

# Sustainability for town and parish councils

Steve Nash  
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

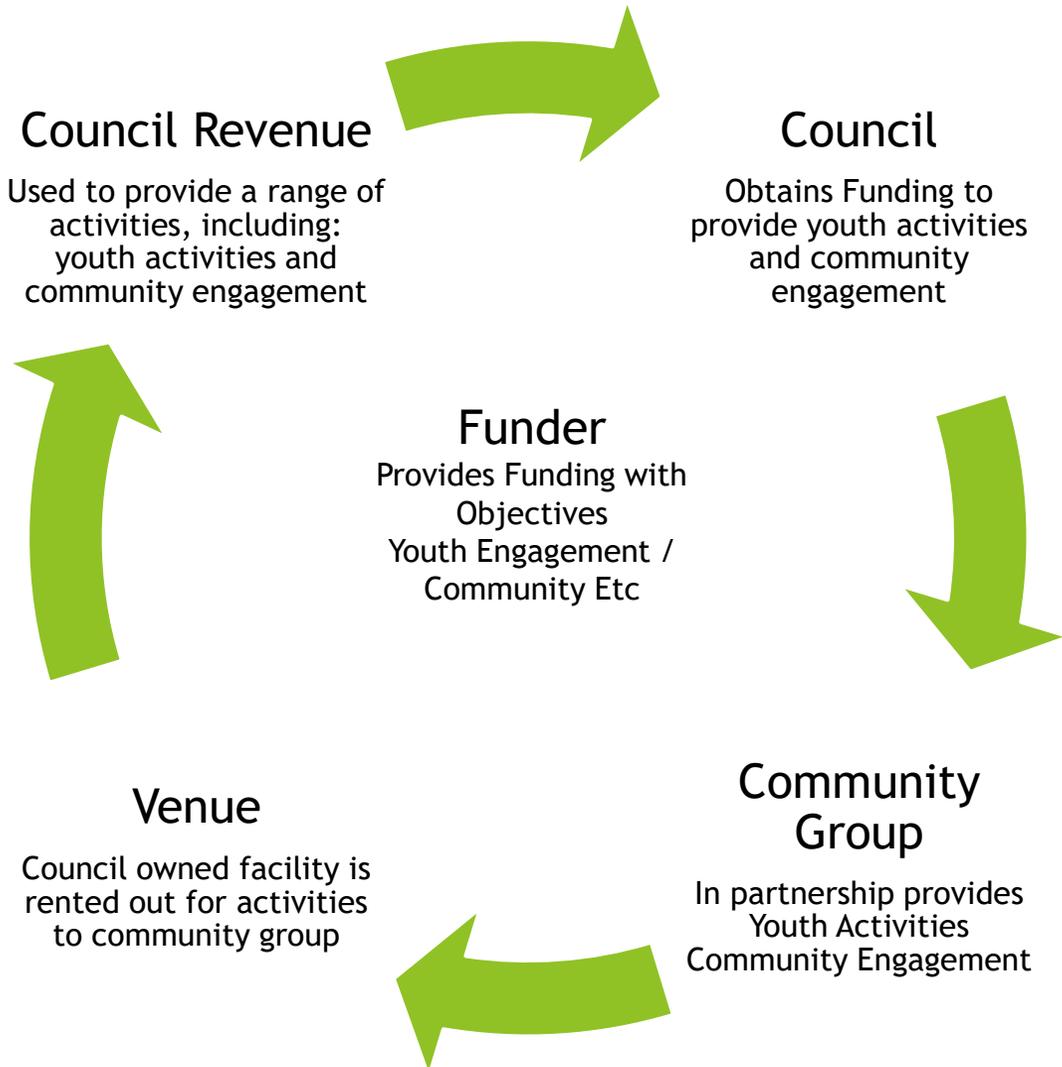
Be creative and seek out partners

## 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 1<sup>st</sup> 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 ?**