

# STRATEGIC PLAN 2021-2025



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## FOREWORD

*“April 2019 brought many changes to Local Government and Council administration across Dorset. Christchurch Town Council came into Existence preserving the historic Mayoralty and rich civic heritage with this role. The Town Council established new committees with new Functions and a new Mayor and Deputy Mayor of Christchurch were elected.*

*The first year of operation saw the Council establish strong internal governance whilst working with its new Principal Council and partner organisation BCP Council. We conducted a resident’s survey which had a large response rate. This Strategic Plan sets out the Town Council’s aims and objectives which seeks to achieve the very best for its residents in delivering those themes identified as requiring Council focus. Both my Councillors and Officers look forwards beyond what has been a challenging year for everyone, and towards a future where we can begin to make real progress for all who live, work and visit our great town that is Christchurch. I commend this plan setting out our vision for the next 4 years for 2021-2025.”*

The Worshipful Mayor of Christchurch Cllr Mrs Lesley Dedman



Her Worship the Mayor of Christchurch  
Cllr Mrs Lesley Dedman

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Daniel Lucas  
Town Clerk

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## CONTENTS

- 1 Cover page**
- 2 Foreword**
- 3 Contents**
- 4 Christchurch Parish**
- 5 Introduction**
- 6 Mission Statement**
- 7 Street-scene**
- 8 Highways**
- 9 Democracy**
- 10 Environment**
- 11 Monitoring Progress**
- 12 Back-cover**



# Christchurch Town Council

## Boundary

Christchurch CP

0 200 400 600 800m  
Scale: 1:82862

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## INTRODUCTION

**Christchurch is one of the most senior mayoralty towns in Dorset and covers an area of 19.5 square miles. In 2013 it had a population of 48,368. The Town Council comprises five wards and with 19 elected Councillors is the second-tier of local government after the unitary council BCP Council.**

**Although relatively new the Town Council has made strong links with the community and has created a community grants scheme and is progressing a Neighbourhood Plan which helps shape planning decisions in a spatial and development context. This Strategic Plan is different to a Neighbourhood Plan and sets out a clear mission statement for the Council so that all who live, work and come to Christchurch can see what the Council has planned. This plan sets out what the Council wishes to achieve over the next 4 years in clear aims and objectives.**

**The Town Council is committed to serving our communities and strives at all times to deliver value for money so that Christchurch can continue to have a voice.**



## MISSION STATEMENT AND VALUES

**The Town Council resolved to adopt the Council's motto as it's**

**Mission Statement:**

**"For Fidelity, For Freedom"**

**"The Town Council acknowledges its heritage, and values lessons from the past to help shape and guide a collective future for all. This simple motto stands as a benchmark in delivering accountable public services for all that live, work and visit Christchurch. The Council is committed to the following values**

- 1. "We are committed to our community"**
- 2. "We shall carry out what we say"**
- 3. "We embrace knowledge to learn and adapt"**
- 4. "We strive for excellence".**

***Christchurch Town Council—Full Council, 20 September 2019 Minute No.93***



The Council's resident's survey identified areas where further improvement could be made. These improvements were captured by three emerging themes and the following priorities identified:



## **STREET-SCENE**

***SC1 - The Council shall endeavour to support and promote policies which improve the attractiveness and cleanliness of our streets and open spaces including littering and dog-fouling.***

***SC2 - The Council shall prioritise and provide resources where necessary to preserve and enhance key community facilities and assets which serve a wider public interest.***

***SC3 - The Council shall work with BCP Council, Chamber of Commerce, Business Improvement partners and businesses to ensure the street-scene is clean and welcoming.***

***SC4—The Council shall promote the use of the Highstreet for a range of uses such as the market and events.***

# HIGHWAYS

***H1 - The Council shall support the Highway Authority in projects that can help alleviate congestion in the Town; especially at Fountain Roundabout.***

***H2 - The Council shall provide support and encouragement to initiatives which promote alternative forms of transport other than the car.***

***H3 - The Council will maintain and develop relationships with local transport providers such as bus-companies.***

***H4 - The Council acknowledges growing problems with air quality across its area and shall examine plans and policies with the unitary council which can help reduce the risk to public health.***





## **DEMOCRACY**

**D1 - The Council shall endeavour to encourage the opportunity to contribute and participate in the Town Council's work.**

**D2 - The Council will promote and foster closer links to its communities by working with volunteers, associations and sport and recreational organisations.**

**D3 - The Mayoralty will continue to support and develop links with local schools.**

**D4 - In shaping services consideration shall be given to reaching out to those sections of society that are not well represented such as children, non-English speakers and those who share protected characteristics.**

## ENVIRONMENT

**E1 - The Council shall manage and maintain its open spaces as available to all and where appropriate provide opportunities for recreation as resources allow.**

**E2 - The Council shall proactively manage trees and shrubs on its land including inspection and maintenance where necessary.**

**E3 - The Council shall work to bring forward its neighbourhood plan and will seek to ensure the Town is shaped by sustainable growth and infrastructure.**





# MONITORING PROGRESS

The Council shall have in mind its four strategic objectives when deciding upon matters. To help achieve this Officers shall refer to the numbered strategic aims in any report to Council. This shall illustrate at all times how this Council is committed to those themes identified by our residents' survey (2019).

Officers will also provided bi-annual reports on the performance of the Council's Strategic Plan and what this actually means in tangible, real-world results. This will help to focus on those matters which actually mean something to our communities through evidence-based practice and concentrating on those things which matter the most. This echoes the Town Council's Mission Statement above in being *committed to our community* and *we embrace knowledge*.

For further details about what the council  
does and to see how the council works and  
operates please visit  
[www.christchurch-tc.gov.uk](http://www.christchurch-tc.gov.uk)



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