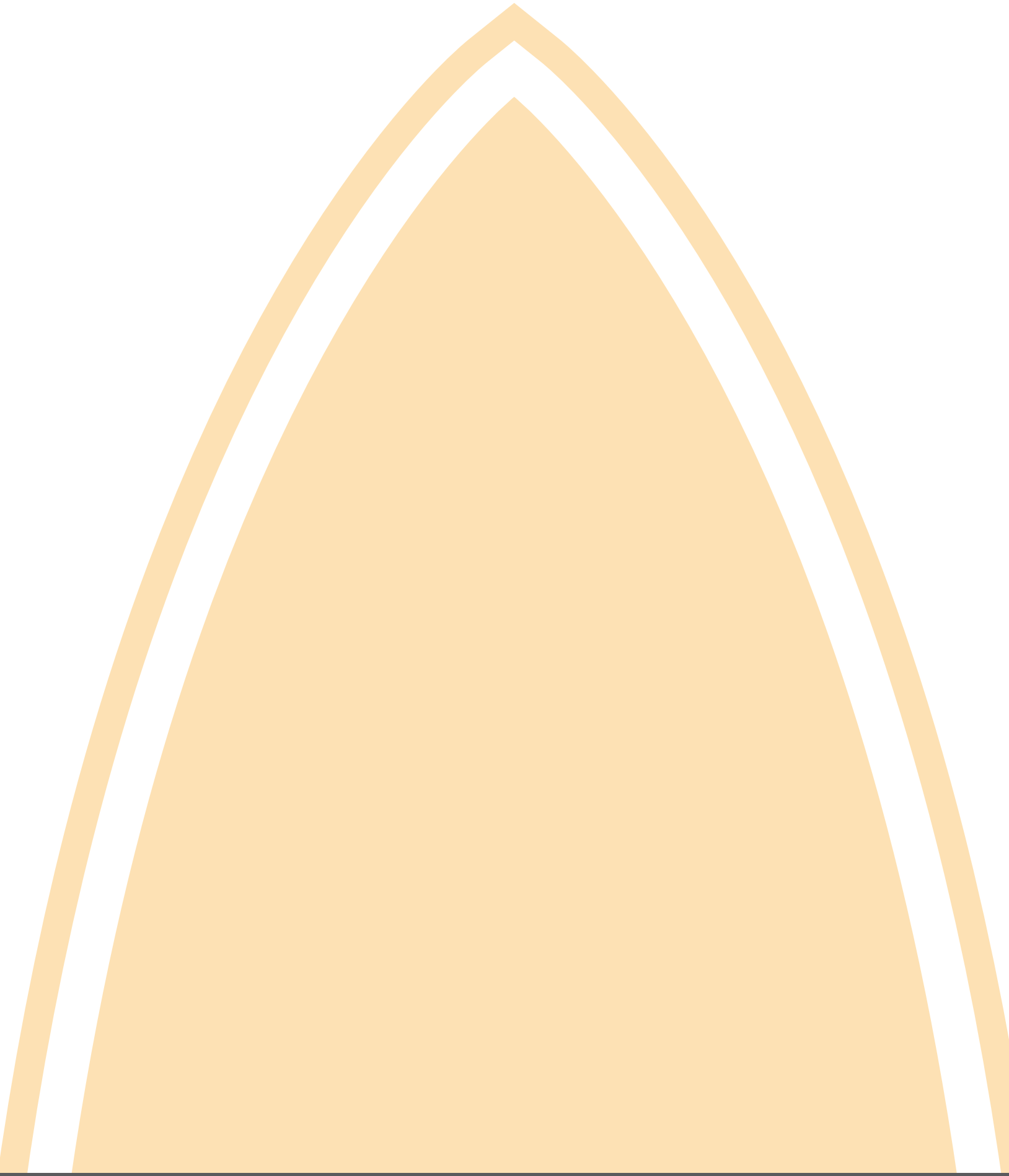


## To Conclude

We have developed a Corporate Plan to provide a consistent and cohesive approach across the Council and to provide a framework for all Committees, Members and employees.

We want this Plan to ensure Councillors, Officers of the Council and the public are clear as to what Newquay Town Council will deliver and how we will provide accountability with performance against objectives that are being measured, monitored, and reported.





If you have any questions about the Newquay Town Council Corporate Plan,  
please do not hesitate to contact our office for more information:

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Newquay, TR7 1AF