

Bishop's Itchington Parish Council
Business and Strategic Plan 2019 - 2023

Issue 1

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1 CONTENTS

1	Contents	2
2	Introduction.....	5
2.1	Purpose of a business plan	5
2.2	Vision	5
2.3	Objectives	5
2.3.1	Promote and take pride in the village	5
2.3.2	Keep the village accessible and enjoyable to all abilities	5
2.3.3	Improve public and community engagement through up to date information sharing.....	5
2.3.4	Ensure that the Yellow Land can be enjoyed but protected from harm.....	6
2.3.5	Support and promote health and wellbeing in the community.....	6
2.3.6	Minimise the council’s and the village’s environmental footprints	6
2.3.7	Update and standardise council staff IT, ensure data security	6
3	The council	7
3.1	Councillors	7
3.2	Officers and employees.....	7
3.3	Working groups within the council	8
3.3.1	Finance	8
3.3.2	HR	8
3.3.3	Properties and environment	8
3.3.4	Planning	8
3.3.5	Cemetery and churchyard	9
3.3.6	Bodies outside of the council	9
3.4	Our role as representatives of the community	9
3.4.1	Planning	9
3.4.2	Highway matters	10
3.5	Greens and public open spaces.....	10
3.5.1	Cemetery and chapel.....	10
3.5.2	St Michael’s churchyard	10
3.5.3	The playing field	10
3.5.4	Equipped play area.....	10
3.5.5	The pavilion	10
3.5.6	Hard courts and floodlighting.....	11
3.5.7	The Yellow Land.....	11
3.5.8	Other public open space	11

3.6	Finances.....	11
4	Plan for the term 2019-2023.....	13
4.1	Office and admin	13
4.1.1	IT renewal.....	13
4.1.2	Email addresses	13
4.1.3	Office telephones	13
4.2	Yellow Land	13
4.2.1	Access and gates.....	13
4.2.2	Management	14
4.2.3	Signage	14
4.2.4	Benches	14
4.3	The playing field	14
4.3.1	Pavilion	14
4.3.2	Play equipment.....	14
4.3.3	Additional amenities	15
4.4	Street furniture.....	15
4.4.1	Notice boards	15
4.4.2	Benches and other seating.....	15
4.4.3	Bins	15
4.4.4	Defibrillator	16
4.5	Open spaces and environment.....	16
4.5.1	Low carbon communities and environmental sustainability policy.....	16
4.5.2	Footpaths.....	17
4.6	Cemetery	18
4.6.1	Railings.....	18
4.6.2	Chapel windows	18
4.6.3	Reflective area.....	18
4.6.4	Cremation plots.....	18
4.6.5	Water provision.....	18
4.6.6	Future cemetery	18
4.7	Public buildings.....	19
4.8	'Proud of my village' events.	19
4.8.1	Community litter pick.....	19
4.8.2	Fix my street/fix my village event	19
4.9	Improved community engagement.....	20
4.9.1	Social media presence	20

4.9.2	New website	20
4.9.3	Councillor surgery.....	20
4.9.4	Newsletter	20
4.9.5	Community ideas and suggestions.....	21

2 INTRODUCTION

2.1 PURPOSE OF A BUSINESS PLAN

This business plan documents the parish council's aspirations for the next four years. It captures the vision and objectives of the council over this period and provides a reference that the community and the council can share and work methodically towards delivering.

It will also help residents to understand where the parish council has control or influence and where it does not. Some issues are beyond the parish council's direct control but, as consultees, we may have scope to influence a decision to be made at district council or county council level.

A business plan can only deliver the community's needs if those needs are understood. Where appropriate, this requires the support and input of the community through consultation and public engagement. It should be noted that there are actions within the plan which are responses to the operational needs of the council, so not all content will have been out for consultation.

2.2 VISION

To plan for and deliver facilities which make Bishop's Itchington a happy, healthy and accessible village for all residents and visitors ensuring it is a place which we are proud to call our home.

2.3 OBJECTIVES

2.3.1 Promote and take pride in the village

For residents, Bishop's Itchington is home and whether they have lived here for generations or have moved in recently, it is a place they should be able to take pride in. It is reasonable that residents have high expectations of cleanliness and maintenance of the facilities in the parish. The parish council will take steps to meet and uphold those expectations.

2.3.2 Keep the village accessible and enjoyable to all abilities

The village supports variety of purpose-built recreational facilities. These are to be accessible to all ages and abilities. The parish council will take this into account when making decisions which can improve or change these facilities to that they can be and remain usable by everyone.

The council will also make the most of opportunities to improve accessibly throughout the village, such as in areas of public open space and public rights of way.

The council's new website will be prepared to the latest standards for accessibility

2.3.3 Improve public and community engagement through up to date information sharing

The parish council is elected to represent the residents of the parish. To do this well it must have effective two-way communication with residents.

The council has a presence in the village at the office and the clerk is contactable telephone or email, however there are many digital and online channels to explore. This may help sectors of the community to approach the council who otherwise would not, perhaps younger residents unsure of what the council can do or them or working people who are unable to visit or call during daytime hours.

2.3.4 Ensure that the Yellow Land can be enjoyed but protected from harm

The Yellow Land (and now the nature reserve beyond it) provides a gateway to a variety of wildlife for villagers. The council will ensure that the Yellow Land is safe and that appropriate information is provided about the site and its wild inhabitants. Where recreational facilities such as benches are provided by the council, it will ensure that they are in good order. The council will maintain the site in the interest of the flora and fauna, but so it is available and accessible to all.

2.3.5 Support and promote health and wellbeing in the community

The parish council will continue to pursue the enhancement of health facilities for the village, including the retention and expansion of a doctors' surgery in the village. The council may be able to support with the dissemination of information about healthcare services and complementary health and wellbeing opportunities as they arise.

2.3.6 Minimise the council's and the village's environmental footprints

The parish council's actions and decisions should all be with appropriate consideration for sustainability. To capture and define this, the council will prepare an Environmental Sustainability Policy to guide its decisions.

2.3.7 Update and standardise council staff IT, ensure data security

The parish council stores and processes some personal data in its operations, so must demonstrate compliance with the Data Protection Act (2018). Clear processes and standardised tools, including migration to Office365 will enable this.

Office365 also opens up several opportunities for collaboration with the council and with other organisations.

3 THE COUNCIL

Bishop's Itchington Parish Council has ten elected or co-opted members who meet on at least ten occasions throughout the year. Meetings are held in public on the second Monday of each month, however, the council does not normally meet in August or December, unless an extraordinary meeting is required.

Agendas and minutes are posted on the parish council notice board in the village, are available to view in the parish office or can be downloaded from the parish council's website.

Councillors give their time and effort voluntarily in support of their community and receive no payment for their time, though some expenses are reimbursed. They discuss, debate and make decisions on matters relevant to the community and the parish. These matters include, for example, maintenance of local open space, crime prevention, traffic calming and local planning.

The parish of Bishop's Itchington includes the village and its 2,082 residents¹ and covers an area of over 1,200 hectares.

3.1 COUNCILLORS

Councillors are elected every four years. The last elections took place in May 2019.

If there are more candidates than seats, then an election will take place. Where there are fewer candidates than seats the candidates are all elected in an 'uncontested election' and the council may co-opt residents to fill the remaining seats.

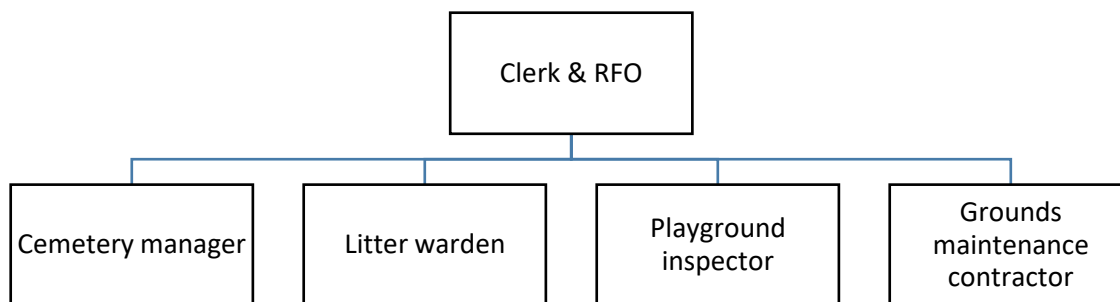
Each year, in May, the council elects a chairman and may also form working groups and committees. Representatives are nominated to support community groups and projects.

3.2 OFFICERS AND EMPLOYEES

The administration of the parish council is executed by the clerk. The clerk is an employee appointed by the parish council who is both the council's proper officer and its Responsible Financial Officer (RFO).

The running of the council and the maintenance of its estate is supported by three further staff and an appointed grounds maintenance contractor. The grounds maintenance contract is currently reviewed every two years.

¹ 2011 census



3.3 WORKING GROUPS WITHIN THE COUNCIL

Working group members are agreed each May at the annual meeting of the parish council. Members may change through the year.

Committees have some delegated responsibilities and can make decisions while working parties make recommendations which have to be brought to the council. Only working parties exist at present. Though not mandated, it is recommended and helpful for external working parties to agree terms of reference with the council.

3.3.1 Finance

The finance group reviews and prepares the annual budget and recommends the level of precept. This takes place in November each year for adoption in January, ahead of the new financial year in April.

3.3.2 HR

The council is an employer, as described in section 3.1, so must adhere to relevant employment policies and law. The HR group takes responsibility for ensuring that the council's employees are treated fairly, that any grievances are heard and determined. It takes care of all staffing issues including recruitment and dismissal of employees, should it be necessary.

Note that councillors cannot be recruited nor dismissed by the HR group. Matters of councillor conduct are referred to SDC's monitoring officer.

3.3.3 Properties and environment

The properties and environment group focuses on matters relating to the council's estate. This includes the open space and all built structures owned or leased by the parish council.

3.3.4 Planning

In general, planning is handled during normal business at a parish council meeting however, if a complex or contentious application is made (such as for a large housing development), this group will meet ahead of the parish council meeting to identify and summarise the relevant points.

Where the parish council's position conflicts with the planning officer's and the application is referred to the Stratford District Council planning committee, a member of this group will either attend the planning committee and make the council's representation or prepare another member to attend in their place.

3.3.5 Cemetery and churchyard

The cemetery forms part of the parish council's estate, however the running of it is separate from the Properties group. This group looks after the running of the cemetery and supports the Cemetery Manager by making recommendations to the council regarding the upkeep of the cemetery. The group is also consulted by the cemetery manager where decisions need to be made or disputes arbitrated relating to such things as interments, fees and cemetery rules.

3.3.6 Bodies outside of the council

Councillors also represent the council on the following outside bodies:

- Memorial Hall Committee
- Bishop's Itchington Community Project
- Neighbourhood Plan Group
- Pavilion Project

3.4 OUR ROLE AS REPRESENTATIVES OF THE COMMUNITY

3.4.1 Planning

The parish council is a statutory consultee on planning applications within the parish. The council has the opportunity to respond formally on all planning applications and can trigger an application to be referred to Stratford District Council's Planning Committee under certain circumstances. Residents are encouraged to raise concerns they have to the council so that they can be properly represented in addition to making their own representation to SDC as the local planning authority.

3.4.1.1 *Developer contributions*

In the case of large applications, the developer may be required to make a financial contribution to the parish. This would be specified for community projects such as the provision of recreational facilities, mitigation of traffic increases or support for schools and other infrastructure which would be impacted by an increase in users. These may be mandated as part of the Community Infrastructure Levy (CIL) or Section 106 of the Town and Country Planning Act 1990. In some cases a developer may offer to make a voluntary contribution without prejudice, if a suitable project exists.

The parish council will put forward projects in each of these scenarios in an effort to bring in a positive contribution from a development, irrespective of its or the local planning authority's objection or support.

3.4.1.2 *Neighbourhood Development Plan*

The parish council is the qualifying body for neighbourhood development plan and can apply for the area designation and seek grant funding for the creation of a Neighbourhood Development Plan, in line with the provisions of the Localism Act 2011.

The plan and the underlying research can be (and is) undertaken by an independent working group which includes parish councillors and other residents, acting as a working party and making recommendations to the council.

3.4.2 Highway matters

3.4.2.1 *Community 'Speedwatch'*

The parish council supports a community speed watch team. A group of volunteers trained and vetted by the police operates a speed check in areas of the village where motorists are known to travel at excessive or inappropriate speed. The group reports its feedback to the parish council to inform decisions on traffic issues.

The councillors and residents most recently engaged in this activity have left the council or the village, so new volunteers are required.

3.4.2.2 *Traffic calming and traffic monitoring*

Following two recent and large housing developments in the village², the parish council approached Warwickshire County Council Highways to develop a traffic calming scheme along the B4451 with the objective of improving safety by reducing the speed of traffic along this route through the village.

The council has commissioned automated traffic surveys to determine the effectiveness of the traffic calming, where the current data has shown a reduction in speeds. The council should consider a survey schedule to keep up to date on the traffic speeds and volumes, especially as additional housing developments nearby are completed.

3.5 GREENS AND PUBLIC OPEN SPACES

3.5.1 Cemetery and chapel

Bishop's Itchington cemetery was opened in 1905 and is owned and maintained by the parish council. As a burial authority, the parish council is responsible for ensuring that interments are conducted in accordance with the law, properly registered and accurately recorded.

3.5.2 St Michael's churchyard

Now closed to burials, the churchyard is maintained by the parish council's appointed grounds maintenance contractor. The churchyard itself remains property of the church.

3.5.3 The playing field

Gifted to the community and one of nearly 1,400 playing fields protected as a Queen Elizabeth II Field In Trust, the playing field is at the eastern end of Chapel Street. It is mown and maintained by the parish council's appointed grounds maintenance contractor.

3.5.4 Equipped play area

The parish council owns and is responsible for the play area and its equipment at the northern end of the playing field. The parish council's RoSPA certified play area inspector carries out a weekly inspection and reports any concerns to the clerk. Repairs and maintenance are carried out by the play equipment provider.

3.5.5 The pavilion

The parish council owns and maintains the building and is supporting a project to build a replacement pavilion.

² 31 homes on Station Road and 81 homes on Gaydon Road/Plough Lane

3.5.6 Hard courts and floodlighting

The parish council owns the hardcourt area and the floodlights at the playing field. Management of bookings and promotion of the hardcourts is the responsibility of Bishop's Itchington Sports Association.

3.5.7 The Yellow Land

The Yellow Land is so called because its boundaries were highlighted in yellow on maps drawn up at the time of the site being transferred to the village. It is owned and maintained by the parish council as a nature reserve in its own right and it serves as a gateway to the Bishop's Hill nature reserve on the site of the former cement works.

3.5.8 Other public open space

3.5.8.1 *Public open spaces owned or maintained by the parish council*

- Chapel Street green
- Scowcroft Drive/Parrish Close greens and old hedgerow in Mandale Close
- Ladbroke Road - wide verge opposite school
- Rupert Kettle Drive/The Chestnuts/Greaves Way/Bishops Gate greens
- County Council owned verges within the parish are mown by the parish council's contractor
- Bishopsgate Green

The council is considering the option to lease the Hidden Green to provide a community growing space off Old Road.

3.5.8.2 *Public open spaces not owned/maintained by the parish council*

- Grassed areas within the curtilage of Orbit properties
- Allotments (these are managed and maintained by the Parochial Church Council)
- Carriageways and their adjoining footways
- Public footpaths
- Open space on Marlow Green
- Open space and play equipment on Chapple Hyam Avenue/Hartshorne Road
- Open space on the Furrowfields development
- Bishop's Hill Nature Reserve

3.6 FINANCES

The parish council is, principally, funded through the precept. This is collected, on the parish council's behalf, by SDC through council tax. Residents will see the amount in the breakdown on their council tax demand.

Where large developments take place, developer contributions (from Section 106 or Community Infrastructure Levy) are set aside for nominated projects. The traffic calming through the centre of the village, for example, was funded by s106 contributions. The council actively seeks contributions from developers, without prejudice, to realise benefits for the community as a whole.

The budget is prepared in November for the forthcoming fiscal year. This plan is intended to help that process by capturing future projects and noting proposed timings for them.

4 PLAN FOR THE TERM 2019-2023

4.1 OFFICE AND ADMIN

4.1.1 IT renewal

The office IT is now aged and has presented problems for the clerk in the past. The council has recently updated the cemetery manager's laptop, which benefits from a more recent version of Windows and an Office365 subscription. The plan considers the replacement of the clerk's laptop and the adoption of Office365 with OneDrive for secure document storage. Quotations for this were circulated for the September 2019 meeting and the new equipment was delivered and commissioned at the end of October 2019.

4.1.2 Email addresses

It may be appropriate for the council to adopt 'gov.uk' email addresses for staff and councillors. This helps us meet our obligations under the Data Protection Act (2018) and protects the individual's private or personal email address, while enabling more direct engagement with the community. All councillors were issued @bishopsitchington-pc.gov.uk email address at the end of October 2019 and all are now using those accounts.

4.1.3 Office telephones

The office telephone is aged and suspected of having a fault which means some callers cannot be heard clearly. The handset needs to be replaced. Since there are two desks in the office and the clerk frequently resolves parishioners enquiries by reference to materials stored around the office, a cordless telephone may be most appropriate.

Objective	Action	Timeframe	Approx £
Update and standardise council staff IT, ensure data security	Replace clerk's computer, to include Office365 licence, renewal of cemetery manager's O365 licence, install appropriate security software	Q3 FY2019 [Complete]	£1,500
	Implement and adopt '@bishopsitchington-pc.gov.uk' email addresses	Q3 FY2019 [Complete]	£300 + £350 pa
Improve public and community engagement through up to date information sharing	Replace telephone handset in the parish office.	Q1 FY2020	<£100

4.2 YELLOW LAND

4.2.1 Access and gates

The access path to the Bishop's Hill Nature Reserve is adjacent to the Yellow Land. To mitigate concerns that visitors to the BHNR will cycle through the Yellow Land and to prevent motorcycles from gaining access, gates are to be installed. This is to be funded by the developer since an

objection from the county council has been lodged for the planning application. The parish council will pursue this.

4.2.2 Management

The integration of the Yellow Land and the adjoining nature reserve is to be considered, to ensure the nature reserves are maintained in a complementary and sustainable manner. The parish council will liaise with Warwickshire Wildlife Trust (WWT) to establish a plan. If no arrangement is reached, the existing management plan shall continue to be delivered and reviewed on its current basis.

4.2.3 Signage

The existing entrance signs are aged and would benefit from renewal. The village takes pride in the Yellow Land and this needs to be reflected in the information signs that are placed there.

4.2.4 Benches

There is a bench, provided by the WI, on the Yellow Land. As the path surface has been built up, this bench appears to have sunk, relative to the path. If there is evidence of a need, the height between the surface of the path and the seat of the bench will have to be increased.

Objective	Action	Timeframe	Approx £
Ensure that the Yellow Land can be enjoyed but protected from harm	Pursue the installation of pedestrian only gates between the Yellow Land and the BHNR. Approach developer of the Cement Works Site for funds to complete	FY2020	NIL
Promote and take pride in the village	Approach WWT with regards to future management of the site and harmonisation to the BHNR.	FY 2021	NIL
	Renew and update signage at entrances to the Yellow Land	FY2021	£500
Keep the village accessible and enjoyable to all abilities	Ensure that benches around the Yellow Land are safe and fit for purpose	FY2019	£500

4.3 THE PLAYING FIELD

4.3.1 Pavilion

The current pavilion is over 40 years old and in a tired state. Its appeal is low and the conditions inside are unsuitable for many sports.

A working party of residents and parish councillors is working on planning, funding and providing a new pavilion building and car park.

4.3.2 Play equipment

The current play equipment is beginning to age, with several timbers having been replaced in the last year. The parish council is committed to providing an equipped play area at the playing field and will

form a working group to create a maintenance and replacement plan. This will ensure the safety of the existing equipment whilst planning and seeking funding for its replacement, as necessary.

4.3.3 Additional amenities

There are plans in development for additional facilities around the play area. The parish council will be open to discussing these (and any others brought forward) in line with its objectives on health and wellness, and environmental sustainability.

Objective	Action	Timeframe	Approx £
Promote and take pride in the village	Support the replacement of the pavilion and facilitate the working group. Include working capital for professional fees in budget	FY 2021	£5000 pa budget
Support and promote health and wellbeing in the community	Support initiatives to introduce adult exercise equipment and facilities in the village	Ongoing	TBC
Keep the village accessible and enjoyable to all abilities	Ensure that the play area remains available and safe to use	Ongoing	£7500 pa budget
	Set up working group and develop maintenance and replacement plan for play equipment	FY 2022	Balance of above at year end.

4.4 STREET FURNITURE

The council will, in 2020, conduct an appraisal of public amenities around the village, including but not limited to benches, bins, bus stops and notice boards. This will assess the fitness for purpose of the existing facilities and objectively assess the need for additional items.

4.4.1 Notice boards

The new parish notice boards erected at Chapel Street/Station Road and on Ladbrooke Road have been well used since they were installed in February 2019. The council will consider if additional boards will be beneficial, such as in the new developments as they become occupied.

4.4.2 Benches and other seating

Several benches exist around the village. As part of the appraisal, the need for repair of existing and provision of new seats will be considered.

Along the foot and cycle ways through the Bishops Hill Nature Reserve, the council may wish to consider requesting some seating or consult with Warwickshire Wildlife Trust on the addition of suitable seating areas from which to appreciate the nature reserve, such as hides.

4.4.3 Bins

The council has provided bins at strategic locations around the village. These are emptied by Biffa on behalf of SDC and accept dog waste as well as litter. The council will continue to monitor litter and dog waste problems to ascertain if and where additional bins are necessary.

New developments in the village will be checked to ensure that adequate bins are included in public spaces and that management companies (where applicable) ensure they are emptied as frequently as necessary.

4.4.4 Defibrillator

The council has, in summer 2019, purchased a new defibrillator and cabinet, to be located at the centre of the village, presently on the outside of the surgery.

The council will maintain this lifesaving equipment in good order, conducting checks on battery health and the electrical status of the cabinet, and replacing any time critical elements such as the pads in a timely fashion.

Objective	Action	Timeframe	Approx £
Improve public and community engagement through up to date information sharing	If deemed necessary, provide village noticeboards in newly developed areas of the village	FY2022	£1,500 per board, installed
Keep the village accessible and enjoyable to all abilities	Ensure the safety of existing benches around the village and investigate additional seating in existing and new recreation spaces, such as the BHNR	FY2021	TBC
Promote and take pride in the village	Help to keep the village tidy by ensuring that there are enough litter and dog waste bins throughout the village, including in areas maintained by management companies (by request or by planning responses/enforcement)	Ongoing	
	Catalogue and appraise street furniture	CY 2020	NIL
Support and promote health and wellbeing in the community	Agree and implement routine care and maintenance schedule for defibrillator	Q3 FY2019	

4.5 OPEN SPACES AND ENVIRONMENT

4.5.1 Low carbon communities and environmental sustainability policy

In light of the climate and environmental challenges we currently face, the council has to ensure it behaves in an environmentally conscious and responsible manner. It has influence on the consumption of resources, not only within its own operations, but in the activities it promotes. By developing and agreeing a 'low-carbon' or environmental sustainability policy, the council can set out and deliver a plan that reduces its CO₂ contribution.

4.5.1.1 Sustainability of new buildings

The Neighbourhood Development Plan has an opportunity to shape new developments once adopted and can set aspirational living, accessibility and appearance standards or encourage 'low-carbon' and energy efficient developments.

The council has to consider how new facilities such as the pavilion will be built to maximise the potential for energy savings in its construction and operation.

4.5.1.2 Sustainability of existing buildings

Existing buildings can be updated or maintained to constrain their environmental cost. The parish council may wish to amend its grant policy or apply its environmental sustainability policy when considering the merits of any project seeking its support.

4.5.1.3 Adoption and promotion of 'low-carbon' alternatives

In developing an environmental sustainability policy, the council may wish to look at alternative transport or the infrastructure which underpins a shift away from fossil fuelled mobility, for example, the new pavilion could include solar photovoltaics coupled to electric vehicle charging points in its new car park.

4.5.1.4 Tree policy

The council has indicated a preference for the replacement of any trees lost or displaced within the village and on land for which it is responsible, ensuring that there is no net loss of trees within the parish council's control. This could be formalised as a policy to inform the public and future councils.

4.5.2 Footpaths

There is provision for a variety of activities in the village and a wide network of footpaths and bridleways crossed the parish. For many, knowing where to find these paths has been a challenge. A group compiling the locations of paths and recording walks of interest could help increase the levels of activity among some members of the community.

Any unrecorded public footpath or right of way not recorded on the definitive map by the 1st January 2026 may be lost forever, so it is important that these walks and footpaths are identified and their use encouraged.

The council may consider setting up or facilitating the creation of a footpaths group to deliver on the two proposals above.

Engage with members of new estates to introduce them to local footpath and bridleway routes so that they can fully appreciate the rural nature of their surroundings.

Objective	Action	Timeframe	Approx £
Minimise the council's and the village's environmental footprints	Prepare and adopt an environmental sustainability policy	ASAP	TBC (Consultant?)
	Prepare and adopt tree policy	ASAP	NIL

Keep the village accessible and enjoyable to all abilities	Set up a footpath working group, with community support to identify and record local footpaths and walks of local interest.	Q1 FY2020	NIL
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4.6 CEMETERY

4.6.1 Railings

The cemetery railings along Station Road are aged and damaged in places. With the extension of the parking area, there is now a mix of timber fence and iron railings. The council may consider the replacement of both of these with new, resolving both the damaged rails and the mismatched fencing in one action.

4.6.2 Chapel windows

The windows of the chapel are in various states of disrepair. Some have glass missing and are protected by sheets of perspex. Part of the ongoing maintenance of the cemetery and chapel should include the repair and restoration of the chapel's glazing.

4.6.3 Reflective area

The area at the back of the cemetery, set aside as a reflective area, is in need of some tidying. Given the limited space available in the cemetery, the use of this area needs some consideration.

4.6.4 Cremation plots

A suggestion has been put forward by a former councillor to offer a memorial wall, which would provide additional memorial space for those whose ashes are interred or scattered. The location of such a memorial wall would need to be decided, as would any area considered for the scattering of ashes, such as the Spinney or if the existing reflective area is repurposed.

4.6.5 Water provision

There are water butts on the cemetery site to provide water for the maintenance of floral tributes. During particularly dry spells, these have run dry. The council may wish to consider the refurbishment, replacement or augmentation of the existing water butts and whether a water supply is feasible or considered a value for money investment.

4.6.6 Future cemetery

Serving the village for 115 years, the cemetery now has relatively few spaces left. The council needs to make a decision on future cemetery provision. Though it is not obliged to make provision (and the council may opt not to provide burial space in the future) it may wish to procure and prepare a new site within the parish for a new cemetery.

There are costs associated with the preparation of a cemetery, even in the event that land is given to the council, so the council should consider building a fund for this in its budget.

Objective	Action	Timeframe	Approx £
Promote and take pride in the village	Renew the railings at the cemetery	Q3 FY2020	TBC
	Repair/restore the windows in the chapel	Q3 FY2020	TBC

	Review the use of the existing space within the cemetery. Consider update and repurpose to make most appropriate use for memorials	Q4 FY2019	NIL
	Evaluate condition of water butts and replace as necessary	Q2 FY 2020	TBC
	Decide on future cemetery – the parish council has to decide if it will seek new cemetery space and if so, seek appropriate site.	Q1 FY2020	NIL

4.7 PUBLIC BUILDINGS

The parish council may consider how it can support organisations and facilities in the village. The recently established pop-up Post Office, for example, may warrant additional signage, as could the Memorial Hall as our village hall. The parish council may consider how it would best support this, including approaches to WCC if road signs are required and sources of funding, such as through county councillors grants.

Objective	Action	Timeframe	Approx £
Promote and take pride in the village	Investigate ways to improve visibility of facilities and consequently the organisations or services which operate from or depend on public buildings in the village.	Ongoing	TBC. Seek grant funding

4.8 'PROUD OF MY VILLAGE' EVENTS.

4.8.1 Community litter pick

Though relatively minor, there have been some examples of littering and vandalism around Bishop's Itchington. By encouraging local residents to feel invested in their locality, there is potential to mitigate these problems.

Towns and villages nearby are known to have organised recent spring-clean and 'rubbish friends' gatherings to clean and tidy their surroundings

The council may consider organising such an event, with help from interested village organisations. It could further be extended into a community and social event, bringing families and neighbours together, around refreshments afterwards.

4.8.2 Fix my street/fix my village event

Many residents approach the parish council with complaints or concerns relating to such things as street lighting, potholes, water leaks etc.

In most cases, the most expedient way of reporting these is directly to the authority responsible, or online via the fixmystreet.com website. The council might consider holding an event to inform the

community of what it can resolve within its own powers and how residents can directly report other issues. Bringing members of the community together to share their concerns would rationalise the issues raised and bring up the level of expectation of care and maintenance around the parish.

Objective	Action	Timeframe	Approx £
Promote and take pride in the village	Organise village spring-clean event	Annually in May	<£250

4.9 IMPROVED COMMUNITY ENGAGEMENT

4.9.1 Social media presence

The parish council has an active Facebook page which is administrated and updated by the clerk with assistance from two council members. Though a ‘Bishop’s Itchington PC’ profile exists, it is not actively used for direct posting to community groups. As part of its ongoing social media and public engagement actions, the parish council may wish to consider being directly active on local information pages.

There is no presence on other platforms such as Twitter, Instagram etc. These may be worthy of consideration if a suitable need can be identified and a means of implementation can be agreed.

4.9.2 New website

The current website, hosted by Stratford-on-Avon District Council, is dated in its appearance and navigation. The administrator access, as used by the clerk to make updates, is slow and cumbersome hence updates are slow, minimal and infrequent. It has been suggested that the hosting of the site be moved and the upkeep be made simpler, following examples set by other parish councils.

4.9.3 Councillor surgery

The council will consider organising and promoting a forum or surgery, free from the constraints of an ordinary PC meeting (though still bound by the Code of Conduct), in which residents can share their concerns or talk with councillors. This would be a ‘reboot’ of Councillors’ Corner in a different format.

The council may consider how such an event could be run to align with and support other organisations in the village, using the various venues and meetings of community groups to reach a wide and relevant audience.

The Butterfly Café is currently open on a couple of weekdays only. The council may wish to approach the group running it to open on a weekend, or perhaps volunteer themselves for a ‘Cuppa with the Council’ event.

4.9.4 Newsletter

Though the council contributes to the Scene magazine, this is a monthly publication and the submission cycle means that the information provided is sometimes out of date when it reaches residents.

The council will be updating its website which may create opportunities for more up-to-the-minute news in the form of blogs, newsletters, social media presence, etc.

This may also include important or interesting news from district and county councils, police and other relevant local authority bodies.

At the very least, the council should review its existing online presence and make the most of the channels already available. It may be appropriate to create and delegate this role to a member or group within the council to carry out the admin of this, under the supervision of the clerk.

4.9.5 Community ideas and suggestions

Whether through surgery events or online presence, the council should seek to gather ideas from the community. Clearly these must be within the scope of what a parish council can do, but BIPC needs to develop a clear understanding of projects that members of the community desire and will appreciate or benefit from.

Objective	Action	Timeframe	Approx £
Improve public and community engagement through up to date information sharing	Post directly to community social media groups via existing Facebook profile and page. Agree appropriate support for the clerk to deliver this.	Q1 FY2020	Nil
	Consider relevance and benefit of alternative/additional communication platforms	Q1 FY2020	Nil
	Update website format, content and hosting	Q1 FY2020	£3,500
	Establish councillor surgery cadence. E.g. quarterly	CY2020	Nil