



Selsey Town Council

Strategic Business Plan

2020 – 2024



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1. Executive Summary

Selsey Town Council's Strategic Plan 2020-2024 provides a focus to deliver a coordinated approach for the best interests of all those who live and work in Selsey and make use of the Town Council's services. The aim of this document is a statement of the Council's vision and priorities and provides an overview of the Council's plan to improve Selsey.

The Council is committed to achieving Social Value via inclusivity, equality of opportunity; social; environmental; cultural and economic well-being, sustainability, and innovation. At the same time, it provides a democratic and representational voice for the community.

Selsey Town Council have listened carefully to the priorities, ideas, concerns, and visions which the community have shared with us during various public consultation events and initiatives, most recently Selsey Vision. This feedback has been amalgamated to inform this document alongside an alignment of objectives set out by our Local Authority Stakeholders who are West Sussex County Council and Chichester District Council in their Infrastructure Business Plan.

Selsey Town Council comprises of four key areas of activity, directed by decisions from Full Council consisting of 14 democratically elected Town Councillors. Our four key areas of activity are: Governance & Community Engagement, Area & Environment, Economy & Tourism and Community Wellbeing & Voluntary Sector.

The Strategic Business Plan sets out Selsey Town Council's aims and objectives; services and activities over the next four years which are financially feasible, achievable, and defendable. These aims form a foundation; a future legacy to build on and inform decision making and future activities with the main objective to work towards making Selsey a thriving, vibrant, inspiring town to live, work and explore.

The Town Council will deliver these activities either directly or in partnership through the Council's four key areas of activity. Activities scheduled for delivery over the course of the plan period are set out in the Delivery Action Plan.

Reflected throughout this plan is Selsey Town Council's commitment to its Corporate Vision, Mission and Values Statements which identifies our vision for Selsey, how we will achieve this and our core principles, beliefs, and philosophies.

The Strategic Business Plan and Delivery Action Plan are live documents which the Town Council will evaluate bi-annually. The findings will be published on www.selseytowncouncil.gov.uk, enabling both the Council and its residents to track and monitor progress of the Delivery Action Plan against the Council's key aims and objectives.

Shape Selsey's Future for the better, email your feedback*, selseyvision@selseytowncouncil.gov.uk

Thank you for taking the time to read the Council's four-year Strategy, the Council looks forward to your feedback



Councillor Andrew Brown – Chairman of Selsey Town Council

2. Vision, Mission and Values Statements

Vision

The Town Council's **Vision** is for Selsey to be

A thriving, vibrant, attractive, and inspiring place in which to live, work and explore.

Selsey Town Council will work with the Community, for Selsey, to be a successful seaside town by providing a sustainable environment for quality of life, encouraging investment and tourism whilst showcasing the best of its heritage and natural character for both residents and visitors.

Mission Statement

The Town Council aims to improve the quality of life for the residents and businesses of Selsey by ensuring that Selsey is a desirable, thriving, diverse and sustainable place in which to live.

It achieves this in several ways:

- Where services are provided directly, Selsey Town Council will ensure they are managed to a good quality standard, in an effective, sustainable, and responsive way, at an affordable cost.
- Where services are not directly provided by Selsey Town Council, the Council will seek to ensure that they are dealt with effectively and sustainably, and in accordance with the wishes of the community.
- Selsey Town Council will be a democratic and representational voice for the community, striving to influence local issues for the benefit of Selsey's residents, businesses, and visitors.

The Council works with its residents, local authorities and other service providers, businesses and community organisations with the aim of achieving a safe, environmentally robust, healthy, prosperous and sustainable town. In doing so it creates a socially inclusive and caring community which embraces all its residents irrespective of age, culture, income, race, sexual identity or religion, and seeks to develop their well-being, knowledge, sense of place, collective responsibility, and social mobility.



Selsey Town Council's Statement of Values

Selsey Town Council has established core values to underpin the Council's approach to the provision of services, projects and initiatives as a Town Council.

Service Values

- Placing Selsey and its environment at the heart of decision making and continuously seeking ways of adding value to improve the quality, excellence, and seamlessness in delivery of services to the community

Team Values

- Asking the best from Selsey's Town Councilors and staff working as one team; promoting equal opportunities, celebrating cultural diversity, and striving to be a good and supportive Town Council, committed to continuous improvement in all that we do.

Social Values

- Encouraging innovation and creative thinking in the delivery of services and strategies, being open and committed in partnership workings, enabling, and enhancing empowerment and sustainability within the voluntary sector, promoting wellbeing for the individual.

Community Values

- Improving social, cultural and economic well-being; promoting and encouraging sustainable, cohesive communities and independence for individuals and actively promoting social inclusion for all.

Ethical Values

- Upholding standards of behaviour in public life; Selsey Town Council acts with integrity and takes pride in our commitment to developing and enhancing effective community and local authority relationships through a transparent and accountable partnership approach.

To find out more about Selsey Town Council's 14 democratically elected Councillors and the Council's staff visit www.selseytowncouncil.gov.uk



3. Selsey Town Council's Four Key Delivery Divisions

Selsey Town Council seeks to deliver its vision for Selsey through four key areas of activity:

	<p>Governance & Community Engagement</p>	<p>To be a professional, competent, transparent, approachable, and caring Town Council which represents the community in a fair, open and accountable manner.</p>
	<p>Area & Environment</p>	<p>To ensure Selsey is a welcoming, attractive, and secure town with a range of open spaces, play areas and facilities whilst, maintaining the preservation of its unique biodiversity.</p>
	<p>Economy & Tourism</p>	<p>To undertake activities which encourage Selsey's long term economic sustainability by supporting local businesses alongside the development of tourism and promoting Selsey as a destination for both businesses and visitors.</p>
	<p>Community Wellbeing & Voluntary Sector</p>	<p>To ensure that the wellbeing of the community is considered in the Council's decision making and that all residents, including vulnerable and minority groups, feel supported in their daily lives by the services or facilities the Council provides. To promote and support local voluntary groups and organisations that seek to assist the community.</p>

To find out more about the Council committees which oversee these four key delivery divisions visit www.selseytowncouncil.gov.uk

3. Aims and Objectives Set Out by Delivery Division

The aims and objectives of Selsey Town Council are set out in the tables below. They are defined by delivery division. All projects and initiatives the Council decides upon will tie into this strategy and be referenced with numbering alpha and numeric, the alpha part refers to the delivery division and the numeric part refers to the aim.



Governance & Community Engagement



Governance aims to ensure that the Council is properly run, makes lawful decisions, has sound financial management and is open & accountable to its residents. Community Engagement aims to ensure that the community is aware of what the Council is doing and is given a voice. The objectives are steps Selsey Town Council will take to meet these aims.

Aim	Objectives	Str. Ref
Be A Good Council	Identify where we can take direct action, work in partnerships or influence/lobby	G1
	Identify & provide relevant training and personal development for our staff & Councillors	
	Ensure our governance documents are regularly reviewed & updated in line with changes in the law	
Demonstrate open & accountable decision making within the legislative framework	Publish agendas/minutes, meeting schedules according to statutory timeframes	G2
	Review/revise policy documents according to statutory timeframes	
	Employ due diligence in preparing for meetings including consideration of reports, information & officer guidance	
Provide accountable & transparent financial management & information	Publish financial information in accordance with the Accounts & Audit Regulations 2015 & the Local Government Transparency Code	G3
	Review & observe Financial Regulations including adherence to internal control measures	
Monitor & review the provision of services for quality & best value	Observe financial regulations in procurement & tendering	G4
	Monitor & review service contracts for quality & best value	
	Encourage creative & innovative thinking	
Community Representation	Respond to consultations on local issues	G5
	Appoint Selsey Town Council representation to external bodies	
	Engage in partnership opportunities with other local authorities including Parish, District & County Councils	

	Seek to influence other decision makers including District & County Councils and Central Government in areas where STC cannot take direct action	
Communicate with Selsey's community on all Council activities	Publish information via a wide variety of formats	E1
	Give regular, clear and consistent updates	
	Develop a policy on communication protocols to ensure residents have access to accurate information	
Engage with Selsey's community to identify needs & aspirations	Regular & direct communication with residents through promotion of services.	E2
	Collate & analyse data & feedback gathered through service provision	
	Partner with community groups & organisations	
Consult Selsey's community on Council priorities & local issues	Hold regular public meetings	E3
	Run consultation on key policy areas	
	Publish direct contact information for Councillors & staff	
Understand the necessity of a strategic approach to planning & development, informed by community needs and aspirations	Publish the adopted Neighbourhood Plan to inform & advise on Planning decisions	E4
	Provide training on national & local planning policy to inform Council decision making	
	Ensure community representation through informed, considered, evidence-based representations on planning and development issues	
	Effectively advocate for Selsey through establishing sound working relationships with the Local Planning Authority & developers	
	Lobby for infrastructure improvements	
	Respond to Local Planning Authority consultations	
	Review & contribute to Chichester District Council's Infrastructure Business Plan to ensure community needs and aspirations are identified & updated	



Area & Environment



Area & Environment aims to ensure Selsey is a biodiverse, attractive town with a range of open spaces, play areas and facilities for community and visitor use and enjoyment whilst feeling safe and secure. The objectives are steps Selsey Town Council will take to meet these aims.

Aim	Objectives	Str Ref
Provide & enhance facilities & open spaces for Community Wellbeing	Make direct provision alongside partnerships	AE1
	Provide accessible play, health & wellbeing equipment	
	Supply affordable public spaces for hire & recreation	
Support the development of Community resilience & security	Work in partnership to give funding support to safeguard the provision of the Community Warden & CCTV schemes	AE2
	Encourage an ongoing police presence through the hosting of the Sussex Police Base at the Town Hall Complex	
	Encourage Community led schemes to tackle local concerns including Speed Watch	
	Support the development of Community Resilience through voluntary groups & the Selsey Town Council's Community Resilience Plan Working Group	
Develop sustainability and climate change resilience	Policy development to ensure sustainability & biodiversity requirements are intrinsic in decision making	AE3
	Improving energy efficiency & our use of renewable energy in our buildings	
	Enhancing biodiversity, including additional tree planting, within our open spaces	
	Supporting and developing community-based sustainability	



Economy & Tourism



Economy & Tourism aims to encourage long term economic sustainability by encouraging the development of the local economy and promote Selsey as a destination for both businesses and visitors. The objectives are steps Selsey Town Council will take to meet these aims.

Aim	Objectives	Str. Ref
Build Selsey's reputation as a business destination	Engage with local businesses and traders to encourage innovation & long-term economic sustainability	ET1
	Work to enhance the visual amenity of the town's commercial areas	
	Support businesses through working on initiatives with nationally accredited providers of support & accessing finance	
	Partnership with District Council's Economic Development team & accredited organisations to encourage business investment & growth	
Build Selsey's reputation as a tourist destination	Raise Selsey's profile locally and nationally	ET2
	Encourage eco-tourism initiatives & recreational activities either through partnership workings or through grant funding	
	Seek to create influence opportunities to enhance seafront facilities	
	Build strong long-term relationships with tourism/leisure businesses/organisations for cross pollination promotional purposes	
Champion Selsey's unique, diverse culture & heritage	Support/facilitate initiatives & projects that preserve & interpret, or invest in Selsey's cultural heritage for the inspiration, learning & enjoyment for all	ET3
Encourage a healthy local economy	Work on innovative projects which encourage social mobility	ET4
	Source grants, sponsorship and revenue opportunities to fund initiatives & projects	
	Enable and empower young people & entrepreneurs to fulfil their potential	



Community Wellbeing & Voluntary Sector






Community Wellbeing & Voluntary Sector aims to ensure that all areas of our community, including vulnerable or minority groups, feel supported. The Council seeks to ensure that the vibrancy & diversity of the voluntary sector is maintained, and residents are supported in their daily lives by the services or facilities the Council provides.

Aim	Objective	Str Ref
Provide inclusive, accessible community services	Support the provision of community services including the mobile waste collection service	CW1
	Provide a 'one stop-shop' enquiries service for Selsey residents	
	Provide safe, accessible facilities, open spaces and equipment	
Champion community wellbeing through Council decision making	Record & analyse data on community needs through STC service provision	CW2
	Appoint Councillors as representatives to voluntary groups & external organisations	
Encourage social cohesion & quality through accessible community spaces & activities	Provide equipment & facilities which are accessible to all	CW3
	Contribute to the provision of support through licensed support services providing advice and grant funding	
Foster a 'sense of place' & belonging to encourage a proud, sustainable community	Partner with local groups to enhance & develop interesting & engaging community spaces	CW4
	Protect & enhance biodiversity within Council owned land & open spaces	
	Encourage and support a range of events across the town to encourage community interaction & celebration	
Encourage a sustainable voluntary sector	Provision of grants in support of community initiatives, events, & services	VS5
	Promote & support the delivery of council approved local voluntary services	
To support local voluntary organisations to improve social, cultural & economic Wellbeing	Form direct partnerships with groups of local charities to strengthen their success in being awarded funding for the delivery of agreed provision for the community for long-term sustainability	VS6
	Encourage & promote the delivery of local voluntary services	





5. Local Authority Service Providers for Selsey

	<ul style="list-style-type: none"> • Highways (including verges, pavements, and Public Rights of Way) • On-street parking (contracted to Chichester District Council) • Signage and most lighting • Coordinating public transport (along with service providers) • Health & Social Care • Education • West Sussex Fire Service • Library Services
	<ul style="list-style-type: none"> • Environmental Services- litter, refuse, recycling and dog fouling • Food Hygiene Standards & monitoring, air quality monitoring • Parks & open spaces • Operating the majority of Selsey’s car parks (excluding Warners Yard Car Park- the lease is with Langney Road Investments) • Managing of the public convenience provision (excluding Warners Yard Car Park – Selsey Town Council maintained) • Business Support initiatives including grants • Provision of housing services (along with Housing Associations) • Local Planning Authority • Licensing Authority (e.g., Public Houses, Clubs, Alcohol Sales and Taxis) • Parking enforcement (under contract to West Sussex County Council)
	<p>Sussex Police is responsible for addressing crime and anti-social behaviour and moving traffic violations in Selsey</p>


Where services are provided by others, Selsey Town Council endeavours to ensure they are dealt with effectively, sustainably and in accordance with the wishes of the community.




6. Selsey Town Council's Current Commitments

<p>Governance & Community Engagement</p> 	<ul style="list-style-type: none"> • Arranging & publishing a schedule of Council & Committee meetings which are open to the public • Ensuring the meetings and Council's decision making are conducted lawfully. • Publishing minutes of meetings and reports which are clear and give context to Council decisions. • Publishing information on Council activities through newsletters, noticeboards, our websites & social media. • Managing the Council's accounts, assets & financial affairs, including appropriate insurance arrangements. • Preparing annual budgets & reviewing through the year to ensure service delivery & best value. • Publishing financial information including income & expenditure payments, end of year accounts & audit reports. • Providing grants in support of community activities, initiatives, & support services. • Managing access to Council information & the protection of data. • Ensuring the development & review of appropriate policies & procedures in support of the Council's activities. • Submission of comments on all planning applications in Selsey as a statutory consultee of the Local Planning Authority (Chichester District Council) • Submission of comments related to other consultations on relevant local matters as required. • Providing an enquiries service accessible in person or via phone or email to assist residents with all local matters including Local Authority service providers.
<p>Area & Environment</p> 	<ul style="list-style-type: none"> • Management, maintenance & enhancement of STC owned land including Manor Green Park & its play area and dog walking arena, the Recreation Ground and gym equipment, the village green at Oval Field, the buffer zone at Ellis Square, open spaces at Canadian Crescent, Jones Square & Beacon Drive & the open space bordering the coast between Bill Point & James Street. • Management, maintenance & enhancement of other open spaces (under licence from Chichester District Council) at Hillfield Road Park including its play area & dog walking arena & at East Beach Green including the play areas, BMX track & skatepark.



	<ul style="list-style-type: none"> • Management, staffing (where required), maintenance & enhancement of community facilities including the Town Hall Complex, the Selsey Centre, the Recreation Ground Store & the Community Bus Garage. • Management & maintenance of a vehicle fleet & associated tools & equipment to service the open spaces & facilities listed above. • Management & maintenance of other land & community infrastructure including the Mill Lane Store & land hosting the mobile antennae to support local telecoms provision. • Provision of land & buildings through lease agreements in support of community priorities including the Sussex Police Base at the Town Hall Complex, the site leased to Selsey Football Club & the lease of the pavilion & cricket square at the Recreation Ground to Selsey Cricket Club. • Provision & maintenance of public conveniences at Warners Yard. • Support of community security through annual contributions to the Community Warden & CCTV schemes. • Management & maintenance of some public seating. • Management & maintenance of additional footway lighting. • Provision of land for allotments. • Provision of seasonal floral displays. • Provision & maintenance of Christmas lighting. • Provision & maintenance of bus shelters at Church Road & Kingsway.
<p>Economy & Tourism</p> 	<ul style="list-style-type: none"> • Provision of a partnership approach to economic support through strong links with major local employers, local business networks & the Chichester District Council. • Source relevant funding streams & build partnerships to deliver initiatives to support Selsey's long-term economic sustainability. • Facilitate the economic enrichment of vulnerable Selsey residents by signposting to nationally accredited & qualified support service providers. • Signpost to organisations who deliver business support grants, initiatives, & training, working in partnership with Chichester District Council Economic Development team & accredited providers. • Work on projects & initiatives in partnership with public and private industry sectors creating work experience & future opportunities for young people. • Partnership initiatives to develop Selsey's economic sustainability, eg. the Sea's The Day project in association with Selsey Fisheries.



	<ul style="list-style-type: none"> • Promotion of Selsey as a visitor & business destination to the wider district through projects & support local initiatives. • Support to the visitor economy through the provision of a tourist information service, including leaflets, flyers & other local information via the Town Hall Offices & Selsey Centre. • Partnership initiatives to champion Selsey’s unique & diverse culture & heritage eg. the Photo Archive Project in association with the Manhood Wildlife & Heritage Group.
<p>Community Wellbeing & Voluntary Sector</p> 	<ul style="list-style-type: none"> • Provision of a fully funded, publicly accessible computer, & internet services in the Town Hall Complex. • Provision of activities & services to local young people through partnerships with DBS checked local arts and youth groups & nationally accredited providers. • Encourage local voluntary sector activities which reflect the needs & aspirations of the local community, e.g., dementia friendly initiatives & local beach cleans. • Partnering with local groups to enhance the local environment for the whole community, eg. Sensory Garden volunteer group at Manor Green Park. • Supporting local social & sporting organisations & charities through the Council’s community grant programme and the lease of land &/or premises. • Support the local voluntary sector by signposting to local funding opportunities. • Providing the opportunity for cultural enrichment through support to a diverse range of activities to enable and empower the Selsey community. • Providing and supporting locally accessible services such as the fortnightly Selsey Cinema at the Selsey Centre.

8. Conclusion

This four-year strategy feeds into to all the activities which Selsey Town Council delivers, facilities and services it provides. The activities which Selsey Town Council plans to deliver; meeting the aims and objectives set out in this Strategy are set out in the accompanying Appendix 1- Future Deliverables. Appendix 2 - Key Updates to Deliverables 2019-2020 reviews Selsey Town Council’s activities against the Strategy and includes updates on projects delivered.



*Personal information which you supply to Selsey Town Council will only be used for the reason it was provided. Selsey Town Council may share your information with other Town Council, District Council or County Council staff or Councillors or other statutory organisation to answer any queries you may have. If you do not want us to share your information you must make Selsey Town Council aware when contacting the Town Council. Selsey Town Council will not disclose your information to any other company or third party unless required to do so by law or permission is given by yourself. Selsey Town Council will not retain your data for any longer than is required. For further details on how your information is used, how we maintain the security of your information, and your rights to access information we hold on you, please contact Selsey Town Council via email enquiries@selseytowncouncil.gov.uk or telephone 01243 605803

