



STOTFOLD TOWN COUNCIL

Strategic Plan 2025-2030





Foreword by **Stotfold Town Mayor**

I am pleased to introduce Stotfold Town Council's **Strategic Plan 2025–2030**. This plan sets out the Town Council's priorities for the next five years and provides a clear framework for how we will continue to support our community and manage our responsibilities.

Stotfold is a town that values its sense of community, its green spaces, and the facilities that bring people together. As the town grows and changes, it is important that we plan ahead, protect what matters, and make thoughtful decisions for the future. This plan reflects those aims.

The priorities have been shaped through discussions with Councillors, staff, and informed by the views and experiences shared by residents through our annual resident's survey. They focus on maintaining and improving our community buildings and public spaces, being financially responsible and well-governed, supporting community involvement and wellbeing, taking steps towards environmental sustainability, and working collaboratively with partners.

This plan will guide our work, but it will also remain flexible and responsive. It will be reviewed regularly and delivered through annual action plans that are reported back to Council.

Thank you to everyone who contributed to developing this plan. I look forward to working together to put it into practice.

Cllr Steve Buck
Mayor of Stotfold 2025–26



The **Strategic Plan 2025–2030** sets out the Town Council’s priorities for the next five years and provides a clear framework for how we will continue to support our community. It reflects what residents value most about Stotfold, and the areas where we know future planning and investment are needed.

The plan has been developed by Councillors, staff and with reference to resident feedback from our annual survey. It identifies six key priorities that will guide our decisions, resources and work programmes. Some aspirations are dependent on available funding and working with other organisations, but this strategy allows us to plan ahead, improve existing services and develop new opportunities in a measured and responsible way.

We will review progress regularly and remain flexible to changing needs. I look forward to working with Councillors, staff, and residents to deliver this plan.

Emma Payne, Town Clerk & Responsible Financial Officer



Strategic Plan 2025–2030

Executive Summary

This Strategic Plan sets out Stotfold Town Council’s vision and priorities for the period 2025–2030. It provides a roadmap for how the Council will deliver services, manage resources, and work with the community. The Plan focuses on six priorities:



**Community
Facilities**



**Public
Realm &
Environment**



**Governance
& Resources**



**Community
Engagement**



**Climate
Action**



**Partnership
& Growth**

These priorities are supported by an Action Schedule and a Medium-Term Financial Plan. Together, they ensure the Council delivers high-quality services, invests in facilities, and responds to residents’ needs in a sustainable and transparent way.

Purpose

The purpose of this Strategic Plan is to set out the Council’s long-term vision, priorities, and actions for the period 2025–2030. It provides a framework for decision-making, service delivery, and financial planning to ensure that resources are aligned with the needs and aspirations of residents.

Background

Stotfold Town Council is responsible for a wide range of community assets and services, including play areas, recreation grounds, allotments, a cemetery, and community buildings including the Greenacre Centre and Memorial Hall. The Council also supports community events, partnerships, and environmental projects.

Stotfold has a population of around 10,000 residents and continues to grow through new housing developments. The Council manages a budget of approximately £1m and holds reserves which are allocated to specific assets or projects. This provides both opportunities and challenges in balancing investment in services with financial sustainability. The Strategic Plan ensures that future decisions are rooted in long-term priorities and community needs.

Vision

Our vision is to make Stotfold a thriving, sustainable, and inclusive town where residents enjoy a high quality of life, excellent facilities, and strong civic pride. Building on our heritage, green spaces, and community spirit, we will deliver services and opportunities that make Stotfold a place people are proud to live, work, and visit.

Strategic Priorities

The Council has identified six strategic priorities for delivery during 2025–2030:

Community Facilities

To enhance and maintain high-quality spaces for community use.

Public Realm & Environment

To invest in play areas, green spaces, and biodiversity projects.

Governance & Resources

To ensure strong financial management and transparent governance.

Community Engagement

To increase participation, events, and communication with residents.

Climate Action

To reduce the Council's carbon footprint and promote sustainable practices.

Partnership & Growth

To work with neighbouring councils and stakeholders to improve services.

Delivery & Governance

Each priority will be delivered through an agreed Action Schedule with committee leads, timescales, and resources. Progress will be monitored quarterly by Committees and reported annually to Full Council. The Strategic Plan will be reviewed in 2027 after the elections in May, to ensure it remains relevant. Each strategic priority will be delivered through an agreed Action Schedule which sets out objectives, key actions, committee leads, timescales, and resources. Financial implications are aligned with the Medium-Term Financial Plan.

Key performance indicators (KPIs) will be developed to track progress against each priority, and results will be published to ensure transparency and accountability.

Risks & Opportunities

The Council recognises that future delivery will be influenced by both risks and opportunities. These include financial pressures such as inflation and cost-of-living impacts, challenges from climate change, and the demands of population growth. At the same time, there are opportunities to build partnerships, leverage external funding, and strengthen community involvement. This Plan provides a framework for managing these factors proactively.

Residents' Impact

This Strategic Plan is designed to benefit residents directly by ensuring accessible community facilities, well-maintained public spaces, and meaningful opportunities for engagement. Investments in climate action and sustainability will safeguard the town for future generations. Through transparent governance and sound financial management, the Council will deliver value for money and services that reflect residents' priorities.

Strategic Plan Action Schedule

This Action Schedule supports the Strategic Plan 2025–2030.

It sets out the key actions under each priority, indicative timescales, and alignment to financial resources.

COMMUNITY FACILITIES



Action	Timescale	Responsible Committee	Financial Resources	Intended Outcome
Complete Greenacre Centre improvements, including café lease and community library integration	2025–2026	Building Management	Reserve	Improved footfall and room hire revenue at Greenacre Centre by 2026/27
Develop a 5-year maintenance programme for the Greenacre Centre, Memorial Hall, play areas, and sports facilities	2025–2030 (Annual review)	Building Management / Public Realm	Revenue budget	Published programme with annual updates and funded works each year
Dispose of Simpson Centre achieving maximum return to enable investment in other assets	2025–2027	Building Management	Capital receipt (income)	Receipt used to fund play Memorial Hall refurbishment, area renewal and skate park by 2028
Explore new community facility opportunities through Section 106 agreements	2026–2030	Public Realm / Building Management	Developer contributions	At least one new or upgraded facility secured through by 2030



PUBLIC REALM & ENVIRONMENT



Action	Timescale	Responsible Committee	Financial Resources	Intended Outcome
Deliver phased play area renewals, starting with The Green and Riverside	2026–2030	Public Realm	Grant Funding / S106 / Capital receipt from Simpson Centre	Two renewed play areas delivered by 2030
Deliver skate park at Greenacre Park	2026–2028	Public Realm	Grant Funding / S106 / Capital receipt	Skate Park opened by 2028
Implement annual tree works and biodiversity enhancements in partnership with TEASEL	2025–2030 (Annual)	Public Realm	Revenue budget	Plans adopted and reviewed annually
Achieve Green Flag Awards for Cemetery, Greenacre Park and Riverside	2026–2030	Public Realm	Revenue budget	3 Green Flag Awards achieved by 2030
Expand floral planting and improve open spaces	2025–2030	Public Realm	Revenue budget	Annual increase in planting coverage and resident satisfaction
Improve traffic management	2026–2030	Public Realm	Capital budget	Installation of additional VAS signs
Improve town cleanliness	2026–2030	Public Realm	Revenue budget	Additional street cleansing by Town Rangers
Replace or refurbish cemetery toilets	2026-2027	Building Management	Reserves	To have fully accessible toilets





GOVERNANCE & RESOURCES

Action	Timescale	Responsible Committee	Financial Resources	Intended Outcome
Strengthen financial monitoring, linking budgets directly to strategic priorities	2025–2030 (annual)	Governance & Resources	Within existing resources	Quarterly monitoring reports aligned to Strategic Plan
Secure external funding, increase revenue streams and improve investment income	2025–2030	Governance & Resources	Revenue budget / external income	At least £200k secured in external or investment income by 2030
Review committee structures and staff capacity	2026–2027	Governance & Resources	Within existing resources	Report with recommendations implemented by 2027
Deliver annual Councillor training programme to support good governance	2025–2030 (annual)	Governance & Resources	Revenue budget	100% Councillor participation annually
Achieve Gold Standard in the Local Council Award Scheme	2027–2028	Governance & Resources	Within existing resources	Gold Standard achieved by 2028



COMMUNITY ENGAGEMENT

Action	Timescale	Responsible Committee	Financial Resources	Intended Outcome
Expand annual events programme including Stotfest, Christmas Lights, and new youth events	2025–2030	Community Engagement	Revenue budget / sponsorship	At least 1 new event delivered annually
Launch improved Council website and social media engagement	2025–2026	Community Engagement	Revenue budget	Website live by 2025; increase followers by 50% by 2028
Support the annual residents' survey to inform decision-making	2026–2030 (annual)	Community Engagement	Revenue budget	Annual survey with >15% household participation by 2028
Strengthen trust and engagement with residents	2026–2030	Community Engagement	Revenue budget	20% increase in Town Council satisfaction levels in residents survey by 2030
Improve awareness of Councillors	2026–2030	Community Engagement	Revenue budget	Specific question in resident's survey with improved score over lifetime of plan
Introduce an e-bulletin for residents to keep them informed	2025–2026	Community Engagement	Revenue budget	Quarterly bulletin with >500 subscribers by 2026



CLIMATE ACTION

Action	Timescale	Responsible Committee	Financial Resources	Intended Outcome
Conduct energy efficiency audit of all Council buildings	2026-27	Building Management	Revenue budget	Audit completed, and action plan agreed by 2027
Invest in LED streetlighting and renewable energy projects	2025–2028	Public Realm	Revenue budget / Earmarked Reserves	100% of Council-managed lights converted by 2028
Establish carbon reduction targets and annual reporting process	2026–2030	Town Council	Within existing resources	Annual carbon report published from 2026
Develop sustainable fleet and equipment policy (e.g. electric tools/vehicles)	2026–2029	Public Realm	Revenue budget / grants	50% of fleet transitioned to electric by 2029
Increase solar power capacity at Greenacre Centre and introduce EV charging points	2027-28	Building Management	Revenue budget / grants	Increase in income from solar panels by 50% by 2028



PARTNERSHIP & GROWTH

Action	Timescale	Responsible Committee	Financial Resources	Intended Outcome
Explore shared services with neighbouring councils (grounds maintenance, youth work)	2025–2030	Various	Revenue budget	At least 1 shared service agreed by 2027/28
Work with CBC on actively devolving services and assets to the Town Council	2025–2030	Various	Within existing resources	At least 2 assets devolved by 2030
Strengthen relationships with local schools, clubs, and voluntary groups	2025–2030	Community Engagement	Within existing resources	Annual partnership forum held from 2026



Medium to Long Term Financial Plan 2025 - 2030

This high-level Medium to Long Term Financial Plan (MLTFP) links the Strategic Plan to the Council's annual budgets and reserves. It sets out how resources will be managed over the next 3–5 years to deliver the Council's priorities.

Overview

The Council's net revenue budget for 2025/26 is £909,607, supported by a council tax of £952,000. Reserves stand at £2.5m, the majority of which are allocations for future maintenance of sites handed to the Town Council from developers.

Financial Strategy

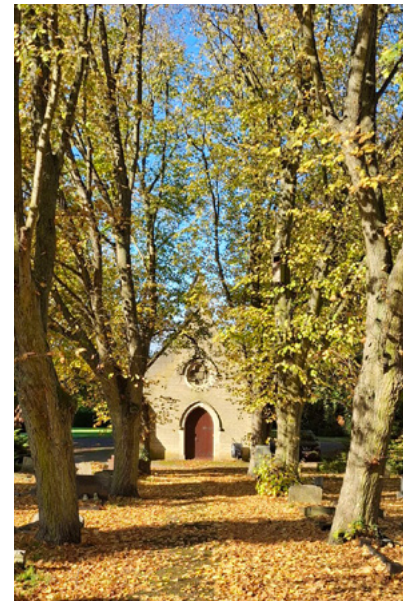
- Maintain a balanced and sustainable budget, with precept decisions set proportionately and transparently in line with the cost of delivering services, managing assets responsibly, and achieving the Council's strategic priorities.
- Use reserves to fund capital projects (play area renewals, Greenacre Centre reserve).
- Maximise investment income.
- Protect working balances to ensure liquidity and manage financial risk.
- Maximise external funding (Section 106, grants, partnerships) to supplement the council tax.

Medium-Term Commitments (2025–2028)

- Staff costs projected to rise to £460k by 2028 due to inflation and service growth.
- Greenacre Centre utilities and maintenance expected to reach £70k by 2028.
- Annual events programme funded at £100k per year, partly offset by sponsorship and income.
- Street lighting upgrades estimated at £40k over three years, supported by reserves.
- Play area renewal programme requiring c.£150k from reserves (2025–2028).

Long-Term Planning (2028–2030)

- Maintain cemetery capacity and explore land acquisition if required (funded by developer contributions or Public Works Loan).
- Invest in carbon reduction measures (solar, insulation, LED upgrades) to reduce long-term costs.
- Continue building reserves for future facility development and refurbishment (Greenacre, Memorial Hall).



Conclusion

The Council is in a strong financial position, with healthy reserves and a sustainable revenue base. Prudent management will ensure the delivery of the Strategic Plan while keeping the council tax affordable for residents.





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