



Southwold
Town Council

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**Let us have your
comments,
compliments and
complaints**

For more information, telephone 01502 722576
or email: admin@southwoldtowncouncil.com

www.southwoldtown.com



**Your Town Council
Working for**

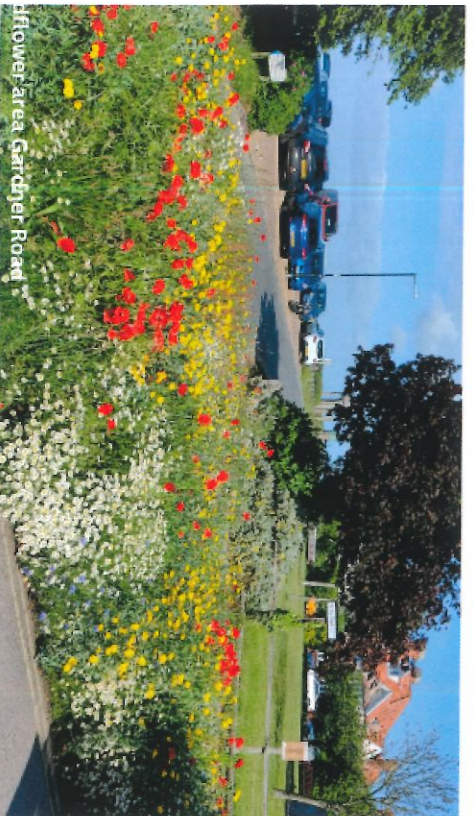
SOUTHWOLD

Southwold's Future: Our Strategic Plan 2025 - 2027

Southwold Town Council is committed to making our town a better place for residents, businesses, and visitors. Over the next two years, we will focus on key projects to enhance our community, economy, public spaces, and sustainability, ensuring Southwold remains a thriving and welcoming town.

To achieve these goals, we have carefully planned a budget that allows us to fund these improvements while keeping costs manageable for residents. We will continue to apply for grants and increase our income where possible – for example, by encouraging visitors to make voluntary donations when using town council-owned parking.

In the middle pages we have set out our priorities and the budget which we have allocated to each, for the financial year 2025 - 2026



We understand that rising living costs affect everyone, and we have worked hard to keep Southwold's share of council tax as low as possible. For the past seven years, the town council's portion of council tax (the precept) has remained at £2.10 per week for a Band D property, despite increases in inflation, energy prices, staff costs, and materials.

Instead of raising council tax, we have balanced our budget by using savings and by careful financial planning. This approach will continue for 2025–2026, with the precept remaining at £2.10 per week for a Band D property.

However, to deliver the projects that will benefit the whole community, a council tax increase will likely be necessary in 2026–2027. This will help fund improvements that enhance local facilities, public spaces, business opportunities, and sustainability initiatives – all aimed at keeping Southwold a wonderful place to live, work, and visit.

We are committed to open and transparent governance, and we welcome residents' thoughts and feedback. If you have any questions or would like to get involved, please don't hesitate to contact us at the Town Hall.



ADMINISTRATION AND COMMUNICATION OF THE COUNCIL



- To ensure effective governance through transparent decision-making and efficient management practices.
- To regularly review policies and procedures to ensure compliance and adaptability to community needs.
- To look after the welfare of staff by fostering a supportive and inclusive working environment.
- To maintain a variety of clear communication channels between Council staff, elected members and residents.

CIVIC DUTIES



- Uphold ceremonial traditions and foster civic pride through civic events and public engagement.
- Celebrate and honour local achievements to strengthen community spirit.
- Interact with other Towns and parishes to maintain influence in the local area.

PROMOTING SOUTHWOLD - ECONOMIC DEVELOPMENT



- Assist and encourage volunteers and community groups to promote Southwold through well-planned events, festivals, and communications that highlight the town's cultural, historical, and natural assets.
- Use digital platforms and traditional media to effectively market what Southwold has to offer, including social media outlets.
- Ensure that the offer at the Tourist Information Centre represents the need of visitors and enhances their experience.

INVESTING IN THE COMMUNITY



- Provide information and resources to residents, businesses, and visitors to foster a sense of inclusion and empowerment.
- Collaborate with local schools, organisations, and businesses to create opportunities for community growth.
- Foster a business-friendly environment by facilitating connections, workshops, and forums for local businesses.
- Advocate for policies and initiatives that attract new businesses and encourage sustainable economic development.
- Collaborate with businesses to enhance the town's appeal as a desirable place to visit, live, create a business, and invest.
- Identify and notify grant opportunities which support community groups and businesses.



STRATEGIC ADVICE ON NATIONALLY SIGNIFICANT INFRASTRUCTURE PROJECTS (NSIPs)



- Advocate for the town's interests by engaging with NSIPs that may impact Southwold's character or environment.
- Work with stakeholders to develop long-term strategies that preserve Southwold's unique qualities while accommodating necessary progress.



CRIME AND DISORDER REDUCTION/PREVENTION



- Collaborate with local law enforcement and community groups to identify and address safety concerns.
- Support initiatives such as neighbourhood watch programmes, youth engagement activities and public awareness campaigns.
- Invest in CCTV and other infrastructure to enhance security and deter crime.



PRIDE OF PLACE

- Establish regular maintenance schedules for play areas and public spaces to keep them safe and attractive.
- Organise community clean-up days to engage residents and businesses in keeping the town litter-free and attractive to all.
- Ensure play areas and public spaces are clean, well-maintained, and inviting to residents and visitors to encourage their use.
- Focus on improvements to landscaping, flower displays, footpaths and pavements.

QUALITY OF PLACE



- Work with other agencies to improve the experience of arriving in, and navigating the town, by enhancing signage and addressing traffic speed concerns.
- Improve the provision of Electric Vehicle Charging (EVC) facilities throughout the town to support sustainability goals.

BUDGET 2025-26

ADMIN & COMMS

£109,950

CIVIC DUTIES

£4,600

ECONOMIC DEVELOPMENT

£10,000

NSIPs

£10,000

COMMUNITY SUPPORT

£2,500

CRIME AND DISORDER

£26,000

PRIDE OF PLACE

£37,800

QUALITY OF PLACE

£24,000