nalc
National Association of Local Councils

GOOD PRACTICE SPOTLIGHT SESSION

CHRIS SHAW AND LESLEY MOOR (NORTHWICH TOWN COUNCIL)

CLLR NICK PENNY (COLEFORD TOWN COUNCIL)

Northwich
town council

nalc
National Association
of Local Councils

Council of the Year

Welcome to
Northwich
Cheshire

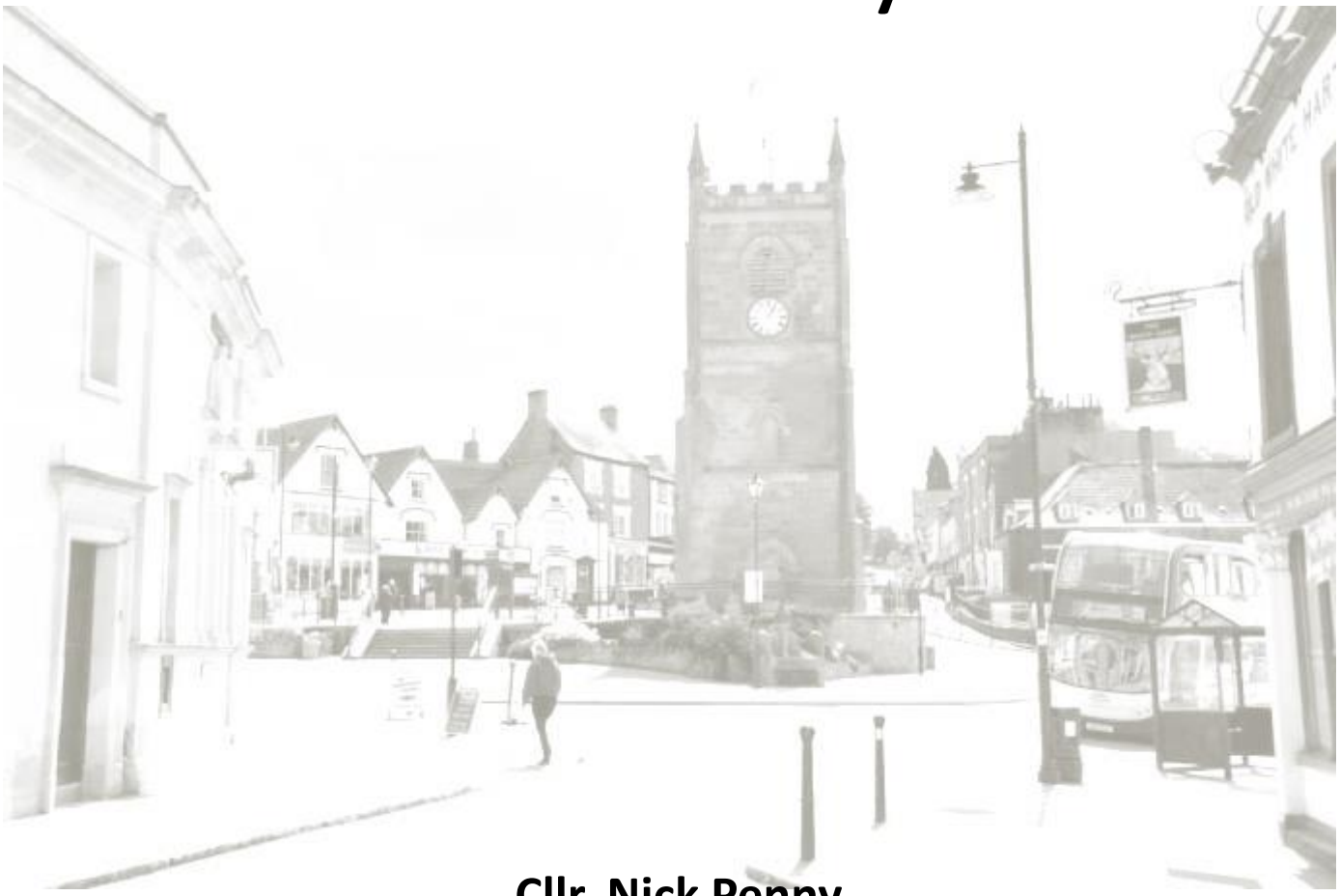
Making the most of our staff

Investing in our facilities

Regenerating Northwich

Any questions?

Engaging with, and delivering for our community



Cllr. Nick Penny

Coleford Town Council (Chair/Mayor)

NALC Star Councils Councillor of the Year 2018

A little about me

- Aged 43 (8%)
- 12 years service (15.6)
  - 2003 – 2007
  - 2011 – current day
- Served 3 years as deputy Mayor and currently in my second year as Mayor of Coleford
- Took a 6 month career break in 2015 and threw myself into the town
- Currently running my own lifestyle event management business when time allows!

The town of Coleford

- The Town:
  - Located in the Forest of Dean region of Gloucestershire.
  - History dating back to the late 13th Century.
  - Population of ~8,500.
- The Council:
  - 13 councillors over 2 wards
  - Annual budget (18/19) of £1.5m – (one off?)
  - 2019/20 budget of £457.6k and precept of £395k

Community Engagement – the reason for our high levels of delivery

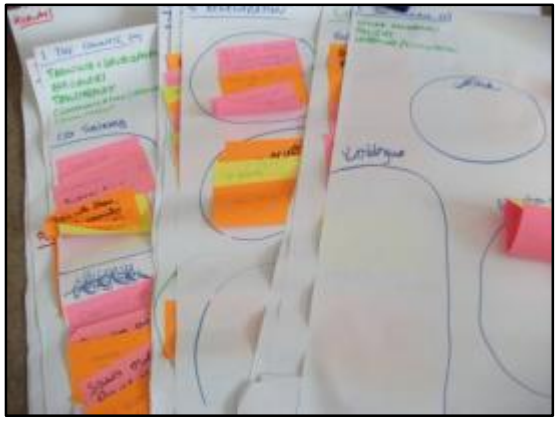
CONSULT

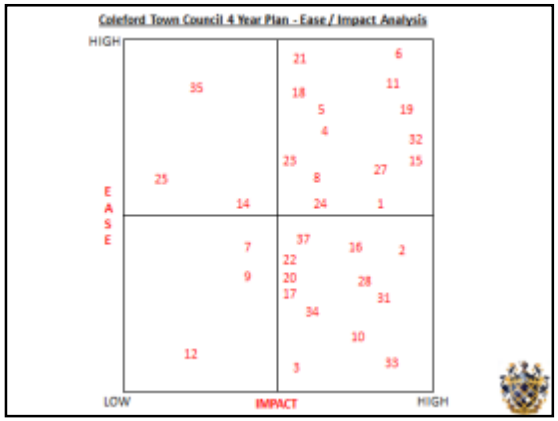
ANALYSE

FEEDBACK / CHECK

Taking the consultation around the Parish

Turning the ideas into plans





Councillor Training	Bells Field	Enhancing Environment
Transparency	Clubs and Societies	Event Co-ordination
Networking	Play Areas	More Events
Youth Engagement	Tourist Info Centre	Skills Exchange
Marketing - town	Twinning	Community Awards
Marketing - assets	Maps and Heritage	Town Centre Management
Efficiency	Museum	Clock Tower
Funding	Attractive Shopping Centre	Wifi
Policy Areas	Business Forums	Town Lighting
Lobbying	Business Promotion	Highways
Public Art	Cemetery Management *	
	Consider as Business as Usual	
	Still keep an eye but good progress	
	Nothing achieved	
	Not yet launched	

* Introduced September 2016

Some examples of our delivered projects

Tourist Information Centre

- Opened on time, within budget and with great success
- Staffed by volunteers
- Endorsed by Tourism Association

‘Pride of The Forest’ brand

Enhanced Online Presence

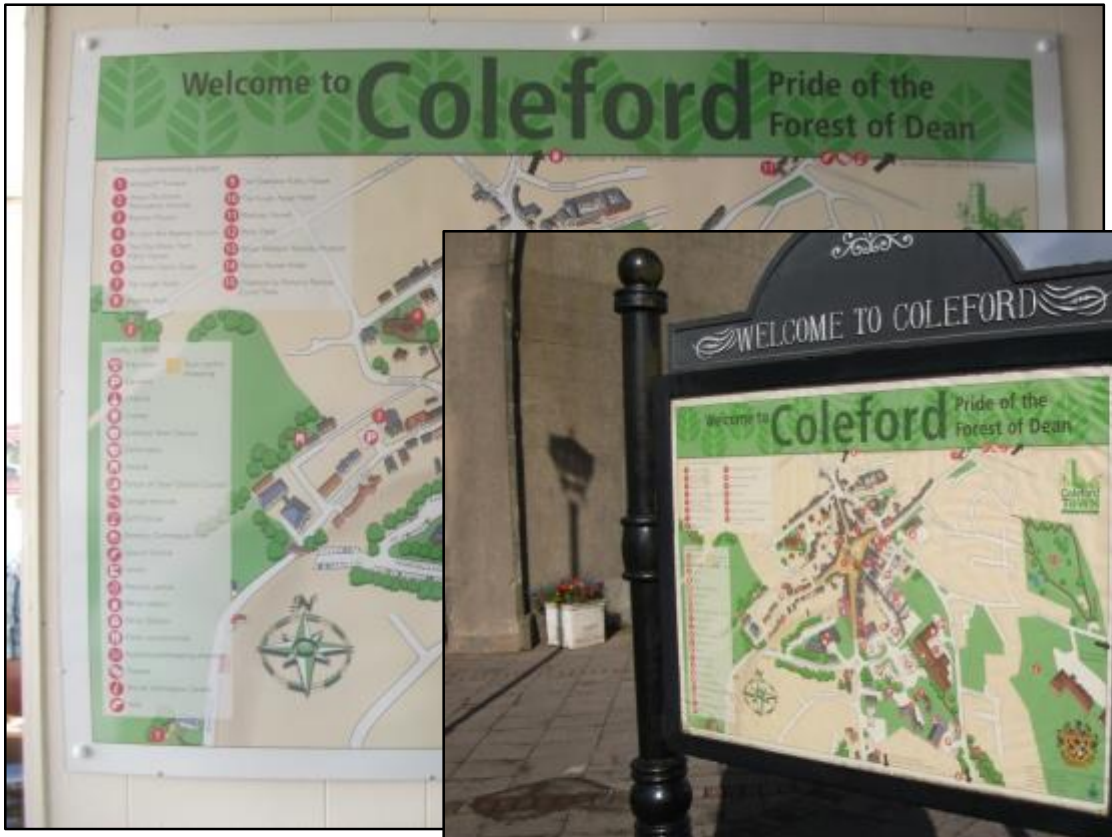
- Coleford Town Website
- Coleford Town Twitter

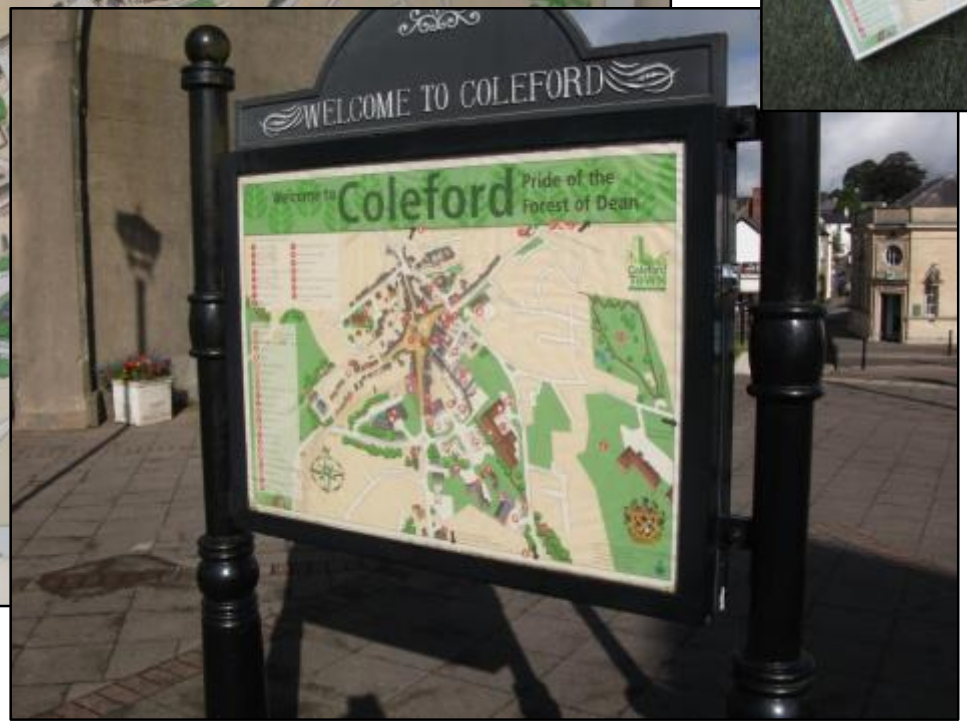
Strong Welcome

- Entrance Planting and Signage

Finding your way around when here

- Town Centre Map





Same design modified by Forest Holidays to identify independent shops in the town

Sign Posting

Neighbourhood Development Plan

- 4 years of community consultation and engagement …

Structured Event Season

- Season long event program
- Town Council and 3rd party event organisers

Local appeal events

Wider exposure events

- Worldwide media exposure
- Millions of social media hits
- Regional TV

The Tour of Britain

- Didn't just let it pass through
- Engaged with local schools
- Provided entertainment and infrastructure
- Regional TV Coverage

BBC Music Day 2017

BBC Music Day

- Pushed for involvement in a national promotion
- Zero budget so had to be unique!
- Resulted in dedicated camera crew, national exposure online and regional Radio and TV

"My favourite photo from the entire campaign"
Siobhan McAndrew – BBC6 Music

BBC MUSIC DAY

FOR THE LOVE OF MUSIC

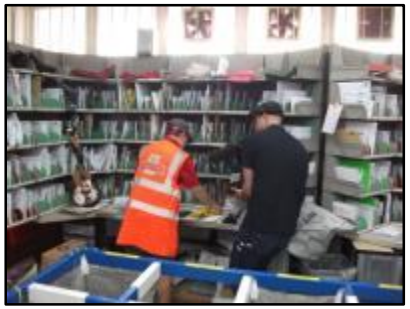
Home | What is BBC Music Day? | Events | Blue Plaques | Ten Pieces

10 unique BBC Music Day moments happening across the UK

f a series of unique events in the Forest of De
Town in Gloucestershire will have a special d
morning post on Thursday 15 June.

:h out for musicians performing up in the tree
n acoustic set in the ancient woodland at Puz
leford Clock Tower.

m, Thursday 15 June, Forest of Dean and Wy



Musical uke Postie takes to streets to serenade her round

Ford Motability

Twinning with France

- Initial visit from France to Coleford in February 2016
- Initial visit from Coleford to France in August 2016
- Formal twinning agreement signed 5/8/16
- Just 6 months to implement
- Estimated 4 fold return on investment

SAINT HILAIRE DE RIEZ l'Océan

INTENTION OF EXCHANGES

Agreement between the towns of Saint-Hilaire-de-Riez and Coleford.

During 2016 it is agreed that the following steps will be taken to develop the official 'Intention of exchanges' of our towns:

- A combined Twinning Committee will be formed with representatives from both communities and a monthly meeting will be held via Skype. This will commence in September 2016.
- Tourism leaflets will be exchanged between the two towns and key staff in our Tourist Information Centres will be made aware of the intention to exchange in order to promote our regions. This will be complete by April 2016.
- Links will be formed between rugby, golf, football and Rugby clubs in Coleford and Saint-Hilaire-de-Riez. This should be complete by June 2016.
- A visit of representatives from Coleford to Saint-Hilaire-de-Riez will take place in August 2016.
- Links will be formed between the schools of Coleford, St John and Oakwood Junior and 2 local schools of Saint-Hilaire-de-Riez by July with Skype conversations between the schools commencing in September 2016.
- A formal 'Intention of exchanges' will be signed between our towns ideally by December 2016 but no later than March 2017.

Signed:

Dr. Paul Hay
Mayor of Coleford

M. Laurent Boudeau
Maire de Saint-Hilaire-de-Riez

Dated:

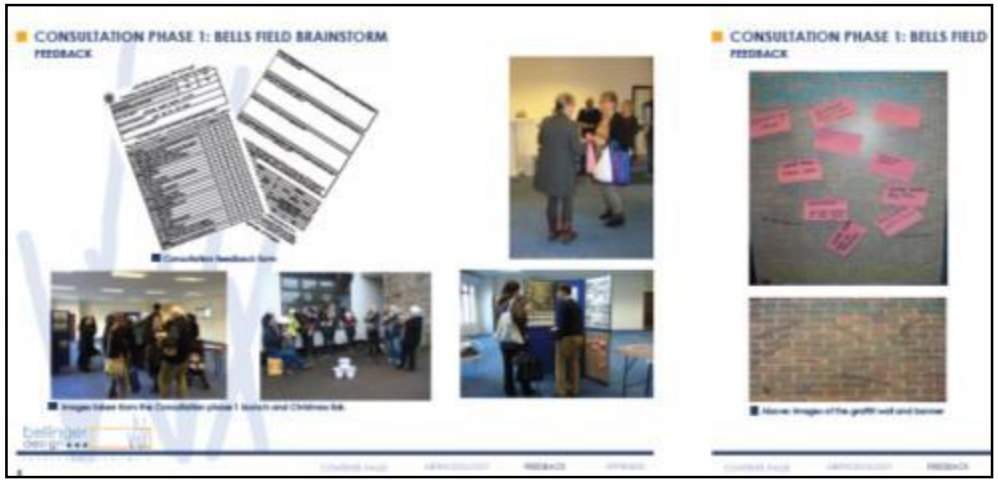
Saving the biggest project until last!

Bells Field Recreational Scheme

"Creating the concept"

2 stages of community consultation

- Stage 1 (Nov/Dec'14)
  - Blank canvass
  - Concept ideas
  - Targeted gaps in demographics
- Stage 2 (July '15)
  - Took the concepts to the field
  - Guides to explain each section of the plan
  - Comments / observations addressed into final designs



The proposed scheme
From ‘Concept’ to ‘Reality’

- Amenities Building
- Car Parking
- Sensory Garden
- Community Wildlife Garden
- Perimeter Walk
- Fitness Trail
- Amphitheatre
- Skate Park
- MUGA
- Bike (pump) Track
- Art Installations
- Heritage Features

How the project will benefit the community of Coleford

- How we can demonstrate the need
  - In-depth community consultation throughout
  - Long standing desire for a Coleford skate provision
  - Neighbourhood desire to enhance current facilities at Bells Field
  - Clearly identified gap in leisure provision within the parish boundary
- Benefits that are expected from this scheme
  - Delivery of diverse sporting facilities currently not available in the parish
  - A sympathetic development that will enhance accessibility for the neighbouring Orchard Trust care home
  - Inclusive leisure and fitness opportunities suitable for all ages and abilities
  - Multi faceted facility to showcase Coleford's heritage

Timeline and Costings

- 2011 – Purchase of field
- Nov. 14 – Phase 1 consultation
- Summer 15 - Phase 2 consultation
- 2016 – working up detailed plans
- Dec. 16 – Planning application submitted
- May 17 – Planning granted
- Feb. 18 – Commencement on site
- Sept. 18 – **Scheme opened within budget and ahead of plan.**

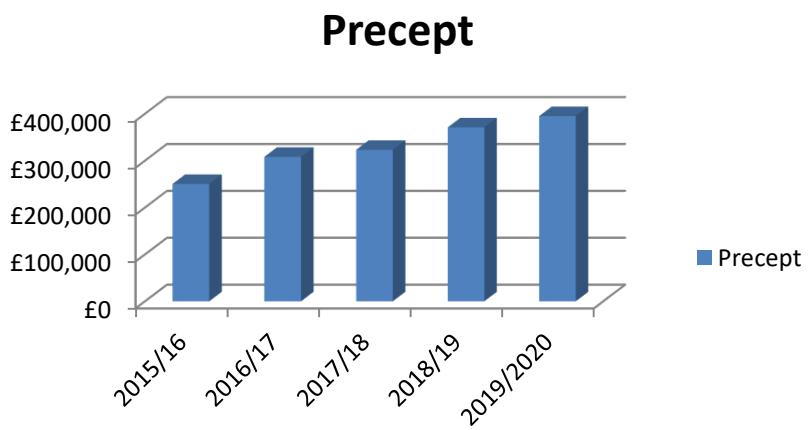
- Budgeted Costs:
  - Landscape Contract - £775k
  - Building Contract - £126k
  - Contingency on above - £90k
  - Professional Fees - £50k
  - Project Management - £10k
  - TOTAL £1,051k

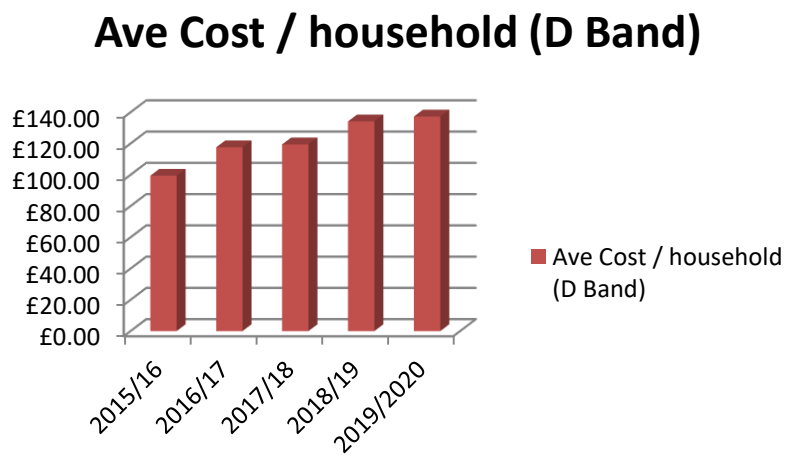
- Budgeted Income:
  - Section 106 monies - £702k
  - Grants - £90k
  - Precept (18/19) - £161k
  - Loan provision - £100k

  (loan was not used in the end)

Less than 4 years from start of consultation to opening of park.

So what has this all cost?





- £37.87 increase per household over 5 years.
- £0.73 per week
- *£137.29 being current cost*
- YES this has cost the rate payer
- BUT not a single complaint about the increases!

N.B. Rest of funding for the Bells Field project is outside of these numbers as not a cost to the Parishioner

Thank You. Questions?

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