

DARTMOUTH TOWN COUNCIL

STRATEGY DOCUMENT 2014

Our strategy is based on three main objectives:

1. **THE ECONOMY**

Dartmouth Town Council wishes to support the economic growth of the town to ensure its future prosperity. This means recognising that tourism is the main driver of the local economy and supporting its further development, while at the same time encouraging the development of alternative sectors of economic development.

2. **THE ENVIRONMENT**

We wish to ensure that the economic development so vital to this town is sympathetic to its environment, taking particular care over issues such as traffic and parking, river usage, housing and commercial development, conservation and planning, and any relevant legislation.

3. **THE COMMUNITY**

As a local council we are close to our community. We take care of it by providing local leadership. This is an important role and as community representatives we want to improve the quality and range of local services. To this end we are committed to becoming actively involved in all parts of our community by working closely with voluntary and community groups so that we are able to articulate their needs through effective communication. We will work in partnership with South Hams District Council, Devon County Council, and other agencies, including neighbouring parishes, so that we can pursue our ambition to give our local community a better deal on local services and a stronger voice on decisions that affect their day to day lives.

STRATEGIC OBJECTIVE 1:

THE ECONOMY

Dartmouth Town Council wishes to support the economic growth of the town to ensure its future prosperity. This means recognising that tourism is the main driver of the local economy, and supporting its further development, while at the same time encouraging the development of alternative sectors of economic development.

Supported by the following

Policy 1:

To support our commercial tenants to ensure the viability of the town centre's retail space by:

- (a) Sympathetic consideration of rent increases
- (b) Rolling Maintenance of our properties (see also Policy 4 (a))

Policy 2:

To work to extend the tourist season by:

- (a) Providing appropriate facilities to the Music, Food and other festivals
- (b) Obtaining ongoing funding for the Dartmouth illuminations
- (c) Providing facilities to support the Port of Dartmouth Royal Regatta
- (d) Taking a leading role in arranging the commemoration of the quatercentenary of the voyage of the Mayflower in 2020.
- (e) Working with TIC to find ways to develop and extend the tourist season.

Policy 3:

To work with the Economic Development Officers at South Hams District Council and Devon County Council and with all other key stakeholders to attract suitable businesses to the town by:

- (a) Identifying sectors to attract new business and active promotion of Dartmouth as a good business location
- (b) Supporting the provision of competitive employment space should the West Dartmouth development go ahead

STRATEGIC OBJECTIVE 2:

THE ENVIRONMENT

To ensure that the economic development of the town is sympathetic to its environment, taking particular care over issues such as traffic and parking, public transport, river usage, housing and commercial development, and any relevant legislation

Supported by the following

STRATEGIC POLICIES:

Policy 4:

To ensure that our local environment is attractive and well maintained by:

- (a) Maintaining our corporate properties to the highest possible standard and establishing a rolling maintenance programme to ensure their upkeep
- (b) Working in partnership with other agencies to ensure that the parish is kept clean, tidy and aesthetically pleasing
- (c) Maintaining the appearance of the town through the activities and recommendations of our Planning Committee.
- (d) Supporting the extension of the Conservation Area

Policy 5:

To continue to take an active and listening role in the maintenance and improvement of public transport services in the parish, including:

- (a) Working for the improvement of local bus services and continuing to press for a service connecting Dartmouth with Torbay Hospital

Policy 6:

To ensure that adequate provision is made for both on-street and off-street parking for residents and visitors by:

- (a) Formulating an agreed traffic and parking policy in partnership with other local stakeholders, and
- (b) Working with all relevant agencies towards its implementation

Policy 7:

Working to support national and local policies for recycling, and in particular pressing for the reinstatement of a local recycling centre, possibly combined with a community compost scheme.

Policy 8:

Working with all sections of, and organisations within, our community to preserve and enhance our natural and built heritage.

STRATEGIC OBJECTIVE 3:

THE COMMUNITY

To work in partnership with other local authorities and agencies so that we can pursue our ambition to provide our local community with a better deal on local services and a stronger voice on decisions that affect their day to day lives.

Supported by the following

STRATEGIC POLICIES:

Policy 9:

To work with, and for the benefit of, all parts of our community from the young to the elderly:

- (a) By supporting senior citizens' groups
- (b) By encouraging use of the Market Square and other associated community facilities by local groups
- (c) By continuing to provide assistance to Dartmouth and District Food Bank and other community groups as required
- (d) By engaging with the young people of our town through consultation and by maintaining our existing close relationships

with local schools and youth organisations

(e) By examining our relationships with all local organisations to ensure that the local community is receiving best value

Policy 10:

To continue to build, maintain, and improve communication with the people of Dartmouth and local organisations, and to obtain their views by all means necessary, including the local press by way of regular press statements, newsletters, noticeboards, social media, and by development of an improved Town Council website.

Policy 11:

To support the aspiration of local residents for an indoor swimming pool by working with other stakeholders to realise this aim and working to ensure its continued viability.

Policy 12:

To work with other agencies and stakeholders to develop affordable housing for local residents, such development to be of a holistic nature, including provision of employment and facilities, and including, but not limited to, the West Dartmouth development.

Policy 13:

To continue to refine our own activities so as to provide both best practice and best value to the ratepayer. This will include an investigation into the benefits gained by having Quality Parish Status.

Policy 14:

To develop an effective health and safety policy for our staff and for all others using Town Council assets or facilities.

Policy 15:

To continue to liaise and work closely with the District Council regarding the possible transfer of assets and/or services that are considered both desirable and cost-effective.

Assets that might be considered include, inter alia:

- The lower ferry
- Royal Avenue Gardens

Services that might be considered include, inter alia:

- Grass and verge cutting
- Maintenance of Royal Avenue Gardens, Coronation Park, Manor Gardens, and other open spaces

Policy 16:

To continue to develop good working relationships, where necessary, with parish councils in neighbouring communities with a view to sharing of information and liaison on matters of mutual concern. This will include both initiating and hosting cluster meetings.