



CRANLEIGH PARISH COUNCIL

Caring for the Community



Business Plan For Cranleigh

'The largest village in England'

2023 - 2027

**12 October 2023
Version 4**



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Welcome to Cranleigh Parish Council's Business Plan

Our community has faced many challenges over the period of the last Business Plan from the COVID pandemic which has hugely impacted the health and wellbeing of our community. Yet our community has risen to the challenge and pulled together to support one another through our successful volunteer Street Champions scheme. Staying with the volunteering theme, a number of volunteers have come forward to help run the Cranleigh Community Speedwatch Scheme to make our roads safer and our free Youth Music Club, an initiative instigated by our very own Youth Council.

Since our last Business Plan, the Council has brought forward improvements to the adult football pitch at Snoxhall Fields including new CCTV, dugouts, spectator rail fencing, drainage improvements and floodlights making Cranleigh the envy of the league. We have also installed a new public toilet, welcomed a mobile coffee vendor and completed the play park extension.

Our grand Village Hall has had some much needed structural work to stop the leak to the rear gable wall, replace the ornate ceiling lights and provide safe access for contractors in the roof space. Still more work is needed to conserve and enhance this beautiful building.

The Council has addressed the flooding issues in the new section of the cemetery through an attenuation basin and has installed 110 trees donated from Surrey County Council as part of our plan to address climate change. We have also introduced a new composting system for our own generated green waste and provided composting bays at the new Amlets Lane allotments adopted from CALA Homes.

Funding has been obtained from s106 planning obligations funds for improvements to community facilities and the Council has adopted a CIL Protocol to link the expenditure of locally raised Neighbourhood CIL on the projects that our parishioners have nominated their top priority through this Business Plan consultation.

Over the course of this Business Plan, the Parish Council will continue to work with strategic partners to deliver the optimum community facilities through the One Public Estate initiative.

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

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 on behalf of our community.

We look forward to working with you and for you over the lifetime of this plan.

Marc Scully
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 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 2023 to 2027.

How was it created?

A Visioning Exercise was led by the Clerk for the whole Council on 04 November 2021 to explore what is good about Cranleigh and changes and ideas for the future. The outcome of the Visioning Exercise informed the Community Showcase consultation event on 07 May 2022 which coincided with the High Street Artisan Market. This information was used to instruct The Sports Consultancy to undertake a review of the Council's assets in July 2023 to produce the Project Initiation Document.

Interaction with other Strategies

- The Business Plan will be used in the preparation of the annual budget for Cranleigh Parish Council and projection for the Council term.
- The Business Plan will be used as an evidence for CIL and other grant funding applications.

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



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 two wards: Cranleigh East and Cranleigh West. There is a Chairman and Vice Chairman and four standing Committees:

- Finance
- Personnel
- Planning
- Property & Asset Committee

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 seven 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 the Senior Admin Clerk who oversees planning, cemetery and allotments, Trainee Admin Clerk, Grounds Manager, Grounds Person, Trainee Grounds Person and Sexton who care for the Council's buildings and open spaces. The seven posts are staffed equivalent to 6.5 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 exceptional high standards of Snoxhall Fields recreation ground is a great community asset.



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 extension was finally completed in 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 has two full size outdoor tennis courts, which are permanently closed as they are beyond economical repair.

- **Allotments at Beryl Harvey Field, Elmbridge Road and Amlets Lane**

The Parish Council owns and manages three allotment sites at Beryl Harvey Field, Elmbridge Road and Amlets Lane. There is a long waiting list for all sites. Composting bays are being installed at the Amlets Lane. Parking continues to be a problem at the Elmbridge Road allotments, although a temporary solution of wood chippings has made the situation bearable for another year.



- **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. Having suffered from some structural problems, the Parish Council has steadily worked on addressing these issues 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 at Snoxhall Fields Sports Pavilion and leases the public conveniences on the Common from Waverley Borough Council and operates them.





The Project Initiation Document

In December 2022, the Parish Council instructed the Sports Consultancy to undertake a review of the Council's assets. The subsequent report, the Project Initiation Document, was delivered to the Parish Council in July 2023.

The agreed scope of work included:

- A review of the Council's existing business plan and other documentation to establish the need for sports and leisure facilities in the Cranleigh area.
- Catchment mapping and drivetime analysis to show the current and future population of Cranleigh. This will also be used to plot CPC's portfolio against competing or complementary facilities in and around Cranleigh.
- Identify and interview stakeholders who will be able to provide valuable insights and influence the recommendations made within this report.
- Identify potential improvements to the portfolio and assess the scope for funding and associated headline cost that relates to each option.
- Provide site layouts, in the form of block plans, for options that are worthy of further consideration.
- A summary of the recommendations made, including the financial implications and the benefits that we expect this to bring for CPC and the local community.

The report helped align the Parish Council's objectives in this Business Plan:

- How each asset can become financially sustainable and self-sufficient.
- How investment into the facilities owned by CPC will benefit the local community and attract new users.
- How the needs of the village are met by the existing provision of sport and leisure facilities within Cranleigh, and how this can be improved.

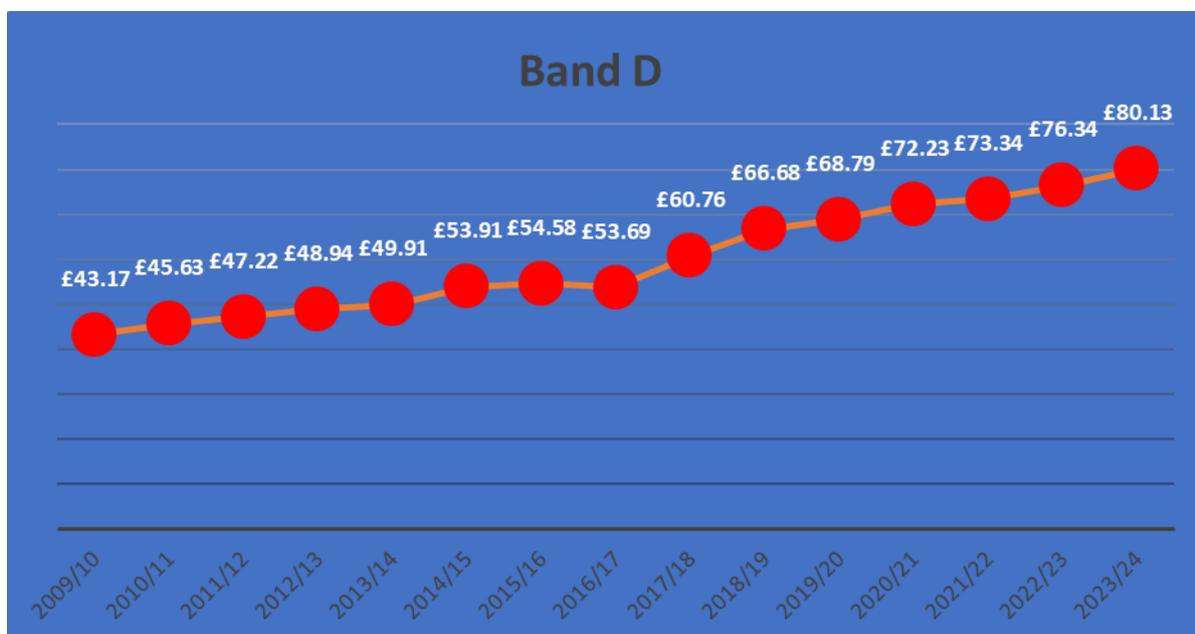
The Sports Consultancy worked with a number of stakeholders to assess the current state of the Parish Council's assets and explore options for improvement. The report identified a number of options for improvement which guided the Council's long term decisions at the 20 July 2023 Council meeting and informed this Business Plan.



Our Finances

The Parish Council collects a proportion of the Council Tax called the precept. The Council's income is mainly from the precept, with the remainder generated through the provision of services to the community through venue hire, sports facilities hire and cemetery fees. Our Snoxhall Fields car park income is fed into an earmarked reserve to be spent on the charitable side of Snoxhall Fields.

The reduction in grant income, hirer's income due to the pandemic 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 to its present figure of £80.13 per annum for a band D equivalent property in 2023/24.



The Parish Council has an expenditure budget of £534,145 and a precept of £487,004 for financial year 2023/24.

The Council is property rich, but as regulations become stricter, the Council has had to allocate more funding to ensure that the Councils fulfils its obligations to maintain properties to a safe and high standard.

S106 and CIL

The Parish Council has been proactive in applying for and obtaining s106 funding from major development in Cranleigh for community facilities and environmental improvements. As this funding is now dwindling as s106 is phased out and we move over to the Community Infrastructure Levy (CIL), the Parish Council has adopted a CIL Protocol to ensure that locally raised Neighbourhood CIL is spent on projects selected by parishioners through this Business Plan consultation.



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 Cranleigh Parish Economy
- Our Residents
- Climate Change
- Leisure

Our Property

The Clerk and Grounds Manager continue to undertake an annual 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 01/04/23 – 31/03/24 will require £79,918 collected from the precept to meet the Council's maintenance plan requirements, albeit due to pressure on everyone's finances, the Council actually included £25,600 in the final precept claim.

There are a number of ageing buildings that require significant investment to meet today's modern-day standards including the Village Hall and Snoxhall Pavilion. The Parish Council is actively engaging with the One Public Estate project and other health based initiatives to look at a strategic approach to asset management within the public sector.

The plans for Cranleigh Leisure Centre are at an early stage, but the location has been confirmed for the centre of the Village Way car park which now enables the Parish Council to start making plans for land it owns within the Village Way area through this Business Plan.



The Public Realm

The Parish Council will seek to conserve and enhance the public realm of Cranleigh through:

- Reducing vehicle speed through our volunteer Community Speed Watch and supporting the reduction of the speed limit through the High Street to 20mph
- Investigate services to make people feel safer and working with Surrey Police to deliver a Police Office in Cranleigh.
- Looking after environment and wildlife with volunteers litter picks and Cranleigh Waters River Fly Project.
- Conserving and enhancing our heritage by supporting the Cranleigh Heritage Trust caring for the old cottage hospital.
- Undertaking a Walking Streets Audit and lobbying responsible authorities to maintain the public realm and make our streets accessible for all.
- Providing a regular Community Showcase for our volunteers to engage with the community.
- 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.
- To investigate the transfer of some assets from Waverley Borough Council.
- To support the extension of the Area of Outstanding Natural Beauty.
- The Parish Council will consider any future public realm improvements to improve the attractiveness of Cranleigh as a destination.

The Cranleigh Parish 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:

- Continue links with Chamber of Commerce through regular update meetings.
- To support the WBC Cranleigh Business Improvement District (BID).
- Invest in and promote Council buildings for business usage and to make the Village Hall a village hub.
- 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 through High Street Working Party.
- Support the closure of the Fountain Square access road.
- Support village events through promotion on social media.
- Support the village centre markets.
- Support local business.
- Support the local job creation initiatives.



Our Residents

The Parish Council is committed to the motto of our Coat of Arms, 'Cranleigh Cares'.

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.
- Create a Youth Café.
- Expand our Youth Council
- Support our Youth Music Club
- Support civic events
- Support Rowleys Centre for the Community
- Support the Cranleigh Community Fund through the Henry Smith charity
- Improve and maintain our public toilets
- Invest in the Village Hall as the hub of the community for private and public catered events, e.g. amateur dramatics, cinema, weddings, cafe.
- Plan to add a first floor to Snoxhall Community Centre to re-locate the Parish Council Offices and make the current office available for long term hire to bring in new income to the Council.
- Encourage Police to create a base in the Council Office.
- Lobby for an Acute Treatment Centre at Cranleigh Village Hospital
- Supporting the village during the Leisure Centre construction phase.
- Participate in consultation on a transport plan for the Leisure Centre construction phase.

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
- Support the climate and ecological emergency policy
- To encourage greener travel through EV charging points in our car parks and the covered bicycle rack in the Village Way car park.
- To support improvements to the Downs Link as a green super highway connecting residents to the village centre and to lobby for improvements to the dangerous crossing from Horsham Road to the Vachery footpath connecting to the Downs Link.
- Monitor Waverley Borough Council 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 two yearly basic tree survey and implementing not only the health and safety actions but the recommended actions for the amenity value of the tree
- Investigate renewable energy for public sector properties and a local digester.
- To review the Renewable Energy Feasibility Study and seek funding for a district heat network and solar array.
- Invest in equipment to process compost in the composting bays to serve Council open spaces and allotments.
- Work with the Youth Council to implement Plastic free Cranleigh
- Take a proactive role in the review of the Surrey Hills Area of Outstanding Natural Beauty (AONB) consultation.

Leisure

Cranleigh is fortunate to have excellent recreational facilities at Snoxhall Fields, but our community is growing, as are expectations. Our facilities need to keep pace with public requirements. From the previous Business Plan and consultation with our Councillors, there is a growing wish list for leisure facilities:

- Continue to support local sports clubs and continue to provide high quality sports facilities.
- MUGA at Snoxhall Fields
- CCTV improvements
- Improvements to the Play Park
- Snoxhall Pavilion modernisation including: female officials room, female changing rooms and construction of a new machine shed in the storage compound
- Investigate padel tennis for the tennis courts
- Future use of the Bruce McKenzie Field for more recreation facilities

Our Budget



The Council has worked hard to make its open spaces and properties generate an income to support the provision of these facilities for community use and is working towards making them cost neutral. The Council has two long term hirers: the Little Hearts Pre-School in Snoxhall Pavilion and Surrey Hills Rehab in the Snoxhall Community Centre. Income from the Snoxhall Fields car park and mobile coffee van directly supports the Snoxhall Fields charity and improvements on the charitable side of Snoxhall Fields.

Planning Obligations s106 Funding

The following planning obligations s106 funds have been successfully obtained by the Parish Council and are held in the Council's Earmarked Reserves (EMR) for the specified purpose below:

S106 held in EMR

Description	Amount
MUGA at Cranleigh Leisure Centre or Snoxhall Fields	£47,417
Snoxhall pavilion	£29,921
Re-surfacing Downs Link between pavilion and car park	£28,439
Circular path Snoxhall Fields	£14,487

The re-surfacing of the Downs Link and car park project will be completed in 2023.

CIL Protocol Link to Business Plan

15% of CIL receipts are passed directly to those Town/Parish Councils where development has taken place. There is a time limit of five years for expenditure of CIL. The Parish Council has linked the expenditure of Neighbourhood CIL to projects in this Business Plan generated through community consultation. The Parish Council is in receipt of the following Neighbourhood CIL income:

Neighbourhood CIL				
Date	Amount	Received	Spend By	Spent
01/04/20 - 30/09/20	£1,970.27	10/05/2021	31/03/2026	
01/10/20 - 31/03/21	£16,907.44	23/04/2021	31/03/2026	
01/04/21 - 30/09/21	£26,002.58	08/11/2021	30/09/2026	
01/10/21 - 31/03/22	£345.28	09/05/2022	31/03/2027	
01/04/22 - 30/09/22	£12,031.40	24/10/2022	30/09/2027	
01/10/22 - 31/03/23	£10,480.50	20/04/2023	31/03/2028	
	£67,737.47			

The Neighbourhood CIL is pump priming funding to be matched with other sources of funding to deliver the projects in this Business Plan.



The Business Plan 2023 – 2027 major project list:

- MUGA
- CCTV improvements
- Village Hall community hub
- Snoxhall Pavilion modernisation
- Snoxhall storage compound with machine shed
- Community Centre modernisation and Council Office re-location
- Bruce McKenzie Field future use
- Renewable Energy – solar array, community heat network
- Snoxhall Footpath re-surfacing
- Snoxhall Play Park continued modernisation
- Public toilets improvements
- New cemetery machine shed and public toilets

The Parish Council commits through this Business Plan to:

- To include the sum of £89,258 in the annual budget for the Forward Maintenance Plan expenditure to maintain its buildings and grounds maintenance equipment to meet the requirements of this Business Plan.
- To include a sum of £20,000 in the annual budget to meet the balance required to deliver the Business Plan leisure projects.

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 £89,258 and capital projects of £20,000