

2022-  
2025

# Biddulph Town Council Business Plan



# Biddulph Town Council



## Business Plan

### WRITTEN BY:

Mrs Sarah Haydon, Chief Officer

### CREATED:

June 2022

### REVIEW DATE:

June 2025

### BACKGROUND AND INTRODUCTION

The purpose of this Business Plan is to describe our business, providing a statement in relation to key objectives and resources, and giving an overview of the significant documents that detail our actions and aspirations.

### BUSINESS SUMMARY

There are 22 Councillors and five wards within the Biddulph Town Council parish. The Town Council is the first and most local tier of government, with an important role to play in representing our communities, promoting our town and being an excellent partner facilitating the delivery of services.

The Town Council has changed significantly in the past few years as a result of asset transfer and an enhancement of the services that are provided.

Councillors are ambitious and determined to improve opportunities for the people of the town. The Town Council is responsive to the needs of the local community and we work proactively with partners to ensure we deliver on the key objectives. The Town Council has both a strategic role and as a provider of operational services. The Town Council has General Power of Competence.

## OUR VISION

Biddulph is the 'Garden Town of Staffordshire'. The Town Council's vision is:

**Biddulph is loved for its beauty, with a distinctive identity and independent retail experience. Biddulph is a good place to live, attracting investment and tourism, providing services that support our residents. Biddulph is innovative and proactive with environment and climate change projects, working to enhance and protect our community spaces.**

The Town Council has developed several different platforms to engage with the community and will continue to engage through a dedicated website, social media, regular content in local publications and noticeboards. We offer opportunities for our customers to feedback at every event.



## KEY DOCUMENTS

To support our business priorities we have a number of key documents:

- Annual [Action Plan](#); this gives a clear focus of operational activity and a work plan for the standing committees.
- [Regeneration Plan](#); the focus of this document is town centre activity.
- [Neighbourhood Plan](#); a key planning document that supports development across the town and contains non-planning issues raised by the community as part of the consultation process.
- [Neighbourhood Development Order](#); planning document that considers the development of town centre premises.
- [Three-Year Budget Forecast](#); this sets out funding for our activities and the short to medium-term financial goals
- [Emerging Environment and Climate Change Action Plan](#); focussing on the activities that the Town Council can directly influence.

The priorities contained within each document are not repeated here, but fit within the **four pillars** that underpin the work of the Town Council:

### **1) Efficient and responsive services**

We endeavour to provide excellent customer service, ensure repeat business, high levels of satisfaction and low numbers of complaints. We will support public and community transport schemes.

### **2) Growth and development of our community spaces**

We will seek to grow the role of the Town Council by enhancing our community facilities whilst addressing climate change issues and protecting and improving leisure and recreational facilities.

### **3) Excellent Governance**

We work to ensure effective planning and robust systems of financial control as a result of high levels of knowledge acquired through experience and training. Good leadership gives confidence in service delivery and decision-making.

#### 4) Appropriate and meaningful community engagement

We will strengthen local democracy, encouraging inclusivity and seeking to engage with communities using a wide range of methods, providing feedback and the opportunity for comment and involvement in decision-making.



#### RESOURCES

As with many organisations, our greatest asset is our people: our staff, unpaid Councillors and volunteers. These individuals work tirelessly towards improving the town for the community that they support.

The Town Council took over the management of three key buildings within the town in 2020: the Town Hall, Visitor Centre and Bus Hub. We will use these buildings to generate income and to promote the town.

To enable this work to happen, the Town Council will receive a precept of £381,194.10 in 2022-23. We also receive income for services provided, and actively seek grants to support our projects. Over the period of this Business Plan, the Town Council will seek additional capital funding (supported by our reserves) for improvements to the public realm within the town centre and enhancements to cycle routes and green spaces.



Our financial position at the beginning of 2022-23:

## BALANCE SHEET AT 31 MARCH 2022 (UNAUDITED)

31st March 2021		31st March 2022
	<b>Current Assets</b>	
93,661	Debtors	37,743
4,845	VAT Control A/c	6,573
0	Prepayments	3,601
356,810	Current Bank A/c	455,555
0	Sum Up	30
60	Petty Cash	60
4,275	Mayors Charity Account	5,304
304,741	CCLA	304,953
<b>764,391</b>		<b>813,818</b>
	<b>Total Assets</b>	
	<b>764,391</b>	<b>813,818</b>
	<b>Current Liabilities</b>	
11,966	Creditors	19,416
1,302	Accruals	286
0	Mayors Charity	5,304
0	Receipts in Advance	1,074
<b>13,269</b>		<b>26,080</b>
	<b>Total Assets Less Current Liabilities</b>	
	<b>751,122</b>	<b>787,737</b>
	<b>Represented By</b>	
271,987	General Reserves	336,693
479,135	Earmarked Reserves	451,044
<b>751,122</b>		<b>787,737</b>