



**SUNNINGDALE
PARISH COUNCIL**

Business Plan

2021-2026

Approved version, May 2022 Update 1

Approved 27 July 2022; Item 3/22/2

For: Cllr Jacklin, Cllr Burn, Cllr Booth, Cllr Evans, Cllr Bains Against: Cllr Penney Abstained: Cllr Pike

Version for approval – May 2023 Update 2



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 | <ul style="list-style-type: none">• 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 | <ul style="list-style-type: none">• Encourage learning |
| Environment | <ul style="list-style-type: none">• Visual enhancement of the village• Cleanliness and maintenance• Climate Change initiatives |
| A Safe Place | <ul style="list-style-type: none">• Keeping people safe• Protecting the vulnerable• Promote Good Health |
| Communications | <ul style="list-style-type: none">• Actively engage with residents• Encourage the use of technology |
| Housing | <ul style="list-style-type: none">• 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 | <ul style="list-style-type: none">• 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



Red Text = Actioned

Objective	Project	Project Activity 2021-2022	Project Activity 2022-2023	Funding	Key Decisions of Council
L1: Encourage and Empower the community to innovate, take initiative and make positive suggestions	Within our interaction with our stakeholders, to make the concept of volunteering ideas and taking initiatives compelling and encourage engagement. [£]	<p>Stakeholder portion of CIL adopted.</p> <ul style="list-style-type: none"> CIL Policy and Process approved at Council meeting, 20/4/2021, Item 127/20. Stakeholder CIL portion set at 10% or £50,000 whichever is less at Council Meeting 4/5/21, Item 11/21 	Stakeholder CIL portion set at 10% or £50,000 whichever is less at Council Meeting 16/5/22, Item 7/22	<p>Precept</p> <p>CIL</p>	<p>Charters School – Stakeholder Grant Award Council 18/1/2022, item 122/21/3 £12,600 For: Cllr Burn; Cllr Penney; Cllr Pike; Cllr Biggs; Cllr Grover; Cllr Booth and Cllr Buxton Against: None Abstain: None</p> <p>Holy Trinity PTA – Stakeholder Grant Award (Conditional) Council 4/10/2022, item 44/22/2</p> <p>For: Cllr Buxton, Cllr Booth, Cllr Bains, Cllr Penney Against: Cllr Pike</p>
L2: Encourage learning and support library services in Sunningdale	Provide a static library service at the recreation ground in a new multi purpose building. [££££]	<p>Review library provision now that the mobile library is closing and provide library services in the Community Room.</p> <ul style="list-style-type: none"> ‘Pop up’ library provision in the community Room approved at Council meeting, 22/6/2021, Item 25/21 	Produce feasibility study for further development of the Recreation Ground to include a separate library facility and community space. Consult residents on proposal. Go out to tender, if approved	Precept/ CIL	

Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Project Activity 2022-2023	Funding	Key Decisions of Council
E2: Visually Enhance key focal points in the village	<ul style="list-style-type: none"> 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. [£] Work with RBWM in a positive way to introduce wild flower initiatives. Review the funding for flowers and other “attracting” furnishings.[£] Review the maintenance provision for roadside barriers. [£] To work with South Western Railway to improve the appearance of the station and its surroundings. [£££] 	<p>Take over maintenance of the surrounding area of the new parking area in Chobham Road – to include new planters, bike racks and grass cutting.</p> <ul style="list-style-type: none"> [Budget for 2021-22 approved at Council meeting, 19/1/2021, Item 75/20 – which included this element of maintenance] 	To work with South Western Railway to improve the appearance of the station and its surroundings	Precept/ CIL	
E4: Achieve online access to TPO information	<ul style="list-style-type: none"> Work with RBWM to create a map layer that shows all TPO trees. [££] 				

Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Project Activity 2022-2023	Funding	Key Decisions of Council
E5: Monitor Air Quality and Pollution to advise other strategies	<ul style="list-style-type: none"> Evaluate whether anyone is monitoring air quality and how we can work with them to establish the current situation. [£] Look at mitigation measures for areas which are recording high levels. [££] 	<ul style="list-style-type: none"> 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. [£] 	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. [£]	S106	
E3: Review the quality and frequency of street cleaning, pavement and verge cleaning and associated areas	<ul style="list-style-type: none"> Review feasibility of employing a street cleaner for the whole village. [£] Publicise services provided by the Borough and notify residents of road sweeping schedule. [£] 	<ul style="list-style-type: none"> Consult on quality and frequency of street cleaning, pavement and verge cleaning to establish scope of services needed for budget 2022-23. [£] 	Consult on quality and frequency of street cleaning, pavement and verge cleaning to establish scope of services needed for budget 2022-23. [£]	Precept	
E7: Aim to achieve a litter free village <ul style="list-style-type: none"> Encourage more residents to collect litter. [£] 	<ul style="list-style-type: none"> Fund more “Litter kits” such as the one purchased last year for Fiona Barker. [£] 	<ul style="list-style-type: none"> Put on the website details of the Litter Picking kits that the council can provide and the terms for applying for them. [£] 		Precept	

Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Project Activity 2022-2023	Funding	Key Decisions of Council
<p>E10: Actively promote walking and cycling</p> <ul style="list-style-type: none"> Better promotion of our walking and cycling routes Ensure that there continues to be access through Sunningdale Park for cycling and walking. Consider giving priority to pedestrians/ cyclists on some roads. 	<ul style="list-style-type: none"> Create a network of cycling routes to increase active travel and leisure activities. [£££] Publish off road cycling routes- what to see/ explore. A trip for say 30 mins, 1 hour, a day etc. [£] Consult on cycling network scheme, in conjunction with S&APC [£] Walking signage as seen in Europe – x mins to x by foot, x mins to x by bike etc [£] S106 Expand safe cycle rack provision in main destinations, eg in Chobham Road near the shops, REC Ground 	<p>Expand safe cycle rack provision in main destinations, eg in Chobham Road near the shops, REC Ground</p> <ul style="list-style-type: none"> [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] 	<p>Implement 20 mph speed limits, where possible.</p> <p>Develop new signage to encourage walking and cycling, and publicise</p>	<p>S106/ Precept/ CIL</p>	<p>Council 13/12/2022, item 79/22/1</p> <p>Approves the proposal from the Cycling and Walking Group as a result of the 20mph consultation for a budget of £3,800.72 to be funded from CIL. For: Cllr Penney, Cllr Pike, Cllr Grover, Cllr Evans, Cllr Biggs, Cllr Jacklin, Cllr Booth, Cllr Buxton</p> <p>Approves the proposal from the Cycling and Walking Group as a result of the 20mph consultation for a budget of £117,785.02 to be funded from CIL. For: Cllr Pike, Cllr Grover, Cllr Evans, Cllr Jacklin, Cllr Booth, Cllr Biggs, Cllr Buxton Against: Cllr Penney</p> <p>Budget approved of £121,585.74</p>

Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Project Activity 2022-2023	Funding	Key Decisions of Council
E11: Review Public Rights Of Way and consider plans for improvement (see also Cycling and Walking)	<ul style="list-style-type: none"> 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 Carry out a safety review of the bridge and identify any rectification requirements [£] 		<p>Carry out Woodland Survey to assess feasibility and current status of the area.</p> <p>If viable, draw up outline plans and consult with residents.</p> <p>Create tender pack and go out to tender for the work.</p>	CIL	

Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Project Activity 2022-2023	Funding	Key Decisions of Council
E12: Promote the use of local public transport	<ul style="list-style-type: none"> Provide a Shopper Hopper service – jointly with S&A PC – not free but subsidised - to loop the 3 villages and pass the medical centres, shops, libraries, post offices, stations [££ pa] 	Set up a joint working group to assess feasibility [£]	Set up a joint working group to assess feasibility [£]	Precept	
E13: Review provision for electric car charging points in Sunningdale <ul style="list-style-type: none"> Work with RBWM and electric charging point suppliers to ensure Sunningdale has sufficient charge points. 	<ul style="list-style-type: none"> Identify and provide information on existing local car charging points [£] 				

Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Project Activity 2022-2023	Funding	Key Decisions of Council
E14: Make recommendations on Traffic Management	<ul style="list-style-type: none"> Get latest data on traffic speeds, traffic density and safety data for our streets to support planning. [£] Identify blackspots and areas needing additional safety measures[£] Assess the need for additional mobile speed cameras or speed indicators [£] 	<ul style="list-style-type: none"> Identify hotspot areas for parking issues and advise Traffic Wardens [£] Work with RBWM to review effectiveness of camera on Chobham Road bridge in reducing flow of HGV vehicles, and make recommendations [£] 	Work with RBWM to review effectiveness of camera on Chobham Road bridge in reducing flow of HGV vehicles, and make recommendations [£]	<p>Precept</p> <p>Precept</p>	
SF1: Identify the needs of our vulnerable residents <ul style="list-style-type: none"> Working with partnership organisations to see how we can help in a meaningful way 	<ul style="list-style-type: none"> Revisit the proposal brought to Council in 2018 to provide an outreach information, advice and guidance service in Sunningdale [£] pa. 				

Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Project Activity 2022-2023	Funding	Key Decisions of Council
<p>SF2: Review crime levels and measures for improved safety</p> <ul style="list-style-type: none"> Work with the police and support crime prevention organisations and initiatives Continue to work with the Neighbourhood Action Group 	<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"> Regularly communicate crime statistics and details for Sunningdale Contribute to the funding for an ANPR camera to record vehicle movements <ul style="list-style-type: none"> [Approved at Council meeting, 20/4/2021, Item 126/20] 		<p>Precept</p> <p>CIL</p>	

Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Project Activity 2022-2023	Funding	Key Decisions of Council
<p>SF4: Develop additional Multi-Use Games Area (MUGA)</p> <ul style="list-style-type: none"> Multi-sports facility to promote health and fitness for teenagers and adults. 	<p>Implementation of a full MUGA facility at the Recreation Ground [£££]</p>	<p>Feasibility Study for the introduction of a MUGA facility at the Recreation Ground, followed by Supplier selection and the implementation of the project, with completion in 2022-2023.</p>	<p>Tender for MUGA.</p> <p>Get Planning approval for MUGA</p> <p>Create MUGA and complete project</p>	<p>CIL</p>	<p>27/7/2021; Item 40/21 Approval for the funding of a Feasibility study to create a MUGA, a new teens play area and a new adult fitness area within the Recreation Ground Voting: Cllr Pike – Against; All other councillors – For.</p> <p>23/11/2021; Item 89/21 Approval in principle of the MUGA project</p> <ul style="list-style-type: none"> Based in indicative pricing That the council will commission illustrations That the council will organise a Residents open evening/consultation on the proposal. <p>Voting: Cllr Pike – Against All other councillors – For</p> <p>26/4/2022; Item 137/21/1 Approval of moving to phase 2 of the project - Procurement For: Cllr Jacklin; Cllr Bains; Cllr Evans; Cllr Burns; Cllr Buxton Against: Cllr Pike</p> <p>26/4/2022; Item 137/21/1 Approval of a budget of £4,500 for public procurement consultants</p> <p>For: Cllr Jacklin; Cllr Bains; Cllr Evans; Cllr Burns; Cllr Buxton Against: Cllr Pike</p>

Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Project Activity 2022-2023	Funding	Key Decisions of Council
<p>SF4: Develop additional Multi-Use Games Area (MUGA)</p> <ul style="list-style-type: none"> Multi-sports facility to promote health and fitness for teenagers and adults. 	Implementation of a full MUGA facility at the Recreation Ground [£££]	<p>Feasibility Study for the introduction of a MUGA facility at the Recreation Ground, followed by Supplier selection and the implementation of the project, with completion in 2022-2023.</p>	<p>Tender for MUGA.</p> <p>Get Planning approval for MUGA</p> <p>Create MUGA and complete project</p>	CIL	<p>Contd</p> <p>26/7/2022; Item 3/22/1 Approved that the council submits a planning application for the MUGA For: Cllr Jacklin (Chairman); Cllr Burn; Cllr Booth; Cllr Bains and Cllr Pike Cllr Penney; Cllr Evans Against: None</p> <p>22/11/2022: Item 54/22 Approved the award of lots 1,2,3,4 subject to planning permission. Budget £250,575.12. For: Cllr Booth, Cllr Evans, Cllr Penney, Cllr Grover, Cllr Buxton Against: Cllr Pike</p> <p>Scheme of Delegation –7/9/2022 – 14/9/2022 Approve a budget of £2,250 for planning drawings to be produced. For: Cllr Buxton Cllr Jacklin Cllr Booth Cllr Bains Cllr Biggs Cllr Burn Cllr Grover Abstain: Cllr Pike</p> <p>Scheme of Delegation – 3/2/2023 – 10/2/2023 Approve a budget facility of £6,300 to complete and submit planning application. For: Cllr Buxton Cllr Booth Cllr Bains Cllr Biggs Cllr Burn Cllr Grover</p>

Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Project Activity 2022-2023	Funding	Key Decisions of Council
SF5: Encourage outdoor exercise	<ul style="list-style-type: none"> Look at potential uses of our green spaces to encourage additional sports and enjoyment of the environment[£] Engage third parties to provide exercise and adult fitness at the Recreation Ground [£] 	<ul style="list-style-type: none"> Engage third parties to provide exercise and adult fitness at the Recreation Ground. [Being Military Fit starts in September 2021] 		Income	

Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Project Activity 2022-2023	Funding	Key Decisions of Council
COM2: Achieve Green Flag status for Recreation ground	<ul style="list-style-type: none"> Update the plan for the Recreation Ground to achieve Green Flag status [£] 		Create Master Plan to achieve Green Flag status, including new MUGA, Woodland Trail and any other enhancements.	Precept	
COM2: Support the Traders	<ul style="list-style-type: none"> Have regular meetings with the traders – listen to their ideas and follow up where applicable. 		Work more actively with Traders	Precept	
COM4: Provide support to residents wanting to set-up Community Businesses	<ul style="list-style-type: none"> 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' 				

Objectives, Projects and Activities



Objective	Project	Project Activity 2021-2022	Project Activity 2022-2023	Funding	Key Decisions of Council
H1: Update Neighbourhood Plan following issue of RBWM Local plan	<ul style="list-style-type: none"> Update the Neighbourhood plan to include green building initiatives in once RBWM Local Plan adopted.[££] 	<ul style="list-style-type: none"> Start initial discussions with A&SPC on updating the NP 	Monitor effect on Planning Decisions on NP.	Precept	
H2: Promote social and affordable housing	<ul style="list-style-type: none"> Understand what our needs are for affordable housing [£] Identify opportunities to construct/fund social and affordable housing [£ - ££££] 				



Actions assigned to Committees

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



Actions assigned to Committees

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

Operational Activities and Key Decisions - 1



Objective	Project Activity 2021-2022	Funding	Key Decisions of Council
Financial Management			
Lifelong Learning	<ul style="list-style-type: none"> Retaining the library in Sunningdale with the Parish Council taking it over from RBWM 	Precept	<p>22/6/2021, Item 25/21 It was resolved that</p> <ul style="list-style-type: none"> SPC retain the library provision in conjunction with RBWM, running a 'pop up' library provision in the community. That the level of funding for this provision is no higher than £16,000 per annum and to gain confirmation of this when discussion has taken place with RBWM on the available hours for the library provision. That SPC accept the cost implication for the remaining period of the budget year 2021 22 from October to March of £8,000 and to task the finance committee with determining how these funds will be allocated. That SPC request RBWM place a separate line charge on the 2022 23 Council Tax Demand detailing the agreed library precept uplift. <p>18/1/2022; Item 123 / 21 / 1 Approval for the cost of the staffing for the library provision to be met from the precept. This cost is included in the final budget and approved as part of the 2022-23 budget Voting: Cllr Pike – Against; All other councillors – For.</p>

Operational Activities and Key Decisions - 2



Objective	Project Activity 2021-2022	Funding	Key Decisions of Council
Environment			
A Safe Place	<ul style="list-style-type: none"> Setting up an Outreach facility 	CIL	<p>18/1/2022; Item 120 / 21 / 1 Approval to provide an outreach information, advice and guidance service in Sunningdale in partnership with Bracknell CAB. For: Cllr Burn; Cllr Penney; Cllr Biggs; Cllr Grover; Cllr Booth; Cllr Buxton Abstain: Cllr Pike.</p>
Communications	<ul style="list-style-type: none"> Upgrade of the Website Communications Project – a Support Service from our web designer to assist with surveys and engaging with residents 	<p>Precept</p> <p>EMR</p>	<p>23/11/2021; Item 90/21 Approval to redevelop the website Voting: Unanimously in Favour</p> <p>14/12/2021; Item 106/21 Approval to proceed with this service Voting: Unanimously in Favour</p>
Housing			
Community	<ul style="list-style-type: none"> Jubilee in the Park event 		<p>23/11/2021; Item 88/21 Approval to hold a Jubilee event in the Recreation Ground in 2022 Voting: Unanimously in Favour</p>

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		—————			