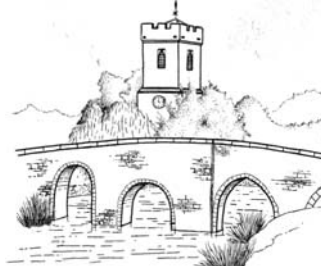


# **BIDFORD ON AVON PARISH COUNCIL**

## **In the County of Warwickshire**



### **BIDFORD-ON-AVON STRATEGIC PLAN 2016-2021**

The Parish Council approved this 5 year Strategic Plan at its Parish Council Meeting of 25<sup>th</sup> April 2016 and elected the members of each Working Group at the Annual Meeting of the Parish Council held on 20<sup>th</sup> May 2016.

The basis of the Parish Councils 5 Year Strategic Plan is

- Bidford-on-Avon Neighbourhood Development Plan (NDP)
- Bidford-on-Avon 2015 People and Places Benchmarking Report

It was resolved that three Strategic Working Groups should be formed, with three Councillors on each

As with the NDP, the working groups to identify and co-opt members of the community to become non Council members, so that the Council can benefit from their expertise and local input.

#### **1. BUSINESS WORKING GROUP**

- **Overall “Brand” for Bidford-on-Avon Parish**
- **Village Centre**
  - Improve the viability of retailing in the High Street by active support
  - Regular street market
  - Support for annual street party
  - Visitor centre/local museum on the High Street (to increase footfall)
  - Possible loans/grants to support new businesses starting up
- **Industrial Estates**
- **Business run from home**

- **Businesses in Barton, Broom and Marlcliff**
  - Encourage development of business around the riverside – Barton in particular has a great potential in this area
- **Support for the newly formed Bidford Chamber of Trade and Commerce**

## **2. AMENITIES WORKING GROUP**

- **Open Spaces**
  - Big Meadow
    - Encourage more events like the Vintage Fair, such as Food Festivals, more boating events
    - Smaller “appointments to join in” such as regular workout sessions at the new outdoor gym area
    - In collaboration with the Business WG – encourage tourism to the village
    - Improve the look of the entrance and other public facilities of the Big Meadow making it more visitor attractive and safe
  - Community Orchard
  - Facilitate best/better use of existing Parish Council land ownership and increase that ownership by targeted purchase
- **Indoor Spaces**
  - Village Halls - work to make better use of them
  - Cafe/indoor play area – a place for young families and youngsters
  - Youth club- rebuild

## **3. COMMUNICATION & MARKETING WORKING GROUP**

- Work towards keeping the local community engaged and informed of all the work the Parish Council does, encouraging it to be more active within the community
- Liaise with the media – project a more positive image of the Parish Council and the work it does for its parish and its community
- Collaborate with the Business WG in the Branding Exercise of the parish

As with all the work carried out by the Parish Council, all projects will be scrutinised to ensure they are sustainable:

- Economic
- Environmental
- Social

The Working Groups will meet regularly and report back to full Council. The Council will review the progress of each Strategic Working Group at regular Strategy Council Meetings, to ensure timelines are met and costs kept in check.