

Swanley Town Council

Civic Centre, St Marys Road, Swanley, Kent, BR8 7BU

Tel: 01322 611663

www.swanleytowncouncil.gov.uk

SUMMONS

Date 1st February 2018

Dear Member

You are hereby summoned to attend a meeting of the **Town Council** at the Council Chamber, **Civic Centre on Wednesday 7th February 2018 at 7:30pm** or at the conclusion of the public participation session.



Mr S Nash
CEO / Town Clerk

PUBLIC PARTICIPATION

If required, the meeting will be preceded by a public participation period of up to 15 minutes at 7:30pm. Members of the public are also entitled to speak, during the meeting, on agenda items with the permission of the Chairman / Mayor

RECORDING (AUDIO AND / OR VIDEO OF COUNCIL MEETINGS AND USE OF SOCIAL MEDIA

During this meeting the public are allowed to record the Committee and Officers from the front of the public seating area only, providing it does not disrupt the meeting. Any items in the exempt Part of an agenda cannot be recorded and no recording device is to be left behind. If another member of the public objects to being recorded, the person(s) recording must stop doing so until that member of the public has finished speaking. The use of social media is permitted, but all members of the public are requested to switch their mobile phone devices to silent for the duration of the meeting.

MOBILE PHONES

Member of the public are reminded that the use of mobile phones (other than on silent) is prohibited at Town Council and Committee meetings.

AGENDA

1. To receive Apologies for Absence
2. To receive Declarations of Interest
3. To approve as correct the Minutes of the Meeting held on Wednesday 10th January 2018
4. To receive Minutes of Committees and approve recommendations contained therein

10th January 2018 – Development Control

5. COUNCILLOR COMMENTS

A reminder from the CEO on the consequences of misinformation

6. NEIGHBOURHOOD PLAN – REPORT A

To approve the list of topics for theme group meetings in support of the Neighbourhood Plan

7. A FIVE YEAR PLAN – REPORT B

To comment on a Draft 5 year plan drawn up by the CEO and potential projects contained within it.

8. 2018 – 2019 MEETING DATES – REPORT C

To note and agree the meeting dates planned for 2018 - 2019

9. Mayors Communication

To receive such communications as the Town Mayor may desire to lay before the Council (Councillors are reminded that no decision making may take place as a result of this item)

10. Report from County and District Councillors

(Councillors are reminded that no decision making may take place as a result of this item)

11. Date of next meeting – Wednesday 7th March 2018

12. Forthcoming Meetings – To note the following dates

21st February 2018 – Development Control

21st February 2018 – Policy & Finance

21st February 2018 – Personnel

If you would like further information on any of the agenda items, please contact Mr Steve Nash, on 01322 611663 or snash@swanleytowncouncil.gov.uk

Council Members:

Mayor Cllr Ball

Leader Cllr Morris

Cllr L Dyball (Deputy Mayor, LG)

Cllr C Barnes

Cllr L Gaire

Cllr S Gaire

Cllr T Searles

Cllr M Hogg

Cllr Horwood (Deputy Leader)

Cllr Halford

Cllr Scott

Cllr Willingale

Cllr J Barnes

Cllr E Komolafe

Cllr V Southern

Cllr P Darrington

LG Denotes Leadership Group

**FULL COUNCIL 10th January 2018
7:30PM THE CIVIC CENTRE**

MINUTES

Present: Mayor Cllr Ball, Leader Cllr Morris, Deputy Leader Cllr Dyball, Cllr C Barnes, Cllr J Barnes, Cllr Darrington, Cllr Horwood, Cllr Halford, Cllr Southern, Cllr Willingale

Officers: CEO Steve Nash,
Democratic Services Officer Barbara Playfoot,
Park Manager Ryan Hayman

Public Session: Grant Aid cheques were presented by the Mayor to:-

- Second Chance Animal Rescue
- Swanley Therapy Centre
- Swanley Twinning Association

Mr David Carr asked if the CEO could confirm that a serious complaint had been lodged against the Leader of Swanley Council. The CEO advised that it was the responsibility of the Monitoring Officer at the District Council to deal with complaints against councillors and until the outcome of such complaints was reported to this council no information would be made available at meetings.

10343 To receive Apologies for Absence

Cllr L Gaire, Cllr S Gaire, Cllr M Hogg, Cllr E Komolafe, Cllr N Scott

10344 To receive Declarations of Interest

NONE

10345 To approve as correct the Minutes of the Meeting held on Wednesday 6th December 2017

Cllr Willingale raised his concern that no councillors were advised of the Royal visit and wanted to know why. He felt that this was not something for just the privileged few to attend but that all councillors should have been made aware. The CEO advised that those invited had been contacted directly and that the CEO was not made aware until the day before probably because of security issues. Cllr Morris also confirmed that STC was not the organiser and invites had been sent by CAB representatives organising the event.

Cllr Halford also supported Cllr Willingales concerns and felt that previous CEO's had kept information from Councillors and that he thought this was still the case. The Mayor brought this debate to an end as having been fully aired.

THE MINUTES WERE THEN AGREED

10346 To receive Minutes of Committees and approve recommendations contained therein:

Development Control
AGREED

DATE: 6th December 2017

10347 NEIGHBOURHOOD PLANNING

The CEO reported that a meeting is planned for the 13th February 2018 for the councillors and council partners to meet with the appointed consultant to discuss criteria and expectations of the plan. This will be followed by a series of meetings inviting representatives from Health, Education, Training and other key partners.

At this point the Cllrs were introduced to the new Park Manager Ryan Hayman and welcomed him into his new role.

10348 GRANT AID

The CEO asked that Grant Aid applications be considered on receipt rather than bi-annually as often the grant is required at the time of application rather than 5 months afterwards.

RESOLVED – Agreed that the Grant Aid applications were considered on receipt

10349 REDUCTION IN LINK CONTRIBUTIONS

The CEO explained that he and the RFO along with the Link manager will be having a meeting with Amy Wilton from SDC to discuss the proposed reduction in Link contributions. He went on to add that he had the full costings of the Link partnership and he will use them as a guideline when negotiating future contributions.

10350 WOODLANDS UPDATE

The CEO had spoken to Sevenoaks District Council regarding the proposed meeting to discuss the terms of payment at 15% as was previously recommended by STC. The CEO was informed that there was no requirement hold a meeting and the terms of payment would be put to the Portfolio Holder. There has also been a delay in the signing of contracts as KCC legal department have not responded with regard the Woodlands Charge and there are discrepancies between the Head of Terms and Contract. These will be discussed at the forth coming Leadership meeting.

Mayors Communication

The Mayor Cllr Laurence Ball reported that he attended a few functions since his last communication

7th December 2017 – The Mayor reported that he had to give up his chains for the day as the pupils of Hextable Primary School accompanied by Cllr Searles visited the Council Chambers for a few hours

11th December 2017 - Attended the Monday & Thursday Clubs Christmas lunch

19th December 2017 –Civic Service, St Marys Church. He thanked all that attended the 1st Civic Service and although the attendance was quite low he hoped that this will be built on over the years

The Mayor and Cllr Dyball along with some members of the Swanley Twinning Ass visited Verrieres-le-Buisson (Swanley's Twin Town) to support the opening of their new Arts Centre. Those who made the trip had a good time and helped to strengthen the links between the 2 towns.

It was Cllr Dyball's first trip to the town and thanked Mrs Christine Hudson for all her help during the visit,

Report from County and District Councillors

- Cllr Halford questioned Cllr Horwood on the Consultation regarding Bus routes in particular the 429 bus. Cllr Horwood said that the 429 bus was subsidised by KCC members grant and would not be affected by the cuts. However, the members grant contributions would be reapportioned so that all County Cllrs on the 429 bus route would pay an equal share.

Policy & Finance
Development Control
Estates & Management

7:30pm Wednesday 24th January 2018
After 7:30pm Wednesday 24th January 2018
After 7:30pm Wednesday 24th January 2018

1. DATE OF NEXT MEETING

7:30pm Wednesday 7th February 2018

Meeting closed at 20.20

If you would like further information on any of the agenda items, please contact Mr Steve Nash, on 01322 611663 or snash@swanleytowncouncil.gov.uk

Council Members:

Mayor Cllr L Ball

Leader Cllr R Morris

Deputy Leader Cllr L Dyball

Cllr C Barnes

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Cllr P Darrington

Cllr L Gaire

Cllr S Gaire

Cllr J Halford

Cllr M Hogg

Cllr M Horwood

Cllr E Komolafe

Cllr N Scott

Cllr V Southern

Cllr T Searles

Cllr H Willingale

APPENDIX 1: NP ACTION PLAN

REPORT A

Theme 1 Governance	Lead Partner	Activity No	Activity	Timescale	Budget Required	Comments
Objective						
Better communication of all council activities and transparency						
	STC	1.1	Improve STC web site info	Short Term	Yes	All information about project should be signposted here and provide sign posting to other partners
	STC	1.2	Produce a regular update of Town Council Initiatives	Short to Long Term	Yes	Use Town Crier, Wen and Social Media
	STC	1.3	Review methods of distributing Town Crier	Short to Medium Term	Yes	Attract more sponsorship or work with partners
	STC	1.4	Provide an opportunity at ALL town council meetings for public participation	On Going	No	Promote this through other community and lobby groups
	STC	1.5	Produce a Town Business Plan and ensure it stays in date	Short to Long Term	Yes	Must fit with District wide plans and incorporate strategic involvement
	STC	1.6	Produce an Annual Report at Town Meeting	Annually	Yes	
Improved Effectiveness of council						
	STC	1.7	Carry out a Governance review of staff and councillors	Short Term	Yes	Potential for decision making ability and effectiveness

	STC	1.8	Understand training needs for staff and councillors	Short Term	Yes	Identify funding and/or grants for training
	STC	1.9	Seek accreditation for Quality Council / Local Council Award	Medium to Long Term	Yes	In line with National Review of criteria
	STC	1.10	Continually review cost effective management of council operated facilities	On Going	Yes	Look at potential release of funding through disposal of assets
Increase influence locally on matters concerning Swanley						
	STC / KCC / ADC / KOPCC / Chamber	1.11	Liaise with representatives from all local authorities and organisations which impact the lives of Swanley residents	Medium Term	No	Seek to work in partnership and put aside historical mistakes. Creation of working parties and consultative panels which will benefit the whole community and provide shared resources
	STC	1.12	Create a new working group to coordinate efforts across joint partnerships	On going	No	Youth Working, Housing, Transport, Policing
	STC	1.13	Confirm representatives on external bodies and partnerships	Medium Term	No	Seek representation on existing forward planning groups
	STC	1.14	Provide attendances at relevant conferences	On Going	Yes	
	STC	1.15	Liaise with SDC to impose litter fines within the town	On Going	Yes	Could generate income and reduce litter to save money. This service could be devolved to STC

Theme 2: Leisure and Community	Lead Partner	Activity No	Activity	Timescale	Budget Requirement	Comments
Objective						
Improved quality and sustainability of Swanley Sites						
	STC and Trust	2.1	Work with SDC to improve dog fouling enforcement and fly tipping	Short Term	Yes	Work with authorities and volunteer groups to improve quality of parks
	STC and Trust	2.2	Seek additional financial support or resources from responsible authority	Short Term	Yes	
	STC / SDC / KCC	2.3	Seek to rationalise services for better economy of scales	Short and Long Term	Yes	
	SDC / KCC	2.4	Re-allocate ownerships of existing sites	Medium Term	Yes	To provide reduced costs and liability
	STC	2.5	Increase current income to Swanley Park and seek to increase income to other facilities	Medium Term	Yes	Could provide costs to cover maintenance
	STC	2.6	Look at additional facilities into the park i.e cycle way and outdoor gym	Medium to Long	Yes	Could improve visitor numbers still further
	KCC/SDC/KOPCC/Police	2.7	Improve local confidence that the park is a safe place to go and that young people will be supported	Medium to Long	Yes	Making it a focal point for evening events

	STC / All	2.8	Improve cross marketing of all venues which provide youth activities in the town and surrounding area	Medium to Long	Yes	Increase use of all weather sites
	STC / SDC / Suns	2.9	Potential siting of new Basketball facility in the town. Olympic, Pedham, Opposite Olympic	Short to Medium Term	Yes	Funded by Sun basketball club but support by partners
	STC	2.10	Improve toilet facilities in Swanley Park and attach to mains sewage	Short to medium term	Yes	Will reduce costs for cess pit emptying dramatically
	STC	2.11	What provision is available for extending the park and managing sustainability	Short to Long Term	Yes	Could improve walk ways, cycle ways, parking and accommodation needs
	STC	2.12	Improve community involvement in the park through 'Friends Scheme', more events and National Events	Short to Medium Term	Yes	Attract a greater footfall into the park and increase revenue obtained.
Improve the availability and effectiveness of allotment allocation						
	STC	2.13	Continue to lease out existing plots and seek to make more available at new rates	Short to Medium	Yes	Could provide additional income for projects and provide much needed 'self grow' projects
	STC	2.14	Use of Link Staff to further promote Allotments and to carry out inspections of sites	Short to Medium	Yes	

	SDC/STC/KCC/WKHA	2.15	Availability of micro sites which could be utilised for further community space	Short to Long Term	Yes	Development of micro sites or saleable release could fund future projects
	STC	2.16	Information on allocation and availability put on web sites with supporting information	Medium Long Term	Yes	Generation of income
Protection and improvement of Swanley Assets						
	STC	2.17	Asset and license transfer	Medium to Long Term	Yes	Legal Fees may apply
	STC	2.18	Prepare a Business Plan for the town council in the event that a future opportunity arises from release or transfer of land	Medium to Long Term	Yes	Council should be ruthless in the selection of income generating projects only
	STC	2.19	Draw up community asset list and asset register outlining sale options	Short to Long Term	Yes	Prioritise needs and must haves
	STC	2.20	Maintain all play areas and sites to acceptable and legal standards throughout	Short to Long Term	Yes	
	STC / Schools, Youth Groups, Volunteer and Church Groups	2.21	Establish a working group to look at young people's issues and resources required	Short to long term	No	Finance required when a need is identified
	STC / Crockenhill / Hextable / Farningham	2.22	Keep neighbouring parishes informed of our	Short to Long Term	No	Priority to those projects which may impact on neighbouring parishes.

			progress and forward plans			Road changes, events etc
	STC / Schools	2.23	Liaise with schools to develop community use facilities with uniformed pricing where possible	Short to Medium Term	Yes	A benefit to schools where community groups do not have a regular venue to hire
Improve the quality of STC management of events						
	STC	2.24	Encourage and support the establishment of a Town Events Management Group / Committee	Short Term	Yes	This will allow additional grants to be obtained and jointly fund events to make them larger or reduced the cost of such events through shared responsibilities
	STC	2.25	Continue to fund/organise and support community based events	Short to Long Term	Yes	Continue to seek grants where appropriate. STC to provide liability cover throughout
	STC	2.26	Include information about local groups, clubs and organisations on the Town Council web site	Short to Long Term	No	Already in place but requires constant updating
	External Event Provider / County / District / Private	2.27	Work with all external providers to ensure events are publicised as widely as possible and that they are mutually supported by each	On Going	Yes	Each provider could also be an exhibitor for the other. This could provide a regular number of exhibitors for each events and draw more footfall as a result

Improved provision of Christmas Lights and Events						
	STC and local business / sponsors	2.28	Work with partners and local business to fund improvements to the Christmas Lights annually	On Going	Yes	Continue to expand the area currently provided and to ensure regular changes are made to keep the display modern and up to date
	Approach KCC and Sevenoaks District Council about supporting the Christmas Lights	2.29	Application of grants and members grants	On Going	Yes	Could have knock on effects to other councils and may not be an annual provision
Increase the impact of community Grants Scheme						
	STC	2.30	Continue to fund annual Community Grants where possible to meet the aims of the 5 year plan	On Going	Yes	Council has now agreed that grants can be dealt with on arrival each month so that groups no longer have to wait
	STC	2.31	Assess the impact of the grant in relation to local strategy	On Going	Yes	A stronger stance on community benefit is needed
	STC	2.32	Promote the Grants Scheme more through web site and social media	On Going	Yes	Target known groups who may not have considered applying
	STC and other parishes	2.33	Liaise with other parish council for potential joint projects along boundaries or for the benefit of local residents	On Going	Yes	This could include pathways and wooded areas, benches or activities

Theme 3: Town Appearance, environment, services and public safety						
Objective						
Improved environmental service and appearance						
	STC to work with all other authorities to ensure best value and effective working	3.1	Monitor the effectiveness of street cleaning (including dog fouling) and litter collection around town and on market days	On Going	Yes	Including the park and area of specific responsibility
	STC to work with all other authorities to ensure best value and effective working	3.2	Ensure that local complaints are responded to and do not reoccur	On Going	No	Direct contact needed with each service provider and greater access to a compliant portal
	STC /SDC/KCC/Others	3.3	Promote a Town Clean along with other local and National Initiatives	On Going	No	Volunteer schemes and 'Big Tidy' etc
	STC	3.4	Sign post community groups to resources	On Going	No	Include Community Payback Schemes run by Probation Service and local police
	STC	3.5	Review the provision of 'Parish Lengthsman Schemes' and potential provision within Swanley	On	Going	Potential external funding may be available

	STC	3.6	Review a possible extension of doorstep recycling opportunities	On Going	Yes	Extra Collection Day/Pick Up Points / Access to recycling depot
	STC /KCC /SDC / Others	3.7	Work with all partners to monitor and control Fly Tipping	On Going	Yes	Provision of Covert CCTV and tracking and to pursue prosecutions
	STC / KCC / SDC	3.8	Review use of A Boards and other signage around the town	On Going	No	There is potential for the introduction of local Bylaws
	STC	3.9	Provision and management of banner displays around the town	On Going	Yes	Source of potential income and information dissemination
	STC	3.10	Street licensing devolvement to Town Council	Short Term	No	Potential source of income and control of street activities
	STC / Sponsors / Contractors	3.11	Provision of Swanley in Bloom Displays	Short Term	Yes	Annual activity to build on and potentially devolve to a community group
	STC / SDC	3.12	Monitor and report on the condition of roads and pavements	Short to Long Term	No	Could be used to influence repair and maintenance schedule
	SDC / KCC	3.13	Monitor and report on air quality around the town and especially for housing areas near the M25	On Going	Yes	May require external provider and joint funding to achieve.

	STC / Others	3.14	Introduce targets for tree planting and identify areas for in fill on a priority of order	On Going	Yes	Various schemes available currently at no charge but will require future funding for tree surveys and maintenance
Public use toilet provision						
	STC and Participants	3.12	Work with local cafes, shops, bars to allow public access to welfare facilities	On Going	Yes	The provision of a signage scheme and badge scheme to identify participants
	STC	3.13	Confirm participants and potential payments for access	On Going	Yes	Some private organisations will only allow use upon purchase. This needs to be clearer and access to partners clear shown
Improved management of council owned Green Belt space						
	STC / KCC / SDC	3.14	Lobby all partners to get greater use from Green Belt land for the benefit of local residents	On Going	Yes	Potential Development as recreational areas with access to external funding
	STC / KCC / SDC	3.15	List all areas of responsibility and future identified use, if any	On Going	Yes	Close gaps in land registry information through direct enquire where a parcel of land cannot be identified
	STC	3.16	To transfer all such lands to STC ownership with	On Going	Yes	Maintenance cost should be considered

			appropriate funding if applicable			
Improved safety of Swanley residents, workers and visitors						
	STC / KCC / SDC / Police / OPCC	3.17	Continue to work with Kent Police with information relating to local crimes.	On Going	No	PACT meetings are supported by a range of groups but could be extended to others
	STC / SDC	3.18	Deal with Fly Posting on shops and premises around the town.	On Going	No	Produce a warning letter to offenders and remove Fly Posting as it occurs
	Kent Police / SDC Environmental Health	3.19	Monitor Anti Social behaviour and noise nuisance	On Going	No	
	STC	3.20	Facilitate and advocate complaints to the police from local residents	Short Term	No	Potential form on web and social media which is chased up by STC as appropriate
	Highways England / Natural England and others	3.21	To obtain Emergency Plan information to given events	Short Term	No	
	STC / KCC / SDC	3.22	Create an Emergency Plan which can be made available through the web site	Short Term	No	Must blend with existing provision from KCC and SDC
Theme 4: Transport / Access / Highways						
Objective						
Improved standards of management and reporting						
	STC / SDC / KCC	4.1	Work with all to deliver a long term plan of pavement improvement	Medium to Long Term	Yes	Agree local devolvement for fitting

			including verges and signage			
	STC / SDC / KCC	4.2	Collate incident reports (falls, accidents) and report down to Town level	On Going	No	Will help identify priorities
	SDC / STC	4.3	Effectively mark out the market stalls area of operation	Short Term	No	
	STC / SDC / KCC Utilities	4.4	Liaise with all to schedule in works and raise awareness with public	Short Term	No	Info onto web site, social media, news letters and radio
	STC	4.5	Information onto web site that clearly shows who has responsibility for what and who to contact	Short Term	No	
	STC	4.6	To start recording all complaints made direct to STC about highways / pathways / verges	Short Term	No	
	STC / KCC / SDC	4.7	Ensure that KCC and SDC continue to provide adequate budgets for future capital works	Medium to Long Term	Yes	
	STC / KCC / SDC	4.8	Ensure an adequate number of Grit Bins are provided to meet the needs of local residents	Short to Medium Term	No	Programme locations for refills

	STC / KCC	4.9	Allocate Town Council budget for emergency Grit Bins on STC property	Short to Medium Term	Yes	Also look at use of
	STC / National Trust / Natural England / Others	4.10	Promote Public Rights of way in the town with appropriate agency	Short Term On Going	No	
Improved Local Transport Provision						
	KCC / SDC / STC	4.11	Liaise with all groups providing Community Transport Schemes	Long Term	Yes	Only non-cost effective routes will need financial consideration
	KCC/ SDC/STC	4.12	Liaise with local providers to provide passes for young people	Short To Long Term	Yes	May need financial input from partners to establish or pump prime
	KCC/SDC/STC	4.13	Organise a strategic study of traffic management for Swanley and create 'by-pass opportunities'	Medium to Long Term	Yes	Will require funding to achieve
Improved Parking Provision around the town						
	STC / KCC / SDC / U & I / Others	4.14	Provide opportunities for additional off street parking schemes for residents	Medium to Long Term	Yes	Requires support from local residents to adopt local schemes
	STC	4.15	Provide information on the STC web site about the availability of car parking permits	Short Term	Yes	Loss of income against existing provision will need to be understood
	STC / SDC	4.16	Monitor charges in relation to other town in	Short Term	Yes	May require lobbying and / or subsidy to achieve

			the district ensuring compatibility			
	STC / SDC	4.17	Lobby SDC to return all income from parking in Swanley to Swanley Town Council and local residents	Short to Long Term	Yes	Will impact on District Council budgets which need to be understood
	STC	4.18	Look to maximise the use of STC Civic Site and others areas	Short to Long Term	Yes	Creation of additional income / balance against loss of amenity for facility users
	SDC / KCC / STC	4.19	Lobby District and others to ensure adequate parking provision for new developments	Medium to Long Term	Yes	May require land swaps of land release to achieve
	External Event Providers	4.20	Encourage greater provision of signage for events which impact on local traffic	Medium to Long Term	Yes	Canada Heights, Brands Hatch and their effect on minor roads traffic
	SDC / STC	4.21	Increase visits by traffic wardens to reduce parking issues within the town and speed up traffic flow	On Going	No	Need to educate disabled badge holders and others through regular interventions
	SDC / STC / U & I	4.22	Increase yellow lines in appropriate areas which are reinforced by signage and wardens	On Going	Yes	More hours from traffic wardens to enforce

Theme 5: Town Centre Economy and Development						
Objective						
Increase local influence on planning decisions and development						
	STC / SDC / KCC	5.1	Lobby all responsible to ensure equitable and fair share or all developments	Medium to Long Term	Yes	
	STC	5.2	Ensure Swanley retains its distinctiveness and avoids high rise developments	Medium to Long Term	No	In advising providers it should be possible to avoid extra costs
	STC	5.3	Review the way the Town Council currently approves planning and access to comments	Short to Medium	No	
	STC / SDC	5.4	Develop closer relationships with Officers and Members of the Development Control Committee	Short to Medium Term	No	Pre Ap information should automatically be made available to town council
	STC	5.5	Encourage residents to participate in strategic planning consultations	Medium to Long Term	No	
	STC / SDC / U&I / Others	5.6	Work with local partners to ensure a mix of retail provision to suit the needs of shoppers	Medium to Long Term	No	Identify local 'statistician to explore data'

	STC	5.7	Explore options for targeting specific new business / franchise opportunities for the town	Medium to Long Term	Yes	Town Council can act as an individual and purchase a Franchise opportunity
	STC / Chamber of Commerce	5.8	To work with Sevenoaks Chamber of Commerce to establish a separate Swanley Chamber of Commerce	Short To Medium Term	Yes	Will require Officer Time and potential pump priming to establish
	STC	5.9	Look at the Tender Opportunity afforded for the weekly market	Short to Medium Term	Yes	Provides a valuable source of income for the town although there is a risk of long term reduction due to new shopping trends i.e. internet on line shopping / home delivery
	STC	5.10	Facilitate discussion opportunities between stakeholders	Short to Medium Term	No	Depending on number of meeting times and the time of day
Increase the effectiveness of Swanley Market						
	STC / SDC	5.11	Work to develop the provision and increase the access for local crafters	Short to Medium Term	No	An exchange of service provision could provide a zero cost change of service
	STC	5.12	Increase the provision of speciality markets within the town at multiple locations in support of	Short Term	Yes	Has already been implemented and is providing valuable income

			seasonal and other events			
	STC	5.13	Ensure all markets receive promotion via Town Council web site and social media sites	Short Term	No	Use boosts where appropriate
	STC	5.14	Seek to take over the existing market or develop a Saturday market of our own	Short Term	Yes	May have to support newer stalls holders and crafters in establishing a new market
	STC	5.15	Lobby SDC to ensure profits from Swanley Market are only re-invested in Swanley	Short to Medium Term	No	Although profits would make a positive contribution to the town budget
Improve coordination between STC and local businesses and retail outlets						
	STC	5.16	Increase liaison and partnership work to share the burden of cost in providing services	Short to Medium	No	Is currently being trialled with Swanley in Bloom and Christmas Lights
Theme 6: Housing and Health						
Objective						
Improved local housing provision						
	STC / SDC / WKHA / KCC	6.1	Encourage local occupancy through formal arrangements	Medium to Long Term	Yes	Shared ownership schemes and local residents allocation
	STC	6.2	Understand remit of STC as potential commercial landlord	Short to Medium Term	Yes	Requires initial investment or

						partnership agreement with other developer
	STC / WKHA /Developers	6.3	Establish Working Group in order to increase influence on local housing provision	Medium to Long Term	Yes	May require additional investment in housing stock
	STC / WKHA	6.4	Ensure new housing provision is available and aimed at local need	Medium to Long Term	Yes	
	STC	6.5	Include information about local housing provision and accessibility through web site and social media	Medium to Long Term	Yes	Officer time
	STC	6.6	Look at local lettings provision and how this is used by local residents or workers from out of area	Medium Term	No	This is private provision and will not impact on council activities
	STC	6.7	Support the development of affordable housing	On going	Yes	May require additional financial support
	STC / WKHA	6.8	Continue to review and access the sites available for affordable housing	On Going	Yes	May be possible to purchase additional usable sites
	STC / WKHA	6.9	Review of Second Homes / Buy to Lets / Fly BNB	On Going	No	
	STC / WKHA	6.10	Lobby government about a restriction on second homes and holiday lets in the area	On Going	No	

Retain quality Health Care Services						
	STC / WKHA / SDC / CCG	6.11	Work in partnership with other agencies to ensure that Health Care Provision meets the needs of local residents	On Going	Yes	Will require additional investment and potential use of CIL funding to provide purpose built facilities.
	STC /SDC / CCG	6.12	Ensure maximum use of existing facilities to provide good quality care	On Going	Yes	Seek partnership funding including work with Third Sector

REPORT B

A 5 year Vision, Strategy and Plan for Swanley

Steve Nash



Preface

While this document is created by Councillors and Officers of the Town Council it should be remembered that the success of such plans comes from collaboration between the Community and Local Businesses. This means it is essential that everyone supports the recommendations contained within and that they are consulted on the ideas put forward. This business plan will be presented to local residents during the Neighborhood Planning process and changes or recommendations from this group will be recorded within the plan

Contents of this document can be discussed and ratified during:

- The Neighborhood Planning Process
- Annual Town Meeting
- Council Meetings
- Use of the Town Crier



What are the issues ?

Swanley already offers many advantages for residents and business. Only 28 minutes by train away from London, easily accessible by road, rail and from Gatwick Airport. To the south of the town are the popular tourist destinations of Kent and beautiful countryside for visitors and local residents to enjoy.

But, despite these many advantages, there are some aspects of the town which cause some concern. The Town Centre in particular, like numerous others the length and breadth of the country has struggled to maintain vitality and viability as consumers increasingly engage in on line shopping and spend less time in the traditional bricks and mortar high street stores. In addition the centre is entirely dominated by the Asda Store which stifles existing business and does not provide an opportunity for new starter businesses to come into the town centre.

The vacancy rates for shops has been increasing both in the main centre and on the lower high street which contain many of the smaller private businesses. This in turn means a very low footfall during the week except for Wednesdays when the local market comes in. However, this market is owned by Sevenoaks District Council and the income from this goes directly to them and they are reluctant to hand over this charter to anyone else.

More recently Swanley Town Council has been bringing in Continental style Markets and others to provide some income for itself and to create a more vibrant town centre at the weekends. While these markets have been well received the town centre remains very quiet on weekdays.

In order to provide more service the town council must look at income streams that do not impact further on the Precept and will provide it with sustainable income for the future to use in taking this plan forward.

So, what are we trying to achieve?

Swanley is a unique town with great potential. We want to ensure it has a strong, vibrant and resilient economy and all the facilities and qualities necessary to attract professional people who can support the economy. In short we want it to be a highly desirable place to live, work and visit.

In 2017 it was voted the number one place to live for people commuting to and from London and house prices here rose faster than anywhere else in the UK.

The regeneration of the Town Centre is a key area of focus for the Town Council and Principal authorities for a number of reasons:

- We know that the town centre is of particular concern to local residents
- We know market conditions are currently particularly challenging for town centre business at the moment
- We believe it has considerable untapped potential
- We recognise that it serves or has the potential to serve a wider hinterland
- We know that future housing developments will mean more people needing more local facilities to support them

Like our residents we want to see footfall rising and the town centre vibrant, busy with people using local services. We want to see fewer vacancies and ensure local businesses are viable, sustainable and thriving and that people want to visit the town.

We have outstanding park areas within the town and have not been viewing the town centre in isolation but as part of a wider scheme to enhance the whole town. In 2017 a National Poll suggested that 87% of our residents were happy with their life here, but we can do better.

More

Some of the specifics we need to address in the Town are:

- We must increase footfall into the town to give potential new businesses the confidence to come here. We have started this by the introduction of Continental and other Markets (6 in 2017) and the provision of new events The Christmas Lights and Street Party.
- While the owners of the shopping centre (U&I and SDC) are eager to redevelop the area they have not yet provided an acceptable development which local residents would agree to. Neither has provided a joined up approach to the sites they own and discuss such ideas with the town council or local residents. More town centre based accommodation is a definite need for the town but not against the cost of tower blocks and loss of amenity.
- An opportunity exists for the town council to work independently or in partnership with others to either build new houses on 'micro development sites' (6-12 houses) or to purchase existing homes and rent them out at commercial rents to potential tenants.
- The same opportunity is available for small business units or for the town council to open its own business perhaps with the purchase of a franchise which might improve the footfall to the town centre, restaurant or retail outlet.
- In supporting the needs of the community and the anticipated increase in population we are also looking at increasing the provision for Health, Leisure and Sports via the provision or expansion of new and existing facilities.

What are we doing about it?

While we have recognised these issues for some time there is unfortunately no simple toolkit for town regeneration. Some things may seem obvious at first glance but the complexities of, ownership, planning, funding, time scales and viability are often the stumbling blocks along the way.

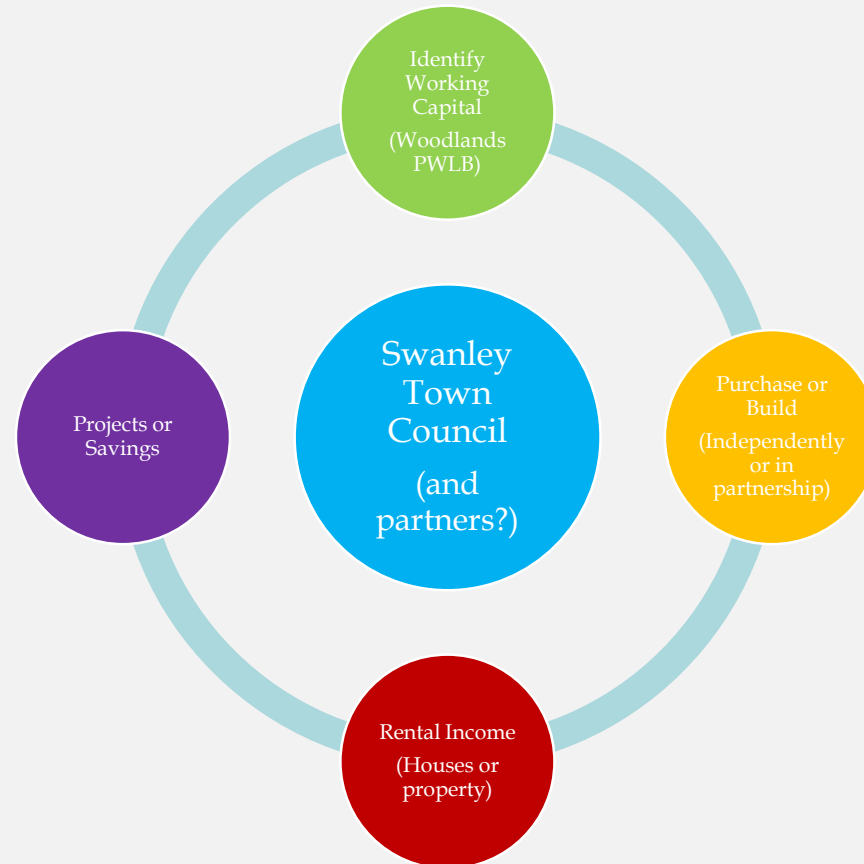
We are focusing on those initiatives which we have the power and the resources to influence along with those that will bring the most benefit to local residents. With finite resources available it is vital that our efforts are used wisely, ruthlessly and are properly prioritised and so that we do not become diverted.

We recognise we do not have all the resources, funding and expertise to take all the ideas presented forward and so we are conscious that we should not build expectations unrealistically for local residents and that we remain open and honest about what is realistic and what is not.

COLLABERATION IS KEY

There is numerous research which indicates that we are more likely to be successful if we work to shared vision, clear agreed strategy and an action plan with defined responsibilities for delivery. With this in mind the council proposes to work with other key delivery partners who want to commit to working together.

Our Strategy



Housing Income Possibilities

House Purchase Prices

- 1 Bed Houses / Flats average £230,000
- 2 Bed Houses average £270,000
- 3 Bed Houses average £330,000

Rental Prices

- 1 Bed House / Flat £700 pcm £8,400 pa
- 2 Bed House / Flat £1100 pcm £13,200 pa
- 3 Bed House £1500 pcm £18,000 pa

Invested Funds of £1 million

- Long Term Bank Account at 1.8% £18,000 pa

House Purchases of £1 million

- 4 x 1 Bed Flat / House @ £700 pcm £33,600 pa
- 3 x 2 Bed Flat / House @ £1100 pcm £39,600 pa
- 3 x 3 Bed House @ £1500 pcm £54,000 pa

Other Possibilities

Doctors Surgery – We currently rent out a two storey building to the local surgery and NHS at an income of £80,000 pa. The partnership and CCG would like to enhance this facility but the only effective option is to add another floor. As each floor is currently rented out at £40,000 pa an additional floor would likely go out at the same fee and with works estimated to cost around £400,000 the costs would be recovered in 10 years, although grants available could significantly reduce this and provide profit in a much shorter period of time. This is an important piece of work for the whole town and would allow both surgeries to be combined.

Cemetery – The town council owns land at Pedham Farm, The Olympic and Beechenlea Lane that could be converted for a Cemetery. There is a lot of demand for burial sites and this would generate long term income at a relatively low investment cost. In creating facilities in preparation for this the costs are likely to be around £30,000 but with burial costs this would be recovered in the first 12 months with an average burial rate between 30-35 people pa.

New Sports Facility – The council has been approached by a club wishing to build a facility somewhere in Swanley and have identified a number of sites owned by the town council that they might be interested in. This would provide long term lease finding in addition to providing the town with a new and hireable facility.

Franchises – There are a number of types of franchise available that could compliment existing facilities i.e. a restaurant in one of STC venues or a Sports Coaching franchise that our Park staff could run outside of their normal duties.

Additional Services and Hire – There is an opportunity to use existing services to generate additional income through hire. i.e. The ground staff are constantly being asked to cut someone's grass when they are in the area which might take 10 minutes but for which we could charge £10. Properly controlled this could generate a reasonable income during the summer and build community relationships. We also have go karts and bouncy castle which could be hired out to provide additional revenue through the park.

Park Activities – Staff are already contacting local schools to come visit the park as part of their curriculum activities which we hope to expand on with Survival Parties, Canoeing, Low Ropes Courses and camping. This will need dedicated staff time and promotion but could generate all year round provision within the park and provide some additional employment opportunities.

More

Markets – While the town has a very popular Wednesday Market it is owned by the District Council with all income going to them. However in 2017 STC provided 6 Continental style markets over the weekend which were well received. These provided additional income which was used to promote these events further. With a regular market provided monthly STC could see an additional income of around £6000 from direct hire and other town businesses would see a rise in foot fall to provide them with additional revenue.

Annual Events – Existing events organised by the town council can attract additional income through greater participation by outside business (food vendors and stalls) and attracting sponsorship. In addition a small charge could be added to the existing free events (1812 and Fireworks) at say £1 per person which would provide an additional £6000 of income to offset the costs of this provision. At £1 per person the council would demonstrate it is not profiteering and the price is within the means of most families, small or large.



Time Scales





Swanleys Future

Swanley could be free of the need for the Precept within 3-5 years and could then make significant input into the local economy

COUNCIL MEETING DATES 2018 – 19

REPORT C

16 May 2018		Dev Control	Policy & Finance		
06 June 2018	Full Council	Dev Control			
20 June 2018		Dev Control	Policy & Finance	Personnel	
04 July 2018	Full Council	Dev Control			
18 July 2018		Dev Control	Policy & Finance		Estates & Facilities
05 September 2018	Full Council	Dev Control			
19 September 2018		Dev Control	Policy & Finance	Personnel	
03 October 2018	Full Council	Dev Control			
17 October 2018		Dev Control	Policy & Finance		Estates & Facilities
07 November 2018	Full Council	Dev Control			
21 November 2018		Dev Control	Policy & Finance		
05 December 2018	Full Council	Dev Control			
9 January 2019	Full Council	Dev Control			
23 January 2019		Dev Control	Policy & Finance		Estates & Facilities
06 February 2019	Full Council	Dev Control			
20 February 2019		Dev Control	Policy & Finance	Personnel	
06 March 2019	Full Council	Dev Control			
20 March 2019		Dev Control	Policy & Finance		
27 March 2019	Annual	Town	Meeting		
17 th April 2019		Dev Control	Policy & Finance		Estates & Facilities
01 May 2019	Full Council	Dev Control			
08 May 2019	Mayor	Making			