

Eccleshall Parish Council



Business Plan

2021-2024

Contents

| | |
|--|----|
| 1. Introduction | 2 |
| 2. Why have the Parish Council produced a Business Plan? | 2 |
| 3. Vision and Aims | 4 |
| 4. About the Parish..... | 5 |
| 5. Eccleshall Parish Council | 7 |
| 6. Council Operations and Structure..... | 9 |
| 7. Governance of the Parish Council..... | 11 |
| 8. Maintenance of this Business Plan | 13 |
| 9. Current Year Plan, April 2021-Mar 2022..... | 14 |
| 10. Forward Planning Framework..... | 19 |
| 11. Long-term Planning – Potential future objectives..... | 19 |



1. Introduction

- 1.1 The purpose of a Business plan is to provide a clear framework to achieve the Council's aims and objectives over the long term. This document will enable residents to have a clear understanding of the current plan and future aspirations of the Parish Council as it seeks to improve the parish to the benefit of all who live and work in it.
- 1.2 It is noted that not all aspirations fall under the direct control of the Parish Council, with some lying with other authorities or agencies. In these instances, the Council seeks to use its influence to ensure other providers are aware of the needs of residents and the importance of delivering those services promptly.
- 1.3 The Business Plan has been written during the Coronavirus pandemic, and it is noted that as we emerge, the needs of the parish are likely to change. This is a flexible, live document and will be regularly reviewed and updated should priorities need to adapt, or other opportunities arise.

2. Why have the Parish Council produced a Business Plan?

- 2.1 The Parish Council believes it is important to set out clearly where the Council has decision-making authority and responsibility, and other matters that are of importance for the community, with respect to which the decision-making authority and responsibility resides with other local authorities, such as the Borough and County Councils, the Police and Crime Commissioner, and other bodies.
- 2.2 Sections 3 to 7 describe the Parish and the Council and sets out the processes through which the Council plans to exercise its authority and responsibilities in the short- and long-term.
- 2.3 Section 8 sets out the process through which the Business Plan will be reviewed and revised each year, prior to the Parish Council agreeing the Precept and setting the following year's detailed budget.
- 2.4 Section 9 describes the projects, concerns, and objectives that the Council will be prioritising in the short-term in the exercise of its authority and responsibilities.
- 2.5 Section 10 outlines the process by which the Council will determine how it should accommodate, within the established priorities of the Business Plan, further projects, concerns and objectives for the long-term plan but that are not currently either foreseeable or fully evaluated. The Parish Council believes it is important to consult with the community on major future plans as well as report back and consult

on the effectiveness of prior activities, and this section outlines how and in which situations the community shall be consulted and have an opportunity to provide views and feedback.

- 2.6 In the interests of transparency and responsible financial management, Section 11 contains the draft viewpoint of the current Council as to potential future long-term projects. Each of these will need to be validated, costed, and prioritised before consideration for implementation, following the framework outlined in Section 10. For a potential project to become viable there will also need to be clarity over the funding source that the Council will be considering in order to implement it, as well as clarity over which of the agreed long-term aims are supported by the project.



Parish Council footpath maintenance works to replace a stepper

3. Vision and Aims

- 3.1 By working with residents, local authorities, partner organisations, and other agencies, the Parish Council seeks to make Eccleshall a safe, healthy, prosperous and sustainable community, to maintain and enhance the quality of life that all residents, people that work here and visitors enjoy, and leads to a feeling of pride:

To enhance the quality of life for those who live in, work in, and visit the Parish of Eccleshall

3.2 Long-term Aims

- 3.2.1 To represent the views and interests of the residents of the parish in all its work and during interactions with other authorities, agencies, and bodies.
- 3.2.2 To preserve the identity of the Parish when enhancing facilities and supporting local businesses.
- 3.2.3 To undertake a range of services in line with the needs and wishes of the parish, which will require all the Council members working together to serve and lead the community.
- 3.2.4 To use the powers available to the Parish Council to maintain a demonstrably sustainable and thriving parish with a strong offering to new and existing businesses that support the needs of the local community as well as visitors and our wider society, through leveraging and preserving the parish's valuable resources in landscapes, history, facilities, leisure, and tourism.
- 3.2.5 To develop the parish as an inclusive and vibrant community by addressing their needs and encouraging all social sectors of the community to build on the existing strong character and community spirit within the Parish.
- 3.2.6 To manage Council finances and assets responsibly and wisely.
- 3.2.7 To exercise its duties within its discretionary powers, maintaining compliance with the latest relevant legislation and advice.

4. About the Parish

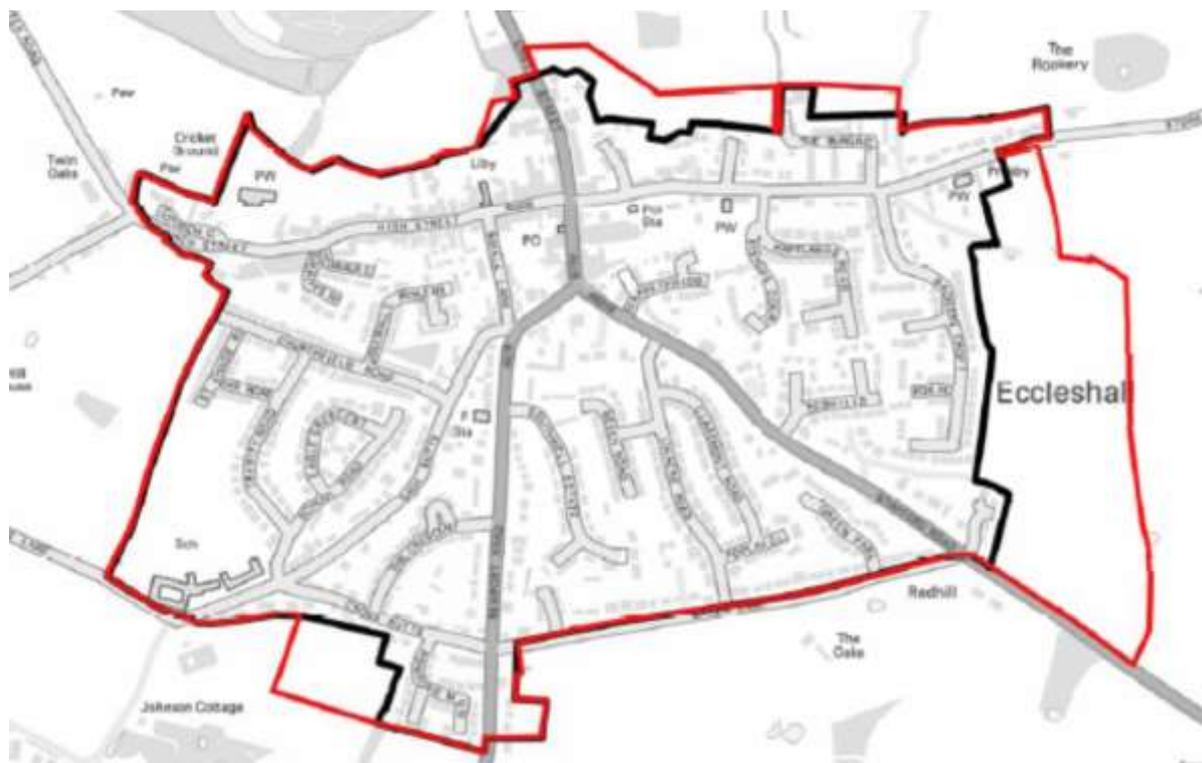


Eccleshall Parish Boundary map (Parish Online Maps)
Explore in more detail at <https://bit.ly/EPCmap>

- 4.1 Eccleshall is an extensive Parish comprising some 20,000 acres and lies 6 miles to the north-west of Stafford. Eccleshall is formed of 4 Wards. The 2011 Census recorded Eccleshall having a total population of approximately 6,657 – 60% of whom lived in the town. This is likely to have increased markedly in the latest decade.
- 4.2 Eccleshall lies in the Sow Valley, one of the most picturesque areas of Staffordshire. For many centuries it was the market town for a large agricultural area and the country home of the Bishops of Lichfield. In the 19th Century it became even more prosperous as an important staging post for coaching traffic in the Chester to London Route. The many and varied small shops in town still cater for the needs of residents and visitors alike.
- 4.3 Across the Parish there are a number of notable historic and natural features, including the historic Bishop's Wood, which dates to Saxon times and has remains of a 16th Century glass furnace, Copmere Lake, a site of Special

Scientific Interest thanks to the presence of oligotrophic mire rich in Sphagnum moss, the 18th Century Walled Garden at Sugnall, the privately-owned Eccleshall Castle, numerous historic coaching inns and other buildings dating from the times of the London to Chester Toll Road, and more.

- 4.4 Numerous community groups operate across the Parish, including at Croxton and in the town of Eccleshall itself, such as an indoor bowls club, Women's Institutes, Allotments, an historical society, and The Ecclian Society – whose volunteers organise baskets of flowers in the High Street and erection of the Christmas trees. Eccleshall also has two football clubs, a tennis club, rugby club and cricket club.
- 4.5 Housing developments in recent years have helped to maintain the town's vibrant community. Eccleshall is a well-preserved market town with many listed and architecturally significant buildings in the High Street. It is easily accessible and yet retains a charm that many other small towns have lost. The town has excellent facilities, including doctors, library, primary school, opticians, pharmacy, retail outlets, restaurants, take-aways and 7 public houses, most of which serve food. The Community Centre is well used and hosts a variety of activities.
- 4.6 Regular events include two Biennials: the Eccleshall Festival and the Croxton Well Dressing Festival, as well as the annual Eccleshall Show, regular music and beer festivals, markets, and live music events. There are also traditional events such as community carols, Christmas tree dressing, and more.



Eccleshall Town Settlement Boundary map (2015 Neighbourhood Plan, available at: <https://eccleshallparishcouncil.co.uk/local-information/neighbourhood-plan>)

5. Eccleshall Parish Council

- 5.1 Eccleshall Parish Council was formed in 1894 and is a corporate body that is formed of 15 elected members – 8 members within the Town Ward, 3 members in Horsley Ward, 3 in Croxton and 1 in Slindon. It has varied powers to act in the interests of residents, within a framework of legislation granted by Parliament.
- 5.2 Like many other parishes, Eccleshall faces the challenge of finding sufficient residents with the time and commitment to serve on the Council and needs to co-opt members from time to time. The Council will encourage and persuade residents to serve on the Council when vacancies occur.
- 5.3 As a local government body, the Council deals with local issues and concerns through its principal powers and duties. Eccleshall Parish Council can be the voice of its community on many issues. Several bodies, including Stafford Borough Council and Staffordshire County Council consult with Eccleshall Parish Council to gather local opinion and concerns. The Parish Council is often the body requested to take a lead on issues or initiatives affecting the interests of its area. This is seen as a natural role, as a local council may be the only body with initial access to local information and with the resources and capability to act. As the closest public body to the community, Eccleshall Parish Council is also the first port of call for many residents enquiring about public services and it aims to answer these queries and help the community as efficiently as possible.
- 5.4 The Parish Council supports various local groups and societies and currently finances the watering of the posts and mangers in the summer months, the purchase of the Christmas Trees and funds the Eccleshall Band for Carols round the Christmas tree. A Civic Service is held each year in the Autumn and the Council has representation at the Remembrance Day Parade each November.
- 5.5 The Parish Council owns property and land within the Parish. It holds these assets on behalf of the community and is responsible for maintaining them. Eccleshall Community Centre and Allotments are owned by the Parish Council, with both managed by separate Associations. The Parish Council owns and is responsible for the management, maintenance, and development of four public open spaces:
- Bishops Court Open Space (Queen Elizabeth II Jubilee Playing Field)
 - Eyeswell Open space
 - Croxton Play Area
 - Elford Heath and pool
- 5.6 The Parish Council also delivers a supplementary programme of grounds maintenance to enhance other public spaces that includes Copmere picnic site, the Washpits, Offley Hay Village Hall and nearby pump site, some verges, and key footpaths.



Queen Elizabeth II Field, Jubilee Playing Field (open space off Bishops Court)



Copmere End Picnic Site

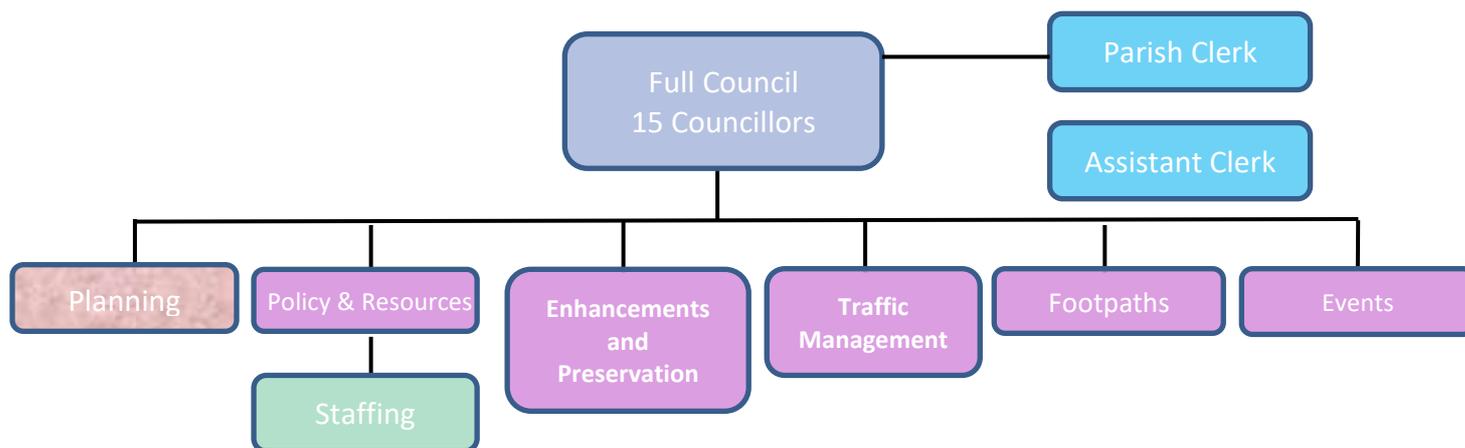
- 5.7 Recent achievements include the renewal of Elford Heath, the introduction of Speed Indicator Devices (SIDs) around the parish, a major project to clear and improve footpaths and pavements across the parish, and the leadership of the Keep Eccleshall Tidy Team (KETT) and Footpath Marshals network. Councillors have also funded improvements at the town's allotments and used the Parish Council's influence and standing to get other bodies to make enhancements, such as safety railings, flood mitigation investigations, and the protection of green spaces in the town. The Parish Council are particularly proud of the work in recent years to install and maintain Croxton Play Area.
- 5.8 Parish Councillors commit their time to improving the Parish, maintaining it as an attractive and sustainable place in which to live. Individual members undertake responsibility for carrying out risk assessments on Council property and helping to maintain items where possible.
- 5.9 The Council produces a biannual print newsletter, which is distributed throughout the Parish, and updates the community through the Council website, social media, and noticeboards across the parish.
- 5.10 The Parish Council's digital presence is represented by:
- <https://www.eccleshallparishcouncil.co.uk/>
 - <https://www.facebook.com/EccleshallPC>

6. Council Operations and Structure Operations:

- 6.1 Eccleshall Parish Council operates at the third tier of local government, with residents electing Parish Councillors every four years.
- 6.2 Eccleshall Parish Councillors are unpaid and receive no allowance for their time other than travel costs for duties beyond the Parish, and relevant training. Details of all the Councillors can be found on the Council website.
- 6.3 The Council elects a Chairman, Vice-Chairman, and committee Chairmen annually and reports to the community at the Annual Parish Meeting (APM). In the APM it reviews the previous year and allows residents to raise issues of interest or concern.
- 6.4 A statutory annual meeting is held in May at which the Chairman and Vice-Chairman of Council are elected by the Council members at the start of the civic year (which runs from May to April).
- 6.5 The Parish Council has one part time permanent employee – the Clerk, and one temporary Assistant Clerk. It also has a self-employed contractor who undertakes maintenance works to rights of way, a contractor to handle the speed indication devices and a self-employed handyman who looks after the Parish Council assets such as benches, noticeboards and bus shelters.

6.6 The decisions of the Parish Council are carried out by the Clerk and other staff. The Clerk is also the Responsible Financial Officer and is fully qualified, holding the Certificate in Local Council Administration.

Structure:



6.7 The Parish Council has five main Committees – Policy and Resources, Traffic Management, Enhancements and Preservation, Footpaths and Events. There are also a sub-committee for Staffing. Councillors are encouraged to sit on at least one committee and to attend training sessions.

6.8 The Council has a separate Planning Committee on which all Councillors sit. This has delegated responsibility for responding to planning applications within the Parish. It should be noted that Eccleshall Parish Council is not a statutory Planning Authority but is routinely consulted by the Borough Council, which is the decision-making authority.

6.9 Each committee has a Chairman nominated and chosen by Councillors. The Council also convenes working groups for specific tasks when deemed beneficial.

6.10 Recommendations from committees other than Planning are presented to the full Council for decisions. Decisions are founded on majority vote from all Councillors present at the meeting at which the decision is made, and with a minimum quorum of five.

6.11 In addition to the above structure, the Council may create Working Groups, which are shorter term groups that aim to tackle specific topics. At present the Council has the following Working Groups:

- Health and Wellbeing
- Sustainability and Climate Change
- Bishop’s Wood

Working groups do not have any decision making powers or permanency. Their

function is to consider specific aims and report back to the relevant committee to recommend a course of action.

Meetings:

6.12 The Full Council usually meets on the 3rd Wednesday of each month, and the Planning committee meets twice a month, on the 1st and 3rd Wednesday (apart from August and December) to consider planning applications in a timely manner. Times and dates of the meetings are advertised on noticeboards as well as the website. Meetings generally start at 7.30pm. All meetings are open to the public, with a period set aside for members of the public to address the Council.

6.13 Other committees meet when required, usually at least 3 times a year.

6.14 The minutes of meetings are included on the Parish Council's website.

7. Governance of the Parish Council

7.1 The Council works within the framework of its standing orders and financial regulations, which lay down the rules by which it operates and conducts its business. The standing orders are based on a model prepared by the National Association of Local Councils (NALC). All Councillors are expected to adhere to the Council's code of conduct, which has been adopted from NALC. Committees and working groups work to terms of reference agreed in Council or in executive committees.

7.2 Parish Councillors are expected to adhere to the Council's Code of Conduct and within The Seven Principles of Public Life (the "Nolan Principles")¹. (added as footnote, which one do you prefer?) The Council will ensure that its affairs are managed in accordance with the principles of good governance.

7.3 The Parish Clerk administers the Council business and carries out all the functions required by law and acts as the Council's responsible financial officer (RFO). The Council will strive to be a good and fair employer by providing fulfilling work opportunities and the best conditions for its staff.

7.4 The Parish Council commits to:

- Promote public participation in all meetings and initiatives
- Deal with enquiries from the public professionally, politely, and efficiently
- Be an active custodian of the Council's property and documents
- Ensure that best value is achieved in terms of the procurement of goods and services for the Council based on competitive quotations
- Review training needs of both Councillors and staff, on an annual basis.

¹ <https://www.staffordbc.gov.uk/standards-for-councillors-in-local-government> or <https://www.local.gov.uk/our-support/councillor-development/new-councillor-hub/councillors-role-0>



Some locations within Bishops Wood: The forgotten animal statues, the wood chimes, and the 16th Century Glass Furnace, a scheduled ancient monument.

8. Maintenance of this Business Plan

- 8.1 This Business Plan will be reviewed and maintained on an ongoing basis, to ensure that current and forward planning for the business of the Parish Council remains aligned to community and Council aims and objectives.
- 8.2 Consultation on forward planning will be conducted within and across the community using robust methodology where the impact is deemed to be significant and the approach to consultation matches the needs and costs.
- 8.3 The maintenance of the Business Plan shall be the primary responsibility of a Forward Planning Working Group, who shall report to the Policy & Resources Committee to advise on budgetary considerations related to long-term projects under consideration, and whether enough information on benefits, costs, sources of finance, community support, and level or priority are present to allow a reasonable decision to be made by the Council.
- 8.4 Each year the Business Plan shall be formally revised and re-adopted to ensure that the Current Year Plan and Long-term Planning sections shall reflect the aims and needs of the community at that time.



The pool at Elford Heath

9. Current Year Plan, April 2021-Mar 2022

9.1 Current Objectives with timescale

| | Objective (aim) | Actions planned | Responsible | By when | Budget |
|---|---|--|---|--|--------|
| A | Provide accessible outdoor spaces and facilities to enhance the wellbeing of residents (aim 3.2.2, 3.2.5) | i. Confirm costs and process to acquire Beech Road play area | Enhancements & Preservation | Q4, 2021 <i>(See 9.3.A.xi below)</i> | £0 |
| | | ii. Confirm plans and initiate work for an outdoor gym | Health & Wellbeing (Working Group) | Q2, 2022 <i>(See 9.2.C.iii below)</i> | £3,000 |
| | | iii. Provide additional Health & Wellbeing projects | Health & Wellbeing (Working Group) | Q1, 2022 | £4,000 |
| B | Enhance the lifestyle of our Parish through public support of events (aim 3.2.4) | i. Biennial Eccleshall Festival – prepare to take over operational responsibility | Events | Q2, 2022 | £0 |
| | | ii. Christmas Trees | | Q4, 2021 | £3,000 |
| C | To provide support for Parish community groups (aim 3.2.5,3.2.2) | i. Local Community Support, working directly and through community groups | Policy & Resources | Q2, 2022 | £5,080 |
| | | ii. Youth Services (incl youth groups) | Full Council | ongoing | £0 |
| D | To Maintain the public areas of the parish to an adequate standard (3.2.2) | i. Pavement Clearance Works | Enhancements & Preservation | ongoing | £6,300 |
| | | ii. Maintain Open Spaces | Enhancements & Preservation | ongoing | £6,500 |
| | | iii. Maintain Rights of Way | Footpaths | ongoing | £2,200 |
| | | iv. Flowers & watering | Enhancements & Preservation | ongoing | £6,000 |
| E | To ensure public safety, within the remit of the powers of the Parish Council (3.2.4, 3.2.7) | i. Maintenance of SIDs | Traffic Management | ongoing | £1,200 |
| F | Contribute to solving the Climate Change Crisis | i. Arrange for the installation of Electric Vehicle charging points for public use | Traffic Management | Q2, 2022 | £4,000 |
| | | ii. Pursue Climate Change activities to inform future decision-making and increase community involvement | Full Council, currently via the Sustainability & Climate Change Working group | Q2, 2022 | £750 |

Note: the figures allocated are not indicative of total project costs, but the amount set aside in the current budget towards the aims.



Eyeswell Open Space



Eccleshall Street Festival



Croxton Play Area



Eccleshall milestone: In 2019 the Parish Council refurbished all the parish milestones.

9.2 Current Objectives with no defined timescale

Note that the projected total costs listed here have not been approved and are simply an indicative estimate to aid long-term planning. Sometimes the projected costs will be met in one specific future annual budget, and for other items the Council will set aside budget into Ear-marked reserves to ensure the future objectives can be met. Projected costs will be revised as evidence and data become available.

| | Objective (aim) | Actions planned | Responsible | Budget 2021-22 | Anticipated Additional cost |
|---|---|--|--|--------------------|-----------------------------|
| A | To work with other bodies to ensure a basic public transport provision is maintained (aim 3.2.3, 3.2.1) | i. Adequate Bus service to Stafford & Stone | Full Council | £3,000 | TBD |
| B | To monitor and ensure that the Parish has an up to date and relevant Neighbourhood Plan in line with any amendments to the Local Plan (aim 3.2.7) | i. Set up a stakeholder working group ii. Consider proposed revisions iii. Ratify amendments | Planning Committee and ultimately Full Council | £0 | TBD |
| C | Provide accessible outdoor spaces and facilities to enhance the wellbeing of residents (aim 3.2.2, 3.2.5) | i. Establish a community space (hub) (working with community groups) | Health & Wellbeing Working Group, Policy & Resources | £7,500 | TBD |
| | | i. Contribute to improvements in recycling and litter mitigation | Health & Wellbeing Working Group, Footpaths | | TBD |
| | | ii. Help to improve the parking situation in the town | Health & Wellbeing Working Group, Traffic Management | | TBD |
| | | iii. Complete installation of outdoor gym (additional budget needed beyond that allocated in 2021/22) | Health & Wellbeing Working Group | See 9.1.A.ii above | TBD |
| | | iv. Acquire and improve Beech Road play area | Enhancements & Preservation | See 9.3.A.xi below | |
| D | Enhance the lifestyle of our Parish through public support of events (aim 3.2.4) | i. Council to take over management responsibilities for the Biennial Festival after the next event in 2022 | Events | £0 | TBD |



Some of the aspirational future projects that the Parish Council are considering for the long-term (see section 11 below)

9.3 Current Ear-marked Reserves (set aside for future expenditure)

These funds are allocated from current or prior year budgets to facilitate long-term planning for specific purposes (so-called 'ear-marked' reserves). Sums have been rounded to the nearest £ - full details are available on the Parish Council website.

| | Long-term Objective | Specific Item | Relevant aim | Next Review Date | Budget 2021-22 | Reserves May, 2021 |
|----------------------------------|--|---|--------------|----------------------------|----------------|--------------------|
| A | To ensure that funding is available for long-term community projects too large for a single financial year (aim 3.2.4,3.2.5) | i. Clock Maintenance | TBD | Annual | £750 | £1,300 |
| | | ii. Community Centre | TBD | Annual | £0 | £8,000 |
| | | iii. Croxton Play Area | TBD | Annual | £700 | £3034 |
| | | iv. Traffic Calming | TBD | Annual | £4,000 | £830 |
| | | v. Highways (pavement clearance works) | TBD | Annual | | £6,890 |
| | | vi. Allotments fund | TBD | Annual | £0 | £1,013 |
| | | vii. Eagle Statue (ringfenced grants from sponsors = £8,250) | TBD | 2023 | £0 | £9,618 |
| | | viii. Open Space – future costs | TBD | Annual | £1,000 | £5,907 |
| | | ix. Flood Mitigation (ringfenced balance from FLAG flood barrier project) | TBD | 2022 | £0 | £405 |
| | | x. Copmere | TBD | Annual | £0 | 1,260 |
| | | xi. Beech Road (cumulative set-aside – timing is not within PC's control) | TBD | Unknown: review in 2022-3? | £0 | £7,000 |
| B | To ensure that irregular Council expenditure is managed across multiple years (aim 3.2.6) | i. IT infrastructure | N/A | Annual | £2,300 | £2,450 |
| | | ii. Training | N/A | Annual | £2,500 | £5,291 |
| | | iii. Elections fund | N/A | 2023 | £660 | £3,064 |
| Total Ear-Marked Reserves | | | | | £11,910 | £56,062 |

10. Forward Planning Framework

- 10.1 There are many challenges affecting Eccleshall Parish but not all of them are within the direct control or responsibility of the Parish Council. In any case, the Parish Council is the voice of the community recognising the issues and developing initiatives to address them.
- 10.2 Whenever possible EPC will take action directly, using the powers available. However, often the powers required sit with a different statutory authority or another external body.
- 10.3 The Parish Council advises other authorities or bodies on how to respond to those issues and the actions to take. This often requires working in partnership with community groups and individual parishioners with key expertise.
- 10.4 The Parish Council recognises that consultation with the community – those who live in, work in, and visit the parish – is vital to provide evidence-based forward planning. Consultation will be appropriate to the scale of the revisions proposed.
- 10.5 Current sources for public consultation:
- “Eccleshall – The Next Ten Years and Beyond” – a public survey of the town by the County Councillor, 2019.
 - Parish Survey, 2019.
 - “Blue Sky Thinking” Exercise by the Parish Council, 2020.
 - Ad-hoc discussions with parishioners and traders by Parish Councillors.
 - Councillors’ own experiences and skills where relevant to the issue.
- 10.6 This plan will be shared via the Parish Council’s online presence and hard copies will be available at the Eccleshall Library for reference.

11. Long-term Planning – Potential future objectives

The following issues and potential actions form the basis for ongoing public consultation. Items on this list may occasionally be selected by the Parish Council for attention as deemed appropriate through consultation, discussion, or the occurrence of events and opportunities. Each will need to be evaluated for cost, sources of funding, relevance to the aims, and prioritisation by the community.

11.1 Traffic and Parking Issues:

Potential actions:

- a) Market research to verify the problem
- b) Highlight the issue in the Neighbourhood Plan
- c) Identify potential parking locations
- d) Make proposals to Stafford Borough and County Councils

11.2 New housing build

Potential actions:

- a) Planning committee to scrutinise planning applications.
- b) Where applications are deemed excessive make strong representation to SBC highlighting the pressure on Parish infrastructure.
- c) Coordinate and assist community response to new proposals with community groups, residents, and social media.

11.3 Surgery and School Capacity

Potential actions:

- 11.3.1 Work with local groups to encourage investment in improved Surgery and School facilities.
- 11.3.2 Investigate availability of grant funding and access to new development levies.
- 11.3.3 Identify in Neighbourhood plan.

11.4 Youth Facilities:

Potential actions:

- a) Use data from 2021 census and survey of residents to quantify the issue.
- b) Identify locations and equipment that would alleviate the lack of youth facilities.
- c) Investigate grant funding and/or donations from all sources.
- d) Establish a working party to coordinate the actions identified.

11.5 Community Events

Potential actions:

- a) Coordinate suitable events to celebrate the Queen's Jubilee in 2022.
- b) Complete the process for taking on responsibility for the Biennial Festival.
- c) Consult and test the interest for introducing new community events.

11.6 Ensure local business growth and prosperity:

Potential actions:

- a) Consult with the community to consider the requirements for and desired location of car parking provision.
- b) Identify how car parking provision, to be identified as a priority requirement in the Neighbourhood Plan, can be improved.
- c) Consider options to adjusting speed limits if and where appropriate within the Parish, as well as options for managing the routes for Heavy Goods Vehicles, and working with the relevant authorities or bodies to recommend action and influence decisions.

11.7 Improve community consultation and communication

Potential actions:

- a) Undertake full consultation, engagement and involvement on key issues affecting the community, in particular those matters arising from the actions of this business plan.
- b) Increase the capacity to engage with and receive feedback from the local community through online mechanisms including improving and

strengthening the Parish Council's website.

- c) Improve and strengthen the Parish Council's communications with the local community through social media and its newsletter.
- d) Use surveys, focus groups, and other interactive methods to engage with the community and increase participation in the process for long-term planning.

11.8 Internet and Telephone signal

Potential actions:

- a) The signal in parts of the parish has improved, but areas of poor coverage are being addressed by new masts.
- b) Identify any remaining areas with poor signal strength and work with providers to improve.

11.9 Climate Change Emergency

Potential actions:

- a) Respond to Stafford Borough Council's Declaration by identifying how to include sustainability and climate change elements on all the Parish Council's business.
- b) Identify specific projects to contribute to reducing the carbon footprint of the parish.
- c) Identify suitable locations for Electric Vehicle Points
- d) Identify suitable locations for tree planting schemes
- e) Support sustainable transport schemes

11.10 Flooding

Potential actions:

- a) Identify areas prone to flooding from Severn Trent data and residents.
- b) Include flooding issues in Neighbourhood Plan.
- c) When considering planning applications ensure risk of flooding is communicated to Stafford Borough Council.
- d) Support the local Flood Action Group (FLAG).



Boughey's Well, Croxton Well Dressing 2019.

Eccleshall Parish Council welcomes any comments and feedback to help with future developments and updates to the plan, to reflect the changing needs of the community. Your comments can be emailed to the Clerk at clerk@eccleshallparishcouncil.co.uk

| | |
|-------------------------|----------------------------------|
| Adopted Date | 21st July 2021 |
| Review Period | 1 year |
| Last Review Date | |
| Next Review Date | May 2022 |