	1	E OBJECTIVE To inspire, develop and promote the economic and mixed commercial vitality	ACTIONS	ACTION No.	I Working with	OUTCOME	SOURCE	ADDITIONAL RESOURCES/BUDGET	CAPITAL OR REVENUE	START	COMMENTS
A	t t	and positivity of the town by encouraging the development of activities throughout the year for both locals and visitors and the development of new industries	Develop and promote the Neighbourhood Development Plan to deliver planning policies that support the development of a wider range of industries. All communication considered to reinforce positive image about Skegness	A3 A5	STC	Easier for new business to find land/premises to set up. A positive image of Skegness	NDP Consultation	Within Existing Budget Within Existing Budget	Within Revenue Budget Within Revenue Budget	Started	
		ro loppy, consult, improve links with and						, , ,	, and the second		
В	 	listen to comments received from other statutory bodies, voluntary organisations and individuals to ensure improving	Continue to identify relevant bodies and organisations and ensure that communication channels are publicised and kept open.	B1	The Community	All groups have the opportunity to be represented	Neighbourhood Development Plan (NDP), Community Led Plan (CLP)	Councillors		Started	through CLP, NDP and consultations
			Create a "grot spot" capture scheme to for areas of Skegness identified by Councillors that are not meeting a reasonable standard. This should include documented or photographic evidence that can then be taken up regularly with responsible officers and if not resolved local Councillors.	В3	The Community	Set up a process to capture this and to manage actions and follow up.	CLP	Councillors and Officer time (high volumes will have cosimplications)		2020/21	Councillors report in issues to the office where they have been unable to resolve the issue directly with the relevant authority/organisation
			Opportunities for the public to engage with their elected representatives and for outcomes to be fed back Continue to improve communications through web,	В4	The Community	Improved feedback channels Reduce Town Council's identified communication risks	s CLP	Councillors	Within Revenue Budget	Started	Public speaking, some Councillors may hold surgeries
			social media, newspapers, newsletters, notice boards and word of mouth. Educate everyone who makes the mistake of contacting the wrong Council	B5	The Community	Improved understanding of what Skegness Town Council does	CLP	Officer time	Within Revenue Budget Within	Started	Started ongoing
			Analyse and feed back results of any consultation to service providers	В6	Service Providers	Service providers able to respond to local concerns	CLP	Officer time	Revenue Budget	Started	
		-									
С	a V t	To work with partners to create and sustain a socially inclusive and caring community which embraces all its residents and seeks to develop their well-being, knowledge, understanding and mutual co-operation		C1	Community Groups, Police, Third Sector, Magna Vitae, Skegness Partnership, Coasta BID	Identify and build on what is already in place. Creation of knowledge centre If of existing support mechanisms and other groups	CLP	Officer and Councillor time		ТВА	
			Create a Skegness Civic Pride Scheme by recruiting volunteers, engaging with business providing equipment (e.g. gloves, black bags, litter pickers etc) and insurance	C2	The Community, Local Businesses	Set up volunteer recruitment, database. Provide insurance, training, instruction, HSE, litter pickers, refuse sacks. Identify programme of areas to tackle. Engage with businesses to care for their environment. Set objectives, monitor outcomes, report success stories (before and after pics). Dispose of waste		Officer and Councillor time		TBA	
		gioves, black bags, litter pickers etc) and insurance Establish a mechanism to share information, events and	02	Community Groups, Police, Third Sector, Magna Vitae, Skegness Partnership, Coasta	Improved working between	CLF	Officer time plus use of		IBA		
			understanding between groups Form links with local schools to improve communication with	C3	BID	use of resources Young people engaged with local democracy and local	STC - Pavilion Project	social media and web sites		TBA	
			tomorrows adults and service requestors	C4	Schools	projects	CLP	Officer time		TBA	
			Support Covid Recovery and tackle loneliness and isolation by creating community activity groups in the Tower Gardens Pavilion	C5	The Community	Supported community to recover from social impact of covid	Post Covid Needs	Officer time plus materials use of hall	£1500 recovery grant	To start as soon as lockdown restriction s permit	1

	CORPORATE OBJECTIVE	ACTIONS	ACTION	N WORKING WITH	OUTCOME	SOURCE	ADDITIONAL RESOURCES/BUDGET	CAPITAL OR REVENUE	START	COMMENTS
	A. To champion the provision or sunicient suitable affordable homes for the people with local connections to Skegness, whilst									
D	safeguarding the environment in and around Skegness from inappropriate development to maintain it for future	Identify and address the issue within the NDP	D1	NDP Group, Community	Information on which to base serious challenges to existing strategies	NDP,CLP	Officer/Councillor time and Consultatnts	In revenue budget	Started	NDP NDP
	A. To create a healthy positive community by helping residents to have access to social, recreational and cultural facilities within the Town and to seek the continuing improvement and development of these	,			Use existing resources to improve fitness and					
E	facilities in accordance with the desires expressed by the residents.	Utilise Skegness Footpaths for recreation and promoting fitness.	E1	LCC, Magna Vitae,	reduce/justify maintenance costs	STC	signage	Not funded	tba	Not started
		Establish a Skegness 10k using public footpaths	E2	10K group, Skegness Partnership, Magna Vitae	ess STC	STC - Business Planning Workshops	Organiser, preparing paths, identifying route TC/DTC plus financial	Not funded	tba	
		Introduce outside gym equipment and to encourage active lifestyles	E3	Skegness Partnership, Magna Vitae	Fitter healthier people	STC - Business Planning Workshops	contribution - will need to be grant funded TC/DTC plus financial	Not funded	tba	Not started
		All weather enclosed multi-use games area Tackle Ioneliness by identifying and creating social opportunities including for the elderly, disabled and carers	E4	Skegness Partnership, Magna Vitae	Fitter healthier people	STC - Business Planning Workshops	contribution - will need to be grant funded	Not funded	tba	Not started
		who are isolated at home.	E5	TED, Voluntary Sector	More cohesive community Ensuring recreational	STC - Community Café	Officer/Café staff	Revenue TBA Within Revenue	2021/22	
		Maintain Parish Paths	E6	None	resources are available	CLP	Already in budget Will require additional	Budget	started	
		Improve signage in conjunction with walk guides	E7	LCC Skegness Partnership, Magna	More people using paths	CLP	funding Taking part in Volunteers	Not funded	tba	Impacted by Amenity Grass Cutting
		Encourage volunteering	E8	Vitae, CVS	More cohesive community Access to safe routes and fitte		week - Officer Time		2020/21	Linked to Tower Gardens Project (J)
		Lobby to extend and improve cycleways in Skegness	E9	LCC	healthier people	CLP				
	 A. To work with others to protect the town and its residents from the impact of environmental change, including climate 				Preparedness in case of	STC - Business Planning				
F	change.	Develop a Skegness Flood/Emergency Plan	F1	LCC/EA/ELDC/Police	flooding or major event	Workshops STC - Business Planning	Councillors TC/DTC Member and Volunteer	Unknown	tba	
		Identify local residents/business self help measures Indentify affordable support for small businesses in managing their risks	F2	EA EA	Community resilience Businesses have access to information they need	Workshops STC - Business Planning Workshops	Wardens Member and Volunteer Wardens	Unknown	tba tba	
			, ,		Simulation they need	· · ornariopa	ardono	JIMIOWII	ıva	
G	Ensure the Town Council is efficient, skilled and uses novel ways, within its powers, to provide services in the most efficient and effective way	Identify and scrutinise the current cost to the public purse of providing public sector services that the Town Council, could potentially undertake. Examine the feasibility of the Town Council, Skegness Partnership or Community to provide services more effectively and/or cost efficiently for Skegness.	G1	ТВА	Affordable quality services focused on the needs of Skegness	STC - Business Planning Workshops	TC/DTC	Not resourced	tba	
		Promote training and development.	G2	Training providers/Employees/Volunteers and Councillors	Skilled and developed Councillors, volunteers and e officers better equiped to manage services.	Training Policy	Member and Employee time. Already in existing budget.	In budget	Started	Started - Ongoing
		Retain the Parish Council Gold Award	G4	N/A	A well managed Council that stands up to external scrutiny and provides value for money			In budget	Started	
		Review Trading Company Opportunities	G5	N/A	Income to subsidise Skegness services or defray fixed costs		Councillor		Started	

CORPORATE OBJECTIVE	ACTIONS	ACTION No.	WORKING WITH	OUTCOME	SOURCE	ADDITIONAL RESOURCES/BUDGET	CAPITAL OR REVENUE	START	COMMENTS
,	Community Engagement	H1 H2	N/A Residents/Local Organisations	and provides value for money Well informed and engaged	Workshops Community Engagement Policy	All councillors and officers			Maintaining and complying with new standards assessment in 2021 Started - ongoing
	offectively.	НЗ	N/A	Professional image	Community Engagement Policy	All office staff		Started	Started - ongoing
				,					3. 3
To develop a Heritage Centre to celebrate the Town's past, provide a visitor attraction and to display the Council's memorabilia and old photographs.	Feasibility Identify requirements and potential sites	I1	tba	Collection of historic phots, albums and artifacts to be displayed. Opportunity to capture Skegness social history. Potential as a new under cover visitor attraction	From original Pavilion Project	£10-20K depending on		scoping	In-house pre-feasibility scoping exercise to save initial costs
,		J1	NDP, LCC	traffic and pedestrian flows and associated issues Clear understanding of what	CLP, NDP	LCC? TBA	Not resourced	tba	
	Town	J2	NDP, LCC, ELDC	future needs	CLP, NDP	NDP Chair, TC		started	
	Create Plan	J3		Long term plan to work towards with LCC	CLP, NDP	NDP Chair, TC	Not resourced	2020/21	
	Improve location of coach parking and drop off points	J4	LCC, Coach companies, ELDC	Parking that works for visitors, businesses and residents alike	STC Committees	Councillors	Not resourced	Started	Unable to get engagement from LCC since the issue was raised in 2014
				0					
other Council land to make them more accessible and inclusive.		H1a H1b	tba	Lumley Rd. Also concerns over accessibility of the gardens Develop ideas into firmer plans that can be examined and costed	Councillors	Councillor/Officer - not yet assessed Likely professional assistance depending on scope	tba Not resourced	tba tba	
	To develop a Heritage Centre to celebrate the Town's past, provide a visitor attraction and to display the Council's memorabilia and old photographs. Lobby to improve strategic traffic management, road and rail infrastructure, To undertake improvement works in Tower Gardens and other Council land to make them more accessible and inclusive.	Promote democracy. Retain the Parish Council Gold Award Community Engagement Utilise the website, social media and notice boards effectively. To develop a Heritage Centre to celebrate the Town's past, provide a visitor attraction and to display the Council's memorabilia and old photographs. Feasibility Identify requirements and potential sites To understand long term requirements of Town Create Plan Improve location of coach parking and drop off points To undertake improvement works in Tower Gardens and other Council land to make them more accessible and inclusive.	Promote democracy. Retain the Parish Council Gold Award H1 Community Engagement Utilise the website, social media and notice boards effectively. To develop a Heritage Centre to celebrate the Town's past, provide a visitor attraction and to display the Council's memorabilia and old photographs. Feasibility Identify requirements and potential sites I1 Lobby to improve strategic traffic management, road and rail infrastructure, Baseline data requiring traffic and pedestrian survey J1 Input from NDP to understand long term requirements of Town J2 Create Plan J3 Improve location of coach parking and drop off points J4 To undertake improvement works in Tower Gardens and other Council land to make them more accessible and inclusive. H1a	promote democracy. Retain the Parish Council Gold Award Community Engagement Utilise the website, social media and notice boards effectively. To develop a Heritage Centre to celebrate the Town's past, provide a visitor attraction and to display the Council's memorabilia and old photographs. Feasibility Identify requirements and potential sites I1 tba Lobby to improve strategic traffic management, road and rail infrastructure, Baseline data requiring traffic and pedestrian survey J1 NDP, LCC Input from NDP to understand long term requirements of Town J2 NDP, LCC, ELDC Create Plan J3 LCC, Coach companies, ELDC To undertake improvement works in Tower Gardens and other Council land to make them more accessible and inclusive. H1a tba	Improve the corporate image of the Council and promote democracy. Retain the Parish Council Gold Award H1 N/A watch of Well informed and engaged Well informed and engaged Well informed and engaged will	Improve the corporate image of the Council and promote democracy. Retain the Parish Council Gold Award Retain the Parish Council Gold Award H1 N/A and provides value for money Well informed and engaged Community Engagement Utilise the website, social media and notice boards effectively. Residents/Local Organisations electorate. Community Engagement Utilise the website, social media and notice boards effectively. To develop a Heritage Centre to celebrate the Town's past, provide a visitor attraction and to display the Council's memorabilia and old photographs. Lobby to improve strategic traffic management, road and rail infrastructure, Baseline data requiring traffic and pedestrian survey J1 NDP, LCC Clear understanding of current traffic and pedestrian flows and associated issues CleP, NDP Clear understanding of what Skogness requires to meet further needs CleP, NDP Create Plan To understake improvement works in Tower Gardens and other Council land to make them more accessible and tinclusive. Identify Council requirements H1 tha tha gardens Concerns over entrance from level parkens and residents alike Councillors Councillors Councillors Councillors Councillors Councillors Councillors Councillors Councillors Councillors and pedestrian survey J2 NDP, LCC, ELDC future needs CLP, NDP CleP, NDP Clear understanding of what Skogness requires to meet future needs CLP, NDP Create Plan To understake improvement works in Tower Gardens and other Council land to make them more accessible and inclusive. Identify Council requirements H1 tha tha gardens Concerns over entrance from level parkens and residents alike Councillors	Improve the corporate image of the Council and promote democracy. Retain the Parish Council Gold Award Community Engagement Utilise the website, social media and notice boards effectively. To develop a Heritage Centre to celebrate the Town's past, provide a visitor attraction and to display the Council's memorabilia and old photographs. Easileline data requiring traffic and pedestrian survey Lobby to improve strategic traffic management, road and rail infrastructure, Baseline data requiring traffic and pedestrian survey Input from NDP to understand long term requirements of Town Create Plan To undertake improvement works in Tower Gardens and other Council land to make them more accessible and inclusive. Has be a seaded to the provision of the council of the council of the council requirements All council of stands up to external scruting. Policy Community Engagement Policy Collection of Instinct Policy Engagement Poli	Improve the corporate image of the Council and promote democracy. Retain the Parish Council Gold Award Promote democracy. Retain the Parish Council Gold Award Professional mage Retain the Parish Council Gold Award Professional mage Professional image Profess	Improve the couporate image of the Council and promote democracy. Retain the Parish Council Gold Award Promote defective Community Engagement Policy Council Image Promote Policy Council Repair Promote Started Council Image Promote Started Council Image Promote Policy Council Properties as an expension of the Council Image Promote Started