



COWES TOWN COUNCIL

Key Service Objectives

Civic and Ceremonial

1. To support and sustain all aspects of the Civic life of the Town through the office of the Town Mayor of Cowes and support and promote the role of the Town Mayor within the local community.
2. To organise and deliver or assist in delivering key events in the Civic Calendar.
3. To foster good inter-community relationships and friendships.
4. To preserve the Civic regalia of the town and ensure its continued availability for use at Civic events.
5. To promote an appreciation of Cowes's history and foster civic pride.

Corporate Governance

1. To ensure effective administrative management of the Council's activities and resources.
2. To ensure that the Council is promoted and publicised.
3. To respond to all contact made with the Town Council in a courteous helpful, timely and effective way.
4. To ensure that Councillors comply fully with the Town Council's Code of Conduct.
5. To undertake an annual review of the Code of Conduct for adoption.

Democratic Representation

1. To provide a democratic representational body for the town that can and will fight to attract and retain local services for our local community where determined to their benefit.
2. To develop a dialogue with the Isle of Wight Council and other Agencies for an enhanced role for the Town Council.
3. To act as a link between the Community and other key agencies through the appointment of representatives to the key partnership bodies.
4. To make use of opportunities to disseminate information to a wider audience via the Council Web site, Annual Report, newsletters and press releases.
5. To act as an advocate on behalf of the community of Cowes.

Finance & Risk

1. To prepare an Annual Budget to meet all financial liabilities in the year.
2. To monitor and review budgetary determinations and to seek full council approval for any financial variations as deemed necessary.
3. To maintain a stable and healthy financial position, underpinned by sound financial management, by ensuring that the long-term financial burden upon residents is kept as low as possible, whilst recognising the need to adequately resource the range of services provided to benefit the community.
4. To ensure effective stewardship of funds, transparency in all its dealings and accountability to the public for its financial actions by regularly reporting to Members the financial position of the Council and providing information on income and expenditure.
5. To set down Treasury Management practices in a Policy which is reviewed annually and which seeks the optimum balance between liquidity, stability and return, spreading risk where possible.

Grant Aid

1. To assist local organisations, through the provision of grant aid, to achieve their aims and objectives, where these benefit the Town and the local community and are aligned to the Council's own objectives.
2. To promote the vitality and vibrancy of the town by supporting the establishment of new groups and activities through providing "pump priming" grant aid.
3. To seek to attract funding from local and national organisations to benefit local organisations and services.
4. To monitor and review the performance of beneficiaries of all Grants awarded and to report such to full council on a bi- annual basis.

Parks, Open Spaces & Beaches

1. To provide and maintain a high standard of outdoor recreational areas that caters for the residents of Cowes.
2. To provide employ/engage assistance for the repair and maintenance of park furniture and play equipment and to monitor same.
3. To oversee the Council's Grounds Maintenance and Planting contracts and to monitor same.
4. To work in partnership with other local bodies and organisations, ensuring effective information sharing where required with a view of shared responsibilities both financial and administrative.
5. To liaise with adjacent Parish and Town Councils to promote and engage in the provision of shared communal responsibilities for maintenance of parks, open spaces and beaches.

Council Assets

1. To regularly inspect and update the Town Council's Asset Register list.
2. To undertake the continued maintenance, refurbishment and replacement of items retained on the Asset Register.
3. To determine the value of the Town Council's assets and to maintain full and adequate insurance cover against loss or damage.

Planning

1. To contribute to the development of the local MVAAP and all future planning initiatives where being undertaken by the Isle of Wight Council.
2. To seek to respond to all applications within the timescales for consultation agreed with the Planning Authority.
3. To seek high standards of planning, design and build for Cowes.
4. To seek to preserve buildings that reflect the historic character and built heritage of the town and monitor applications within Cowes' Conservation Areas to ensure appropriate and sympathetic development.
5. To give support to Planning Applications which retain, seek expansion or development for maritime related industries.
6. To place emphasis on the retainment and development of the town centre's Victorian image.
7. To respond to consultations on transport, highways and strategic matters.

Tourism

1. To support tourism initiatives where to the benefit of the town and its community.
2. To be proactive in development of the Town Council's own tourist initiatives whereby residents and visitors alike can be the beneficiaries.
3. To engage with outside agencies in support of their tourism strategies where to the benefit of Cowes.

Retail and commercial

1. To provide support for the retention of town centre retail and trading outlets in order to retain and improve upon the vibrancy and economic stability of the town centre.
2. To work with other agencies to ensure that all of the town's retail outlets and traders have a voice whereby their wellbeing is under constant consideration.
3. To support and promote the retention and establishment of commercial enterprises within Cowes whereby employment and training opportunities are to the fore.

Gateway

1. To work to ensure that the town retains its passenger links with the mainland.
2. To be proactive and provide support for any improvements to the passenger terminal and that immediate area for the purposes of improved amenity and transportation.
3. To encourage the development of a gateway terminal area which befits the status of Cowes as an internationally recognised maritime harbour.

Town Centre Management

1. To liaise with local organisations, agencies and individuals to create a distinctive, safe and welcoming town centre.
2. To encourage and support developments which contribute to the vitality and vibrancy of the town's day and night time economies for both residents and visitors.
3. To appoint representatives to attend meetings and seminars whereby the enhancement, safety and vibrancy of the town centre can be influenced.

Town Events

1. To offer a varied programme of town events to enhance and enrich the activities and entertainments on offer to residents and visitors alike.
2. To seek to attract sponsorship from the business and broader community to minimise the Council's subsidy for these events; the aim should be, wherever possible, to make such events self-financing.
3. To promote and support events which are deemed beneficial to the town by way of generating community wealth, attracting tourism and enhancing the town's status.

Adopted 2 March 2017 (Minute No. 7448 refers).

Reviewed 1 June 2017 (Minute No 7509 refers).

Reviewed 7 June 2018 (Minute No. 7749 refers).