

# CPC Strategy Meeting

Date: Saturday 16<sup>th</sup> September 2023

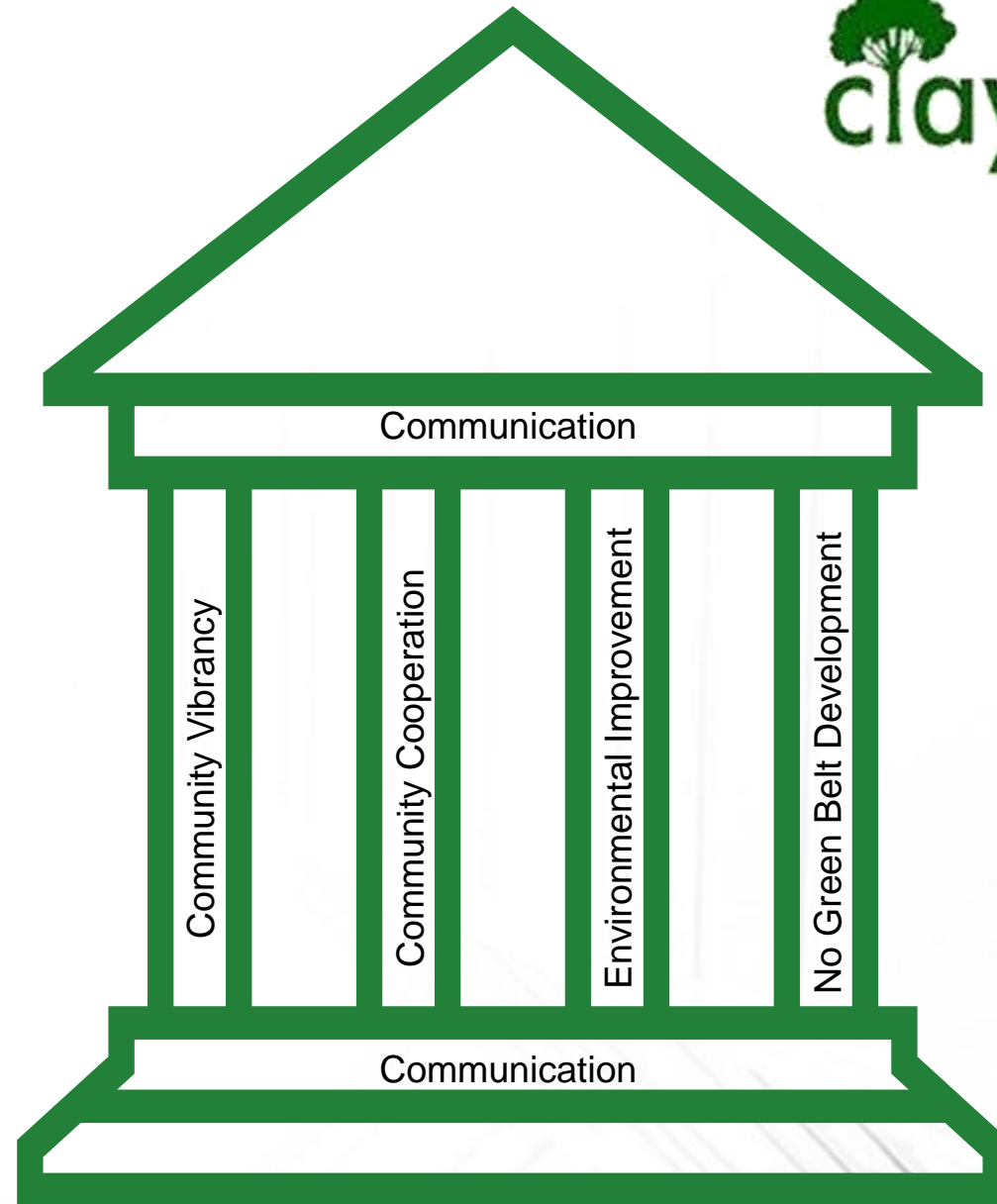
Time: 9am – 3pm

Ideas for today & tomorrow

# Strategic Themes

We identified 5 strategic themes – 4 of which were pillars:

- Improving Community Vibrancy
- Improving Community Cooperation
- Improving the Environment for Residents and Visitors
- No Green Belt Development
- The 5<sup>th</sup> – Improving Communication - was an overarching and underpinning theme
- The CPC recognized the importance of the Torrington Lodge issue as a topic which falls within the Theme of Community Vibrancy & Environmental Improvement - it is not a Strategic Theme albeit a Very Key topic for the community and recognized as such by the CPC who are actively engaged in its management



# Strategic Initiatives Grouped By Theme



## Community Vibrancy

- Look into Farmers Market
- Remembrance Biographies
- Other Monthly Events e.g. Craft Fair
- Flower Show Stall

## Improving the Environment

- Zebra Crossing on Church Road
- Traffic Calming on Woodstock Lane/Clayton Road
- Detritus Days
- Litter Picks
- Caerleon Derelict Building
- Process to report Issues

## Improving Community Cooperation

- Seek views of all community Groups
- Young Adviser to the Council

## No Green Belt Development

The CPC will not approve **ANY** application on green belt no matter what it is for

## Communication

- Regular Courier
- Themed Surgeries
- Advertising Revenue from Courier

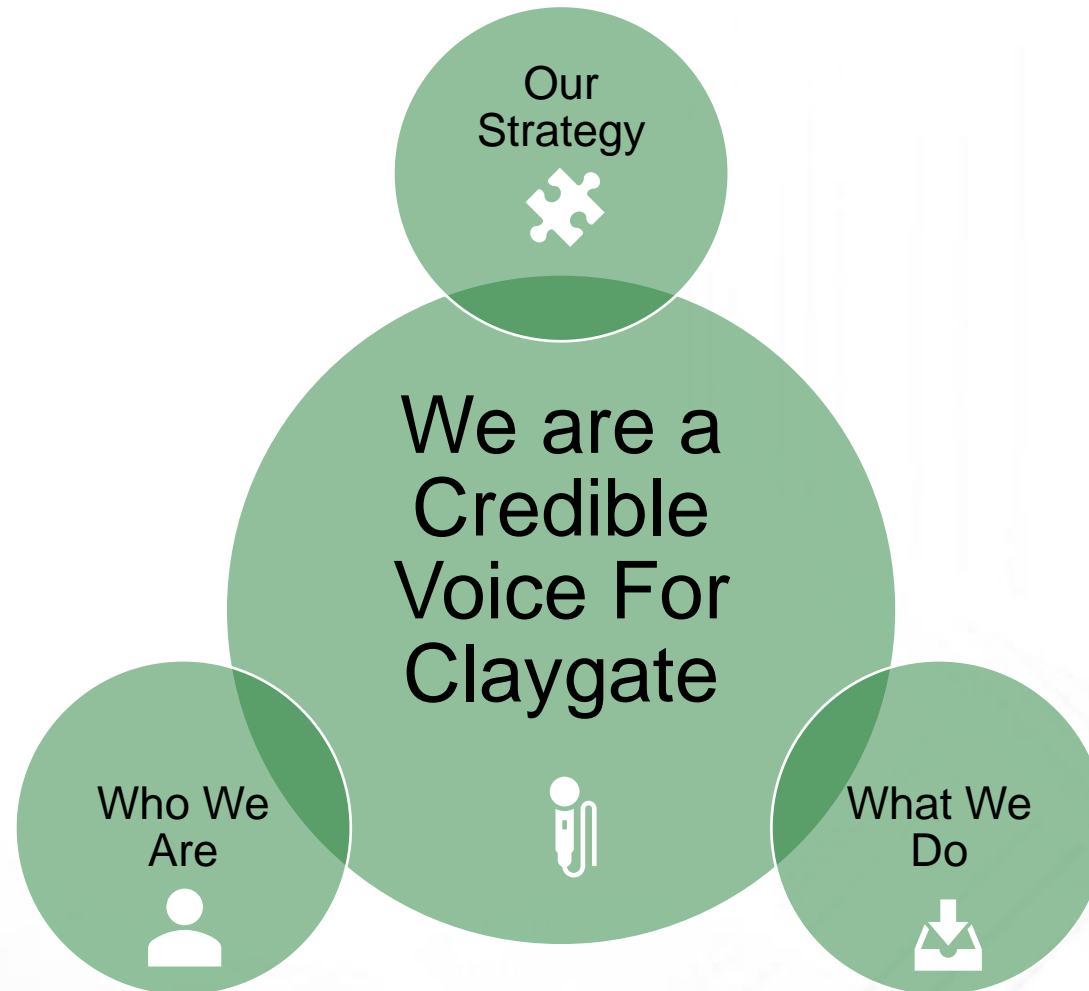
# Initiative Actions

#	Theme	Activity	Owner	Date	Status
1	Vibrancy	Look into Farmers/Artisan Market Feasibility	Donna Holt	31st Jan 24	Feasibility to be presented Feb 2024
2	Vibrancy	Organise Remembrance Biographies for 2024	Hadleigh Moon	29 <sup>th</sup> Feb 24	Open – article to be included in the Feb Newsletter as a first step to getting biographies
3	Vibrancy	Agree Flower Show Stall	Geoff Herbert	1 <sup>st</sup> Nov 23	Open
4	Vibrancy	Other Events and Fairs	Donna Holt	On Hold	On Hold until Farmers Market Feasibility Fully Explored with the Parade Community
5	Environment	Zebra Crossing	Hadleigh Moon	Environment Committee	Ongoing Agenda item until addressed
6	Environment	Look into upgraded Traffic Calming Woodstock Lane/Clayton Road	Hadleigh Moon	Environment Committee	Ongoing Agenda item until addresses
7	Environment	Arrange Detritus Days	Hadleigh Moon/Gil Bray	31 <sup>st</sup> May 24	Open
8	Environment	Litter Pick Flyer	Sue Grose	21 <sup>st</sup> Sept 23	Complete
9	Environment	Arrange Litter Pick	Sue Grose/Janet Swift	4 <sup>th</sup> Nov 23	Open
11	Environment	Caerleon Derelict Building	George Marcall	Ongoing	Open
10	Environment	Process to and Information for Public Report Issues	Michael Collon	Nov 23	Open
11	Cooperation	Seek views of all community groups – first action is to draw up a list of groups	Sue Grose	18 <sup>th</sup> Sept 23	Open
12	Cooperation	- Allocate the list to individuals	Sue Grose	6 <sup>th</sup> Nov 23	On hold until first action completed
13	Cooperation	- Visit the groups	TBC	TBC	On hold until previous actions completed
14	Cooperation	- Document their needs	TBC	TBC	On hold until previous actions completed
15	Cooperation	Advertise for and find a young person to advise the council and appoint them with council agreement	Donna Holt	31 <sup>st</sup> Jan 24	Person and their CV to be presented first meeting of 2024
16	Communication	Regular New Courier	Sue Grose	29 <sup>th</sup> Feb 24	Open
17	Communication	Arrange Themed Surgeries	Sue Grose	6 <sup>th</sup> Nov 23	Open
18	Communication	Drum up Advertising Revenue from the New Courier	George Marcall	29 <sup>th</sup> Feb 24	Open

# Other Actions

#	Activity	Owner	Date	Status
1	Write up strategy and actions falling out of it	Donna Holt	18 Sept 2023	Closed
2	Compile data on average meeting times to inform us regarding what time is needed	Hadleigh Moon	19 Sept 2023	Complete and to be advised
3	Update the date the CPC Remit was reviewed on the website to July 2023	Geoff Herbert	18 Sept 2023	Closed
4	Review the covid policy	Ron Spurs (Clerk)	31 Dec 2023	Open – will be reviewed towards the end of the winter as there is a new strain
5	Draw up proposed list of meetings for 2024	Donna Holt	18 Sept 2023	Closed – See Appendix B of this Document
6	Check Large Hall availability for 2024	Janet Swift	30 Sept 2023	Open
7	Chat with Bob Wells	Sue Grose	1 <sup>st</sup> Oct 2024	Open
8	Publish Press Policy to Councillors	Ron Spurs (Clerk)		Open
9	Assist Clerk with Governance Process for CPC	Michael Collon	Ongoing	Open
10	Measure website traffic month on month	Ron Spurs (Clerk)	Ongoing	Open
11	We will include the Strategy on the next print run for flyers	Sue Grose	On Hold	Open – will be actioned when flyer runs out
12	Measure attendance at council meetings month on month	Ron Spurs (Clerk)	Ongoing	Open
13	Separate Covid wording on agendas from the policy on attendance and	Kate Biggs		

# Our Key Messages



# Our Communications Objectives

We will publish a revised Parish Magazine by February 2024

We will increase public participation in and attendance at council meetings

We will measure website traffic year on year and aim to increase it in 2024

We will double CPC Facebook usage from 350 in May 2023 to 700 by Sept 2024

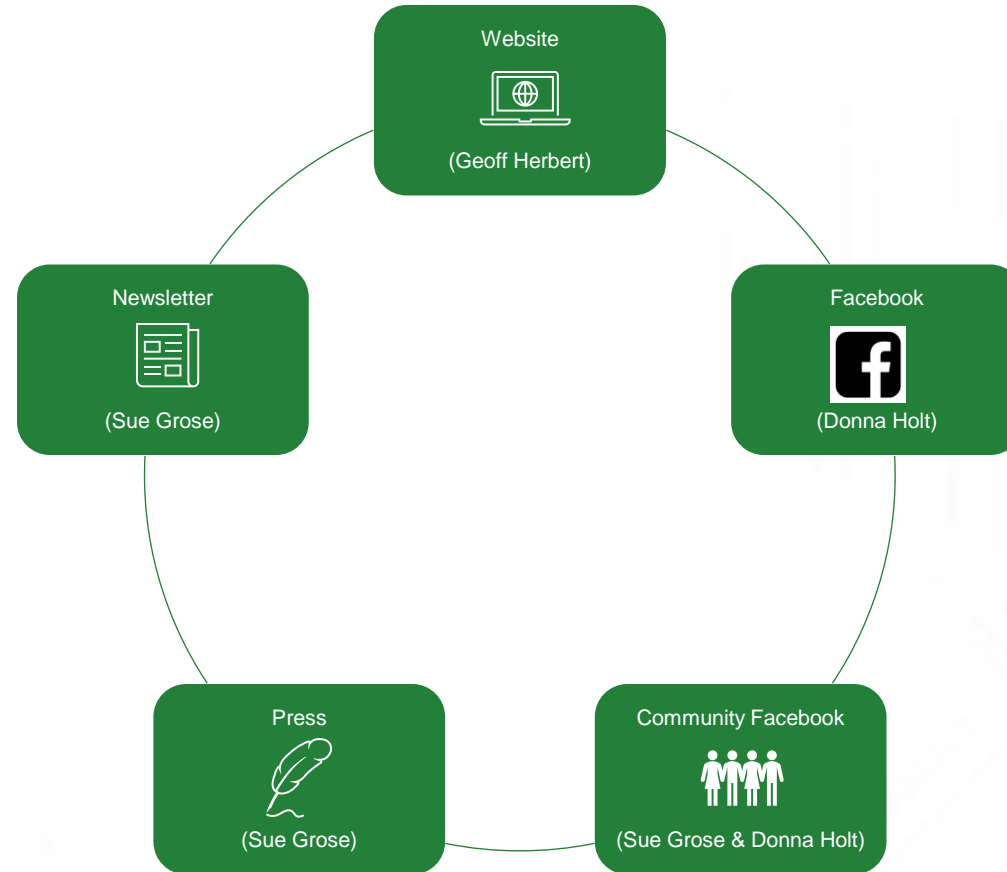
We will move CPC Facebook usage to 1500 by March 2027

# Our Audiences

Audience	Claygate Residents	Elmbridge Borough Council	Surrey County Council	Community Groups	Developers	Local Businesses	Press
Councillor Perception of Current Level of Engagement (0-5)	3	5	3	2	0	2	0
Do we care?	Yes	Yes	Yes	Yes	No	Yes	Yes



# Our Agreed Communication Channels & Owners



# Other Agreements

- We are here to listen, assist and serve the community and then exercise an informed collective and non-political view
- Planning and the Main Council meeting will take place on the same days in 2024. Planning at 19.00-19:45 and the main meeting at 20.00-22.00
- All activities must be carried out with respect for Clerk time as it is a finite resource
- One of the Themed Surgeries will be about how to organise grants for your community association and all surgeries will be attended by a minimum of 2 councillors
- Detritus Days will cover weed control, overhanging bushes, wilding areas and pavement moss
- It was agreed to park:
  - Any ideas around purchase of buildings
  - The issue of the flooding on Church Road from the recreation ground for the time being

# Recommendation

- We are proposing a motion for 21<sup>st</sup> Sept 2023 take forward the strategic themes and the full plan of owned activities in this document within the recommended timeframes
- We are proposing a motion that we adopt the Key Communications Messages, Objectives and Channels in this document
- We are proposing a motion that the Other Agreements mentioned in this document are adopted by the full council
- We are proposing a motion that we adopt the meeting schedule for 2024 laid out in Appendix A
- The motions exclude Appendix B which contains placeholders for other activities not yet agreed

# Appendix A – 2024 Meeting Schedule

#	Committee	Meeting Date	Meeting Time
1	Planning	4 <sup>th</sup> January 2024	19.30-20:15
2	Parish Council	4 <sup>th</sup> January 2024	20.30-22.00
3	Planning	1 <sup>st</sup> February 2024	19.30-20:15
4	Parish Council	1 <sup>st</sup> February 2024	20.30-22.00
5	Environment	8 <sup>th</sup> February 2024	19.30-21.30
6	Planning	29 <sup>th</sup> February 2024	19.30-20:15
7	Parish Council	29 <sup>th</sup> February 2024	20.30-22.00
8	Planning	28 <sup>th</sup> March 2024	19.30-20:15
9	Parish Council	28 <sup>th</sup> March 2024	20.30-22.00
10	Environment	18 <sup>th</sup> April 2024	19.30-21.30
11	Planning	25 <sup>th</sup> April 2024	19.30-20:15
12	Parish Council	25 <sup>th</sup> April 2024	20.30-22.00
13	Annual Parish Council	16 <sup>th</sup> May 2024	19.30-21:30
14	Planning	23 <sup>rd</sup> May 2024	19.30-20:15
15	Environment	6 <sup>th</sup> June 2024	19.30-21.30
16	Planning	20 <sup>th</sup> June 2024	19.30-20:15

#	Committee	Meeting Date	Meeting Time
17	Parish Council	20 <sup>th</sup> June 2024	20.30-22.00
18	Planning	18 <sup>th</sup> July 2024	19.30-20:15
19	Parish Council	18 <sup>th</sup> July 2024	20.30-22.00
20	Environment	1 <sup>st</sup> August 2024	19.30-21.30
21	Planning	15 <sup>th</sup> August 2024	19.30-20:15
22	Parish Council	15 <sup>th</sup> August 2024	20.30-22.00
23	Planning	12 <sup>th</sup> Sept 2024	19.30-20:15
24	Parish Council	12 <sup>th</sup> Sept 2024	20.30-22.00
25	Environment	3 <sup>rd</sup> October 2024	19.30-21.30
26	Planning	10 <sup>th</sup> October 2024	19.30-20:15
27	Parish Council	10 <sup>th</sup> October 2024	20.30-22.00
28	Planning	7 <sup>th</sup> November 2024	19.30-20:15
29	Parish Council	7 <sup>th</sup> November 2024	20.30-22.00
30	Planning	5 <sup>th</sup> December 2024	19.30-20:15
31	Parish Council	5 <sup>th</sup> December 2024	20.30-22.00
32	Environment	12 <sup>th</sup> December 2024	19.30-21.30

In addition, there will be a Parish Meeting on 11<sup>th</sup> April 2024 at 7pm

# Appendix B –List of other potential events (some raised in the meeting & others brainstormed outside)



- Shakespeare in the Park
- Arts & Crafts Fair
- Toy Fair
- Book Fair
- Antiques Fair
- Easter Egg Hunt
- Carnival
- Parish Sponsored Charity Football Match
- Scarecrow Competition
- Halloween Parade
- Christmas Market