

Royal Wootton Bassett Town Council

*ADOPTED BY COUNCIL
8th December 2016*

Performance Management Strategy

Appendices attached as follows:

Appendix A – Staff Recruitment & Retention Policy

Appendix B – Member and Employee Protocol

Appendix C – Anti- Fraud and Corruption Policy

***Appendix D – Freedom of Information Publication
Scheme and Guidance***

Royal Wootton Bassett Town Council

Performance Management Strategy

1. Introduction

- 1.1 This Performance Management Strategy (PMS) is a companion document to the Council's Policy Plan. The Policy Plan details the Council's aims and objectives in relation to the identified wishes and needs of the residents of Royal Wootton Bassett. The PMS goes into greater detail as to how the Council will achieve the specific policies in the Policy Plan. A second supporting document, entitled Financial Management Strategy (FMS), contains the Council's short, medium and long term financial strategy and will support the achievement of the Council's Policies as well as informing the annual budgeting process.
- 1.2 This PMS is designed to be read in conjunction with the Policy Plan. Both the PMS and the FMS are meant to be 'living' documents, subject to review at appropriate points. The Policy Plan will be reviewed in 2016 and reviews of the PMS and FMS will follow. The suite of three documents will provide a method by which the Council, as a corporate body, can monitor its own performance in meeting its stated Vision outlined in the Policy Plan. All three documents will also provide information for the external auditors to monitor the Council's performance. Residents of the town may use this document for the same purpose.
- 1.3 As with the Policy Plan, the PMS is structured around the Council's three Standing Committees. For more information about these Committees, readers should refer to the Policy Plan.

Revenue & Resources Committee

This Committee is responsible for the following areas of Council business:

- Corporate Management
 - Employment and Staff
 - Finance
 - Partnership Working
- Democratic Representation
 - Preparation of Agendas and Minutes
 - Elected member support
- Civic and Ceremonial
- Grants and Donations
- Crime and Safety Initiatives
- Communication (Newsletter and Websites)

Policy 1 - Employment and Staff

- 1.1 All staff recruitment will take place in accordance with paragraph 1 of the Councils adopted Recruitment and Retention Policy attached at Appendix A.
- 1.2 Recognising that the members of staff it employs are a very valuable resource, the Council will make every effort to train and retain its staff in accordance with paragraph 2 of the adopted Recruitment and Retention Policy attached at Appendix A.
- 1.3 Employment legislation is changing all the time and the Council will ensure that it is up to date in its employment practices and that all members of staff are correctly treated so as to avoid any contentious situations. As an aid to this process an Employee/Member Protocol has been developed and adopted (See Appendix B). In addition, all staff have been issued with a Staff Handbook, which details all matters relating to employment. The services of a specialist Human Resources company, Ellis Whittam have been secured to ensure that all of the Councils employment responsibilities are met and regularly reviewed.
- 1.4 The Council takes seriously its obligations under the Health & Safety at Work Act 1974. It employs an in-house Health & Safety Officer, who regularly assesses all activities undertaken by the Council. At the same time, all employees of the Council are expected to abide by safe working practices to comply with the Health & Safety at Work Act 1974. All employees are responsible for their own and their colleagues health and safety when working, as well as that of the public.

- 1.5 An Annual Staffing Review will be carried out by the Town Clerk in September of each year prior to the annual budgeting process. The purpose of this review is to ensure that the levels of staff are sufficient to continue with high quality service provision. Work levels will also be reviewed to ensure that employees are protected from excessive workloads that could be detrimental to good health.

Members of staff will be consulted on such reviews and will be expected to point out to Line Managers any such work overloading issues. Members of staff are also expected to take care of their own health at work. This includes taking lunch breaks and using up full holiday entitlement.

- 1.6 To ensure that the Council meets its obligations under the Health & Safety at Work Act 1974, the Council is in the process of drawing up a Procedures Manual to cover all aspects of the Council's work. This will include procedures on equipment use, accommodation and working practices. At the same time, all employees of the Council are expected to abide by safe working practices to comply with the Health & Safety At Work Act 1974. All employees are responsible for their own and their colleagues health and safety when working, as well as that of the public.
- 1.7 All grounds maintenance equipment will be serviced either annually or at 'end of season'. Any equipment that has reached the end of its useful life will be disposed of and replaced. All office equipment will be monitored regularly to ensure that it is fit for purpose. Electrical equipment will be checked annually to ensure that it complies with Portable Appliance Testing (PAT) Regulations.
- 1.8 ICT equipment will be maintained and upgraded as necessary to provide up to date and efficient work practice. Reprographic equipment will be reviewed at the appropriate point in the contract with the suppliers.

Policy 2 – Finance

- 2.1 In order to ensure continued provision of high quality services, the elected members of the Council will review Revenue and Capital funding and make any necessary recommendations or adjustments required in the following years Budget
- 2.2 Elected members and officers will work together to consider what Capital spending may be required to maintain the Councils assets in good condition and will make provision accordingly.
- 2.3 When setting the annual Budget and Precept, the elected members of the Council will consider the effect any proposed amendments will have on the Royal Wootton Bassett Town Council proportion of the Council Tax.

- 2.4 The Councils spending will be monitored throughout the year as follows:
- Town Clerk's monthly audit of accounts
 - Quarterly Internal Audit by the appointed independent Internal Auditor
 - Scrutiny of the Quarterly Management Report by the Revenue and Resources Committee followed by a full report to Council.
- 2.5 The Councils Treasury Management Policy may be found at Appendix B to the Financial Regulations. This document details the method by which the Council will control and monitor its borrowing and investments, to ensure that it meets its financial responsibilities for public funds.
- 2.6 The Council has also adopted an Anti Fraud and Corruption Strategy, which may be found at Appendix C to this Performance Management Strategy. This document addresses the Councils responsibilities in the prevention of fraud and details how detection and investigation will be carried out.
- 2.7 A regular review of the Councils Standing Orders and Financial Regulations will be carried out and any alterations considered necessary will be placed before the Council for consideration.

Policy 3 – Partnership Working

- 3.1 The Council is committed to Partnership working to achieve services and facilities for Royal Wootton Bassett. Partnership with either statutory bodies or community organisations will be positively encouraged and fostered.
- 3.2 Any consultation documents received from either national or local government organisations will be considered constructively and in a timely manner.
- 3.3 The Council will positively and actively develop co-operation and partnership working, including, but not restricted to, the following:
- a) Joint working with neighbouring town and parish councils (so called 'clustering');
 - b) Agreements reached with principal authorities such as Wiltshire Council.
- 3.4 The Council will actively communicate with the Wiltshire NHS Primary Care Trust (PCT), Wiltshire Constabulary, Wiltshire Fire Service and the

Education Service to ensure that core infrastructure needs in Royal Wootton Bassett are met and provide for a growing town population.

- 3.5 Partnership funding, if appropriate (e.g. Citizens Advice Bureau (CAB) and other Community Organisations operating in Royal Wootton Bassett) will be included as a priority in the budget preparation process.

Policy 4 – Value for Money

- 4.1 The three principles of Economy, Effectiveness and Efficiency will be the overriding principles of the Councils activities in securing improvement in the delivery of those services provided by the Council. These principles will mainly be driven by the financial monitoring referred to at Policy 2, through the annual budgeting process and by means of the Councils Financial Regulations in relation to contracts and tendering.
- 4.2 Annual Service Reviews will be carried out on a rolling five year programme. This review process will focus attention on each service, in turn, provided by the Council and will give the opportunity for the community to assess whether or not the Council Tax payer is receiving value for money.
- 4.3 The Service Review process includes direct comparison with other town and parish councils and will therefore ensure that service provision by the Council is competitive. Where this is not the case, the Council will give consideration as to whether the service should be provided by a contractor, another town or parish council, or a principal authority.

Policy 5 – Civic and Ceremonial

- 5.1 Care and safety of the ceremonial robes and the town insignia is the responsibility of the Town Clerk, who will delegate the day to day care to an appropriate member of staff. Insurance cover will provide the necessary protection whether the robes and insignia are in use or in storage.
- 5.2 The Council wishes to actively participate with the schools and other community/youth groups (e.g. Brownies/Guides) in Royal Wootton Bassett to engender a sense of civic pride in the town. Whenever a school or a community organisation specifically invites the attendance of the Town Mayor and/or Councillors at a particular function, every effort will be made to attend.
- 5.3 The Town Mayor will also, from time to time, extend invitations to school students to visit the Mayor's Parlour to view the ceremonial robes and insignia and explain the significance of such regalia in the context of the

history of the town and the purpose of the Council as it is constituted today.

- 5.4 The roles of Town Crier and Sword Bearer are an important part of the civic role of the Council and these offices will continue to be supported and protected.
- 5.5 The Council parades at the following annual civic functions in the town:
 - Remembrance Day Parade
 - Annual Civic Service

However, requests for other notable dates to be signified by a civic function or procession will be considered, providing they uphold and promote the dignified status of the Town Mayor and Council.

Policy 6 – Grants and Donations

- 6.1 Particular consideration will be given to applications from those organisations that provide needed services to vulnerable sections of the community. National organisations will only be successful with grant applications where there is proven use of that organisation by a significant number of Royal Wootton Bassett residents.
- 6.2 New community organisations that have been founded to meet a particular identified need in the town, will be particularly favoured, especially if the group is finding difficulty in attracting funding from elsewhere because of a lack of a proven track record.
- 6.3 Organisations that have attracted funding from other sources, provided matching funding can be found, will also be considered for grant funding from the Council. This is particularly so where the grant funding will assist in promoting the Council's Policy 3 – Partnership Working above.
- 6.4 During annual budget preparation the Council will review the Grants and Donations budget, to ensure that it is sufficient. Conversely, if the budget is underused, consideration will be given to reducing it.
- 6.5 Each application for grant funding is scored against a set criteria and the Council will review this criteria at least once in every four year term.
- 6.6 The Council will only consider applications received on the appropriate application form (Appendix C). The application form and criteria referred to above, are prepared to avoid invalid applications, as the grant funding can only be awarded to organisations that operate solely within the town

electoral boundary. This is a legal requirement and is not an issue over which the Council has any control.

Policy 7 – Crime & Safety Initiatives

- 7.1 Section 17 of the Crime & Disorder Act 1998 places a duty on town and parish councils to take account of the impact their decisions will have on crime and disorder in the town. The Council is committed to addressing crime and disorder issues and will continue to respond to its duty under this Act.
- 7.2 The duty imposed on the Council by Section 17 of the Crime & Disorder Act 1998, also allows the Council to fund crime and safety initiatives such as CCTV schemes. The Council funds the ongoing running costs of the CCTV coverage and monitoring entirely itself. No assistance is given by either the police, other local authorities, or by businesses in the town. The Council is committed to continuing with this funding, but on the basis that its priorities may alter over time. Financial assistance from other sources has allowed the digitisation of the CCTV control room in 2008. The Council recognises the extremely valuable role played by volunteers who monitor the CCTV. Indeed, the volunteers regularly assist the police in apprehending criminals in the town, especially shoplifters. Without the volunteer assistance, the monitoring of the CCTV cameras would not be possible to the extent that it is at the moment.
- 7.3 The Council will seek to maintain its existing provision of CCTV, recognising that this fulfils the purpose of meeting the original intention, which was to promote Royal Wootton Bassett as a safer environment in which to live, work, shop, trade and socialise.
- 7.4 However, for the provision of new cameras, the Council will apply the following tests before approval is given and installation of new cameras will only be considered in the following circumstances:
1. To protect residents from crime or reduce the fear of crime.
 2. To protect Town Council assets or Town Council managed services.
 3. To protect business premises, provided those businesses benefitting from the scheme contribute an appropriate level of partnership funding to the Town Council.
- 7.5 Installation of new CCTV cameras will **not** be considered where the purpose is solely to provide traffic monitoring.
- 7.6 In all cases the Council will seek to use the most modern and appropriate form of technology, in order to secure the best possible solution to the challenges faced by the CCTV system.

- 7.7 The Council is committed to working with other agencies in dealing with the problems of Anti Social Behaviour.

Policy 8 – Communication (Newsletter and Website)

- 8.1 Communication is an extremely important part of life today and the Council is committed to continue producing its quarterly Newsletter in an informative and up to date manner. The Newsletter contains information about what the Council is doing, as well as information about community groups in the town.
- 8.2 The Council has adopted a Publication Scheme as required to do under the Freedom of Information Act 2000. It has also produced and adopted Guidance on obtaining information from the Council under this Act. Both documents can be found at Appendix D.
- 8.3 The Councils web site www.royalwoottonbasset.gov.uk will continue to be improved and information will be added to as it becomes available. This web site includes essential information about the Council and its activities. All adopted policy documents can be found on this web site, as well as details of when meetings are held and Agendas and Minutes of those meetings.
- 8.4 The Council is committed to openness and transparency in all its dealings. Most information that is held by the Council is open to public view, except for information that is classed as Confidential and is exempt. The Council has adopted a Publication Scheme in accordance with the Freedom of Information Act 2000.
- 8.5 The Council wishes to interact more closely with the business community, recognising that its policies will impact on traders to some extent. During the life of the current Policy Plan, the Council will explore methods of communication and interaction with all sectors of the business community, including those businesses on the industrial estates.

Policy 9 – Retail Commercial and Industrial Regeneration

- 9.1 The Council will press for the following changes to be made to car parking in Royal Wootton Bassett:
- The return of 2 hours free parking in Boroughfields car park;
 - Restriction of High Street parking to 2 hours during business hours, no return within 2 hours and marking of parking bays to give more efficient use of the space;

- An area of Boroughfields car park to be allocated for trade permit holders only, with permits being held by the business, not individual vehicles, at a charge of £1 per day;
- Actively explore the opportunity to set up a Park & Ride scheme for Swindon commuters.

- 9.2 It has been recognised that Wootton Royal Bassett cannot compete with Swindon in attracting national retail companies. However, Royal Wootton Bassett can compete in the area of small specialist retail shops. Those currently operating in Royal Wootton Bassett include Crumps Butchers, Rouses Ironmongery, Deacons Jewellers, to name but a few. The Council hopes that this firm base can be built on in the future and will do all that it can to promote Royal Wootton Bassett as a 'specialist shop' town.
- 9.3 The Council will seek to work closely with the Regeneration Team of the Unitary Authority, to promote Royal Wootton Bassett as a place where new businesses can start up with confidence.
- 9.4 The South West Regional Development Agency (SWERDA) plays a major role nowadays in the strategic regeneration of the South West Area. The area covered is huge, stretching from Wiltshire, Somerset and Dorset, down to the furthest reaches of Cornwall. Competition for attention and funding is therefore very strong and Wiltshire is seen as a wealthy county not requiring much assistance. However, the Council will try to bring to the attention of SWERDA the need for small market towns like Royal Wootton Bassett to receive some strategic input to ensure that they do not become 'dormitory towns' to only serve a population which works and shops elsewhere.
- 9.5 Sustainable energy production and waste management is in everyone's interests. The Council will therefore press for new businesses locating to Royal Wootton Bassett, as well as new housing developments, to plan their development in a sustainable manner.

AMENITIES COMMITTEE

This committee is responsible for the following areas of the Councils business:

- Cemetery
- Play Areas and Open Spaces
- Sporting Facilities
- Community Hall provision
- Environmental matters
- Events and Festivals

Policy 10 – Cemetery

- 10.1 Maintenance of the Cemetery is of vital importance to many people in Royal Wootton Bassett. Maintenance regimes and procedures will be subject to regular review, to ensure that the maintenance regime does not impinge on the peace and quiet that many bereaved relatives seek when visiting the Cemetery.
- 10.2 The Council's Health & Safety Officer and advisers will regularly monitor all aspects of grave digging, general maintenance and erection of memorials to ensure that all such work is carried out to the highest standards of Health & Safety at Work Act requirements.
- 10.3 Any staff dealing with burial matters will be trained to carry out this work in a sympathetic and caring manner. To assist with continuing and furthering this aim, membership of the Institute of Cemetery and Crematorium Management has been purchased, so that staff are kept up to date through training and reading material provided by the bereavement industry. Staff are also trained in the legislative requirements relating to burials.
- 10.4 It has become apparent that some memorial headstones may be unsafe and may require stabilisation work. To assist in identifying such memorial headstones, ongoing annual safety audits will be carried out by contractors. Any memorial headstones found to be in need of remedial work will be identified as such to the owners of the exclusive rights of burial, if they can be located. If the owners of such memorials cannot be identified or located, then unsafe memorials will be braced wherever possible on the burial plot, or laid flat if necessary, for the continuing safety of users of the cemetery. All Memorial Masons must comply with the National Association of Memorial Masons (NAMM) Regulations.

- 10.5 When allocating space for burials and cremated remains, a sensible balance of allocation between the two will be maintained based on current and historical burial/cremation trends.
- 10.6 Consideration will be given to providing space for 'green' and environmentally friendly burials, should such a need be identified.

Policy 11 – Play Areas and Open Spaces

- 11.1 The Council owned children's play areas within Royal Wootton Bassett are maintained to a very high standard, being cleared of any harmful litter three times weekly, or on report/request, and inspected for any repairs required. Whilst this is a costly process, the Council is committed to continuing the regime for the safety and benefit of children using these areas. When children's play equipment comes up for renewal and replacement, the Council is committed to providing equipment to suit all ages and abilities of children and to provide a challenging but safe environment for able bodied and disabled children to play together.
- 11.2 When housing developments are planned, play opportunities are often neglected or forgotten by the developers. Wherever the Council is able to do so, it will identify those development sites that will require an equipped play area and/ or an open space for play, and will press the developers to enter into Section 106 Agreements direct with the Council for provision of such play facilities.
- 11.3 Any properly constituted, local organisations that are committed to developing, providing or upgrading open space and play areas within the town, can count on the Council's support to work in partnership to achieve those aims. This will include the provision of grant funding subject to the provisions of Policy 6 above.
- 11.4 Where any new play area provision is proposed, the Council will do all that it can to promote and provide consultation with local residents as to the detail of that provision.
- 11.5 The Council will approach other grant funding bodies for matching funding for the provision of new or replacement play equipment.

Policy 12 – Sporting Facilities

- 12.1 New sporting provision is currently being worked on for the Ballards Ash site and a site adjacent. The Council is working in partnership with sports clubs in the town to achieve this sports hub.

- 12.2 A major priority in the provision of these sports facilities is the high demand for playing pitches for young people, particularly in the sports of Football, Rugby, Tennis and Cricket.

Policy 13 – Environmental Matters

- 13.1 The speed of traffic through our town centre, residential areas and school locations is of great concern to everyone. The Council has long supported traffic calming in many areas of the town, but recognises there is more to be done. Measures taken will include the use of the Wiltshire Camera Safety Unit to target offenders, as well as pressing for zebra/pelican crossings to ensure safe pedestrian access to cross busy roads.
- 13.2 Developers of new housing schemes will also be encouraged to provide sensible traffic calming measures, both within and without their development to ensure the safety of pedestrians.
- 13.3 The provision of visible services such as street cleansing, weed spraying, grass verge and pavement maintenance is best carried out locally and the Council wishes to take over these services from the principal authorities. Some work has been done on devolution, but the issue of devolved finance for such services has prevented full devolution. The Council will continue to press the principal authorities to find a way of devolving such services together with funding from the Council Tax levied by them.
- 13.4 It is also important to note that some town and parish councils will wish to leave such services as the responsibility of the principal authorities. A way must therefore be found to prevent so called ‘double taxation’, whereby the principal authorities charge the same across the district whether the service is provided by them or by the town/parish council. The Council is committed to providing these services to the highest possible standards expected by the residents of Royal Wootton Bassett whilst avoiding double taxation.
- 13.5 The Council has provided several bus shelters in the town centre and cleans and maintains them itself. Street furniture in the town centre was originally provided by NWDC some time ago, but it has not been maintained by them during this period. As a consequence, the street furniture now requires some major refurbishment.

The Council wishes to take over this maintenance work and NWDC want to hand it over, but funding remains an issue. The Council will not take over the maintenance of this street furniture unless it is put into good condition first or unless a sum of money is paid to the Council to cover the cost of this work. Negotiations will continue, but the Council is committed to providing a high standard of street furniture in the town.

- 13.6 From time to time the Council is asked to consider the adoption of bench seats that have been donated to the town by organisations and individuals. The following policy has therefore been adopted and will govern any such requests:
- The initial adoption and siting of any bench seat will be a matter for the Town Clerk in consultation with the Chairman of the Amenities Committee and adjacent residents;
 - When adopting a bench seat, the Council will undertake minor maintenance as considered appropriate;
 - If any bench seat requires major maintenance or replacement, the Council reserves the right to remove the seat or invite the original donor to fund its replacement. The Council will only consider funding the replacement where this is considered to be in the public interest.
- 13.7 The Council continues to underwrite the cost of hanging baskets and floral displays in the town centre and approaches to the town. Sponsorship from businesses has been reasonable but could be better and if there is no improvement then the service may have to be discontinued. Sponsorship of the main roundabouts at the entrances to the town is good and will continue to provide summer and winter planting in these areas. We will consider any suggestions for planting other areas, but sponsorship will be required to fund any further floral displays. Additionally, the environmental sustainability and maintenance requirements of planted areas will be regularly reviewed with a view to improving performance and reducing costs in this area.

Policy 14 – Events and Festivals

- 14.1 It is anticipated that the Council will continue to take responsibility for the Christmas Event as well as the Town Crier competition and is committed to continue its financial support for both of these events in the town.
- 14.2 Even though the Council is committed to providing the budget for the Christmas event and the Town Crier event, it will nevertheless pursue sponsorship to supplement that budget, bearing in mind that financial constraints in the future may conspire to reduce available funds.
- 14.3 The Council will continue to work in partnership with the Royal Wootton Bassett Chamber of Commerce on occasional events such as “Brilliant Bassett”.

- 14.4 Should any community organisations wish to organise any events and festivals in the town, the Council will welcome and support such initiatives and work in partnership with such organisations to bring forward successful events and festivals that will appeal to residents and non-residents alike.

Policy 15 - Town Hall and Trust Charity

- 15.1 This Grade II Listed building is a landmark in the town and is currently used as a Museum, open to the public at limited times. The Council will continue to work with the Museum Trust to maintain the building to a high standard by means of a properly funded, rolling maintenance programme, with suitable budget provision.
- 15.2 Physical access to the museum is presently difficult, especially for disabled or elderly, due to the steep stairs to the first floor. The Council has considered what it could do to make the building more accessible, but the constraints for this are two-fold;
- a) the age and construction of the building;
 - b) the Grade II Listing.

The Council will continue to monitor and assess the physical accessibility of the Town Hall, bearing in mind the requirements of the relevant legislation, but also recognising that the scope for improvement is extremely limited.

- 15.3 The Council will continue to support the Museum Trust in providing a history of the town.
- 15.4 Despite the constraints regarding physical access at paragraph 16.2, the Council will continue to support community use of the building.

Policy 16 – Markets

- 16.1 It is recognised that, nationally, general markets are in decline. However, the Council is committed to the continuation of the Royal Wootton Bassett Wednesday market with the emphasis on locally produced goods, particularly foodstuffs. Currently, the market has 6 regular traders, including fruit and vegetables; meat; flowers and plants and general goods. It is difficult to attract new traders because of the small size of the market, but attempts will continue to try to attract other traders to give as wide a range of goods for sale as possible.
- 16.2 Specialist markets on an occasional basis not only provide a facility for residents, but can also attract visitors to the town. The Council will

continue to investigate the need and interest for such specialist markets. Approaches from anyone interested in setting up such specialist markets will be welcomed.

PLANNING COMMITTEE

This is the only one of the Council's Standing Committees that has no budget, but it probably deals with some of the most contentious issues that affect the town.

This Committee is responsible for the following:

- Consultation on Planning Applications
- Street Naming
- Licensing Matters
- Consultation on Structure and Local Plans

Policy 17 – Planning Matters

- 17.1 As a consultee body under planning regulations, the Council will continue to comment on planning applications in a constructive manner and bearing in mind the constraints of the planning laws. It does, however expect the Planning Authority to consider the comments that it makes, coming as they do from intimate local knowledge.
- 17.2 In common with national trends, the need for affordable homes in Royal Wootton Bassett is now becoming acute. The Council will continue to lobby for a sufficient number of affordable homes to meet the needs of Royal Wootton Bassett people, particularly through the Local Development Framework process.
- 17.3 When large housing developments are proposed, the infrastructure needs of doctors, dentists, schools and roads are sometimes forgotten. The Council is also keen to increase the provision of open space and children's play areas and where possible will try to negotiate S106 agreements with developers for the provision of such areas. It will also lobby the principal authorities for provision of the other infrastructure needs mentioned above, again based on intimate local knowledge.
- 17.4 Whenever new proposals come forward for development of the town, the Council will consider them in the light of wishing to preserve and enhance the character of the town, and offering maximum benefit for the townspeople in terms of what is offered by way of facilities, shopping and leisure opportunities.
- 17.5 The town centre Conservation Area is an important part of the character of Royal Wootton Bassett. The Council will always seek to protect and enhance this distinctiveness and character, but will take into account the constraints that modern day living may impose.

- 17.6 Street naming can be a very emotive issue. However, the Council will offer street names in accordance with the adopted list and will always consider suggestions bearing in mind the appropriateness of suggested names. The Council will not consider naming streets after local people of note.
- 17.8 With the advent of the Licensing Act 2003, the whole process of obtaining licences for premises has changed dramatically. Under the Act, the Council has no rights to be consulted by the Licensing Authority. However, if requested to do so by a resident(s) the Council may make representations as an 'Interested Party'. NWDC is the Licensing Authority and although there is no requirement for them to do so, they are supplying to the Council, on a weekly basis, a list of those premises in the district that have applied for a licence. Whenever it is requested to do so, the Council will make representations to NWDC on licensing applications, with particular emphasis on the crime and disorder implications of such applications.
- 17.9 The Council is also extremely disappointed that central government has seen fit to exclude town and parish councils from the consultation process under the 2003 Act. The Council will therefore make representations to central government, when the Act comes up for review, for this aspect to be re-visited and for town and parish councils to be re-instated as a statutory consultee on licensing matters. National bodies representing town and parish councils will also be requested to take up this issue on our behalf.
- 17.10 Local Development Framework and Structure Plans set the scene for development of an area far into the future and the Committee will therefore study such documents and report fully and constructively to the full Council, so that a view can be put forward.