

Corporate Strategic Plan

2025-2029



Congleton
Town Council



Foreward

The overarching aspiration of Congleton Town Council is ‘to improve the quality of life for present and future generations in Congleton’. To do this we must listen to and engage with our residents, work to improve equality and inclusion, and put sustainability at the heart of everything we do.

The town council has developed eight strategic priorities and a number of actions within each to help us achieve our vision for the town.

Our councillors and officers are ready to take on the challenge and are looking forward to delivering the actions within the Corporate Strategic Plan.

We are determined to ensure that we provide high quality services and experiences for everyone living in, working in and visiting Congleton.

David McGifford

Chief Officer
Congleton Town Council



Cllr Kay Wesley

Congleton Town Mayor
16 May 2024- 22 May 2025



Achievements 2024 - 25

The town council is proud to highlight its key achievements, reflecting our ongoing commitment to delivering effective services, fostering sustainable growth, and enhancing the quality of life for all residents. From infrastructure improvements and environmental initiatives to community engagement and economic development, each success marks a step forward in building a vibrant, resilient, and inclusive town.

- Secured external grant funding to investigate projects that could progress the Decarbonisation of Congleton Town Hall
- Organised a 1920s-themed event in the park on May Bank Holiday Monday 2025, to commemorate the centenary of Congleton War Memorial Hospital
- In partnership with Ruby's, the town council held weekly Summer SEND (Special Educational Needs & Disabilities) sessions at Congleton Paddling Pool throughout the summer holidays.
- Congleton Town Council and Congleton Partnership hosted the annual Green Fayre on 28 September 2024
- Appointment of a new Town Crier
- Partnered with Congleton Police to combat retail crime in the town centre
- Congleton in Bloom won a record 21 awards in the in Bloom competition – including winning the Best Large Town in the North West. Congleton will represent the North West in the 2025 RHS Britain in Bloom UK Finals in the Best Overall Large Town category
- Developed Town Hall tours for youth groups- a tour and a look at Congleton's history and Town Treasures hosted by the Town Mayor
- National Recognition for Congleton's White Ribbon Campaign. Congleton Town Council's White Ribbon Campaign Video was featured in the national round-up of the 2024 Campaign by White Ribbon UK
- The consultation for the Neighbourhood Plan closed on 9 December 2024, receiving an impressive 530 responses that generated hundreds of thoughtful and detailed comments. Target date for the adoption of the Plan late 2025
- The Town Mayor, in collaboration with Congleton Pride, hosted a 'Pride in Leadership' event, bringing together civic leaders and local Pride groups to share experiences and explore ways to make Cheshire towns more inclusive for LGBTQIA+ communities



- In partnership with People and Places Insight, undertook a comprehensive review of Congleton Town Centre as part of a benchmarking study funded by the UK Shared Prosperity Fund under the Government's Levelling-up initiative. This research aims to assess town centre performance and identify opportunities for future development and investment
- Congleton Town Mayor's Civic Awards launched to celebrate Local Volunteers
- Congleton Town Mayor's High Street Awards launched
- Took over the management and delivery of the annual Food and Drink Festival—previously organised by Congleton Community Projects
- With its Equal Access Advisory Group the town council launched its Disability Welcome Scheme for local shops and businesses, to encourage businesses to become more accessible, and help disabled people to shop and visit local pubs and cafés.
- Trees for Congleton exceeded an ambitious 30,000 Tree Goal. Planting 30,000 trees—one for every resident—since launching in 2019
- Introduced a new Drug Testing Kit to support spiking victims, in collaboration with Congleton Police and with funding from the Cheshire Police & Crime Commissioner's Safety, Working Together, Action and Prevention (SWAP) fund

When developing a plan, it is essential to identify and agree on the key issues facing Congleton, and to define the town council's role in addressing them – whether through direct action within our powers, collaboration with partners, or by influencing change through effective lobbying.

Some of the Key Issues

- Impact of insufficient public services (doctors/dentists /schools/childcare/social care/ mental healthcare)
- Insufficient sports and recreation facilities
- Traffic congestion/air quality/car parking challenges
- Walking/cycling/buses/trains/electric vehicles/mobility scooters infrastructure
- Challenges for families including lack of affordable childcare provision
- Lack of community engagement with many young people
- Accessibility issues and social exclusion affecting people with disabilities and older people
- Inequalities including poverty, low incomes (including the impact of the gender pay gap) and health outcomes
- Shortage of social and affordable housing
- Drug and alcohol abuse, gambling and irresponsible lending
- Crime including antisocial behaviour, domestic abuse, sexual violence and shoplifting
- Declining retail market and fewer town-centre shops
- Preservation and celebration of town's history, historic buildings and cultural heritage
- Biodiversity and preservation of green spaces
- Sustainability and Climate Emergency
- Lack of engagement with some parts of our community

SO1

Promote Congleton as an attractive and vibrant market town in which to live, work and play, celebrating its rich history, heritage and culture.

- Development of a Tourism and Marketing Strategy by 2026
- Launch new town council website during 2025
- Support the development of, and promote the town's heritage such as trails, the Town Hall and Town Treasures
- Develop, support and promote a regular events programme
- Provide and develop the CIC as an information hub for Congleton
- Develop an accessible communications strategy utilising all forms of media





SO2

Play an active role in the development of the town through collaboration with the local authority, partners, businesses and our community.

- Complete the Congleton Neighbourhood Plan by the end of 2025
- Engage with landowners and CEC planning to promote the regeneration of key sites within the town e.g. Moody Hall, 1 Swan Bank and The Club on Chapel Street
- Support the development of the museum
- Where possible, enhance the built heritage in the town including awareness and protection of listed buildings and local listed buildings and the application for relevant grants
- Make representations on regeneration projects and new developments to ensure it reflects the heritage and traditional architecture of the town
- Lobby for business development and start up grants link to other business
- Through the Planning process, lobby CEC for S106 and CIL Contributions to support planned infrastructure improvements
- Ensure adequate provision of outdoor sports facilities and associated infrastructure

Promote equality, diversity and inclusion and ensure that Congleton, its events, facilities and services are accessible to the entire community

- Develop a Disability Guide and a Disability Welcome Scheme for Congleton
- Implement the Equal Access Action Plan
- Promote the benefits of a diverse and inclusive workforce
- Promote existing services and support the development of additional support for families including affordable childcare provision
- Work with partners to address the challenges of social isolation and the needs of elderly people
- Engage with and support young people to help them fulfil their potential in our town, working with schools, youth groups and partners
- Work to improve public awareness and inclusion for disabled people, LGBTQIA+ people and any other groups that may experience discrimination





SO4

Help to create a future that is carbon neutral, environmentally sustainable, and is resilient to climate change.

- Reduce the carbon footprint for the town council's assets and Streetscape service
- Review existing facilities for recycling and develop new where necessary
- Develop and deliver a campaign (s) promoting the need and facilities for rec
- Create awareness of training opportunities
- Support the development and delivery of the Congleton Sustainability Group's initiatives
- To work with partners on recycling initiatives
- To improve the air quality in Congleton
- Development of a Sustainable Transport Masterplan for Congleton and surrounding Parishes
- Promote existing infrastructure for sustainable modes of transport
- Review current bus and train provision and develop proposals with CEC for integration
- Review provision for car drivers including electric charging points and Car Parking strategy
- Reinforcing the need for high quality transport plans from developers of new housing

SO5

Maintain and create opportunities to enhance our green spaces and promote biodiversity

- Work collaboratively with external partners and community groups to drive forward, environmental and biodiversity projects
- Maximise opportunities for the retention and enhancement of Green Open Spaces
- Progress our Biodiversity Plan and the 30 designated biodiversity sites
- Continue the Congleton in Bloom initiative and associated community engagement, with increasing focus on sustainability
- Continue to adapt our working practices for enhanced biodiversity, such as more sustainable planting, reduced harmful pesticide use, and rewilding



SO6

Support the wellbeing of our residents and work to reduce health inequalities

- Work to reduce social, economic and health inequalities
- Promote initiatives to improve the health and wellbeing of people in Congleton
- To strive for first rate mental health services for our town and surrounding areas
- Support and lobby for continued development of the services provided at Congleton War Memorial Hospital
- Work with providers to lobby for physical and mental health provision in Congleton



Ensure Congleton remains a safe place to live, work and visit



- Work with and support the Local Policing Unit to ensure we have adequate police coverage
- Monitor crime levels in the town and work in partnership with the local police, the local authority, other organisations and the public to reduce crime and bring perpetrators to justice
- Implement and promote the Community Safety Charter
- Maintain White Ribbon Accreditation and continue to challenge domestic abuse and sexual violence in Congleton
- Continue reviewing the CCTV provision and other forms of security and monitoring
- Press for transport infrastructure that equally supports all groups including motorists, walkers, cyclists and users of mobility aids
- Promote agencies supporting those living with crime-related trauma, addiction and abuse



SO8

Maintain effective and efficient governance and management of resources and assets

- To achieve and maintain the National Association of Local Councils (NALC) 'Council Gold Standard of Operation' by 2027
- Through a capital investment plan maintain and develop the current town council's built assets inclusive of the Town Hall, Cenotaph, Paddling Pool and Allotments
- Explore opportunities to acquire additional assets and services that will benefit the community
- Ensure that health and safety is at the forefront of town council's services
- To develop and enhance the Streetscape grounds maintenance and street cleansing service
- Work to reduce the operational deficit of the Town Hall
- Become a Disability Confident Employer by 2027

Checking progress

The aim is for this Corporate Strategic Plan to help drive the town council forward over the next four years, delivering the vision of 'improving the quality of town life for present and future generations.'

The actions contained within this Corporate Strategic Plan 2025-2029 will be regularly monitored to ensure progress on delivering the eight core priority outcomes.

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