

Sustainability for town and parish councils

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CEO Swanley Town Council

Swanley Town Council

Population 16,000

Precept £539,867 (Budget £877,000)

12 Full Time Staff

60 seasonal and part time staff

No reserves

Previous History included

Owning 3 banqueting suites

A hotel

60 acre park

100 allotments

Doctors surgery

Information centre / library

Gave car loans

Provided company cars

50 full time staff

A turn over of over £2 million

A BALANCE BETWEEN COMMUNITY AND SOUND BUSINESS SENSE

- ▶ Revisit contracts - Insurance, payroll, copiers, inspections
- ▶ A business plan for ALL events (at least know how much you are losing)
- ▶ What else can you charge for - car parking, equipment, land, bus shelters, lampposts,

- ▶ Why buy new

It may sound harsh, 'but there are no friends in business'

LOCALISM OPPORTUNITIES

Anything that an individual can do, well then....

Buy, build or rent houses (commercial not social)

Buy, build or rent business units

Buy a franchise

Create a business

Sell a service

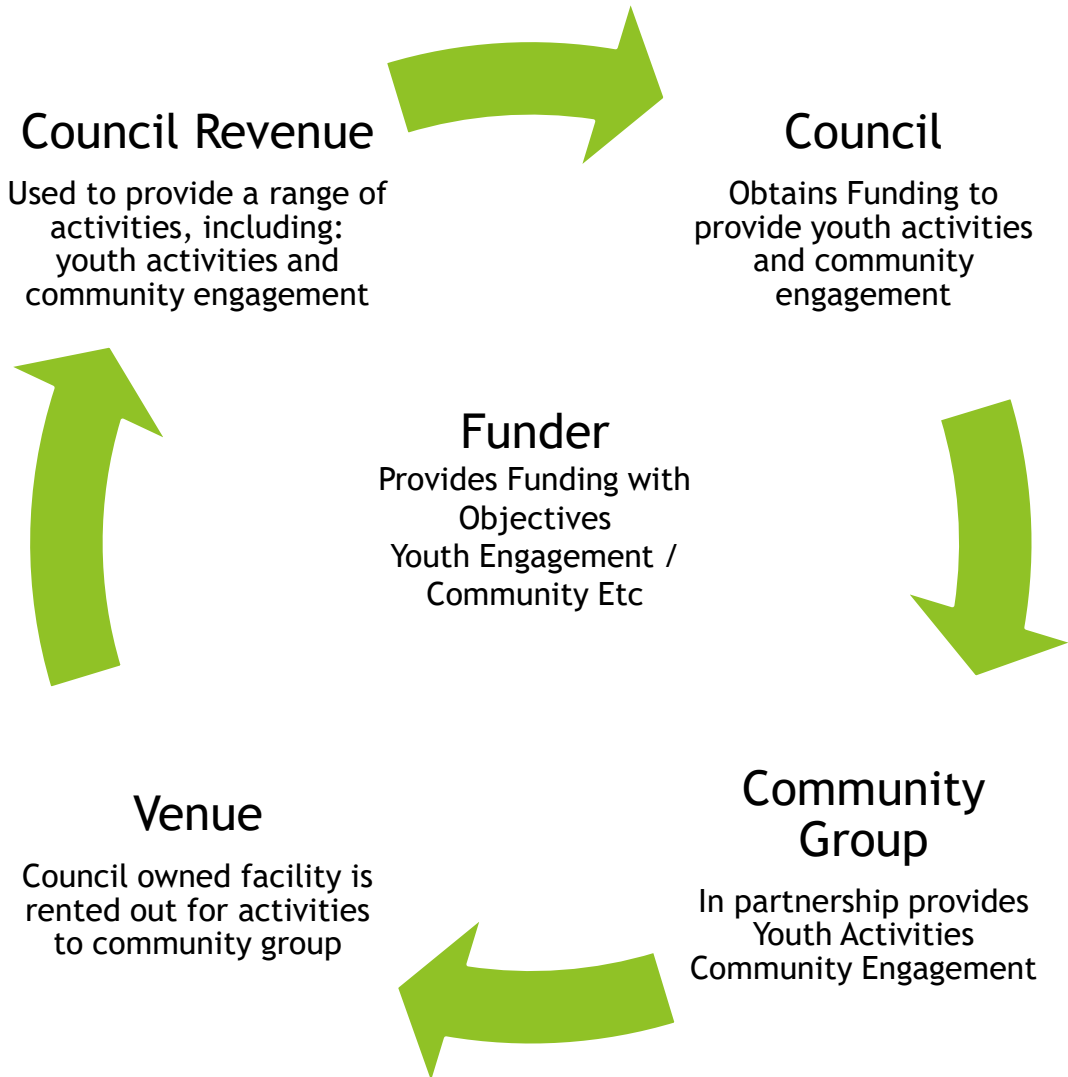
Be creative and seek out partners

WHERE CAN WE GET THE MONEY FROM ?

- ▶ Your reserves
- ▶ PWLB
- ▶ Grants
- ▶ Use your assets
- ▶ Partnership Arrangements
- ▶ Crowd Fund
- ▶ CIL

If you don't want to, or cant do it, then employ someone who does or can

Create your own funding and stretch it further



Swanley Today

Previous

Owned 3 banqueting suites
A hotel
60 acre park
100 allotments
Doctors surgery
Information centre / library
Gave car loans
Provided company cars
50 Full time staff and 30 P/T

A turn over of over £2 million

Now

1 Suite and 1 Conference Centre
Managing Park Activities 1st Time in 30 years
63 acre park
100 allotments
Doctors Surgery (extension planned)
Information Hub
Rugby Club (Converted Annex) £4000 pa
Boxing Club (Converted Garage) £4000 pa
12 Full Time and 60 P/T

A turn over of £1.2 million

Land sale will release £4.2 million

Site will provide 8-10 houses for rent (£9600pcm)

Own Build of 8-10 houses for rent (9600pcm)

Clerks and Councillors Come and Go but
Councils are in it for the Long Hall.
What will your legacy be?

QUESTIONS ?