




**STRATEGIC PLAN  
2023 - 2027**



# **Mission Statement**

**Binfield Parish Council will  
“support the local community  
with assets, activities and  
opportunities to promote  
people’s health, happiness and  
wellbeing.”**





# Introduction

- ▶ Binfield Parish Council's Councillors and staff are dedicated to providing the best possible services and events for their residents.
- ▶ Consultation with residents will be an important task and prioritised to gain a clear dialogue about current and proposed services and future projects. The spending of the considerable amount of accumulated Community Infrastructure Levy funding is also an important focus for the Council and the survey will assist in identifying what is needed and wanted by the community.
- ▶ Community events are designed to promote health, happiness and wellbeing for our residents. These events are likely to include the Summer of Fun, Annual Village Event (previously the Queen's Platinum Jubilee, Coronation and D Day Commemorations), Remembrance Parade, Christmas Lights Switch On, Arts Week, Silver Club, Allotments and Annual Parish Meeting.



# Guiding Principles

- In all our activities we will give due thought to:
  - Increasing Accessibility
  - Serving all parts of the Parish
  - The consideration / representing all age groups
  - Respecting the environment and working towards net zero.
  - Value for money



# Key Priorities

- Focus will be placed on the following areas:
  - Open Spaces & Biodiversity
  - Community Wellbeing
  - Community Engagement
  - Community Facilities
  - Built Environment
  - Governance & Accountability



# Open Spaces & Biodiversity

- ▶ To increase, enhance and develop our Open Spaces whilst increasing biodiversity for plants and wildlife by:
  - Increasing volunteering within the [boroughs] parks and countryside – Number of hours volunteering with parks and countryside activities – local businesses.
  - Increase the correct use of recycling – add to our recycling in foyer – increase size of storage and reorganise space.
  - Work with local groups such as the Binfield Environment Group to further increase the delivery to our aims
  - Increase green miles travelled via walking and cycling.



# Community Wellbeing

- To increase services for residents to enhance community spirit and cohesion by:
  - Increasing community activities for those who have less provision.
  - Increasing contact and support – social prescribing.
  - Increasing community volunteering – increase Sponsor a Street and investigate other initiatives.
  - Working with partners to investigate opportunities to support and promote social and emotional wellbeing.
  - Promoting Eco Rewards.





# Community Engagement

- ▶ To reach a wider range of residents, including underrepresented genders, ages and ethnicities who are currently not in touch with the parish council by:
  - Commissioning a survey to communicate with residents for two-way exchange of information about what is available and what is needed.
  - Increasing the profile of Councillors – spotlight on a Councillor a month in Beacon and online.
  - Increasing engagement with residents – increased use of website of both regular and specific items to raise the Council's profile.





# Community Facilities

- ▶ To improve, enhance and increase the facilities available to involve more people in community life by:
  - Effectively managing and utilising the new Binfield Community Centre.
  - Partnering and working with existing community facilities to increase the space available hard to reach age groups.
  - Investigating land acquisition to support biodiversity and increase recreational facilities.
  - Maintaining and improving play and recreational areas.



# Built Environment

- To work with Bracknell Forest Council to deliver improvements to the infrastructure by:
  - Undertaking a Neighbourhood Plan Review
  - Increasing delivery of infrastructure via CIL
  - Increasing the installation of publicly available Electric Vehicle charge points.
  - Continuing to consult on all planning applications within the Parish.
  - Working with our partner to improve cycle ways, footpaths and pavements.



# Governance & Accountability

- ▶ Binfield Parish Councillors and Staff to maintain high standards of diligence, accountability and transparency in all areas of parish council work by:
    - Complying with the required legislation, Parish Council Standing Orders, Code of Conduct (including the Nolan Principles of Public Life) and other policies.
    - Applying these principles to the full Council meetings, it's Committee's and Working Groups.
    - Providing required levels of transparency of the finances and day to day work of the Council.
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