

NALC STAR COUNCIL OF THE YEAR 2016

**PRESENTED BY
OSWESTRY TOWN COUNCIL**

Vital Statistics

- 18,000 population
- Band D £69.92
- 18 Staff (full and part time)
- 4 year Corporate Plan
- Recent Staffing & Management Review

The background image shows a vibrant outdoor market. In the foreground, several people are walking along a paved path. To the left, there are large flower displays. In the middle ground, there are market stalls with various goods, including a sign for 'Inspired Vapes' with a 'Special Offer £24.99 NOW £10'. The background features a building with a clock face and banners that read 'OSWESTRY TOWN MARKET' and 'the alternative shopping experience'.

Relationships – National Association of British Market Authorities

- Service level agreement – 10 years
- £40,000 a year
- Administration, Finance & Event Management
- Organised a 'world' London Conference – 340 delegates

Relationships – Oswestry Health Forum

- Chaired by local MP
- Involves county health providers
- Facilitated by Oswestry Town Council
- A&E Petition – approaching 5,000 signatures



Relationships – Oswestry Food Festival

- Town Centre event
- Town council staff & resources
- Private sector managed

Relationships – Town Museum

- Our building
- Committed volunteers
- 10,000 visitors



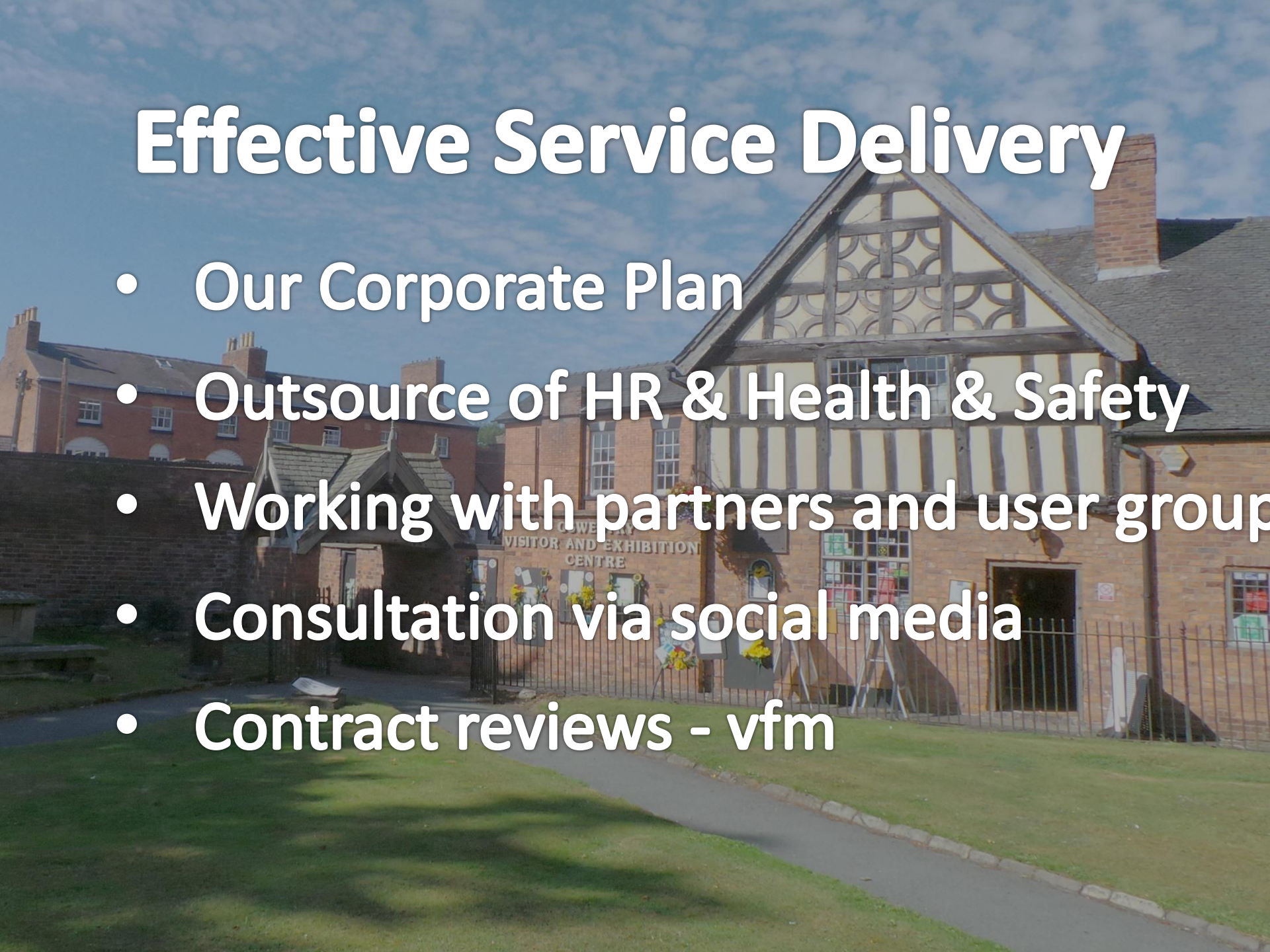
Relationships

- Visitor and Exhibition Centre
- Bonfire and Fireworks - £70k raised
- Community Games
- 70 Allotments
- Schools – Future Awards Scheme



Effective Service Delivery

- Our Corporate Plan
- Outsource of HR & Health & Safety
- Working with partners and user groups
- Consultation via social media
- Contract reviews - vfm



Communication & Representation

- Twitter, Facebook and website
- Oswestry Waving Santa
- The role of the Mayor
- Publications, briefings, press releases
- Public question time

Pushing the Boundaries

- Oswestry Smithfield – 37 acres
- Land deals - £4 million capital receipt



Pushing the Boundaries

- Facilitating Oswestry Business Improvement District
- Potential £1million value over 5 years
- Business driven

Pushing the Boundaries

- Oswestry Voluntary CCTV scheme
- Award winning – 23 cameras
- Police and Crime Commissioner funding
- So far - 9,986 incidents and 2,424 arrests
- Other parishes - monitoring

Pushing the Boundaries

- Youth Music Festival – 1,000 young people
- Continental and theme markets
- Oswestry Christmas Live
- Christmas lights – 3 year lease
- 12 Heart of England in Bloom gold awards



Pushing the Boundaries

- Cemetery - Heritage Lottery Award
- Research, website, signage, presentation material



Developing Councillors & Staff

- CILCA & Diploma in Markets Administration
- NABMA SLA contract – onsite skill building with 220 members
- Training budgets

Awards

- Star Council Project of the Year 2015
- 12 Bloom Gold Awards
- Special Award – National Association of British Market Authorities



The Best Awards?

- Praise and thanks from our residents
- Smiling faces at our events
- Greater footfall in our town centre

And spreading the message that

- Oswestry is a great place to live, work and visit