



# Business Plan

## 2021-2026

Approved 15.10.2021 under Scheme of Delegation

Council minute 74/21 (26 October 2021)



## Purpose of the Business plan

- Identifies our key priorities for the next 1-5 years
- A Framework for decision making
- Updated every year – and presented at the annual parish and council meetings
- Drives projects and activities



## **Vision**

The Parish Council's vision is that Sunningdale is a desirable and attractive village to live, work, study and visit with a strong sense of community and local involvement.

## **Mission statement**

The Parish Council works to preserve and improve the quality of life for all Sunningdale's residents.

The Parish Council provides a democratic and representational voice for the community.

Its focus is on enhancing Sunningdale's facilities and infrastructure and on protecting and improving our village centre and character.

It monitors the delivery of appropriate high-quality, efficient and sustainable services from the Royal Borough and other service providers.

# Strategic Plan



These seven areas set our strategic focus



- Financial Management**
  - Prudent management of our Assets including optimising income sources
  - Continuous improvement (eg Powers of Competence, NALC Local Council Award scheme , Training and Development)
  - Ensuring the village benefits from substantial CIL and S106 funds.
- Lifelong Learning**
  - Encourage learning
- Environment**
  - Visual enhancement of the village
  - Cleanliness and maintenance
  - Climate Change initiatives
- A Safe Place**
  - Keeping people safe
  - Protecting the vulnerable
  - Promote Good Health
- Communications**
  - Actively engage with residents
  - Encourage the use of technology
- Housing**
  - Work to ensure that new housing complies with the Neighbourhood Plan
  - Revise the Neighbourhood Plan to meet the needs of the residents
  - Consider our needs for affordable housing
- Community**
  - Maintain Sunningdale as an attractive village
  - Support the Traders

## Business Plan Objectives

From these seven strategic areas we have defined a set of Objectives and Projects/Activities which span the period of this Plan.

These are explained in the pages below and reflect our objectives and include an indication of cost, denoted by £ symbols as follows:-

£ = up to £10,000

££ = £10,000 – £50,000

£££ = £50,000 - £100,000

££££= over £100,000

## Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Funding
L1: Encourage and Empower the community to innovate, take initiative and make positive suggestions	<ul style="list-style-type: none"> <li>Within our interaction with our stakeholders, to make the concept of volunteering ideas and taking initiatives compelling and encourage engagement. [£]</li> </ul>	<ul style="list-style-type: none"> <li>Stakeholder portion of CIL.                             <ul style="list-style-type: none"> <li>[ CIL Policy and Process approved at Council meeting, 20/4/2021, Item 127/20]</li> <li>[ Stakeholder CIL portion set at 10% or £50,000 whichever is less at Council Meeting 4/5/21, Item 11/21]</li> </ul> </li> </ul>	<p>Precept</p> <p>CIL</p>
L2: Encourage learning and support library services in Sunningdale	<ul style="list-style-type: none"> <li>Provide a static library service at the recreation ground in a new multi purpose building. [££££]</li> </ul>	<ul style="list-style-type: none"> <li>Review library provision now that the mobile library is closing and provide library services in the Community Room.                             <ul style="list-style-type: none"> <li>['Pop up' library provision in the community Room approved at Council meeting, 22/6/2021, Item 25/21]</li> </ul> </li> </ul>	<p>Precept</p>

## Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Funding
E2: Visually Enhance key focal points in the village	<ul style="list-style-type: none"> <li>Carry out a study to identify areas in the village which need managing and improving eg corner of Station Road and Rise Road, High Street/Bedford Lane. [£]</li> <li>Work with RBWM in a positive way to introduce wild flower initiatives.</li> <li>Review the funding for flowers and other “attracting” furnishings.[£]</li> <li>Review the maintenance provision for roadside barriers. [£]</li> <li>To work with South Western Railway to improve the appearance of the station and its surroundings. [£££]</li> </ul>	<ul style="list-style-type: none"> <li>Take over maintenance of the surrounding area of the new parking area in Chobham Road – to include new planters, bike racks and grass cutting.                             <ul style="list-style-type: none"> <li>[Budget for 2021-22 approved at Council meeting, 19/1/2021, Item 75/20 – which included this element of maintenance]</li> </ul> </li> </ul>	Precept
E4: Achieve online access to TPO information	<ul style="list-style-type: none"> <li>Work with RBWM to create a map layer that shows all TPO trees. [££]</li> </ul>		

## Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Funding
E5: Monitor Air Quality and Pollution to advise other strategies	<ul style="list-style-type: none"> <li>Evaluate whether anyone is monitoring air quality and how we can work with them to establish the current situation. [£]</li> <li>Look at mitigation measures for areas which are recording high levels. [££]</li> </ul>	<ul style="list-style-type: none"> <li>Add signage to the London Road near the station to ask car drivers to turn their engines off when waiting for the train barriers to lift. [£]</li> </ul>	S106
E3: Review the quality and frequency of street cleaning, pavement and verge cleaning and associated areas	<ul style="list-style-type: none"> <li>Review feasibility of employing a street cleaner for the whole village. [£]</li> <li>Publicise services provided by the Borough and notify residents of road sweeping schedule. [£]</li> </ul>	<ul style="list-style-type: none"> <li>Consult on quality and frequency of street cleaning, pavement and verge cleaning to establish scope of services needed for budget 2022-23. [£]</li> </ul>	Precept
E7: Aim to achieve a litter free village <ul style="list-style-type: none"> <li>Encourage more residents to collect litter. [£]</li> </ul>	<ul style="list-style-type: none"> <li>Fund more “Litter kits” such as the one purchased last year for Fiona Barker. [£]</li> </ul>	<ul style="list-style-type: none"> <li>Put on the website details of the Litter Picking kits that the council can provide and the terms for applying for them. [£]</li> </ul>	Precept



## Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Funding
E11: Review Public Rights Of Way and consider plans for improvement (see also Cycling and Walking)	<ul style="list-style-type: none"> <li>Look at feasibility of creating a Woodland trail and improving the walkway from Broomhall Lane to the station to include development a walking, running, fitness, nature trail. [£] S016/CIL</li> <li>Carry out a safety review of the bridge and identify any rectification requirements [£]</li> </ul>		
E10: Actively promote walking and cycling <ul style="list-style-type: none"> <li>Better promotion of our walking and cycling routes</li> <li>Ensure that there continues to be access through Sunningdale Park for cycling and walking.</li> <li>Consider giving priority to pedestrians/ cyclists on some roads.</li> </ul>	<ul style="list-style-type: none"> <li>Create a network of cycling routes to increase active travel and leisure activities. [£££]</li> <li>Publish off road cycling routes- what to see/ explore. A trip for say 30 mins, 1 hour, a day etc. [£]</li> <li>Consult on cycling network scheme, in conjunction with S&amp;APC [£]</li> <li>Walking signage as seen in Europe – x mins to x by foot, x mins to x by bike etc [£] S106</li> <li>Expand safe cycle rack provision in main destinations, eg in Chobham Road near the shops, REC Ground</li> </ul>	<ul style="list-style-type: none"> <li>Expand safe cycle rack provision in main destinations, eg in Chobham Road near the shops, REC Ground               <ul style="list-style-type: none"> <li>[Budget for 2021-22 approved additional cycle racks in Chobham Road at Council meeting, 19/1/2021, Item 75/20 – which included this element of maintenance]</li> </ul> </li> </ul>	Precept

## Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Funding
E12: Promote the use of local public transport	<ul style="list-style-type: none"> <li>Provide a Shopper Hopper service – jointly with S&amp;A PC – not free but subsidised - to loop the 3 villages and pass the medical centres, shops, libraries, post offices, stations [££ pa]</li> </ul>	<ul style="list-style-type: none"> <li>Set up a joint working group to assess feasibility [£]</li> </ul>	Precept
E13: Review provision for electric car charging points in Sunningdale <ul style="list-style-type: none"> <li>Work with RBWM and electric charging point suppliers to ensure Sunningdale has sufficient charge points.</li> </ul>	<ul style="list-style-type: none"> <li>Identify and provide information on existing local car charging points [£]</li> </ul>		

## Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Funding
E14: Make recommendations on Traffic Management	<ul style="list-style-type: none"> <li>Get latest data on traffic speeds, traffic density and safety data for our streets to support planning. [£]</li> <li>Identify blackspots and areas needing additional safety measures[£]</li> <li>Assess the need for additional mobile speed cameras or speed indicators [£]</li> </ul>	<ul style="list-style-type: none"> <li>Identify hotspot areas for parking issues and advise Traffic Wardens [£]</li> <li>Work with RBWM to review effectiveness of camera on Chobham Road bridge in reducing flow of HGV vehicles, and make recommendations [£]</li> </ul>	<p>Precept</p> <p>Precept</p>
<p>SF1: Identify the needs of our vulnerable residents</p> <ul style="list-style-type: none"> <li>Working with partnership organisations to see how we can help in a meaningful way</li> </ul>	<ul style="list-style-type: none"> <li>Revisit the proposal brought to Council in 2018 to provide an outreach information, advice and guidance service in Sunningdale [£] pa.</li> </ul>		

## Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Funding
<p>SF2: Review crime levels and measures for improved safety</p> <ul style="list-style-type: none"> <li>Work with the police and support crime prevention organisations and initiatives</li> <li>Continue to work with the Neighbourhood Action Group</li> </ul>	<p>Review the feasibility of funding a community policeman or warden [£]</p> <p>Review street lighting and work with RBWM to address any recommendations [£]</p>	<ul style="list-style-type: none"> <li>Regularly communicate crime statistics and details for Sunningdale</li> <li>Contribute to the funding for an ANPR camera to record vehicle movements                             <ul style="list-style-type: none"> <li>[Approved at Council meeting, 20/4/2021, Item 126/20]</li> </ul> </li> </ul>	<p>Precept</p> <p>CIL</p>
<p>SF4: Develop additional Multi-Use Games Area (MUGA)</p> <ul style="list-style-type: none"> <li>Multi-sports facility to promote health and fitness for teenagers and adults.</li> </ul>	<p>Implementation of a full MUGA facility at the Recreation Ground [£££]</p>	<ul style="list-style-type: none"> <li>Feasibility Study for the introduction of a MUGA facility at the Recreation Ground.                             <ul style="list-style-type: none"> <li>[Approved at Council meeting, 27/7/2021, Item 40/21]</li> </ul> </li> </ul>	<p>CIL</p>

## Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Funding
SF5: Encourage outdoor exercise	<ul style="list-style-type: none"> <li>Look at potential uses of our green spaces to encourage additional sports and enjoyment of the environment[£]</li> <li>Engage third parties to provide exercise and adult fitness at the Recreation Ground [£]</li> </ul>	<ul style="list-style-type: none"> <li>Engage third parties to provide exercise and adult fitness at the Recreation Ground. [ Being Military Fit starts in September 2021]</li> </ul>	Income
COM2: Achieve Green Flag status for Recreation ground	<ul style="list-style-type: none"> <li>Update the plan for the Recreation Ground to achieve Green Flag status [£]</li> </ul>		
COM2: Support the Traders	<ul style="list-style-type: none"> <li>Have regular meetings with the traders – listen to their ideas and follow up where applicable.</li> </ul>		
COM4: Provide support to residents wanting to set-up Community Businesses	<ul style="list-style-type: none"> <li>Provide support to residents who might wish to set up and run a Community Business in accordance with the NALC 'Good Councillors Guide to Community Business'</li> </ul>		

## Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Funding
H1: Update Neighbourhood Plan following issue of RBWM Local plan	<ul style="list-style-type: none"> <li>Update the Neighbourhood plan to include green building initiatives in once RBWM Local Plan adopted.[££]</li> </ul>	<ul style="list-style-type: none"> <li>Start initial discussions with A&amp;SPC on updating the NP</li> </ul>	
H2: Promote social and affordable housing	<ul style="list-style-type: none"> <li>Understand what our needs are for affordable housing [£]</li> <li>Identify opportunities to construct/fund social and affordable housing [£ - ££££]</li> </ul>		

## Actions assigned to Committees



Committee	Project Areas	Activities
Finance	F2: Prudent Financial management and leveraging our assets	<ul style="list-style-type: none"> <li>• Evaluate all our assets for their revenue generating potential and classify them accordingly</li> <li>• Review all income earning assets to ensure minimum contribution levels of replacement costs in lifetime.</li> <li>• Making sure there is a correct level of staffing so that such opportunities can be not only explored but follow through professionally.</li> <li>• Further investigate how to obtain the best return on reserve funds commensurate with the Parish Council's investment policy</li> </ul>
Village Hall	F3: Making the Village Hall Sustainable	<ul style="list-style-type: none"> <li>• Build up an EMR for the Village Hall to ensure that we can maintain and improve that community facility over time.</li> <li>• Village Hall Project to ensure it is viewed as a valuable local asset attracting multiple users and is placed on a sustainable commercial footing including provisions for dilapidations and renovation.</li> <li>• Encourage extension of Village Hall events to meet life learning needs of all age groups, eg financial management, digital skills.</li> </ul>

## Actions assigned to Committees



Committee	Project Areas	Activities
Oversight and Strategy	F5: Aim to achieve Powers of Competence	<ul style="list-style-type: none"> <li>• Make sure the Clerk has the time available for continuing personal development</li> <li>• Make sure the Parish Council has the correct staffing levels and appropriately trained staff</li> <li>• Identify what needs to be done to achieve this.</li> <li>• Communicate rationale and benefit of Powers of Competence to our residents.</li> </ul>
	F6: Look at achieving NALC Quality Accreditation	<ul style="list-style-type: none"> <li>• Assess and Implement appropriate staffing levels.</li> <li>• Conduct training on the Awards system.</li> <li>• Perform a gap analysis to determine which areas need improvement</li> <li>• Put plan in place to fill the gaps (aim to complete in 1 -3 years)</li> <li>• Communicate rationale and benefit of Accreditation to our residents.</li> </ul>
Planning	H3: Affordable Housing provision for Sunningdale	<ul style="list-style-type: none"> <li>• Monitor and track developments which should be providing affordable housing for their compliance with planning legislation.</li> </ul>



## Timeline for Key Projects

Key Projects	2021-22	2022-23	2023-24	2024-25	2025-26
Provide a static library service at the recreation ground in a new multi purpose building					
To work with South Western Railway to improve the appearance of the station and its surroundings					
Provide a Shopper Hopper service – jointly with S&A PC					
Create a network of cycling routes to increase active travel and leisure activities. [£££]					
Implementation of a full MUGA facility at the Recreation Ground					
Achieve Green Flag status for Recreation ground					
Update Neighbourhood Plan					