

## STOTFOLD TOWN COUNCIL

Greenacre Centre, Valerian Way, Stotfold, SG5 4HG  
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21 March 2024

**Members of the Town Strategy Committee:** Councillor D Matthews (Chair), S Buck, S Hayes, J Headington, J Smith (Vice Chair), Mrs H Wightwick.

**You are hereby summoned** to attend the Town Strategy Committee meeting to be held in the Council Chamber, Greenacre Centre, Stotfold on **Wednesday 27 March 2024 at 7.00pm** for the purpose of transacting business detailed in the agenda.

**E Payne**  
Town Clerk

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### Members of the public:

**In addition to attendance in person, you are now able to observe our meetings by joining via MS Teams. Join on your computer or mobile app [Click here to join the meeting](#)** Please note, our meetings may be recorded for minute taking purposes, and will be deleted after minutes are approved.

Members of the public are invited to observe the meeting and may participate at the 'public participation' agenda item. As per Standing Orders, if you wish to speak, you must notify the Town Clerk of your intention prior to the start of the meeting (contact in advance [enquiries@stotfoldtowncouncil.gov.uk](mailto:enquiries@stotfoldtowncouncil.gov.uk) or 01462 730064 or you will be asked at the appropriate point in the agenda if unable to give prior indication).

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## AGENDA

### 1. APOLOGIES FOR ABSENCE

### 2. DISCLOSURES OF MEMBERS INTERESTS AND REQUESTS FOR DISPENSATIONS

- a) Members to declare interests in respect of any item on the agenda
- b) Proper Officer to consider written requests from members for dispensations. Members are reminded that if at any time during the meeting they feel they have an interest in an item being discussed, they should declare it at that point.

### 3. PUBLIC SECTION (MAX. 15 MINUTES)

Members of the public may speak on matters of concern, ask questions, or make statements (maximum of 3 minutes per speaker), after giving notice of their wish to do so to the Town Clerk prior to the meeting. Order of speakers will be in order of notification. [Public Participation Policy](#) applies.

**4. MINUTES OF PREVIOUS MEETING**

Members are asked to resolve to adopt the minutes of the Town Strategy Committee meeting held on 21 February 2024 as a true record of the meeting.

**5. CLERK'S REPORT, CORRESPONDENCE RECEIVED AND MATTERS ARISING FOR INFORMATION**

**6. REPORTS TO COMMITTEE**

**6.1 Strategic Planning Session**

To receive a summary outlining the strategic objectives of the Town Council.

**7. ITEMS FOR INFORMATION PURPOSES, RELEVANT TO THIS COMMITTEE ONLY**

**8. DATE OF NEXT MEETING**

To be confirmed.

**MINUTES OF THE MEETING OF THE TOWN STRATEGY COMMITTEE HELD ON WEDNESDAY 21 FEBRUARY 2024 AT 7.00PM IN THE COUNCIL CHAMBER, GREENACRE CENTRE, VALERIAN WAY, STOTFOLD**

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Committee Members present:

Cllrs D Matthews (Chairman), S Buck, S Hayes, J Headington, J Smith (Vice Chair), J Talbot

Also present:

Cllr J Bendell

E Payne, Town Clerk

C Rogers, Admin Support Officer

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**17/23 APOLOGIES FOR ABSENCE**

Cllr Wightwick offered her apologies. It was **RESOLVED** to:

***Accept this apology.***

**18/23 DISCLOSURES OF MEMBERS' INTERESTS AND REQUESTS FOR DISPENSATIONS**

No disclosures were made and there were no requests for dispensations.

**19/23 PUBLIC PARTICIPATION**

None present.

**20/23 MINUTES OF PREVIOUS MEETING**

The minutes of the previous meeting held on 10 January 2024 were received. Cllr Talbot reported that he was missing as being in attendance. The minutes were duly amended, and it was **RESOLVED** to:

***Adopt the amended minutes as a true record of the meeting.***

**21/23 CLERK'S REPORT, CORRESPONDENCE RECEIVED & MATTERS ARISING FOR INFORMATION**

Nothing to report.

**22/23 REPORTS TO COMMITTEE**

**22/23.1 Strategic Planning Session – 13 January 2024**

Members received the feedback from this strategic planning sessions. Members considered how they wanted the plan to be formulated and reviewed whether a mission statement and vision was appropriate.

Members felt that the values of the organisation were more important than a mission statement, and the Clerk was asked to review the values outlined in the report and include these in the plan.

## **Our Vision**

*As we chart our strategic course and define the aims we strive to achieve, we have established a set of core values that underpin our work and shape our organisational culture. These values reflect our ambition to be a leading town council at the forefront of local government. They are not presented in any particular order of priority, but rather serve as the foundation for all our endeavours.*

### **Enhancing Stotfold for Everyone**

*We are dedicated to making Stotfold a better place to live, work, visit, and conduct business. We recognize that our community is comprised of diverse stakeholders, including residents, businesses, visitors, and those who contribute to the town's economic vitality and local employment opportunities, as well as support community and charitable events. Our efforts are focused on improving Stotfold for all these groups, fostering an environment that benefits residents, attracts visitors, supports businesses, and promotes a thriving local economy.*

### **Openness, Transparency, and Democratic Engagement**

*We are committed to operating with openness, transparency, and strong democratic engagement. We strive to make our decision-making processes open to public scrutiny, welcoming challenges and actively engaging with the community to explain our actions. The opportunity to elect Town Councillors every four years provides us with our democratic mandate, and we recognize the importance of continually strengthening this mandate by involving the wider community in our work and shaping our decisions.*

### **Community Leadership and Representation**

*As the first tier of local government, we aspire to be leaders within our community and serve as the voice of Stotfold. We are dedicated to staying attuned to the pulse of the town and understanding the issues that affect our community. Through our democratically elected councillors, we are well-positioned to represent resident's interests with regional and national bodies as needed. We acknowledge that many matters of importance to Stotfold are beyond our direct control, and we will use our voice to advocate and lobby on behalf of the community's interests. We actively support the emergence of other community leaders and use our position to empower and support them whenever appropriate.*

### **High-Quality Services and Value for Money**

*We are committed to delivering high-quality services that represent value for money and efficient use of our share of council tax funds. We continually strive to maximize the impact of every pound we spend and aim to ensure that everything we do is of the highest possible standard.*

### **Collaborative Partnerships**

*We recognize the value of working collaboratively to strengthen the entire Stotfold community. By partnering with others, we can deliver more for Knutsford and tap into the incredible skills and passion within our community. These collaborative efforts also provide opportunities for mutual learning, helping to develop the next generation of community leaders and fostering a more empowered and engaged community.*

### **Valuing and Empowering Our Staff**

*Our staff are our greatest asset and fundamental to our ability to deliver on our plan and serve the community effectively. We are committed to ensuring that our staff feel valued and empowered, fostering an environment where they can confidently take initiative, demonstrate leadership, and embody the values and principles that guide our organization.*

These can then be consulted with residents and the other outcomes from the planning session. They will be presented at the Annual Town Meeting and then an engagement programme with residents will be organised.

**23/23 ITEMS FOR INFORMATION PURPOSES, RELEVANT TO THIS COMMITTEE ONLY**

Nothing to report.

**24/23 DATE OF THE NEXT MEETING**

Wednesday 27 March 2024.

The meeting closed at 2010

**SIGNED BY CHAIRMAN:** \_\_\_\_\_

**MINUTES APPROVED (date):** \_\_\_\_\_

DRAFT

## STOTFOLD TOWN COUNCIL – HIGH LEVEL STRATEGIC PLAN OUTLINE 2024-27

	Brief description	Timing
<b>Community Engagement</b>		
50 <sup>th</sup> Anniversary Celebration		29/30-06-24
Litter pick		Spring 24
Christmas Lights		30-11-24
Community Groups – all ages	Engagement with residents in town, all ages	24-25
Community Hub	In new Library	25-26
Festival?		25-26
<b>Communications</b>		
Improved website		24/25
Leaflets – including STC/CBC interface		24/25
New logo/marketing	For 50 <sup>th</sup> Anniversary	24/25
Social Media improvements		24/25
Town Handbook/welcome pack		
Better/lower noticeboards		
<b>Town Improvements</b>		
More/better public toilets – cemetery, allotments, Riverside?		
More poo bins		
Improve sports/play equipment	Riverside play equipment, skate park, splash park?	25/26
Better use of STC owned buildings to benefit town		
Refurbish Cemetery		25/26