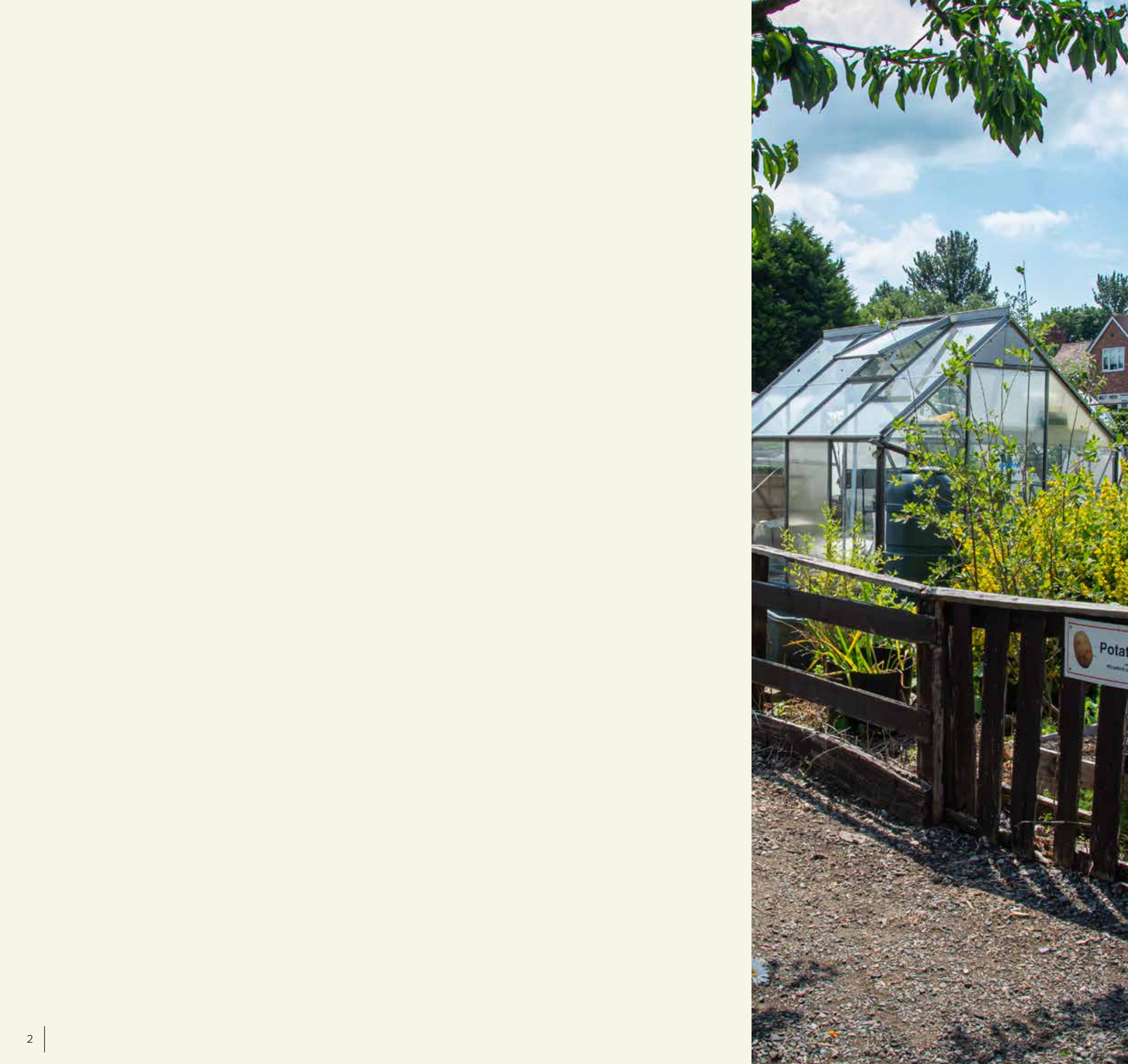




Winsford
TOWN COUNCIL

COUNCIL PLAN 2025-29



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Town Council

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Foreword

(from the Mayor)

The Council plan is one of the most important documents for any organisation, setting out its priorities and giving direction to all those involved in its work.

Our plan is an overarching strategy and details our objectives.

This Plan sets out our strategic aims which are focused on

- Our Town
- Our Heritage
- Our Communities
- Our Assets
- Our Resources

These key areas are what we will work towards in the long term, and each is supported by a series of objectives setting out how we will make them a reality.

Each year we will produce specific action plans detailing what we will be doing to meet our objectives and we will hold ourselves accountable to their delivery.



Cllr Wayne Fletcher
Town Mayor 2024/25

Winsford

in 2025

Winsford is a town in Cheshire West and Chester within the ceremonial county of Cheshire on the River Weaver, south of Northwich and west of Middlewich.



The town grew around the salt mining industry and is split into three areas – Over on the western side of the river, Wharton on the eastern side and Swanlow.

The town expanded on many occasions in history, during the Industrial Revolution and due to the market held in the town since the late thirteenth century.

In the twentieth century, new housing estates were built in the town and people moved to the area from Liverpool and Manchester.

These developments saw the creation of new industrial areas on both sides

of the town and also the introduction of housing, a new shopping centre and other key features.

In the 2021 Census, the population of the town stood at around 32,530 with further expansion in parts of the town with new housing being built.

Winsford is an important administrative centre – Cheshire Police and Cheshire Fire Brigade have their headquarters in the town, and it is also an administrative base for Cheshire West and Chester Council.

There are road links and train links to all parts of the region and to other parts of Cheshire.

Winsford Town Council

Winsford Town Council was created in 1974 as one of the successor councils to the former Winsford Urban District Council.

The Town Council is made up of 15 councillors representing six wards in the town with elections taking place every four years (the next one is scheduled for 2027).

The Town Council employs eight staff led by the Town Clerk and are responsible for the administration of the Council and delivery of services.

The list of services provided by the Town Council includes the provision of parks and open spaces, allotments, grants to organisations and the holding of town events.

The Town Council has delivered a number of projects including leading on extensive tree planting and wildflower programmes, the provision of play areas, developing allotments



for use by more people, enhancing parks and open spaces and restoring the historic Guidhall building.

The Council’s budget for 2024/25 is £845,526 and the Council also generates around £25,000 per year in income from bowling green fees, allotment rents and the sale of promotional items.

The Town Council is a consultee on planning applications in the town and led on the development of the Winsford Neighbourhood Plan.

Each year the Council elects one of its members as Town Mayor and the Mayor both chairs meetings and also serves as a civic leader for the town attending functions and undertaking fundraising for local charities.

Population 2021 census

357,669

Cheshire West & Chester

32,527

Winsford

▶ 9.1% of the borough’s population lives in Winsford

Hectares / Sq Miles

94,120 ha 2,202 ha

363 sq mi 8.5 sq mi

Cheshire West & Chester

Civic parish of Winsford

▶ 2.3% of the borough’s land is in Winsford

Number of staff

Cheshire West & Chester (CW&C)

8,724

(2023 CW&C Open Data)

= 4,066

people per member of staff (CW&C)

Winsford Town Council (WTC)

8

(2024)

Town Clerk



= 41

people per member of staff (WTC)



Council Tax Proportions (2023-24)

70.62%

CW&C

10.76%

Adult Social Care

3.97%

Fire



11.36%

Police

3.29%

WTC

Who Does What in Winsford?



Anti-social behaviour
 Births, deaths and ceremonies
 Bus Passes
 Children and youth
 Council tax and benefits
 Disabled parking (blue badges)
 Dog bins and fouling
 Education and families
 Electoral services
 Environmental services
 Fire and public safety
 Fly tipping
 Housing
 Leisure and culture
 Libraries
 Noise and nuisance complaints
 Paid car parks
 Planning
 Public right of way
 Public toilets
 Recycling and waste
 Roads and potholes
 Social and health care
 Sports, arts and leisure
 Street cleaning
 Street lights
 Trading standards



Allotments

Over Allotments, Moss Bank (62 plots)
Wharton Allotments, Greville Drive (10 plots)



Buildings

Barton Stadium
Brunner Guildhall
Marina Building
Pavilion, Over Rec
Pavilion, Wharton Rec



Christmas lights



Community

Grants (up to £1000; decided by Town Council)
Winsford Decides (up to £5000; decided by public vote)



Events

Bonfire and Fireworks Display, Barton Stadium
Christmas Street Festival, High Street
Remembrance parade and service, town centre
Salt Fair
Winsford Pride



Parks and play areas

King George VI Play Area, Station Road
Leaf Land Play Area
Meadow Bank Play Area
Over Recreation Ground
Rilshaw Meadows, Rilshaw Lane
Stanthorpe Play Area, Beckett Drive
Wharton Recreation Ground
Winsford Town Park (on lease from CW&C)



School milk (primary schools)



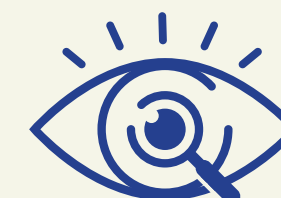
War memorials

Boer War Memorial, town centre
Cenotaph, town centre
James Clarke VC bench, Lifestyle Centre

Council Plan 2025-29

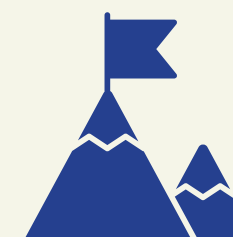
This plan sets out the vision for the town of Winsford as agreed by the Town Council in conjunction with key stakeholders.

It also sets out the challenges facing the town and the priorities adopted by the Council in seeking to deal with those challenges and improve the town.



Vision

The Town Council's vision for the town is: - **To improve the lives of residents and to improve the town itself through social regeneration.**



Challenges

In seeking to deliver this vision, the town faces a range of key challenges, including the following: -

- The town's growth and the need for infrastructure to support that growth.
- Deprivation (including some of the most deprived wards in the country)
- Generally poor health amongst the population
- The issue of climate change – the town is a climate emergency area.
- High levels of crime and disorder
- Lower levels of educational achievement



Initiatives in Place

A range of initiatives already exist designed to tackle at least some of these problems.

- Neighbourhood Plan in place
- Winsford Whole Place Programme – designed to deal with key issues.
- Town Centre redevelopment plans
- Wellbeing Winsford
- Crime and Disorder Partnership
- Cheshire West and Chester Council Poverty Truth Advisory Strategy
- Inclusive Economic Strategy

All these initiatives involve partnership working and WTC has played a greater/lesser role in terms of their development and delivery.

The Town Council itself has direct responsibility for a range of areas where it can play a key role in dealing with these challenges and helping to deliver a positive vision for the town.

This is not meant to be an exhaustive list but does provide a picture both of the key issues facing Winsford and also the strategic framework in place which sets out plans to deal with these issues as well as the work going on in the area to improve the lives of the people of Winsford.

Responsibilities vary in terms of the areas set out above, so that Cheshire West and Chester Council (CWAC) lead on most of the key areas but also work with others to deal with the issues faced including the police, the health service, local businesses and agencies such as the Job Centre and local educational establishments.

Key Objectives

The Council is looking to focus its work and resources in these areas with a view to improving the town and tackling the key challenges outlined above.

This work will be partnership-focused and will also involve the community where possible. The focus of the partnership working vital to the delivery of initiatives to meet the challenges included in these key objectives is to work with CWAC and also the local housing associations, as well as other agencies such as the police, the health service, voluntary services and those working in education and charged with developing skills.

These key objectives form the basis for the Council's work but should also be seen in conjunction with initiatives undertaken in partnership with others – including those listed above. These include greater input into initiatives such as Winsford Whole Place; town centre development; review of the Neighbourhood Plan; and greater involvement in the Crime and Disorder Reduction Partnership.

These areas have helped to form the key objectives for the Town Council: -

Our Town

- Supporting a regenerated and thriving town centre to be a vibrant place to visit, work, live and enjoy.
- To develop and promote opportunities for residents and visitors.
- To support the development of a community events programme for the town to increase footfall and resident enjoyment.
- Ensure town centre facilities are in keeping with resident and visitor needs.
- Work with the police and other partners on initiatives that enable residents and businesses to feel safer and better protected.

Our Heritage

- Preserving, developing, and growing Winsford's unique heritage and culture
- Seek funding opportunities to help conserve and enhance the town's-built environment, heritage, and historic structures.
- In its role as consultee ensure planning applications are in the Towns best interests and raise resident concerns with CWAC.

- Work with residents and others to promote the town as a great place to live in ways that recognise its unique culture and heritage.
- Work with partners and others on events and initiatives that promote the towns heritage.

Our Communities

- Listening & working with residents, businesses, and groups to create and maintain thriving inclusive communities.
- Encourage public involvement in council meetings.
- Work with community organisations to support events, activities, and volunteer programmes across the town.
- Proactively showcase the work of the town council to residents, local regional and national stakeholders through online, print, and digital media.
- Consult with residents, local groups, and businesses about what they want for Winsford.
- Continue to operate a grant-based donation scheme to groups and organisations.

Our Assets

- Improving, developing, and supporting the towns assets and open spaces.
- Extend and improve green spaces, floral displays, trees, and biodiversity within the town.
- Continue to support and grow the towns allotment provision.
- Work with partners to find ways to enhance our green spaces, parks and river frontage for play, amenity, wildlife, relaxation, and socialising ensuring accessibility for all and protection for future generations.

- Ensure our assets are protected carry out a strategic review of CCTV service to establish future provision.

Our Resources

- Maintain effective and efficient governance and management of resources.
- Ensure good financial and budgetary management to maximise opportunities for the town.
- Regularly review staffing needs ensuring staff are well managed, trained and valued.
- Provide training opportunities for councillors and staff to maximise their contribution to the town's success.
- Continue to seek opportunities to increase income streams to help achieve the councils aims and objectives.
- Engage in effective and efficient procurement to generate savings and ensure value for money.
- Ensure that sustainable practices are followed operationally and in all future projects.



Key Deliverables 2025 and Beyond

Achieving the vision of a better town will require results and the Town Council aims to make a difference in the key challenges listed in this document through some of the things covered here. The Council has identified a set of deliverables for the 2025 and beyond. These are set out on the following page.



- To re-open the toilets on the town centre (by April 2025)
- To move the Town Council offices to the Guildhall (by 2027)
- To expand the car park at Rilshaw Meadows (by April 2026)
- To improve the land off Townfields Road (by April 2026)
- To improve the management and delivery of key projects (ongoing)
- To implement planting schemes throughout the open spaces owned and managed by the Town Council (by June 2025)
- To secure a full transfer of the Town Park from CWAC to the Town Council (by September 2025)
- To improve and enhance the skills of staff (ongoing)
- To develop options paper for redevelopment of the Guildhall (done – now implementing the options with target date of April 2027)
- To upgrade CCTV and security on all parks and open spaces owned and managed by the Town Council (by April 2026)
- To provide an additional grants pot for applications from the community (completed – but continue to review)
- To increase budget for grants (completed – but continue to review)
- To deliver an enhanced events programme (completed by continue to review)
- To work on safety aspects of Barton Stadium (by April 2026)
- To improve tennis facilities on the recreation grounds (by April 2026)
- To deliver efficiencies via the better use of all assets and resources (ongoing)

Achieving these goals requires work across a whole range of different areas of local government activity, and partnership working between organisations. It also involves the input from the community as a whole and investment in key areas when required.

The finance and resources available to the Town Council as set out earlier in this plan make these challenging objectives to deliver for the Town Council alone which makes the need for partnership working and external funding even more vital.



How we will Deliver this Plan

We will produce project plans on a regular basis which will guide our work based on the areas set out above.

These plans will be reviewed and finalised ahead of the start of the new financial year in April.

The plans will detail the specific actions the council will undertake in the civic year to contribute to meeting our objectives and overarching aims.

Each plan will be specific, measurable, achievable, relevant and timebound (SMART), assigning the responsible officer and which committee has oversight of ensuring delivery.

Many of our objectives will take several years to complete and we will set out appropriate milestones to strengthen accountability as part of our project plans.

Our committees will have a key role to play in developing the strategic, policy and political decisions required to give effect to the objectives of the council.

For specific objectives we may also establish more informal working groups, comprising councillors and relevant stakeholders, to develop the detailed plans and actions we need to meet deliver our aims.

Whilst we will detail specific actions to take, we will also be flexible in responding to opportunities and issues that arise. When considering new activity not covered by the action plan we will appraise whether it contributes to meeting our objectives.

Governance and Accountability

The Town Clerk has the operational responsibility for ensuring the council is delivering this plan, whilst overall accountability rests with the Full Council.

All councillors and staff will be aware of this plan and how their work is contributing to the council's strategic aims.

We will also undertake an annual review to assess how we are performing against our values.

Finance

The majority of the council's financial resource is from the precept.

As said, however, the council's aspirations under this plan exceed what would be reasonable to raise through taxation.

The Town Council will therefore work to increase its non-tax income to supplement service delivery. This will include seeking to secure grant funding and increasing income from assets, together with working with others in partnership.





Winsford
TOWN COUNCIL

