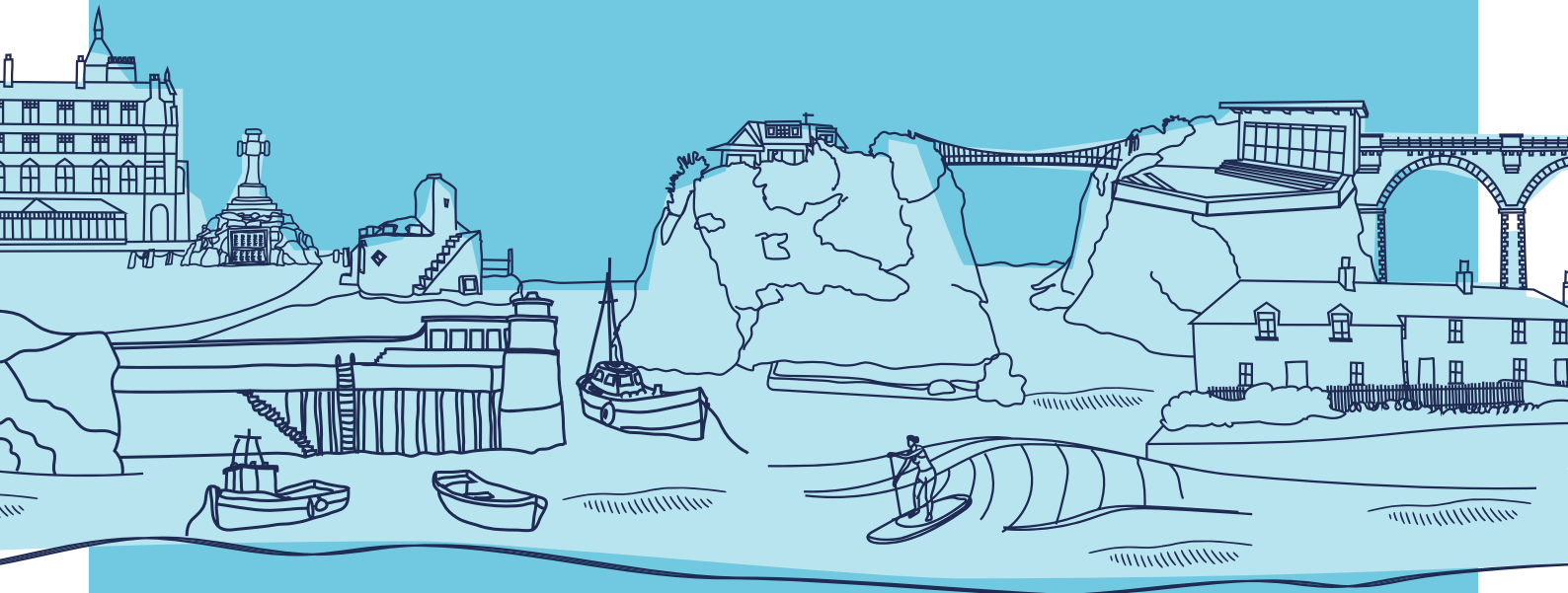




NEWQUAY
COUNCIL

CORPORATE PLAN **2024-28**





Newquay Town Council has developed a Corporate Plan covering the period from 2024 until 2028.



Strategic plans are vital documents which set the direction of travel for any organisation.

This Plan sets 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 councillors, Council employees and, most importantly, the public on the services the Town Council provides, its purpose and its priorities.

Town Council's Vision

We want Newquay Town Council to be open to all, transparent and responsive. We maximise engagement with citizens and recognise that we are a facilitative, enabling body as well as a provider of key services. We want Newquay to be a safe, clean and blue/green environment where everyone is proud to live, bring up their families, spend their holidays and do business. We take action against climate change and work with partners to address environmental issues around Newquay and surrounding areas. We pride ourselves in working with and for people in order to help create a place where everyone feels part of a strong, prosperous and vibrant community.

Corporate Priorities

Newquay Town Council has identified six corporate priority areas which the Council will focus its resources on during the four-year period of this Plan and which all contribute to the overall vision. These are all areas in which the Town Council believes it can add value and help deliver more positive outcomes.

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COMM

is always at our heart

WE WILL:

Connect the Community

Bring people together and be a focal point for the community through engagement and events.

Establish Clear Brand Identity

Define our image and brand so that residents, businesses and visitors recognise us.

Support Local Cultural Development

Promote local heritage and arts by creating opportunities across our estate.

Ongoing Collaboration

Continue to work together with the Newquay Town Team.

Create Affordable Community Spaces

Deliver more accessible and affordable community spaces in which community events and gatherings can take place free of charge or at low cost.



Boost Public Events

Deliver more community events and markets, especially those which animate the public realm and which require civic leadership and aren't provided by the third/ private sectors.

Enhance Town Aesthetics

Improve the look and feel of our town, including the town centre, by e.g. installing bunting, planters and benches.



UNITY



WORKING WITH OUR PARTNERS, WE WILL:

Preserve Town Heritage

Explore the creation of a conservation area in order to preserve the architectural character and heritage of the town centre.

Optimise Local Assets

Prioritise the devolution of key assets, such as car parks, in order to deliver a more affordable and cohesive parking offer across Newquay and thus deliver more sustainably run local assets and services.

Support the Growing Population

Improve our local infrastructure, including affordable housing for local people, education, healthcare, transport links and roads as well as car parking so that it supports our growing population.

Regulate Holiday Properties

Explore how the proliferation of holiday properties can be controlled and how second homeowners, owners of holiday lets, holidaymakers and ticket sales can better support local services.

Ensure Toilet Accessibility

Maintain clean, safe and affordable public toilets and increase the number of signposts to them.

Improve Train Approach

Improve the approach to Newquay by train.

Combat Crime Problems

Support the addressing of any drug problems, homelessness and crime issues.



PROTECTING OUR Environment

FOR A GREENER TOMORROW



WE WILL:

- Protect and enhance our green spaces.
- Plant trees.

Increase biodiversity by delivering opportunities for wildlife to thrive across our estate.

- Reduce the use of single-use plastics and encourage sustainable practices.
- Deliver public education regarding the ecological benefits of our actions.
- Continue to work towards carbon neutrality.





WORKING WITH OUR PARTNERS, WE WILL:

- Deliver safe, appropriate and sustainable development which contributes to Newquay's character.

Help clean beaches.

- Address cleanliness and maintenance issues, including graffiti, overgrown public spaces, verges and pavements, insufficient waste collections, litter and dog waste.

YOUNG PEOPLE

are our future



WE WILL:

Engage Students on Aspirations

Visit primary schools, secondary schools and further education providers to talk to young people about their town and aspirations.

Develop Youth Hub

Complete the youth centre transfer and develop the premises into a long-term hub for young people to meet, socialise, gain support and develop skills while also realising the premise's revenue-generating potential.

Devise means by which young people can engage civically with us and our work.

Broaden Youth Opportunities

Continue to develop youth provision across Newquay with the youth centre, but also through our existing play parks and world-class skatepark, Concrete Waves.

Enhance Play Facilities Locally

Deliver more facilities and play areas for children e.g. at the train station, Mount Wise Gardens and Beach Field Gardens with developer contributions.



**WORKING
WITH OUR
PARTNERS,
WE WILL:**

Maximise opportunities for young people locally for them to live and work should they choose to stay in Newquay.



BUSINESS SUPPORT

WE WILL:

Showcase Newquay's Potential

Promote Newquay as an excellent place to come and bring business by e.g. creating opportunities across our estate.

Support Local Suppliers

Prioritise local suppliers in our procurement.

Encourage Sustainable Practices

Support the growth of environmentally-friendly businesses in our high street which help visitors and residents buy in ways which help protect Newquay's beaches, oceans and nature.

Introduce Pop-Up Spaces

Explore the provision of pop-up business spaces in the town centre.

Collaborate with BID

Continue to work together with Newquay Business Improvement District (BID).



Promote Skilled Careers

Support work to develop long-term apprenticeships and skilled job opportunities.

Drive Business Engagement

Attract businesses and footfall to our events (farmers markets, Christmas lights switch-on etc).



WORKING WITH OUR PARTNERS, WE WILL:

Encourage Out of Season Tourism

Encourage environmentally-friendly, sustainable tourism attracting tourists who stay and spend money in the town and encourage internal Cornish tourism during the off-season.

Promote Local Job Creation

Support job creation and provide high-quality local jobs.

Review Business Rates

Seek a review of how business rates are calculated because the rates may deter independent businesses from the high street.

Improve Newquay's Appearance

Revitalise the town centre with local traders to improve the high street's appearance and maintain it.

Boost Commercial Development

Support commercial development and attract big brands to the town centre as well as local shops and small businesses.

Seek Government Investment

Encourage investment from government and other sources.



BUILDING MEANINGFUL Relationships



WE WILL:

Listen to Locals

Increase outreach to encourage residents, community groups and businesses to engage with the Council both virtually and face-to-face and listen to their hopes and concerns.

Support Community Efforts

Encourage community groups to seek support from the Council whenever they are contributing to the Newquay community and environment, in areas where the Council is able to assist.

Explore community involvement in decision making so that Council decisions reflect the wishes of the community and respond to their concerns.

Recognise Strategic and Operational Roles

Recognise that the Council sets strategy and direction, and officers deliver operationally, and we work on an outcomes-based management system.

Build a Culture of Respect

Build and promote a culture of mutual respect and support for each other and work hard to stamp out negative behaviours e.g. through meeting management, team building, a two-way relationship between councillors and officers which is characterised by mutual respect, consultation and professionalism, and in the way we communicate generally.

Focus on Community

Leave party politics at the door and focus solely on solving issues which affect and benefit the community.



WORKING WITH OUR PARTNERS, WE WILL:

Foster positive and robust relationships across the public, private and third sectors.



Organisational DEVELOPMENT

WE WILL:

Optimise Revenue Ethically

Ethically maximise revenue generation across our estate .

Review Estate Efficiency

Ethically review opportunities for efficiencies across our estate e.g. co-locating, taking into account community needs.

Seek grant funding to deliver on projects for the community.

Develop Integrated Teams

Create more multi-disciplinary teams where there are synergies.

Empower Team Dynamics

Operate an organisational structure in which staff feel responsible, accountable and respected for their expertise, teamwork and efforts.





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Don't Forget!

You can follow Newquay Town Council on our
Facebook and Instagram pages to be notified of our
events, meetings, and information for the local area.

 @newquaycouncil

 @newquaytowncouncil

