



**CRANLEIGH PARISH COUNCIL**

*Caring for the Community*



# **Business Plan For Cranleigh**

***‘The largest village in England’***

**2019 – 2023**

**Adopted 20 September 2018  
Updated 19 December 2019**

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## **Welcome to Cranleigh Parish Council's Business Plan**

It is with great privilege that we embark on the second iteration of the Business Plan for Cranleigh Parish Council.

The parish of Cranleigh, self titled, 'the largest village in England' has grown considerably from its humble origins of hawking and hunting to the arrival of the railway which enabled people to travel more easily out of the parish for work. The parish is situated in the countryside surrounded by green belt and only accessible by vehicles on minor 'B' roads. It is some 2 miles distant of the A281 main Horsham to Guildford Road. In planning terms, Cranleigh village is described as one of the four main settlements in the borough of Waverley, with a wide range of shops, many of which are independent and contribute to our village character.

The parish has retained buildings of historic and architectural merit and has a large conservation area in the heart of the village. Cranleigh enjoys an extremely good environmental quality, with a large green common area extending into its centre and a shopping area that is notable for being attractive and pedestrian friendly. Lack of green belt protection, excellent facilities and proximity to Guildford has resulted in an explosion of development with even what is termed affordable housing out of reach of local people.

At the heart of the plan is our commitment to the motto for Cranleigh embodied in our Coat of Arms, CRANLEIGH CARITATEM HABET, translated as Cranleigh Cares.

- Care for our Past – through the creation of the Centenary Garden as an area of quiet contemplation and remembrance of those that went to war and for those who kept the home fires burning.
- Care for today – by dedication of our open spaces with Fields in Trust in perpetuity.
- Care for our future – the creation of this Business Plan to help guide the new Council in May 2019.

As a Council we are enabled to use the General Power of Competence which is a tool that gives the Council the legal capacity to act for our community. It encourages Councils to use this power to work with others in providing cost-effective services and facilities in innovative ways to meet the needs of local people. Over the term of this plan, Cranleigh Parish Council will be looking to see how it can use this powerful tool to make a difference our Cranleigh community.

Our Business Plan is ambitious and needs to serve our growing community with flexibility to adapt as the needs and wishes of our community change.

We look forward to working with you.

**Liz Townsend**  
**CHAIRMAN**

## **What is a Parish Council Business Plan?**

The Cranleigh Parish Council Business Plan is a statement of the Parish Council's vision for the parish, its purpose, values, objectives and key priorities. It includes the Council's financial plan and how it hopes to achieve the priorities.

## **What is the aim of the Business Plan?**

The aim of the Business Plan is:

- To provide a framework for the incoming Council to continue the vision and strategy of Cranleigh Parish Council.
- To inform our borough and county councils of the Parish Council's future aspirations to enable smarter working and shared resources.
- To work with organisations within our community to provide the best possible facilities for the largest village in England.

## **What period does it cover?**

The Business Plan covers the period between 2019 to 2023.

## **How was it created?**

Three consultation sessions have been held with Parish Councillors to discover what their hopes and aspirations are for Cranleigh through their role on the Parish Council. These consultations developed the vision for consultation with our residents in Cranleigh Village Hall July 2018. Our residents were asked to help prioritise the projects for the new Council in May 2019.

## **Interaction with other Strategies**

- The consultation for the Business Plan was held in parallel with the consultation on the draft Cranleigh Neighbourhood Plan to ensure that there is synergy between the plans.
- The Business Plan will be used in the preparation of the annual budget for Cranleigh Parish Council and projection for the Council term.

## **When will it be reviewed?**

The Parish Council will review the progress of the actions in its Business Plan during the Council's term.

## **Publication**

A copy of the adopted Business Plan will be available on the Parish Council's website at [www.cranleigh-pc.gov.uk](http://www.cranleigh-pc.gov.uk)

## About Cranleigh Parish Council

Cranleigh Parish Council was formed in 1894 under the reformation of local government under the Local Government Act 1894. It consists of 12 elected Parish Councillors across five wards: Cranleigh East, Cranleigh West, Cranleigh North, Cranleigh Rural and Elmbridge. There is a Chairman and Vice Chairman and three standing Committees:

- Finance
- Neighbourhood Plan
- Planning

The Council meets on the third Thursday of every month except August. It has adopted the NALC model Standing Orders, Financial Regulations and its own Terms of Reference and Scheme of Delegation to govern its operation and has a full suite of policies and procedures which can be found on the Council's website.

Cranleigh Parish Council has an extensive portfolio of property in the heart of Cranleigh village.

Cranleigh is located in the borough of Waverley and county of Surrey. The approximate population is 12,500 which is expected to rise rapidly in the next 10 years with the increase in house building in the village.

## Council Staff

The Council has eight members of staff for the administration of the Council and maintenance of its properties. The head of paid service is the Parish Clerk Beverley Bell FSLCC MIET IEng who is a Qualified Clerk and the Council's Proper Officer required to carry out the Council's functions required by law and is also the Council's Responsible Financial Officer. The Parish Clerk is ably assisted by an Admin Clerk responsible for the Council's property and finance, an Admin Clerk who oversees planning, Grounds Manager, Grounds Person and Sexton who care for the Council's buildings and open spaces. The six posts are staffed equivalent to 5.8 full time posts.

The Councils benefits from an experienced and loyal staff who together have amassed over 90 years experience in local government and the current incumbent in the role of Parish Clerk is only the ninth Parish Clerk since the inception of the Parish Council in 1894.



## Our Resources

### Assets

Cranleigh Parish Council has a broad property portfolio. Our Local Authority Land Register is available to view on our website. The Council owns and manages the following facilities in Cranleigh:

- Snoxhall Fields Recreation Ground

Split across three HM Land Registry titles, the eastern portion of Snoxhall Fields containing the pavilion and car park is held on charitable trust under charity registration number 1178530.



The recreation ground comprises of professional standard football pitches including full size adult, and multiple smaller pitches, sports pavilion, youth centre including sports hall, play park, outdoor gym equipment and Centenary Garden.

## **Play Park**

Cranleigh Parish Council has a destination play park that attracts visitors from within Cranleigh and further afield:



The play park is being extended in early 2020 with grateful thanks to the Betty Riseley Trust for providing a substantial donation.

## **The Centenary Garden**

Commemmorating 100 years since the end of the First World War, a unique garden in a corner of Snoxhall Fields to remember those that did not return and those that kept the homes fires burning. Designed and created by the community as a place of quiet remembrance.





- **Beryl Harvey Field Conservation Area**

The Parish Council has a Management Plan for the Beryl Harvey Conservation Area which is cared for by the Council's Grounds Maintenance team and a group of dedicated volunteers. Left to the Parish Council in memory of his late wife by Mr Gordon Harvey, this field rich with flora and fauna is cherished as an area where wildlife can flourish and nature be conserved within the heart of the village.



- **Bruce McKenzie Field**

Part of the land swap agreement with the Cranleigh Village Hospital Trust, the Bruce McKenzie Field provides an adult football pitch and adjacent agricultural land for development at a future date as another adult football pitch.





- **Tennis Courts**

Adjacent to Cranleigh Leisure Centre, the Parish Council owns and operates two full size outdoor tennis courts.

- **Allotments at Beryl Harvey Field and Elmbridge Road**

The Parish Council owns and manages 43 allotment plots at the Beryl Harvey Field and Elmbridge Road. There is a small waiting list for both sites.



- **Dewlands Lane Cemetery**

The large cemetery with over 5,000 graves located in Dewlands Lane is owned and managed by the Parish Council for full burial, cremation plots, children's section and garden of remembrance. This is a tranquil area for quiet remembrance.





- **Cranleigh Village Hall**

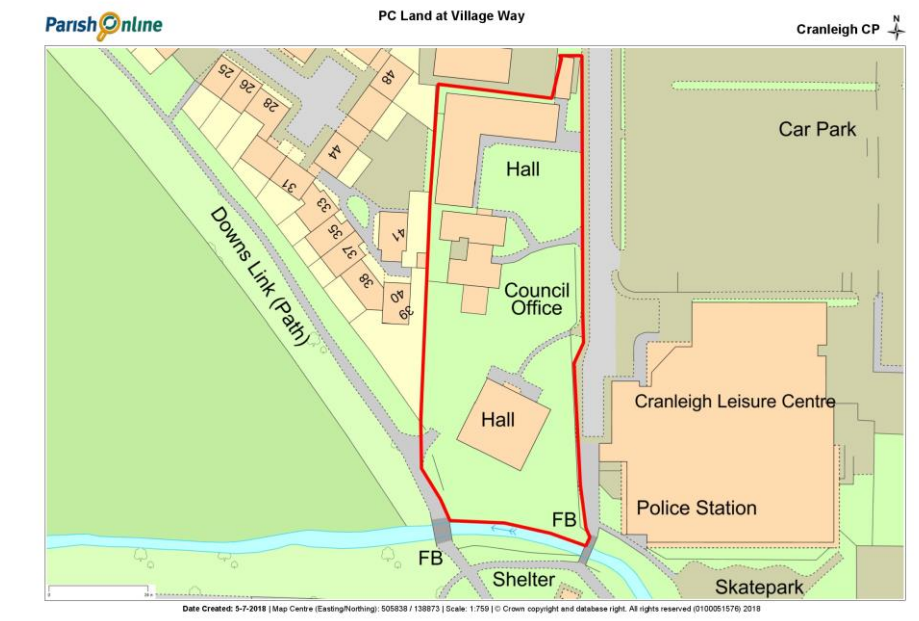
A grand old building in a prominent location in Cranleigh High Street. Suffering from some structural problems which the Parish Council is steadily working on addressing with a specialist Conservation Architect and structural engineer to ensure this fabulous building continues to be a building of local merit and service to the community.





- **Council Offices, CAB, Scout HQ, Guide Hall and Band Room**

The Parish Council owns a large area of land in Village Way serving the community through the Parish Council Offices, and leases to the Citizens Advice Bureau, Scout HQ, Guide Hall and Band Room.



- **Public Conveniences**

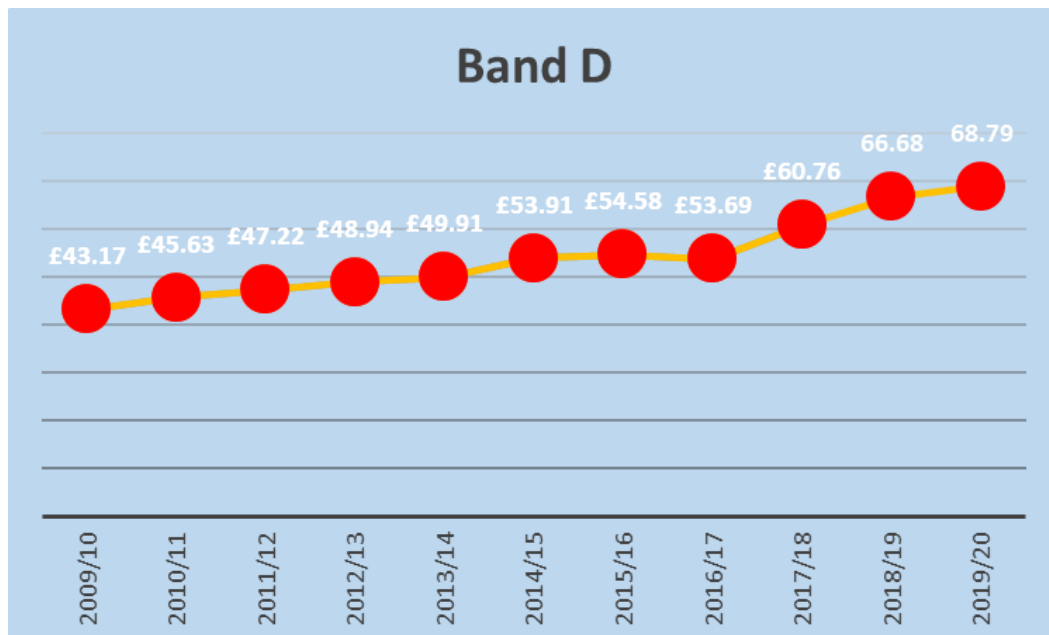
The Parish Council owns and operates the public conveniences in Village Way and leases the public conveniences on the Common from Waverley Borough Council and operates them.



## Our Finances

The Parish Council collects a proportion of the Council Tax called the precept. The Council's income is mainly from the precept, but it is supplemented by a diminishing grant from Waverley Borough Council called the compensatory grant for the provision of leisure facilities in Cranleigh and the diminishing Council Tax reduction grant following the Council Tax benefit review. The remainder of the Council's income is generated through the provision of services to the community through venue hire, sports facilities hire and cemetery fees.

The reduction in grant income and demands of maintaining a very old Village Hall have placed pressure on the precept and seen the Parish Council element rise in recent years from 2013/14 when the Parish Council took out a loan from the Public Works Loan Board to re-roof the Village Hall to its present figure of £60.76 per annum for a band D equivalent property in 2017/18.



The Parish Council has an expenditure budget of £426,794 and a precept of £362,189 for financial year 2019/20.

One of the challenges this Council faces is the growing demand for a higher standard of facility and service against the reducing financial support to the Parish Council from external sources.

The Parish Council has a limited amount of reserves to ensure the smooth running of the Council business and must look for innovative ways to bring in new income in these times of austerity.



## **The Vision**

*To make the largest village in England a vibrant place to live, work and play*

## **Our Mission**

- To be the democratically elected voice representing our community
- To listen to the aspirations of our community
- To provide excellent customer service
- To provide a high standard of facilities
- To strengthen partnerships with community and voluntary organisations and local businesses
- To manage the Council's resources wisely
- To promote a sustainable community
- To become a carbon neutral Council by 2030

## **Our Values**

To meet our fiduciary and statutory obligations through:

- Leadership - Councillors are elected to represent their communities and to lead on issues that will affect the lives of local people.
- Integrity – operating with integrity, being ethical, trustworthy and reliable and treating others with respect.
- Tenacity/ Persistence – work proactively to achieve the vision of the Council.
- Transparency – to work with openness and transparency.
- Communication – to engage with our community.
- Strong financial management – to ensure that the Council's resources are managed effectively and efficiently.
- Training – to support the best possible service from our Councillors and staff.
- Working as a corporate body – to respect decisions made democratically.

## **Our Objectives**

The Parish Council's objectives have been clustered around the following themes:

- Our Property
- The Public Realm
- The Economy
- Our Residents
- Protecting our World
- Leisure

## **Property Maintenance**

The Clerk and Grounds Manager have compiled a comprehensive Forward Maintenance Plan for the Council's properties and open spaces. This Forward Maintenance Plan is reviewed annually by the Finance Committee and is used to set the maintenance budget, over and above normal routine maintenance of the Council's properties and open spaces. The Forward Maintenance Plan links into the overall budget and precept calculation, and for financial year 01/04/20 – 31/03/21 will require £30,000 collected from the precept to meet the Council's maintenance plan requirements.

## **The Public Realm**

The Parish Council is committed to the moto of our Coat of Arms, 'Cranleigh Cares'. The Parish Council will seek to conserve and enhance the public realm of Cranleigh through:

- Supporting Neighbourhood Watch with a nominated representative of the Parish Council agreed at the May 2019 Council meeting.
- Undertaking a Walking Streets Audit and lobbying responsible authorities to maintain the public realm and make our streets accessible for all
- Work with volunteers on an annual clearance of public footpaths leading to our village centre to provide safe and accessible routes to the village
- Respect our Areas of Special Character and ensure they are conserved and enhanced for future generations
- Provide a regular Community Showcase for our volunteers to engage with the community, to be able to seek new volunteers and continue their good work
- To recognise the work of our volunteers through an annual Chairman's Award, awarded at the annual meeting of Council.
- To provide a small budget for community and voluntary organisations for grants. Requests are considered by the Council twice a year at their April and October meetings.
- To investigate the transfer of some assets from Waverley Borough Council
- To investigate the devolution of street cleansing from Waverley Borough Council to Cranleigh Parish Council

## **The Economy**

The Parish Council recognises that a vibrant economy will support our residents, provide the facilities and services they need and bring much needed employment to the heart of the village. The Parish Council will support the development of the village economy through:

- Investigate the use of the Bruce McKenzie Field car park for long stay parking for workers in the village
- Seek to bring adult education to Cranleigh
- Improve links with Chamber of Commerce through regular update meetings.
- Promotion of Council buildings for business usage
- Business start up days at the Village Hall to help start up and small businesses advertise their services and products
- Help to improve the public realm

## **Our Residents**

Providing activities for all ages of our community is an important objective for the Parish Council and something that the Parish Council will be seeking to deliver more working in partnership with other community, voluntary organisations and business in the village:

- Friday Night Project at the Leisure Centre to provide an activity drop in and café for our young people, supported by a grant from the Parish Council and Councillors volunteering their time.
- Investigate options to improve access to our Sports Hall and tennis courts
- Endeavour to start a Short Mat Bowls Club in our Village Hall
- Investigate afternoon tea drop in at Village Hall to open up this venue to more parishioners in the heart of the village
- Research Community Land Trusts to provide affordable housing for local people

## Climate Change

We have one world and this objective is the Parish Council's commitment to play its part in protecting it through:

- Delivering a made Neighbourhood Plan with environmental policies
- Create a climate and ecological emergency policy
- Investigating the installation of electric vehicle charging points in its car park
- Lobby Waverley Borough Council for air quality monitoring
- Continue to protect and appreciate the amenity value of our trees and commit to caring for trees on Parish Council land through three yearly basic tree survey and implementing not only the health and safety actions but the recommended actions for the amenity value of the tree
- Approach Waverley Borough Council to take on the management of the Queensway allotments, discussions are ongoing.
- Approach CALA Homes to take on the management of the Amlets Lane allotments, discussion are ongoing.
- Investigate renewable energy for Council buildings, invitations to provide quotations have been issued.
- Investigate potential for adoption of open spaces on new developments, representations to Waverley Borough Council have been made.

## Leisure

Cranleigh is fortunate to have excellent recreational facilities at Snoxhall Fields, but our community is growing, and expectations are growing. Our facilities need to keep pace with public requirements. The following projects were consulted on at the public consultation in July 2018, and our community has assessed and selected their priorities for the life of the Business Plan:

- Public Conveniences for Snoxhall Fields
- Café at Snoxhall Fields
- Multi Use Games Area
- Improvements to the Play Park
- Snoxhall Pavilion modernisation
- Miniature running track in a figure of 8 around Snoxhall Fields
- Drainage improvements to Snoxhall Fields pitches
- Improvements to football stand, dugouts and pitch fencing at Snoxhall Fields
- 3G pitch for Cranleigh
- An additional adult football pitch at the Bruce McKenzie Field
- Tennis courts improvements



## Our Budget

The Parish Council pledged through its Business Plan adopted in September 2018 to an innovative approach from the Council to investigate new avenues of funding. This Council has worked hard to generate new income and lessen the burden on the Council Tax payer:

- A new nursery business has started up in the Snoxhall Pavilion providing a great new educational service to our local community and much needed income to help fund improvements to the pavilion.
- Car parking charges have been introduced in the Snoxhall Fields car park and are being directly fed back into the charitable side of Snoxhall Fields, enabling improvements that do not draw on the precept.
- The Parish Council has also actively pursued section 106 funding from developer planning obligations through Waverley Borough Council.

The Parish Council has been awarded the following s106 funding:

Description	Amount
MUGA at Cranleigh Leisure Centre or Snoxhall Fields	£47,417
Youth sports pitch Snoxhall Fields	£51,634
Snoxhall pitch and pavilion	£33,075
Re-surfacing Downs Link between pavilion and car park	£28,439
Circular path Snoxhall Fields	£14,487

The receipt of this funding has enabled the Council to move forward the leisure aspirations in this Business Plan and start to plan for their implementation.

Below is a table of estimated project costs, s106 received, s106 requested and outstanding balance to be collected through the precept, or other fundraising.

Project	Timescale	Estimated Cost	S106 Received	S106 Requested	Balance	Precept 2020/21	Precept 2021/22	Precept 2022/23
Café at Snoxhall Fields	2020	Unknown						
Improvements to football stand, dugouts and pitch fencing at Snoxhall Fields	2020	£75,000	£51,634	£10,771	£12,595	£4,198	£4,198	£4,198
Miniature running track in a figure of 8 around Snoxhall Fields	2020	£15,000	£14,487		£0	£0	£0	£0
Public Conveniences for Snoxhall Fields	2020	£30,000		£30,000	£0	£0	£0	£0
Improvements to the Play Park	2021	£30,000			£30,000	£10,000	£10,000	£10,000
Snoxhall Pavilion modernisation	2021	£50,000	£33,075		£16,925	£5,642	£5,642	£5,642
Multi Use Games Area	2022	Awaiting details of Cranleigh Leisure Centre plans						
An additional adult football pitch at the Bruce McKenzie Field	2023	Unknown				£0	£0	£0
Drainage improvements to Snoxhall Fields pitches	2023	Unknown				£0	£0	£0
Tennis courts improvements	2023	Awaiting details of Cranleigh Leisure Centre plans				£0	£0	£0
3G pitch for Cranleigh		Going to Glebelands School				£0	£0	£0
<b>Total cost</b>		<b>£220,000</b>			<b>£79,520</b>	<b>£19,840</b>	<b>£19,840</b>	<b>£19,840</b>

At the time of this update, the MUGA and tennis court improvements projects are not being progressed until more information is known about the location for the Cranleigh Leisure Centre. The Football Clubs have acknowledged that the cost to create a second football pitch at the Bruce McKenzie Field is prohibitive, and the drainage at Snoxhall Fields pitches is being helped by good maintenance of ditches, and regular pitch aeration work.

The Parish Council commits through this Business Plan to:

- To include the sum of £30,000 in the annual budget for the Forward Maintenance Plan expenditure.
- To include a sum of £20,00 in the annual budget to meet the balance required to deliver the Business Plan leisure projects.

The Parish Council included the sum of £25,000 in the capital expenditure budget for 2018/19 which has enabled the Parish Council to proceed with a number of projects to improve its properties and open spaces. The Parish Council included the sum of £21,100 for capital expenditure in its annual budget for 2017/18 for capital improvements to the Council's properties to ensure that they are fit for purpose and well maintained.

This Business Plan and the Council's Forward Maintenance Plan demonstrate that the Parish Council needs to commit to its programme of general maintenance and care of its properties through an annual allocation in its budget for forward maintenance of £30,000 and capital projects of £20,000