



REDRUTH TOWN COUNCIL

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STRATEGIC PLAN 21-24

REDRUTH TOWN COUNCIL
CIVIC CENTRE
ALMA PLACE
REDRUTH
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REDRUTH TOWN COUNCIL

OUR MISSION

”

**Working at the heart of our
community, providing leadership
and vision.**

“

OUR VISION



By working together, listening and being creative, we can continue to build a Redruth that will be:



**A GOOD PLACE TO
HAVE FUN**



**A GOOD PLACE FOR
NATURE TO THRIVE**



**A GOOD PLACE TO
LEARN**



**A GOOD PLACE TO
GROW UP**



**A GOOD PLACE TO
START & RUN A
BUSINESS**



**A GOOD PLACE TO
RETIRE**



**A GOOD PLACE TO
LIVE**



**A GOOD PLACE TO
VISIT**

Providing a safer, healthier and more socially inclusive
community.

OUR VALUES



Trust and
Respect

Collaboration

Accountability

Creativity

Engaging

Positivity

Honesty and
Integrity



OUR STRATEGIC OBJECTIVES

- 1 - Create a shared vision and forward plan/strategic plan joined up with other key stakeholders
- 2 - Create capacity across the team
- 3 - Create staffing committee
- 4 - Increase responsiveness and efficiency
- 5 - Engage the community
- 6 - Increase engagement with businesses
- 7 - Create capacity for creativity



OBJECTIVE 1

1 - Create a shared vision and forward plan/strategic plan joined up with other key stakeholders



- ACROSS ALL THE AREAS THERE IS AGREEMENT THAT THERE IS A NEED FOR A STRATEGIC PLAN WITH OBJECTIVES TO DRIVE THE ORGANISATION FORWARD



- WHEN - YEAR 1



OBJECTIVE 2

2 - Create capacity across the team



- Clearly defined job roles and flex for further change



- Expand the team to add expertise, trial flexible working



- Allow for increased external engagement



- Ensure pay and grades is comparable with other towns



- Form clear objective setting and development plans aligned to the strategy



- Form clear development plans



- Provide clear lines for deputisation and succession



OBJECTIVE 3

3 - Create Staffing Committee



- Create a committee dedicated to staffing purposes.



- Create a robust recruitment process



OBJECTIVE 4

4 - Increase responsiveness and efficiency

- Communicate the new Strategy and Plan
- Develop the capacity of councillors
- Clarify accountability in job roles
- Create a robust Performance Management appraisal system to measure effectiveness against objectives
- Create a robust recruitment process



OBJECTIVE 5

5 - Engage the community

- Inform them on the role and scope of the Town Council
- Understand what the community wants from the Town Council
- Counter negativity, lack of pride
- Increased PR, Social media
- Community Events
- Partner with local groups/the community; encourage and support participation and volunteering
- Utilise the Library to promote engagement



OBJECTIVE 6

6 - Create capacity for creativity

- Work on the environment and Climate Change Initiatives
- Develop the green spaces utilising the skills of the team
- Developing youth interest, understanding, support and engagement
- Review and increase creative use of social media and the website



OBJECTIVE 7

7 - Increase engagement with businesses

•Continue engagement with key stakeholders

•Increase engagement with SMEs

•Expand engagement across more stakeholders

•Promoting Redruth and its wards



CONTACT INFORMATION

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REDRUTH TOWN COUNCIL

WORKING IN PARTNERSHIP WITH YOU

 skylite | all about people