



Whiteley Parish Council Corporate Strategy 2010/11

1.0 Vision

Whiteley Parish Council will strive to improve the quality of life for the residents of Whiteley by working closely with the community and appropriate service providers.

The Council will work in an open and accountable manner for the benefit of its residents.

2.0 Strategy

2.1 Pursue devolvement of responsibilities from District and County authorities including:

- Maintenance of the recreation ground/play parks and skatepark and other areas.
- Increased involvement in the management of Meadowside Leisure Centre
- Key role in planning and master planning ensure maximum local input through Local Development Framework (LDF) and Statement of Community Involvement (SCI) in particular for:
 - Whiteley Village to ensure proposals reflect local requirements for a level of services that cater for the resident population including: a library / parish council hub, crèche/nursery, restaurants and pubs
 - North Whiteley to ensure the timely provision of improvements to existing infrastructure including:
 - increased traffic capacity to key distributor roads, removal of single route dependency to some areas to improve emergency access, additional points of access to Whiteley from surrounding areas
 - primary schools
 - secondary school
 - open spaces
 - affordable housing to meet local needs.

2.2 To continue to campaign for unmet and ongoing requirements of the 2009 Parish Action Plan

2.2.1 Continue to improve health and well being:

- Protect and enhance aspects of living in Whiteley most valued by residents including its natural setting, peaceful surroundings and family friendly communities
- Work to improve aspects of living in Whiteley most disliked by residents including poor access, traffic congestion, insufficient primary school places and the need for a secondary school
- Ensure sports and play equipment is well maintained and replaced at appropriate intervals
- Support the development of new sports and leisure facilities
- Raise awareness of sports and active leisure opportunities
- Raise awareness of volunteer opportunities
- Promote and raise awareness of environmental and energy saving issues

2.2.2 Maintain and improve community safety:

- Support and work closely with Police and Police Community Support Officers to minimise speeding, unsociable parking, vandalism, anti-social behaviour, nuisance issues and to monitor and reduce incidents of under age drinking/substance abuse problems

2.2.3 Reduce traffic congestion:

- Campaign for improvements in public transport and access to public transport information.
- Encourage the provision of buses to take primary aged children and their parents to school when allocated schools are outside Whiteley.
- Encourage the set up of car share and car club pilot schemes
- Continue to campaign for improvements in road infrastructure including additional links in and out of Whiteley and measures to reduce traffic volumes
- Encourage walking and cycling wherever possible, raising awareness of local rights of way and footpaths

2.2.4 Support effective economic development:

- Encourage the reforming of the Whiteley Business Forum
- Raise awareness of local business and job opportunities

2.2.5 Work effectively with young people:

- Ensure the views of young people are heard, understood and acted upon as appropriate
- Support the provision of new facilities for young people in Whiteley
- Encourage the development of new social clubs and sports and leisure facilities
- Support provision of regular public transport to access swimming pools, cinemas and other leisure facilities

2.2.6 Communicate effectively with residents:

- Continue to develop the Whiteley Voice and Parish Council website and engage and encourage the community to play an increasingly active role in local issues

2.3 Develop the status of the Parish Council and Councillors

2.3.1 Quality Parish Status

- Continue to improve the way in which the Council conducts its business in order to meet the criteria and successfully gain re-accreditation in 2011.

2.3.2 Develop skills of Councillors and Clerk

- Ensure that Councillors and Clerk undertake appropriate training opportunities to develop skills in order to meet changes in legislation and quality systems.