

OBJECTIVE	INTENDED OUTCOMES	CURRENT STATUS
<p><b><u>ECONOMIC PROSPERITY &amp; A TOWN TO WORK IN</u></b> Be instrumental in instigating a business forum and use the provisions of the Town Hall to facilitate business networking and job fairs</p> <p><i>(Crossover for M&amp;TH Committee here regarding use of the Town Hall and working together to increase the overall usage/bookings, thereby improving income.)</i></p>	<p>A great town to work in with good employment opportunities and networking facilities. Promotion of Town Hall to increase service delivery.</p> <p>Aim to keep as much business as possible in Neston and encourage others to shop locally and support current retailers. Both within Council and encourage residents to “use it or lose it” with regards to local businesses and services.</p>	<ul style="list-style-type: none"> <li>• Maintain and develop the Business Directory on the website <b>(Complete)</b></li> <li>• With partners develop a new Regeneration/Economic Development Policy for the town which sets out NTC’s role. Engage with CW&amp;C on regeneration plan on possible updates required for their current ‘Rural Regeneration Strategy &amp; Action Plan (2011)’. <b>(Not relevant for this committee)</b></li> <li>• Set up a business networking opportunity event. Establish a database using existing contacts who have previously expressed permission to join <b>(Ongoing)</b></li> <li>• To adopt a Procurement Policy setting out complementary and conflicting objectives when purchasing services and goods. <b>Policy adopted (Complete)</b></li> </ul>
<p><b><u>GOVERNANCE</u></b> Moving towards a 5-year financial plan to ensure best value, ensuring we build up resources to deliver Strategy.</p>	<p>An effective process to ensure governance is kept up to date in a timely manner which is scheduled throughout the coming year.</p> <p><i>Approval of the AGAR 2023/24. Finalisation of 2023/24 accounts by September 2024 (report received early).</i></p>	<ul style="list-style-type: none"> <li>• Budget was adopted for 2023/24</li> <li>• Adopt a provisional Medium-Term Financial Plan to help inform next budget <b>(Priority – Ongoing)</b></li> <li>• Undertake VAT partial exemption calculations and returns quarterly and review VAT status <b>(Complete)</b></li> <li>• Quarterly Monthly financial reports to Council or committee and on website with explanatory notes as necessary <b>(Ongoing for 2024/25)</b></li> <li>• Introduce summary front sheet to financial reports <b>(To be implemented)</b> – CO researching expansion to Omega accounting software to include Purchase Ledger.</li> <li>• Explore alternatives to Omega, Scribe to reduce costs and possible improvements to usability.</li> <li>• Continue to make all financial transactions in a timely manner according to the Financial Regulations <b>(Ongoing throughout 2024/25)</b></li> <li>• Undertake review of Ear-Marked Reserves Throughout 2024 Ongoing <b>(November 2024 committee)</b></li> <li>• Review and update Asset Register and expand information on major assets <b>(Ongoing)</b></li> </ul>
<p><b><u>CUSTOMER SERVICE</u></b> Deliver excellent services according to both needs and consumer choice.</p>	<p>Ensure the Council does the best possible job for its residents. Continue to maintain the Town Hall to a high standard and lobby CW&amp;C for repairs and extended lease agreement.</p>	<p><b>OBJECTIVE ONGOING</b> Town Hall roof works have now begun. Scaffolding installation began week commencing 04/09/2024. <b>Works due to reach completion February 2025.</b></p> <p>Town Council officers are in regular communications with CW&amp;C</p>

		<p>through both the help desk to report day-to-day operational faults and to progress weightier issues such as the renewal of the Asset Management document.</p> <p><b>Most recent officer meeting held 03/02/25.</b></p>
<p><u>COMMUNICATIONS &amp; TRANSPARENCY</u></p> <p>Strive for regular, high-quality communications with rate-payers utilising a number of social media platforms as well as physical advertisements in the form of banners and posters.</p>	<p>Continually improve the content of the website, social media posts and other channels of communication to make the Council more accessible and efficient</p> <p><b>These objectives have been strongly met this year, and the services are continually improving as we learn, share and hope to curate local information.</b></p>	<p><b>OBJECTIVE COMPLETE</b></p> <p>At the beginning of the new financial year (April 2024) NTC signed up to CANVA software at the cost of £99 for one year. This software has been game-changing in the way we present information to the public and our rate-payers.</p> <p>2 staff members have received basic and advanced training on the use of this software and the Council utilizes CANVA almost daily for communications, image creation and advertisement posters across the organisations.</p> <p><b>OBJECTIVE COMPLETE</b></p> <p><b><u>Social Media</u></b></p> <p>The Town Council's new Facebook page has been fully operational since May 2024. During that time the staff have worked hard to build up both the visibility for the page and information displayed for our residents and visitors. The Town Council page is an active member of the CH64 residents' group, as well as other local Neston &amp; Parkgate community groups as a means of sharing important Council updates and engaging with the public on a different level, making the Council more accessible and efficient.</p> <p>The Facebook page is also linked to Instagram, the image sharing platform, with posts duplicating on both sites to increase the exposure of our page. Visually pleasing, yet informative at the same time. All of these additional information service pages are managed in-house by the Town Council's staff team.</p>