



CAERGYBI/HOLYHEAD

Cyngor Tref Holyhead

Strategic Plan

Introduction

This Document sets out Holyhead Town Councils Strategic aims based on a clear statement of purpose and its core values. The strategic plan is intended to provide an overall framework to focus the Councils activities, investment and spending priorities.

1.2 The Strategic plan's aim is to improve the quality of life (wellbeing) for people today and for future generations. The plan will be used as a tool to ensure the council works for and with the communities it represents. The plan will guide the council in meeting peoples needs and respecting their rights and will help us deliver better customer service.

2. Statement of Purpose

The council is committed to encouraging community development and delivering better customer service while acting as a local voice for the communities it represents.

To achieve this, the council has identified a number of values and aims within which priorities are set. These are explained in section five of the plan.

3. Ambition and general values

3.1 Ambition

The Council has the following ambitions.

- To be recognised as an excellent organisation.
- To be an organisation that people are proud to work for and be associated with.

3.2 General Values

The Council aims to be:

- Caring and supportive
- Fair and equitable
- Inclusive
- Developmental and innovative

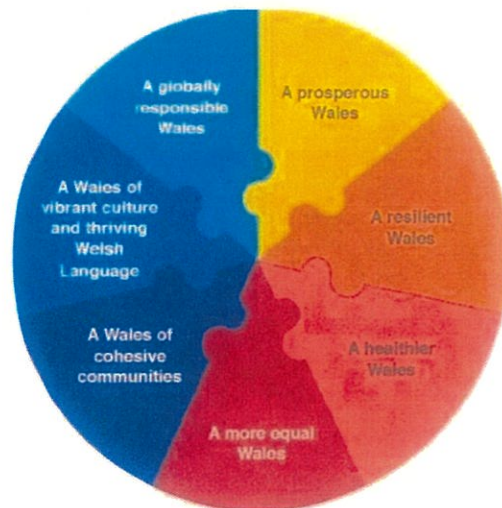
- Empowering, enthusiastic and encouraging

4 Well-being

4.1 the wellbeing statement sets out Holyhead Town Councils commitment to the principle of sustainable development to ensure that the needs of the present are met without compromising the ability of the future generations to meet their own needs.

4.2 The well-being of Future Generations (Wales) Act 2015, defines sustainable development as the process of improving the economic, social, environmental and cultural well-being of Wales by taking action, in accordance with the sustainable development principle, aimed at achieving the well-being goals. In this regard the Town Council recognises the role it has to play therefore, it will promote sustainable development in how it goes about meeting its duty under the Act and when working for and with the communities that make up its area.

4.3 The act puts in place seven well-being goals. These well-being goals are indivisible from each other and explain what is meant by the well-being of Wales the council embraces these wellbeing goals and will incorporate them into its forward planning and decision making the arrangements to improve the general quality of life (well-being) within its administrative area. The act provides a more detailed definition for each of the seven well-being goals. However, for the purpose of this statement the seven goals are:



4.4 When applying these wellbeing goals to the functions, activities and services provided by the Council; the Act requires the Council to think more about the long term to work better with people and communities and also other public bodies, to look to prevent problems and to take a more joined up approach.

4.5 COMMITMENTS

The Council will:

- Look to the long term so that its actions or lack of action does not compromise the ability of future generations to meet their own needs.

- Take an integrated approach to applying the seven wellbeing goals when deciding upon priorities.
- Involve the diversity of the population in the decisions affecting them, when and where it is applicable to do so.
- Work with others in a collaborative way to find shared sustainable solutions.
- Understand the root causes of issues to prevent them from occurring.
- Take reasonable steps towards meeting the local objectives in the local well-being plan that has affect in its area. In this regard and when the public services board publishes its local wellbeing plan the council will consider and review the local objectives contained in the plan alongside its own objectives for the year ahead.
- Form its own judgement of what steps it would be reasonable for it to take towards meeting the local objectives in its area. On the basis of its own knowledge and consideration of the circumstances and characteristics of its area.
- Report annually for each relevant financial year, detailing the progress it has made in meeting the objectives contained in the local wellbeing plan prepared and published by the public services board.

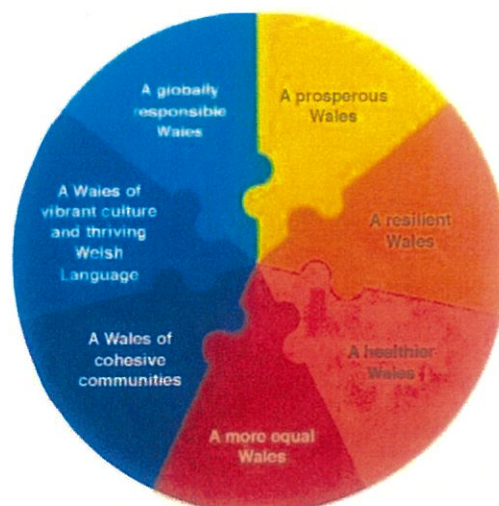
4.6 ACTIONS

The Council commits to the following set of Actions:

- Publishing the wellbeing statement on its website.
- Incorporating the wellbeing statement into this strategic plan.
- Incorporating the seven national wellbeing goals into this strategic plan by cross referencing the wellbeing goals so that the Council's core aims and values are realigned to correlate directly to the wellbeing goals.
- Continue to extend its influence and reach into the community to help sustain general well-being in the communities that make up its area.

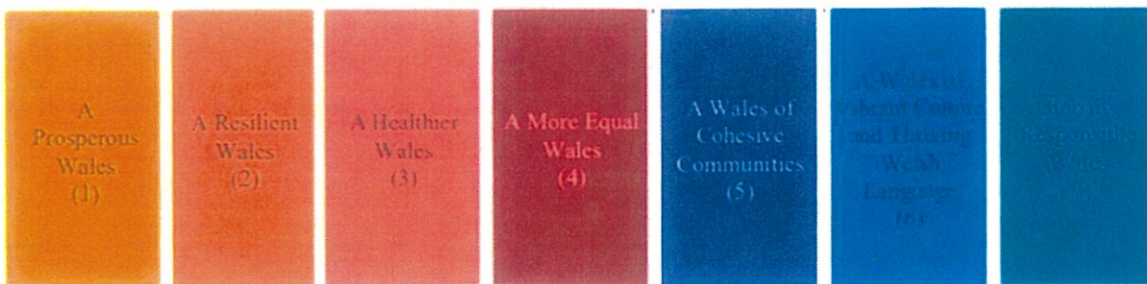
5. CORE VALUES & STRATEIGIC AIMS

5.1 The Core values and strategic aims listed in 5.2 to 5.13 below have been realigned to correlate to the seven national well-being goals introduced to Wales to under the Well-being of future generations (Wales) Act 2015. The core values and aims demonstrate how the council is contributing to improving the general quality of life (well-being) of residents in the Holyhead area.



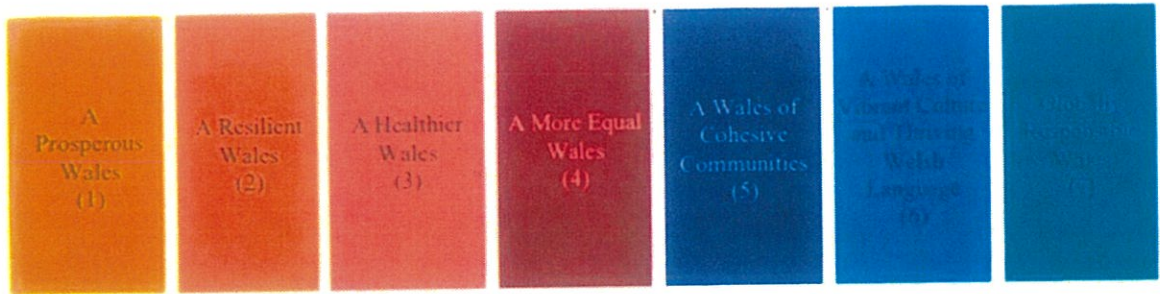
5.2 The Council is committed to encouraging community development. It will:

		1	2	3	4	5	6	7
CD1	Identify and help meet local needs							
CD2	Work with Isle of Anglesey County Council and other agencies when appropriate.							
CD3	Help deliver the aspirations of its local communities and be guided by the Local Service Boards objectives.							
CD4	Understand the diverse needs of the communities it represents							
CD5	Encourage community development by supporting the endeavours of community groups and associations, voluntary organisations and other agencies							
CD6	Encourage life long learning.							
CD7	Maximise opportunities for access to a full range of community facilities and identify and remove barriers preventing access.							
CD8	Support and develop community participation in what the council does.							
CD9	Use of the Welsh Language according to Council's policy.							
CD10	Encourage the development of civic pride throughout the communities the Council represents.							



1 2 3 4 5 6 7

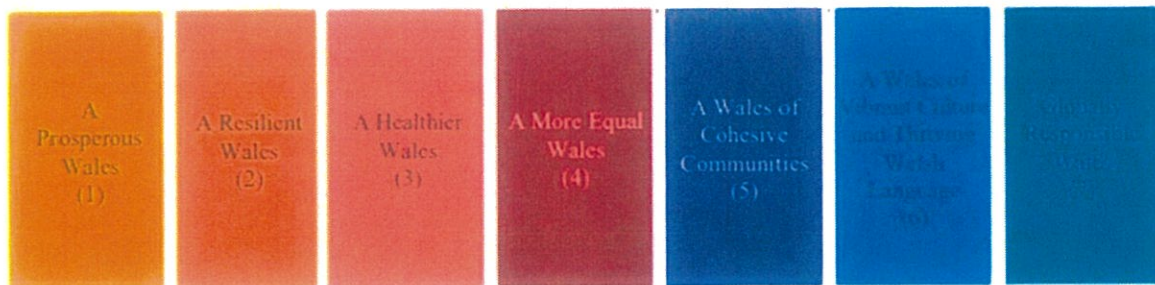
		1	2	3	4	5	6	7
STP 1	Place the Public at the heart of everything it does.							
STP 2	Treat people fairly and as individuals.							
STP 3	Develop excellent standards of customer care							
STP 4	Make Access to Council Services as easy as possible for everybody.							
STP 5	Consult & Listen to the public where appropriate.							
STP 6	Promote a culture of continuous improvement in service quality throughout the Council							
STP 7	Publish clear targets where appropriate.							
STP 8	Investigate systems and processes as a means of delivering better services.							
STP 9	Value staff, encourage responsibility and accountability, and support personal development including the setting of formal objectives for training and development actions.							
STP10	Work with Welsh ministers to achieve an accreditation of quality in community government (if necessary) and embrace all legislative measures to promote the role and function future potential of the Town and Community Council Sector							
STP 11	Handle Complaints expeditiously using the councils complaints procedure as a means of proper redress for people.							



Community & Town Councils are the most local level of government in Wales and play an important role in the life of Welsh communities. Representing local interests is a crucial part of the Councils work. It will :



LV 1	Be a strong local voice and will act on behalf of its communities and work with others to ensure provisions of appropriate services.								
LV2	Look to safe guard local amenities when possible, and fully represent both of the views of residents and the communities it serves.								
LV3	Diligently preform its consultive role in the following areas: <ul style="list-style-type: none"> • Education & Learning • Environment • Health & Social Care • Housing • Highways & transportation • Planning • Public Protection • Recreation & leisure 								
LV4	Support local issues in Holyhead which are of general importance in order to safeguard key services and protect employment.								
LV5	Continue to develop its consultative role, particularly with Isle of Anglesey County Council and other public sector bodies.								



A Prosperous Wales (1)

A Resilient Wales (2)

A Healthier Wales (3)

A More Equal Wales (4)

A Wales of Cohesive Communities (5)

A Wales of Prosperity, Culture and Diversity (6)

A Wales of Quality (7)

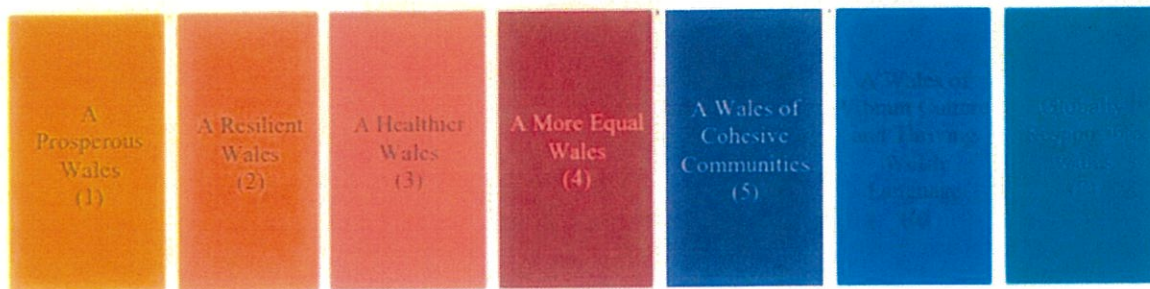
5.5 Quality of Life

The Council is committed to doing all it can to improve the quality of life (well-being) of all its residents living within the area.

5.5.1 Environment

The Council cares for the environment it will.

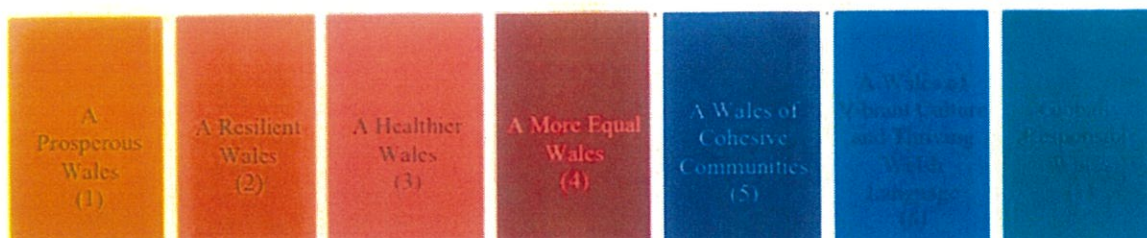
QL 1	Continually review its services and management systems to ensure good environmental practice and compliance with regulatory requirements							
-------------	--	--	--	--	--	--	--	--



5.5.2 Social Inclusion

The Council recognises the special needs of those members of the community who face discrimination or are otherwise disadvantaged. The council will play its part in helping to improve their situation.

QL2	Promote its equal opportunities Policy.						
QL3	Work with IOACC and other agencies in helping support all sections of the communities it represents.						
QL4	Promote general policies and initiatives to provide assistance against poverty, inequality or disadvantage.						



5.5.3 SAFE AND HEALTHY PLACES

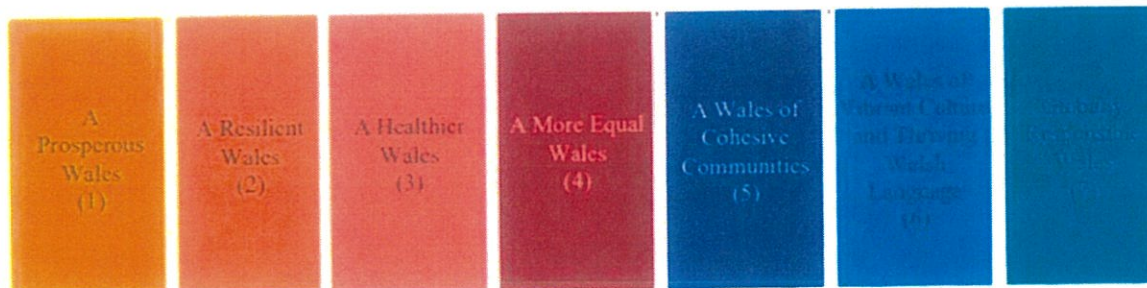
The council believes all residents have a right to live in a safe and healthy place without fear of crime and persecution. It will:

QL5	Seek to work more closely with Isle of Anglesey County Council to police the other agencies and local communities to create a safer and healthier environment.							
-----	--	--	--	--	--	--	--	--

5.6 Sports, Leisure and cultural Activities

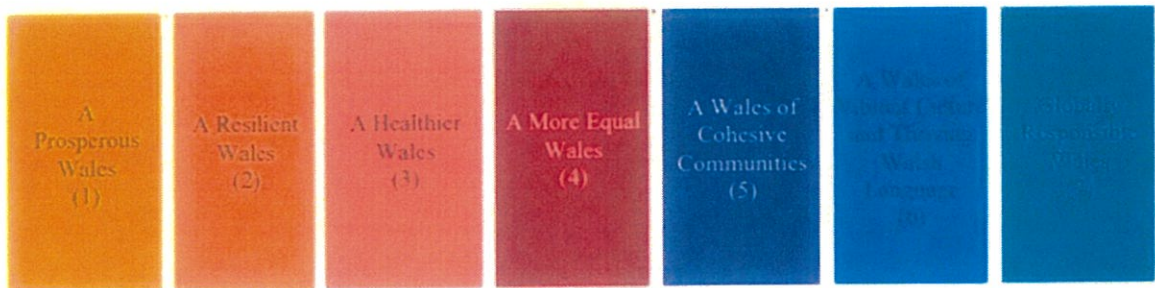
The Council recognises the importance of encouraging people to take part in sport, leisure and cultural activities to improve their wellbeing it will:

SLC 1	Aim to offer and promote a wide range of sport and leisure opportunities by direct provision and through working with community group agencies.							
SLC 2	Enhance leisure and sporting facilities in line with identified need when possible.							
SLC 3	Support and encourage organisations promoting the arts and cultural activities.							



5.7 THE LOCAL ECONOMY

LE 1	Support measures which will improve access to secure employment for all sections of the community.								
LE2	Promote the Holyhead Area and its image.								
LE3	Support the local economy by purchasing goods and services from local businesses where appropriate.								



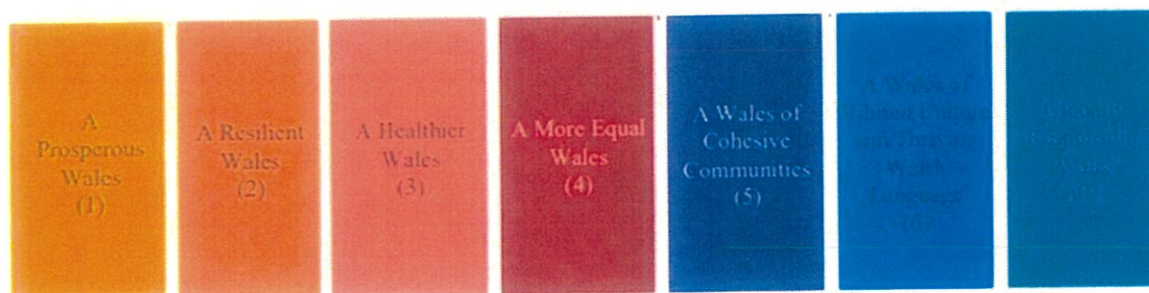
5.8 Local Democracy

The Council is a democratically elected body and believes in the principles of local democracy. It will

LD 1	Provide support to elected members to enhance and develop their representative role.								
LD2	Encourage participation in the democratic process								
LD3	Be open in conducting its activities and listen to the views of local people								



	by means of satisfaction, questionnaires and general surveys, as part of an on-going process of self-assessment and improvement	Yellow				Dark Blue		Dark Blue
C4	Use plain language in all correspondence	Yellow			Red		Dark Blue	Dark Blue
C5	Develop its website and other communication systems	Yellow		Light Red	Red	Dark Blue	Dark Blue	Dark Blue
C6	Develop its public information scheme to provide information about the council's activities					Dark Blue	Dark Blue	
C7	Promote relationship with the local media						Dark Blue	Dark Blue
C8	Publish press releases on issues of public interest if deemed necessary.					Dark Blue	Dark Blue	
C9	Enhance internal communications across the Councils different sites so that staff provide a quality and informed service to the public.				Red	Dark Blue	Dark Blue	Dark Blue

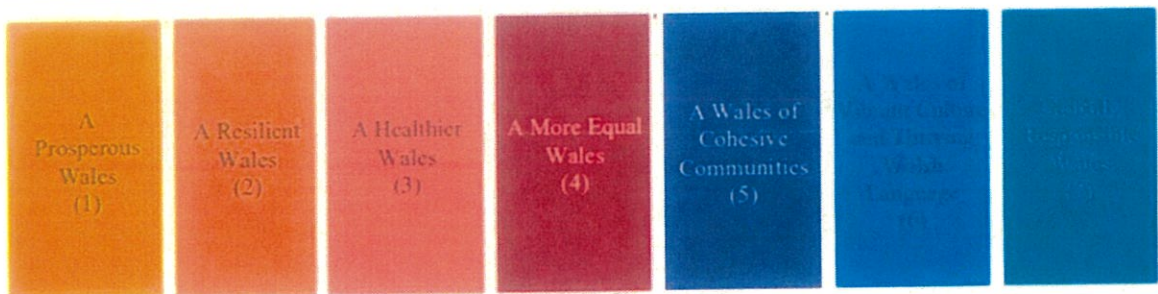


5.11 HEALTH & SAFETY

The Council takes its health and safety responsibilities very seriously. The Authority's safety performance is regarded by the Council as equal to quality and productivity. It will:

HS 1	Provide an ongoing commitment to its health and safety policy, and budgets will include adequate provision for addressing health, welfare and safety requirements.	Yellow			Red		Dark Blue		Dark Blue
HS 2	Whenever applicable, adopt any relevant British Standard, code of practice or established good practice.				Red		Dark Blue		
HS 3	Maintain adequate insurance in accordance with the Employer's liability (Compulsory Insurance)					Red	Dark Blue		Dark Blue

	Act 1969/Employers liability regulations 1998.							
HS 4	Provide and maintain safe and healthy working conditions, equipment and systems of work for all its employees and provide as much information, training and supervision as they need for this purpose.							
HS 5	Accept its responsibility for the health and safety of other people who may be affected by our activities.							



5.12 RESOURCES

The Council believes that efficient, effective and sustainable resourcing is fundamental to achieving its strategic aims. It will:

R1	Seek to maximise its revenue income and pursue appropriate sources of external financial support when possible.							
R2	Promote principles of sustainability in Councils activities.							
R3	Promote a waste minimisation programme to ensure efficient and effective use of all resources.							



MANAGEMENT & CONTROL

The Council believes that effective management and control is central to achieving its strategic aims, it will:

MC 1	Seek to ensure economy and restraint and thereby achieve value for money.							
MC 2	Operate strict controls on revenue spending in order to be able to undertake new initiatives and to generate resources which can be used for approved projects							
MC 3	Continually monitor policies, services budgets and processes in order to better meet identified needs and aspirations.							
MC 4	Promote, protect and enhance the diverse character, culture and local identity of the Council's area.							

6. REVIEW

The strategic Plan is a working document and may be reviewed from time to time in line with legislative changes or major policy development. It is important that the strategic plan represents the aims and ambitions of the Council, therefore, a review of the plan will be undertaken in line with the council's election cycle. This will ensure that it remains relevant and reflects the views of the Members.

Robert Henderson

Town Clerk.