



Castle Cary Town Council Strategic Objectives 2021-22

Preamble: These objectives summarise the Council's vision for what it hopes to achieve over the next year. They are supported by the Council's General Policy paper which defines the way the Council works and follows as an Appendix.

Castle Cary Town Council

Aims: Will strive to facilitate an inclusive, cohesive caring community which celebrates the diversity of modern society.

We undertake the following objectives to be reviewed regularly and revisited when we know the outcome of the Unitary Authority negotiations:

1. A Quality Council

Vision: Castle Cary Town Council (CCTC) will achieve Local Council Quality Award as a progression from the Foundation Award.

2. Work in partnership with Ansford Parish Council

Vision: We will continue to develop our relationship with Ansford Parish Council and discuss and implement ways of working effectively together. We will do this by:

- Convening an annual Town and Parish meeting in May where the residents can give us feedback.
- Meeting twice a year to explore common interests, more formalised agreements and working collaboratively to resolve issues.
- Making joint funding applications sharing costs, where appropriate.
- Sharing resources to ensure that there is no duplication of services.

3. Neighbourhood Plan

Vision: We will continue to work with South Somerset District Council and our community to review as required our agreed Neighbourhood Plan developed by CCTC and APC together with volunteer experts from the community

4. Young people, minority groups, and disadvantaged people.

Vision: CCTC will ensure that Council procedures and policies involve and consult all people in appropriate ways, including marginalised groups which may require special consideration. We will support the community by:

- Creating a new strategy for all our young people which will pull together and support the Youth Council, Youth Club and all others listening and reacting to their views about

- leisure and sport facilities, and all other proposed developments in the town.
- We will work with the Millbrook Surgery and our community to become a Dementia Friendly Town by the end of 2022.
 - Continuing to support organisations which work with disadvantaged groups.
 - Review our grant making policy.

5. Maintain the character of the Town

Vision: CCTC will continue to take the initiative to influence the planners and developers and try to make it possible to focus on brownfield sites for appropriate housing development. Derelict listed buildings will be put back into appropriate use. We will also:

- Preserve and maintain the Horsepond with the help of volunteers.
- Maintain the Market House and further develop the building sensitively in order to preserve its heritage as a legacy for the town.
- Respect the designated Conservation areas.

6. Employment, Business, Leisure and Tourism

Vision: CCTC will support the maintenance and development of Castle Cary as an economically prosperous place that attracts and supports business.

We will continue to encourage visitors, enabling local enterprise and leisure activities to flourish. We will do this by:

- Lobbying for increased efficiency of broadband speed to enable businesses in outlying areas to work effectively from their premises and homes.
- Design and implement a new website which promotes businesses, enterprise and volunteering opportunities.
- Securing land for employment development particularly the designated land off Station Road.
- Working with new employers and initiatives in our town to promote opportunities for appropriate expansion particularly supporting rural units such as workshops for sole traders and small businesses.
- Continuing to work with SSDC Tourism to promote Castle Cary as a centre for walkers, cyclists and leisure activities and as a destination town.
- Working with the museum to preserve its artefacts and explore new acquisitions.
- Actively support partnership working for recruitment strategies and work with schools to encourage entrepreneurial skills and local training opportunities.
- Maintain the tourist attractions in the Market House and Roundhouse ensuring that the cells and well are preserved.

7. Maintaining Retail Activity

Vision: Castle Cary will have a flourishing retail zone. We will achieve this by:

- Retaining a mix of independent shops and businesses for locals and visitors, supported by free parking and effective signage.
- Supporting an active retail group, including a Tuesday general market and other in-Town activities which will attract visitors and add to the atmosphere and spirit of the Town.
- Helping to facilitate a re-established Business Group to promote the High Street and our local businesses.

8. Use of CCTC Assets

Vision: CCTC will optimise the use and promotion of its assets for the community by:

- Developing the Pavilion in three stages to make our sports facilities the best they can be.
- Maintaining Fairfield and the equipment on the site
- Maintaining the properties belonging to the Town Council: the Cemetery Chapel, the Roundhouse, the Market House.
- Maintaining our public toilets.
- Establishing a Community Larder.

9. The Market House

Vision: Now that ownership of the The Market House has been achieved and the 2nd (top) floor has been vacated we will work towards making the entire building of use by all sections of the community while ensuring that it remains financially sustainable

We will achieve this by:

- Continuing to promote the current use of the facilities in the many ways already established.
- Installing a lift to give access to all floors of the building.
- Restoring the top floor Assembly Room – by reinstating the original ceiling and re-opening the Band Platform.
- Providing a WC and kitchenette in the Billiard Room area.

It is recognised that the building works, which will involve Listed Building Consent, fundraising and disruption will not happen immediately and that in the interim the building will be used and promoted in its current state to maintain income for the Council.

10. Parking and Traffic

Vision: Castle Cary will be a safe and pleasant place to walk, shop, work and go about our daily tasks. We will aim to do this by:

- Continuing to maintain the current spaces for parking, providing free parking for residents and visitors.
- Monitoring 'on street' parking and enforcement, continuing to ensure a good churn of spaces, allowing free flow of traffic through the Town, aided by controlled deliveries to business premises in the town centre.
- Ensuring that all new developments have adequate off-street parking.
- Putting strategies in place to ensure that all traffic travels within the speed limit.
- Establishing the Pitching as limited access road so that it can maintain and improve the unique historical character of the pathway.

11. Environment

Vision: Castle Cary will become a carbon neutral town by 2030 in alignment with other Councils across the UK. We will aim to achieve this by:

- Working in partnership with SCC, SSDC, SCAN and neighbouring Town Councils to promote sustainability values and continue to support Fair Trade principles.
- Supporting recycling and the reduction of waste.
- Providing a water distribution point which will reduce the use of plastic bottles.

- Initiating wildflower preservation working with volunteers to support campaigns to rebalance biodiversity.
- Working with the transport group to reduce the impact of travel by suggesting new ways to travel.
- Employing safe working practices with health & safety and environmental protection in mind.
- Investing money ethically where possible.
- Encouraging developers to work with sustainable materials and dispose of materials in an environmentally friendly way.