

Wem Town Council Action Plan

Adopted 30.11.17

Issue	Action	Timescale	Cost
Improve Communication with all sectors of the community	Maintain website	Short term	£0
	Make more effective use of Social Media	Short Term	£0
	Consider production of printed newsletter/ information sheet	Medium Term	Printing and staff time Consider allocation in 2018/19 budget
	Hold Town Council monthly drop in sessions to act as informal surgeries.	Medium Term	£300 (room hire/ refreshments)
	Manage expectations of the community on what can be achieved by the Town Council.	Ongoing	£0
	Undertake regular consultations on issues that will have an impact on residents to ensure the Town Council understands the views of the community	Ongoing	Allocation in 2018/19 budget
Raise profile of Town Council	Relocate Town Council Offices to more central location in the town to improve visibility and awareness	Long Term	Unknown
	Improve relationship with press – <i>consider holding one off briefing session with press to improve communication.</i>	Medium Term	£0
	Continue to campaign at County level for improved facilities in smaller Market Towns	Ongoing	£0 other than staff time attending meetings.
Partnership Working	Develop meaningful 2 way partnerships with parishes in LJC area	Ongoing	

	Develop training partnerships with local Town/ Parish Councils	Ongoing	
	Continue partnerships developed through Team Wem initiative	Ongoing	
Economic Growth	Work with WEF on projects to grow the economy of the town.	Ongoing	Allocation in the 2018/19 budget
	Work with partners to improve visitor experience to the town	Medium Term	Possible allocation in 2018/19 budget
	Develop an events group to co-ordinate key events in the town and host new events.	Medium Term	
	Work with Town Hall to improve weekly market	Short term	
Financial Challenges	Reduce reliance on precept as form of income	Medium Term	
	Improve accountability for grants/ contributions awarded	Short Term January 2018	Review all grants and larger contributions
	Be innovative in identifying potential new sources of income	Medium/ Long Term	
Staffing	Ensure staff team has capacity to take on new challenges in terms of training and staff numbers	Medium Term	Allocation in budget
Infrastructure Development	Old Toilet Block redevelopment	Long Term	Working Party to consider
	Closer monitoring of WSSA and Wem Town Hall to ensure proper management of Town Council financial and staffing contributions. Request regular financial reports from organisations in line with WSLC.	January 2018	
	Ensure the place plan properly reflects the aspirations and needs of the community	Ongoing	

Councillor Capacity	Develop and commit to training plan to improve sector knowledge of all Councillors	Short term	Allocation in budget
	Organise bespoke training sessions with local Town Councils to reduce costs and improve attendance.	Medium term	Allocation in budget
	Organise quarterly briefing sessions on key issues relevant to the town	Ongoing	£0
Good Governance	Data Protection GDPR – ensure Town Council meets regulations as identified in the GDPR	Ongoing	Working Party to consider