

Agreed by Town Council under min ref: 119/19/TC

Actions identified under the six pillars of the Corporate Plan

Corporate Pillar 1: Engagement, Visibility and Transparency

The Town Council is committed to improving engagement with the local community and to operate in accordance with accepted best practice of local government.

Objective	Identified potential action	Tasks as at 05/05/21 (significant non-ATCM standard matters, not exhaustive)
<p>1.1 Ensuring that we operate according to legislative and regulatory principles, whilst following ethical standards and best practice</p>	<p>a. Work towards Investors in People accreditation</p>	<p>a. -</p> <p>H&S Policy & handbook reviewed annually with external H&S competent person (2020). Risk assessments undertaken & are reviewed: CV19, general office, cemeteries, trees, grounds work & tool specific, disability & staff specific. Specialist areas (Princess & some grounds) are additionally signed off by TC’s external ‘competent person.’</p> <p>Risk identified compliance works are complete or underway across TC sites 2020/2021</p> <p>Courthouse & Princess registered COVID secure (gov.uk) 2020 NHS QR Test & Trace implemented 2020</p> <p>GDPR data audit completed for continual review & data disposal 2020/2021 Data protection policies & privacy notices written/updated 2020 GDPR consent forms issued (i.e., Xmas lights, website, HR, etc.) 2020 ongoing Corporate email addresses introduced and in use (internal audit compliance) 2019</p> <p>All staff issued with written contracts of employment 2019 Registered as disability confident employer (gov.uk) 2020 Staff handbook reviewed and updated 2020 New, lawful contracts written 2020; issued when posts/post holders change Annual appraisals completed 2019/2020/2021 & agreed training undertaken Green Book appropriately applied to all staff processes National Living Wage registration in process for 2021</p> <p>Expenses Policy introduced, min ref: 176/20/TC Pension Discretion policy reviewed as per legal requirement, min ref: 26/21/F&R Risk register under implementation as per internal audit review, min ref: 37/19/F&R</p>

			<p>Assets register updated and reviewed with all assets recorded, min ref: 29/21/TC Annual Investment Strategy revised, min ref: 41/20/F&R Grant awarding Policy updated, mon ref: 28/20/F&R</p> <p>TC in membership of DWP's Able Futures for staff support 2020 Occupational Health referrals introduced to support sickness/reasonable adjustment 2020/2021 Wellness information regularly shared 2020/2021</p>
1.2 Providing strong, clear and responsible leadership at councillor and council officer level	<p>a. Implementation of scheme of delegation</p> <p>b. Set service standards across the council</p> <p>c. Adherence to the members Code of Conduct & to act within the spirit of the Code</p> <p>d. Formation of a Youth Council with the aim of better representing a younger demographic</p>	<p>✓</p> <p>✓</p>	<p>a. Scheme of delegation agreed 2019 & kept under review at ATCM Emergency scheme of delegation to clerk actioned in lawful response to CV19</p> <p>b. Operational service standards set (answering calls, ackn. process, reports format, etc.) 2020</p> <p>c. No Code complaints upheld by Monitoring Officer 2019- May 2021</p> <p>d. Funding in place & proposal received for creation of youth council (ATCM 2021)</p> <p>Councillor zoom account available for use by all councillors to enable remote access engagement 2020</p> <p>Line management structure introduced to better support/manage performance 2020</p> <p>Mayoral attendance at 122 community events May 2019 - May 2021 Councillor representatives appointed to 17 outside bodies Routine agenda reports made by district & county cllrs to full council Clerk is a qualified as Associate member of Chartered Institute of Personal Development (CIPD) 2021 Deputy clerk is registered member of Institute of Cremation and Cemetery Management (ICCM) 2021</p>
1.3 Carry out critical self-assessment,	a. Work towards meeting national standards as	✓	a. 24/26 LCAS Foundation level standards met to date & ongoing

<p>comparing ourselves and practices against achievements of similar best-practice town and parish councils</p>	<p>defined by NALC & the Improvement & Development Board</p>		<p>New website established with all statutory data (minimum) published 2020 Website compliant with 2018 accessibility regulations 2020 Paperless processes underway using website forms: grant monitoring forms, TC contact form, burials, interments, cemetery exclusive rights, Princess ticketing system 2020/2021 Paperless, accounting and invoicing system, all payments and invoices are sent via email and electronic copies are saved on file.</p> <p>All staff given inclusive access to IT (inclusion of grounds team) 2021 New VoIP telephone system with auto attendant, and full office technology accessible from laptops and PCs. Parish Online system implemented to map & monitor TC's assets and log their condition in order to inform maintenance programme.</p>
<p>1.4 Ensure responsible financial management and clear direction in all aspects of the Council's responsibilities.</p>	<p>a. Maintain up to date governance documents tailored to the Council's agreed Plan. b. Require a qualified Town Clerk in order to retain the General Power of Competence c. Require RFO to achieve appropriate financial qualifications d. Consider and act upon audit recommendations e. Agree clear and thought-through resolutions f. Agree and adopt a CIL Policy for the benefit of the towns</p>	<p>✓ ✓ ✓ ✓ ✓</p>	<p>a. All governance docs reviewed & agreed at ATCM. New internal procurement procedure agreed Feb 21 (with local contractors approved list) b. Clerk qualified & maintains 24+ point CPD record as Principal Member of Institute of Local Council Management c. RFO undertaking AAT qualification, for completion 2021 d. Audits reviewed by full TC & check lists of actions monitored/agreed 2019/2020/2021; Clean audits returned 20 & 21 e. Meeting clerk seeks clarification, as required, & confirms wording of resolutions at meetings. f. CIL under review 2021 (<i>cllrs requested to supply clerk with ideas for discussion</i>).</p>
<p>1.5 Utilising plain English and an open approach to its business and</p>	<p>a. Use appropriate corporate social media accounts</p>		<p>a. Limited use of Twitter by TC; Princess uses social media accounts & temp comms person in place until June 2021</p>

<p>developing a multi-channelled communication strategy</p>	<p>b. Written policy for use of social media c. Production of bi-annual Town Guide d. Production & maintenance of compliant, useful websites</p>	<p>✓</p>	<p>b. <i>(Limited social media policy, as applicable to employees, included in staff handbook)</i> c. <i>(Guide due 2021)</i> d. New compliant website released 2020. Comms & marketing overhaul underway to increase external information sharing & support of community partners <i>(high standard recruitment 2021)</i></p>
<p>1.6 Investing in our councillors and staff; requiring the uptake of appropriate training opportunities for improvement and professional development</p>	<p>a. Include councillor skills/experience profiles on website & link to training undertaken b. Implement regular appraisal programme to assist staff in attaining role appropriate qualifications/training.</p>	<p>✓</p>	<p>a. 10/18 councillor profiles provided & included on website - 2020 b. Annual staff appraisals completed 2019/2020/2021 & training matrix maintained 2020/2021</p>
<p>1.7 Having a strong Town Council presence at community events where appropriate</p>	<p>a. Councillors will represent the Council at regular scheduled events (with agreement from organisers): Eat:festivals food festivals (May & October), Rescue Services Day, Apex Play Day. Attendance at further community events will be considered, subject to councillor availability.</p>	<p>✓</p>	<p>a. Attendance at eat:festival 2019 event, cllrs follow-up resident's queries & note cllr's agreed action. Office follow-up with cllr. Branded TC events gazebo available for any approved attendance at events 2019 Online community Christmas light switch-on commissioned with Seed & Somerset Film 2020 <i>(attracted over 2000 views)</i> Cllr representative on Seed arts panel 2020/2021 MOU for collaborative working on Seed's Accelerator report approved by TIMPS 2021 Town crier role supported & displayed on TC website for bookings; attendance available for town events Council organised annual grand fireworks event in 2019</p>

			Council resolved to organise and manage a Remembrance parade, November 2021 (ongoing)
1.8 Seeking to recognise and reward outstanding members of the community via Civic Award system.	a. Awards presented at Mayor's Civic Service b. Implement Youth Community Awards scheme	✓	a. Awards made 2019 and local media invited to share story Covid safe awards made 2020 and local media invited to share story <i>(Award process under review in line with GDPR)</i> b. Youth awards planned as event, on hold due to CV19 - 2020

Corporate pillar 2: Culture and Community

The Town Council is committed to supporting a year-round programme of cultural events throughout Burnham and Highbridge, providing improved infrastructure where possible that will benefit the towns and its residents.

Objective	Identified potential action	Tasks as at 05/05/21 (significant non-ATCM standard matters, not exhaustive)	
2.1 The on-going development of the Princess Theatre and Arts Centre as a cultural hub with an attractive and diverse offering for residents	a. Carry out improvements funded by the HPC Community Impact Mitigation Fund	✓	a. Princess HPC funded projects for completion 2021 Princess has remained operational with online engagement during CV19 building-closed period 2020/2021 (6x online art exhibitions, 2x audio plays, 7x online teaching resources, 3x visual arts podcasts for release).
2.2 Seeking-out and securing external funding where possible to develop existing leisure and cultural amenities	a. Make funding applications to other bodies	✓	a. Princess additional (not incl. CIM) grant funding to value of £154,068 awarded 2020/2021. Police Trust grant to values of £1000 awarded & motorbike ground anchors installed in Pier Street car park & Bank Street car park 2020. HTAP £30k funding awarded to meet BE Business support 2021 Secured £1000 SDC support towards virtual Christmas <i>(unsuccessful funding application to SCC Climate Fund made in conjunction with the Eco centre, 2021)</i> <i>(Active liaison with SDC re: levelling up, community renewal fund 2021)</i>
2.3 Providing financial support to community	a. Continue to offer grants to groups that	✓	a. £81,208.41 grants awarded to 44 community initiatives 2019- May 2021 £3,620 grant aid awarded to local CV19 group/support of vaccination volunteers

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events and organisations	qualify under the grants policy	<p>£8209.70 grant aid awarded to 6 groups through CV19 rapid Response Grants (all compliant applications received were awarded)</p> <p>Dedicated project officer to support local coronavirus indicatives, redeployed Princess officer to support food deliveries</p> <p>£5000 support earmarked for foodbank, with £1000.42 requested & provided, Covid safe deliveries made by councillors</p> <p>£734 support provided to local heritage group for town heritage leaflets</p> <p>Support provided to grant recipients to share details of any other sources of funding that they may be eligible for.</p> <p>New community-use chairs purchased, stored and available, at cost of £1300, 2021</p>
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Corporate pillar 3: Economic Development and Tourism

The Town Council is committed to taking an active role supporting and promoting sustainable development in the towns by engaging with residents, local stakeholder groups and the local Planning Authority, making reference to the adopted Neighbourhood Plan and Sedgemoor District Council’s Local Plan.

Objective	Identified potential action	Tasks as at 05/05/21 (significant non-ATCM standard matters, not exhaustive)	
3.1 Support and benefit local business	<p>a. Representative to attend Chambers of Trade meetings, as invited.</p> <p>b. Share information and data with Chambers of Trade and other partners</p>	<p>✓</p> <p>✓</p>	<p>a. designated cllr rep attends Burnham chamber meetings, clerk stands in when required</p> <p>b. Footfall data via High Street/Springboard dashboard shared with Burnham chamber & SDC 2021</p> <p>CV19 info shared with chamber & retailers group 2020</p> <p>External grant info shared with chamber & retailers group 2020</p>

	c. Drive discussion with SDC on the future of the Market St area and use of land in Highbridge for small business investment.	✓	c. Meetings instigated with SDC & attended by 7 town councillors 2021 (ongoing) Christmas lights provided & managed across both town centres to create a festive street scene to attract footfall 2020/2021 Proposal for a retailer's Town Team supported by TIMPS, under review by TC 2021
3.2 Support the local commercial environment and community by encouraging continued development of education and work-based skills	a. Work with colleges with a view to providing apprenticeship schemes b. Introduce Volunteer agreements and skills plans c. Introduce an appraisal process for volunteers who want to participate	✓ ✓ ✓	a. Princess industry placement job descriptions are with Weston College awaiting approval (<i>for submission to PMC</i>). b. volunteer agreements with skills plans in place & active across TC 2020/2021 c. The Princess's new volunteer recruitment period starts May 2021 and includes appraisal process. 4 x school works experience placements have been supported 2019-2020
3.3 Support the promotion of Burnham-on-Sea and Highbridge	a. Use press releases & other media channels to share good news stories b. Representation at significant meetings with principal councils, other authorities & organisations	✓ ✓	a. 43 press releases shared by TC 2019-2021 14 press releases shared by Princess 2020-2021 Princess social media channels (Facebook, Twitter, YouTube) used to develop target audiences. Prior to COVID quarterly advertising in What's On Somerset. (frequency subject to officer availability/workload) b. Councillors appointed to outside bodies 2019-2021 Clerk sits on external LGR groups (SCC & SDC) 2020/2021 Clerk elected to Executive of Somerset SLCC Clerk & SDC officers (economic dev) monthly meetings re: BE Plan/regeneration 2021 Deputy clerk sits on SDC High Street Task Force 2020-2021 BDO sits on venue management and local arts groups for creative networking 2020/2021 BDO sits on Seed's creatives panel 2021
3.4 Actively support and encourage local tourism e.g.	a. Partner with local tourism bodies b. Partner with Visit Somerset	✓ ✓	a. - b. Visit Somerset membership in place, website detail links to local visit information centre 2020/2021

<p>Tourist Information office, Project Coach, etc</p>	<p>c. Implement agreed projects funded by the HPC Community Impact Mitigation Fund</p> <p>d. Organise & host an annual meeting of not-for-profit & community groups to share event planning & information</p> <p>e. Create & maintain an events calendar (free for community, not-for-profit groups, chargeable for business)</p>	<p>✓</p> <p>✓</p>	<p>c. Burnham Evolution funded projects underway: seafront play area equipment purchased, seafront lights & bollards repainted, 15 replacement/refurb seats and 10 bins provided, HPC info board designed for EA approval, signage & fingerposts under review & princess refurbishment complete 2021.</p> <p>d. Community group event planning meeting held 2020 councillor hosted Highbridge community group meetings hosted using zoom 2020 The Princess hosts regular user meetings in the interest of cohesive cultural programming.</p> <p>e. Event calendar is on TC website & maintained (with Visitor Information Centre) TC website offers space for promotion of local groups and hosts info for 95 local groups. The Princess event calendar on website is consistently updated with events.</p> <p>Support for Somerset Day – flags to be flown in both towns 2021</p>
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Corporate Pillar 4: Healthy and Safe Environment

The Town Council will seek to provide and enhance facilities and resources to support and develop safe and well-connected towns

Objective	Identified potential action	Tasks as at 05/05/21 (significant non-ATCM standard matters, not exhaustive)
<p>4.1 Promote healthy living by supporting community-based activities and initiatives</p>	<p>a. Facilitate charitable and advisory services using vacant shop premises for short term periods (website, promotion, staff time)</p>	<p>a. –</p> <p>Cllr led community garden competitions undertaken in 2020 & 2021</p> <p>Special edition of Local Reach commissioned to share CV19 info and reach those residents without internet 2020</p> <p>Sponsored & supported community quiz designed and led by resident to value of £100</p> <p>The Princess hosts a virtual community choir, funded by Seed to the value of £1000. Post CV19 choir is scheduled to continue on-site in June 2021</p>

			<p>Joined Poo Fighters campaign with volunteers 2020 & 2021 Town Rangers taking lead in litter picking campaign with volunteers, June 2021</p> <p>Commissioned Seed to provide Christmas film & lanterns project value of £1580 Children’s activity pack during first lockdown, to value of £456.80 VJ Day display in Burnham library, schools and local artists involved Coordinated VE Day radio sing along with Sedgemoor FM during lockdown</p>
4.2 Encourage cycling, walking and other forms of exercise	<p>a. Review & install signage for footpaths and cycleways</p> <p>b. Produce a guide to local cycle paths</p>		<p>a. –</p> <p>b. –</p> <p>(Exercise equip. planned for seafront reduced in scale due to SDC review, equipment to be installed within seafront play area)</p>
4.3 Ensure all Town Council managed open spaces are safe and well maintained	<p>a. Recruit Town Ranger(s)</p> <p>b. Rangers monitor, carry out and assist improvement works within the towns</p> <p>c. Promote communication routes for reporting faults</p> <p>d. Attendance by councillors at regular site visits</p> <p>e. Consider the use and implementation of bylaws and enforcement powers</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>a. Grounds staff reorganisation undertaken to create 2 town rangers from within existing staff, delivering staff investment, service efficiencies and £24,354 saving over external recruitment</p> <p>b. Rangers carry out asset inspections & make minor repairs/liaise with asset owner. Parish Online mapping system introduced to map and monitor assets 2020/2021</p> <p>c. TC reception takes & refers faults across authorities (incl. non-TC assets)</p> <p>d. attendance instigated at relevant committee meetings</p> <p>e. -</p> <p>10 hand sanitiser stations provided to host businesses (& Princess) in town centre, repaired and refilled by town rangers 2020/2021</p> <p>78 burials and interments undertaken across towns’ cemeteries 2019- May 2021</p>

<p>4.4 Work with a range of partners to ensure the town centres and open spaces remain safe places</p>	<p>a. Maintain positive & open lines of communication with responsible bodies</p> <p>b. Negotiate joint funding and devolved arrangements with principal authorities responsible for open spaces</p> <p>c. Work with SDC to keep public loos open longer for events (when requested) through Town Ranger or other</p>	<p>✓</p> <p>✓</p> <p>✓</p>	<p>a. Excellent lines of communication between officers (TC/SDC/SCC): increased officer interactions & good relations through regular meetings/ shared budgets for projects.</p> <p>b. Ongoing pre-existing (pre-2019) joint funding arrangements for: CCTV, Toilets, Street Cleaner, Dog bin emptying</p> <p>c. Crosses Penn loos open longer at 1643 hours at annual cost of £5256.19.</p> <p>Recruited 3 street wardens and redeployed 3 staff (part time) to deliver CV19 social distancing support on Burnham town centre road closures.</p> <p>Provided 4 new litter bins across both towns 2019- May 21</p> <p>4x community sponsored benches provided & installed across towns (non-BE) 2019-May 2021</p> <p>Grounds maintenance support provided to Southwell Gardens charitable trust at agreed fair value (£500 income) 2019- May 2021</p> <p>2x speed Indicator Devices, for town ranger installation at SCC approved locations (7 agreed to date) 2021</p>
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Corporate Pillar 5: Clean and Green Environment

The Town Council will seek to maintain and encourage opportunities and initiatives to create a clean and green environment and endeavour to promote an environmentally friendly culture to reduce waste and promote reuse and recycling within Burnham and Highbridge.

Objective	Identified potential action	Tasks as at 05/05/21 (significant non-ATCM standard matters, not exhaustive)	
<p>5.1 Investigate and encourage the use of renewable energy within our properties</p>	<p>a. Retain and maintain the solar panels on the Princess</p> <p>b. Review principal councils' strategies and develop a Town Council strategy in line with them, with an aim of being carbon neutral by 2030.</p> <p>c. Off-set carbon footprint by planting more trees and hedgerow, expanding areas of wild or natural habitat, at properties under our control</p> <p>d. Support and encourage tree planting & expanding natural habitats at open spaces controlled by other authorities e.g. Apex Park</p>	<p>✓</p> <p>✓</p>	<p>a. Solar panels on Princess under new maintenance contract 2020 Repairs made at a cost of £2538.27</p> <p>b. -</p> <p>c. Cllr/community tree planting project in Burnham North for action Oct 2021 12 new native trees to be planted in Burnham Cemetery Oct 2021 Natural habitat sympathetically managed at Brent Road cemetery Beehives hosted on TC managed land</p> <p>d. -</p>
<p>5.2 Promote an environmentally friendly culture to reduce waste and increase reuse and recycling within our own operations</p>	<p>a. Extend use of electronic communications over paper</p> <p>b. Dispose of unwanted assets to charities or community groups where possible</p> <p>c. Recycle all wastepaper</p>	<p>✓</p> <p>✓</p> <p>✓</p>	<p>a. Ibabs paperless meeting management system agreed for implementation 2021 Paperless forms underway on website 2021 The Princess moved to eticketing, late 2019</p> <p>b. The Princess donated all food stocks to YMCA/Somewhere House at the start of COVID 2020 lockdown. The Princess donates surplus posters & materials to local schools for art purposes.</p> <p>c. waste paper is recycled & has been reduced due to use of IT systems. The Princess uses all surplus print materials for note paper or donates to local schools for art purposes.</p>

<p>5.3 Continue to support the 'Litter free Coast' initiative</p>	<p>a. Install signage to deter feeding gulls b. Consider the use and implementation of bylaws and enforcement powers c. Encourage campaign through provision of posters for display in shop windows d. Continue to supply dog waste bags for dispensers e. Promote and join in with community litter picks</p>	<p>✓ ✓ ✓</p>	<p>a. signs provided at 6 locations across Burnham Provision of gull proof bins (bags) supported 2019/20 b. – c. - d. 7 waste bag dispensers installed £ 917.25 & refilled at annual cost of £393.12 e. 2 grounds staff led community volunteer events: active staff support of Poo Fighters Campaign in 2020 and leading on litter picking campaign with volunteers June 2021</p>
<p>Continue to promote a reduction in the use of single-use plastics throughout the towns</p>	<p>a. Maintain plastic free status</p>	<p>✓</p>	<p>a. TC continues to avoid the use of single use plastic within the work place and promotes Surfers Against Sewerage Plastic Free campaign using display outlets i.e. poster points and website. The Princess operates with reusable plastic cups for events and the new café will offer a free water fountain</p>
<p>Explore the possibility of providing electric vehicle charging points at strategic locations with Burnham and Highbridge</p>	<p>a. Liaise with other bodies for current position and technology</p>		<p>a. -</p>

Corporate pillar 6: Effective and Efficient use of Resources

The Town Council will endeavour to use all of its resources as effectively and efficiently as possible, including properties, personnel and finances; seeking to lead by example.

Objective	Identified potential action	Tasks as at 05/05/21 (significant non-ATCM standard matters, not exhaustive)	
6.1 Regularly reviewing the use of Town Council owned and managed properties and being prepared to make significant changes where appropriate	a. Consider the service and business implications of selling and relocating from The Old Courthouse	✓	a. Active pursuit of ambition to exchange the courthouse for SCC owned property to create a public services community hub with greater public engagement & cross-authority working
6.2 Conducting regular staff appraisals and workloads, providing opportunities for 'up-skilling' where possible	a. Appraisals carried out at the beginning of each calendar year as a minimum b. Maintain and promote a clear and fair staff handbook c. Maintain appropriate levels of staffing to workload	✓ ✓	a. Annual appraisals completed 2019/2020/2021 & agreed training undertaken b. Staff handbook reviewed in liaison with employment lawyers 2020 c. - <i>(workload currently exceeds a staffing levels due to unmatched demand/aspiration/competencies, vacant posts and absence levels)</i>
6.3 Setting targets to deliver efficiencies in line with key performance indicators	a. Make use of technology to reduce paper and associated resources b. Identify and set KPIs for service areas & committee responsibilities c. Carry out service review of any work area as required and work with staff to implement changes	✓ ✓	a. IT based meeting management system agreed for implementation 2021 paperless forms implemented on website All invoices, accounting processes, staff leave system, payroll, burial calendar moved online. b.- c. Grounds staff reorganisation undertaken to create 2 town rangers from within existing staff, delivering staff investment, service efficiencies and £24,354 saving over external recruitment.

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6.4 Monitoring the use of resources (gas, water, electricity, paper etc.) at Town Council properties, with a view to reducing consumption year on year		✓	Annual assessment undertaken of external service contracts to ensure best value: Electricity and Gas prices held, usage not comparable due to COVID Alarm systems £2278.20 20/21 v £6547.42 19/20 Internet Phone system £2019.24 21/22 v £7140.96 19/20 Stationary £877.36 20/21 v £1309.65 18/19 Postage £337.95 20/21 v £1318.56 18/19 <i>Projected savings form above of £10,803 at end 2021</i>
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