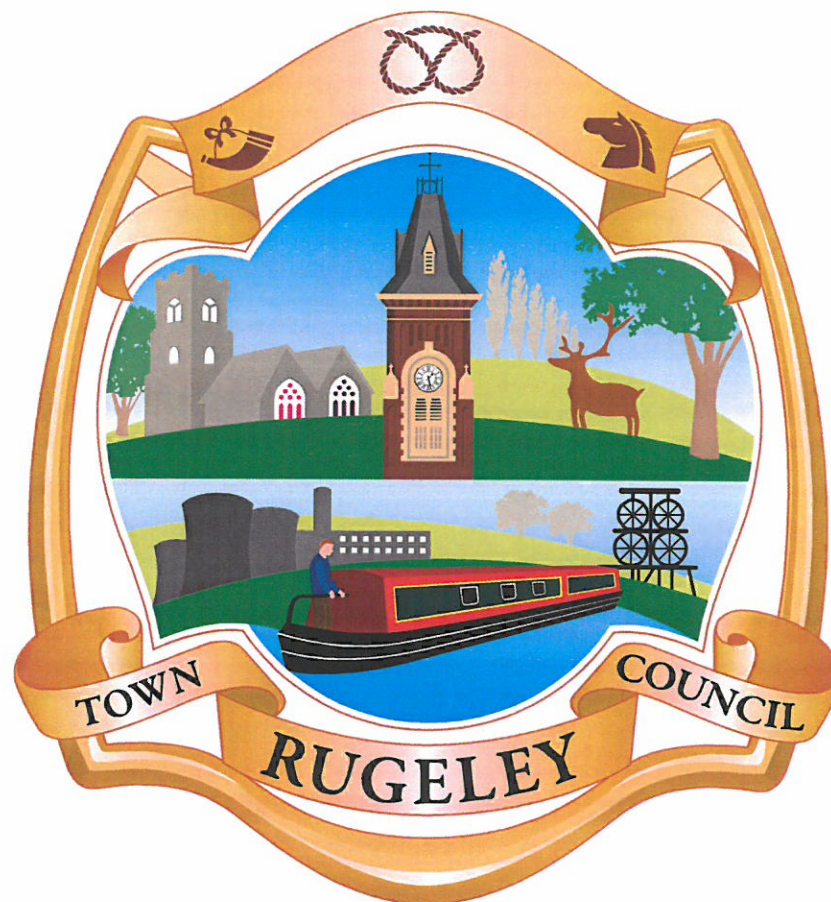


Rugeley Town Council  
Strategy and Action Plan  
2018/2019



Rugeley is an historic market town in Staffordshire. It lies between Cannock Chase (to the west) and the River Trent and Trent and Mersey Canal to the east. The towns of Stafford, Lichfield, Cannock and Uttoxeter are all within easy reach of Rugeley which has a population of 17,749 (2011 census). Rugeley Town Council was established in 1988 following the disbandment of the Rugeley Urban District Council.

The Council comprises 19 members who will normally serve for a four year election cycle period. The next election of all councillors will be May 2019. For Town Council purposes, Rugeley is split into four wards:

Etching Hill and The Heath (7 councillors)  
Western Springs (south) (2 councillors)  
Western Springs (north) (5 councillors)  
Hagley (5 councillors)

In addition to the monthly full council meetings, Rugeley Town Council has four committees covering a broad range of functions:

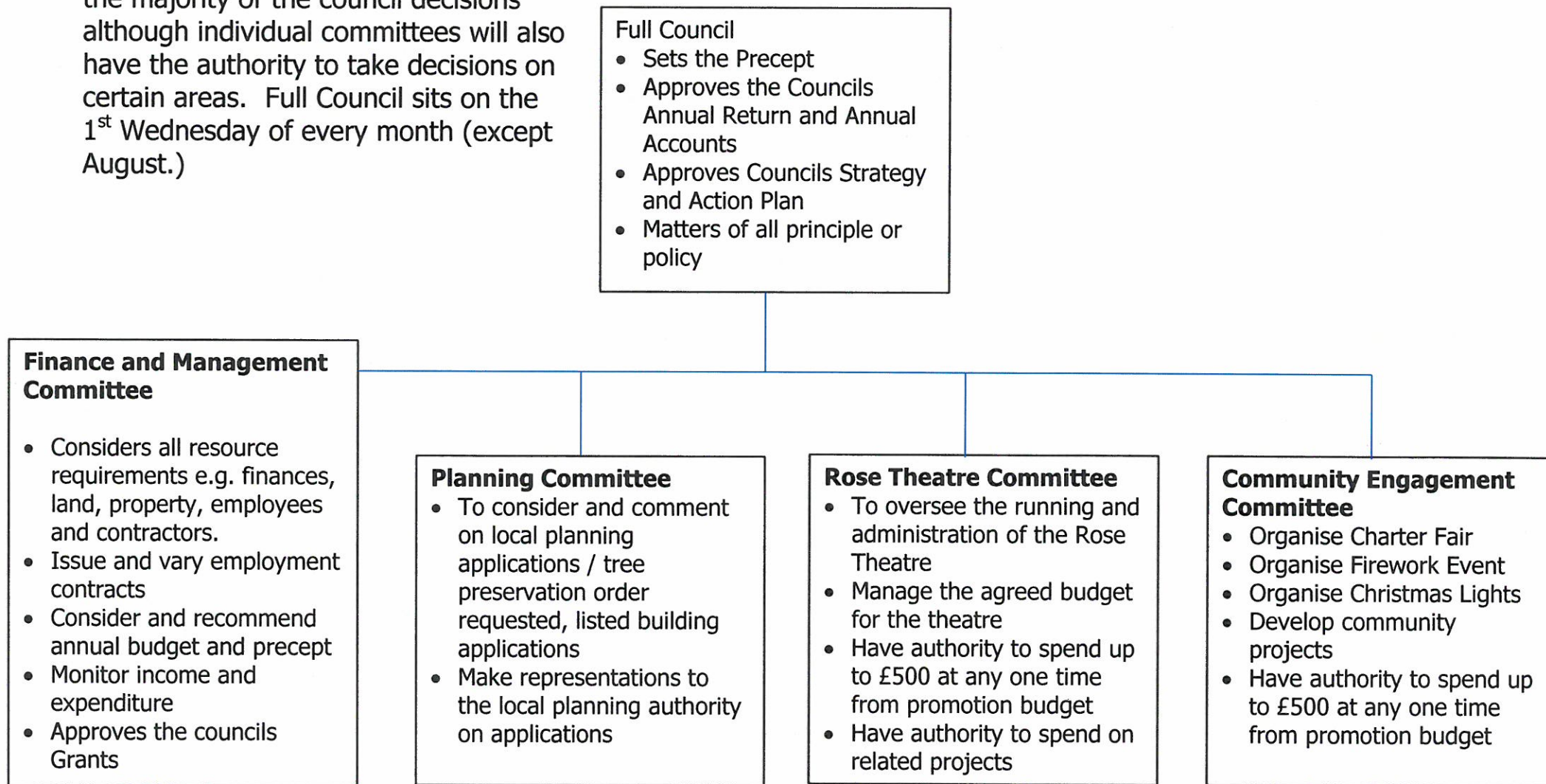
Planning Committee  
Finance and Management Committee

Rose Theatre Committee  
Community Engagement Committee

Town Councils are the most local tier of government and are closest to the community. Other councils in the region are Staffordshire County Council which provides services such as Education; Youth Employment; Transport; Social Services; Recreation/Arts/Museums; Roads and Pavements; Waste Disposal, Footpaths, Grass cutting of highways etc. Cannock Chase District Council coordinates and collects council tax; environmental health; planning applications; local plans; some waste collection; tree and listed building preservation, housing benefits etc.

This strategy aims to clarify the vision of the Town Council and pull together aspirations into identifiable projects with direction.

The Full Council is the body that takes the majority of the council decisions although individual committees will also have the authority to take decisions on certain areas. Full Council sits on the 1<sup>st</sup> Wednesday of every month (except August.)



## **Introduction**

This Strategy sets out the broad vision and ideas of Rugeley Town Council. The vision provides the detail of where we want to get to and how we should get there. It aims to provide the framework within which the town council, community and other partners can interrelate over the next year. The strategy will be revisited in June 2019 following local town council elections. The next strategy and action plan will then be for a four year period to cover the life of the new council.

## **Economic Change**

Over the coming years, there will be much structural change to Rugeley. With residential and commercial development anticipated on the Rugeley Power Station site, while the development will sit within the Brereton and Ravenshill Parish Council and Armitage and Handsacre Parish Council, the natural focus for retail and commercial support will be Rugeley.

Older more traditional employment opportunities are fading out and being replaced by service industries. With no local job centre, work to support local job seekers and those wishing to change career paths is increasingly important.

Rugeley has a long and proud history but the retail heart of the town is suffering the effects of commercial development in Cannock and Lichfield. The town is looking to create and develop a unique selling point of the town – to create a reason for shoppers and visitors to come back to the town.

There are three tenets which underpin the development of projects and the direction of the town councils work:

**Wellbeing** – a strong and varied community of people

**Prosperity** – economic strength underpinning employment and retail development

**Sustainability** – the position of Rugeley next to Cannock Chase and adjacent to the Trent and Mersey Canal and the River Trent offers opportunities for tourism development and enjoyment of the countryside and local history.



## **Wellbeing**

Rugeley Town Council is a strong organisation which will support the local community and other partners to develop and deliver schemes and projects to develop Rugeley.

Over the past 12 months, much work has been undertaken to improve two way communication between the council and the community.

It is vital that these working relationships are strengthened and built on and work will continue to develop them.

## **Prosperity**

The employment opportunities for Rugeley has historically come from the mines and the work at the Power Station. The power station still is very physically dominant in the landscape but no longer provides employment and economic security. Replacement economic development has come from smaller industrial development along Power Station Road with key distribution centres offering an element of replacement employment.

With an increase in population through the projected residential development on the power station site, so the demand will be there to see the development of the town centre. It is the aim of the town council to work with the local district council to bring forward a considered and well thought out scheme to take the town forward for the next generation.

## **Sustainability**

The town of Rugeley has five conservation areas which protect the historic heart of the town. The conservation areas protect a pleasant and attractive town centre which is host to twice weekly markets. Footfall in the town centre has dropped in recent years and retailers are looking for new and inviting ways to increase the number of visitors. Adjacent to the town boundary lies the historic hunting grounds of Canock Chase. To the east lie the waterways of the River Trent and the Trent and Mersey Canal. The opportunity to develop the tourism potential of these attractions is yet to be embraced by the council and the community.

Project Title	Date of Approval and Funding	Nature of Scheme	Partners	Measure of Success	Timescale
<b>Corporate</b>					
Standing Orders and Financial Regulations	Approval sought at Full Council in April/May each year.	To ensure that the standing orders and financial regulations for the council are kept upto date and approved.	RTC	The the council is run in an orderly and accurate manner	Renewed in April each year
Local Council Award Scheme	Council meeting on 5/7/17 approved funding of £100.	A method by which peer authorities rate the framework to improve and develop council services	Staffordshire Parish Councils Association and NALC	Achievement of Quality Award Scheme	End of 2018
Annual Assembly	Statutory requirement  Petty cash for refreshments	To promote local community activities	Community groups and residents	Number of groups sending in reports, number of groups attending and number of other members of public attending	23 <sup>rd</sup> May 2018
<b>Planning</b>					
Conservation Areas		Statutory consultee for CCDC on improving the street scene within the towns five conservation areas	RTC CCDC	Consultation has taken place on Sheepfair CA to date.	ongoing

Planning Application responses		To improve the quality of responses by Rugeley Town Council on various planning applications by improving training to Councillors	RTC	Responses forming part of officer reports	ongoing
Planning Applications and community involvement		Improving public consultation and involvement on planning applications	RTC Local Community	Responses forming part of officer reports	ongoing
Market Hall		To lobby CCDC to encourage the redevelopment of the Market Hall in the town centre.	CCDC Stakeholders	Meetings held with officers at CCDC re the Market Hall	ongoing
Proposed redevelopment of the power station site		To lobby and undertake consultation with CCDC and LDC on the strategic planning documentation which will cover the site and be a guide for redevelopment	CCDC LDC Stakeholders	Meetings held and representations made	Ongoing
Links between power station site and the town centre		To work with stakeholders on improving and creating links between proposed new residential development and the town centre	CCDC LDC Stakeholders	Meetings held and representations	ongoing

Community Events					
Charter Fair	December 2017 through precept request  £16,500	Annual event of stalls, refreshments and side shows free of charge to community	CCDC – land at Green Lane	Numbers of community attending – police estimate. Feedback from the community on the event	9 <sup>th</sup> June 2018 8 <sup>th</sup> June 2019
Bonfire/Fireworks	December 2017 delegated decision at Community Engagement Committee  £4,000	Work with partners to provide a bonfire and firework event	Rugeley Cricket Club	Numbers of community attending – police estimate. Feedback from the community on the event	3 <sup>rd</sup> November 2018
Christmas Lights	December 2017 delegated decision at Community Engagement Cttee  £31,500	Work with partners to provide a local market and festive town centre lighting	Rugeley Lotto Events Committee	Numbers of community attending – police estimate. Feedback from the community.	23 <sup>rd</sup> November 2018
Bunting	In progress	To place bunting in the town centre from summer to Christmas.	Rugeley Lotto Events Rugeley Action for Business	Community feedback and appearance of town centre	Ongoing



<b>Community Grants</b>					
Urban Orchard Grants	5 <sup>th</sup> July 2017  £3,000 for both grant schemes	Grant awards to schools and community to develop fruit and vegetable growing in the parish and for community activities	Schools Landowners Community Groups	Amount of money given in grant aid and numbers helped by the grants – use monitoring forms	February 2019
Community Grants	December 2017  £3,000 for both grant schemes	Small grants for community groups to support good works in the community	Community Groups	Amount of money given in grant aid and numbers helped by the grants – use monitoring forms	February 2019
<b>Rose Theatre Activities</b>					
Stage Extension	14 <sup>th</sup> March 2018  £4,450	Provision of a stage extension to offer an enhanced quality performance venue to local performing arts groups	Hiring community and drama groups.	Monitor the number of groups hiring the theatre with the stage extension each year compared with numbers in previous years.	In place
Seniors Afternoon Tea	October 2017 at full council meeting  £600 with donations from some local supermarkets	Working with partners to provide afternoon tea for local senior residents	Community	Numbers attending and verbal feedback from those taking part.	Every Wednesday 12pm – 2pm

Halloween events	<p>January 2018 Delegated decision at Rose Committee</p> <p>£50 to cover purchase of sweets and decorations but admission costs cover this</p>	To provide a Halloween themed show, games etc at little price to the community.	Community Event	Numbers attending the event.	27 <sup>th</sup> October 2018
Pantomime	<p>January 2018 Delegated decision at Rose Committee</p> <p>£10,000 to cover expenses but ticket sales will recoup a lot of the expenses</p>	To give the community and the youth of the parish, the chance to experience live theatre productions		Numbers attending from the schools and number of general tickets sold.	10 <sup>th</sup> – 16 <sup>th</sup> December 2018
Weekly Job Club	<p>December 2017 through precept request</p> <p>In kind support offered by RTC</p>	To work with partners to deliver a weekly work club for local job seekers	Talent Match	Talent Match undertake monitoring on numbers and successful employment / training outcomes	Every Tuesday mornings 10am – 12pm.

	through use of space at theatre				
Twice yearly Jobs Fair	December 2017 through precept request  In kind support offered by RTC through use of space at the theatre	Working with local MPs office and partners to host a twice yearly jobs fair for local employers and job seekers	Amanda Milling MPs office	Numbers of companies and individuals attending. Feedback forms completed will also guide measure of success.	Friday 20 <sup>th</sup> April 2018  Friday 21 <sup>st</sup> September 2018
Free Art Courses	November 2017 delegated decision at Rose Committee  In kind support offered by RTC through use of space at theatre	Encouraging intergenerational community engagement through art classes and a week long summer art course and exhibition	Rugeley Arts Society	Numbers of individuals attending the weekly courses and numbers attending the annual show of work.	Ongoing
Learning Difficulties and Disabilities Group	June 2018  Room hire support	The LDD group have been offered free room hire to support the ongoing work of this much needed group in Rugeley	LDD Group	Numbers of children and young adults benefiting from the support scheme	Ongoing

Project Development					
Green Lane play area	Approval yet to be sought  £30,000 anticipated spend on £40,000+ project	Working with CCDC to hopefully undertake improvements to play facilities at Green Lane, Rugeley	Match funders yet to be identified CCDC	Partnership funding obtained, feedback from the community	Autumn 2018 (delayed as no response from CCDC)
Living History Project	Under development	To work towards developing a project using life memories to enhance trails around town	Local Community	Development of a project	Ongoing
Youth Council	Under development	To set up a youth council with children from the local schools to operate smaller local youth focussed projects.	Hart School	Development of a youth council	Ongoing