



# STRATEGIC PLAN

WEST MOORS  
TOWN COUNCIL  
2025 - 2030

Adopted on  
**31st July 2025**



# Introduction

It has taken nearly 100 years for West Moors to progress from a village to a town. Needless to say, we have had many changes in that time. Whilst the slower pace of life appeals to most of us, we as a Council realise that we must move with the times. Younger generations have higher expectations and different needs.

The Council has always tried to bring in new ideas, as long as West Moors can afford it and there is a clear need. Some things have been a wild success, others not so. However, we pride ourselves on considering every suggestion after proper investigation and costing.

As with all towns our needs change. According to the 2021 Census we have 7629 people in West Moors of which 844 are under 15 years, 3527 are ages 16-64 and 3258 are 65 plus. Quite a diverse range, but this gives us a challenge to ensure we continue to have something for everyone, whilst retaining our friendly ambience. Clearly our population is changing and we have to adapt to accommodate everyone.

With this in mind, we would like to set out a clear plan that will take us up to 2030. Working effectively with our local organisations and the local people we need to decide what is best for West Moors and what our priorities are. We need a sound budget, some enterprising ideas and participation from the townsfolk.

In the past we have been asked for a skatepark, outdoor gym equipment and more benches. We took over running the car park from Dorset Council and improving the public toilets and installed car charging stations. We hope to take over more assets from Dorset Council in the future.

We always have a good turnout for the litter picks, Carols on the Petwyn, Remembrance Sunday etc. So, we know you love our town as we do and we want you to join with us and be part of its future.

In this document we have endeavoured to set out a guideline for future plans. We have to protect the environment and do our bit for climate change. We need to improve our highways and byways. We need to protect our services – doctors, dentists, the shops and schools. We must get value for money.

With all this in mind contact us with your ideas. We cannot guarantee they will come to fruition, but we will consider all your ideas.

**Cllr Rita Burke – Chair**



## Our Core Values

West Moors Town Council will always adhere to the **Nolan Principles**.

West Moors Town Council will be **Transparent** in all its procedures, with all plans and proposals for the town clearly set out in consultations, in agendas and in its budget. All these documents will be available on the website ([www.westmoors-tc.gov.uk](http://www.westmoors-tc.gov.uk)) and on notice boards around the town.

West Moors Town Council will always be **Accountable** to its residents, with residents and interested members of the public able to discover when, how and what decisions have been made, and what these decisions will cost and that they are value for money.

West Moors Town Council will be **Impartial** in all its decisions, ensuring the best result for West Moors.

West Moors Town Council will act in all matters with **Integrity**, working for the overall good of West Moors, its residents, societies and associations.

West Moors Town Council will at all times **work for the good of West Moors**, in partnership with Dorset Council and all other statutory bodies.

West Moors Town Council will at all times **work for the good of residents and visitors**, guiding them if necessary to outside agencies.

## Our Priorities for 2025 - 2030

The Priorities set out on the following pages have been formulated after carrying out a series of public surveys. Although the response rate was low, it gave an indication about what is important to the residents of West Moors.

# Theme - Environment & Community

## Priority 1

**To support a thriving and evolving town which serves residents and visitors of all ages by implementing the following objectives:**

**EC1** - Build and celebrate community pride in our environment by keeping clean, safe and bursting with biodiversity. Hold bi-monthly public volunteer litter picks. Work with public, partners and stakeholders to conduct bi-annual bio-diversity audits. Start 2026. Report findings to relevant agencies and public.

**EC2** – Be mindful of the priorities set out in the Dorset Council Nature Recovery Strategy.

**EC3** - Encourage indoor and outdoor activities to promote health and wellbeing by coordinating a programme with partners and stakeholders to promote green lifestyle choices. Set up an annual FUN RUN. Promote BEE FRIENDLY educational sessions 2026. Offer, with the Third Sector, a KIDS' ACTIVITIES event for 2027 summer holidays at Fryer Field.

**EC4** - Work with partners to expand the range of facilities on Fryer Field (58% public approval for this project) Strong public support (98% of those surveyed) for introduction of equipment and activities suitable for disabled people of all ages.

**EC5** - Produce maps and signposts to improve access to and use of recreation, leisure, open and green spaces. (Viewed as a top priority by 84% of those people who responded to our survey) Commence in 2025. Costed in 2025/6 budget.

**EC6** -Make best use of our budget to provide maximum value for money. Always seek three quotes for work to be commissioned. Operate in a transparent, accountable fiscal manner. Accounts always accessible online and in West Moors Town Council offices and social media.



# Theme - Highways

## Priority 2

**To try and make West Moors highways safer for all road users and pedestrians implementing the following objectives:**

**H1** – Work with Dorset Council to implement reduced speed restrictions outside local schools.

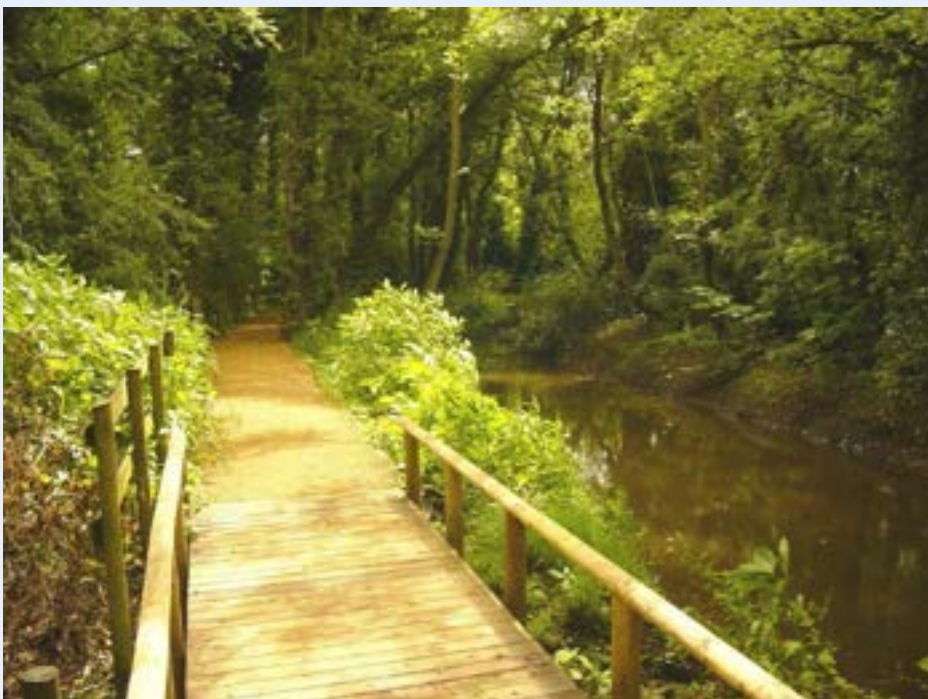
**H2** – Work with Dorset Council to implement parking restrictions outside local schools.

**H3** - Work with Dorset Council and the Police to try and reduce speeding vehicles along Station Road, Pinehurst Road and other roads in West Moors where there are identified issues with speeding vehicles.

**H4** - Work with Dorset Council to maintain footpaths and keep them clear of debris and overgrown vegetation

**H5** – Encourage the use of cycle paths by providing promotion and maps.

Disclaimer: Dorset Council are ultimately responsible for roads and footpaths, so WMTC have to abide by DC polices.



# Theme – Planning and Development

## Priority 3

**To work closely with the Planning Authority to ensure that any development is suitable for the location:**

West Moors Town Council has a Planning Consultative Committee made up of members that meet at least once a month. From the members, through the Clerk of the Council we work closely with Dorset Council to ensure that our comments and recommendations are based on some of the following criteria:

**PD1** - Planning must complement the area it is proposed to be built in and should not impact the quality of life of those around it in the long term.

**PD2** - The impact of a development on local facilities, amenities and infrastructure such as Schools, Doctors Surgeries, traffic and road safety should always be considered.

**PD3** - Whilst developments of all sizes are considered we would prefer that the best use of previously built on land is made. This ensures that green spaces and the countryside are preserved as this is what makes West Moors special.

**PD4** - Every effort to try and support individual residents around the sustainability and energy efficiency of their own home is made.

**PD5** - The benefits of any development, regardless of size must always outweigh any adverse impact on its immediate area and the Town as a whole.

**PD6** - We believe residents should be encouraged to attend meetings and be given the chance to comment in person, or online about any development that affects them. Meetings and decisions are made with sound judgement and professionalism in every case so this means that if Planning Notices are not displayed and consultees have not been given the chance to comment we would ask for an extension so this may be rectified. We believe only with all the information from all parties concerned can we make our own decision.

**PD7** - To protect and enhance important areas of local green space which are highly valued and much used by local people.

# Theme – Town Services and Community Amenities

## Priority 4

**To ensure that the Town Council delivers inclusive access to services and amenities to enable residents to live healthy and safe lives and to enhance the services provided:**

- TSCA1** – Continue to provide good quality allotments, with the aim of increasing availability by regular contact with estate/ land agents. Annual reports to public via social media.
- TSCA2** – Continue to maintain Fryer Field and the Jubilee Copse, with the aim of upgrading the facilities available.
- TSCA3** – Investigate upgrading the pavilion to generate additional income.
- TSCA4** – Maintain CCTV and increase coverage to assist with public safety.
- TSCA5** – Provide more opportunities for social activities to help with the wellbeing of residents, by fostering positive relationships with partners and charities.
- TSCA6** – Continue to fund West Moors Youth Club, in its support of the young people in West Moors.
- TSCA7** – Enhance annual community events
- TSCA8** – Work with local bus companies to increase the services in the local area.
- TSCA9** – Continue to pursue asset transfers from Dorset Council



# Theme – Promoting West Moors

## Priority 5

**To protect the community spirit within West Moors whilst promoting what it has to the wider community:**

**PWM1** – Maintain the village atmosphere and preserve the historic assets.

**PWM2** – Encourage and work with other organisations to develop successful events in West Moors.

**PWM3** - Continue to host annual events to attract visitors and residents.

**PWM4** – Publicise the facilities available more frequently, via newsletters.

**PWM5** – Preserve the democratic process by ensuring all staff and councillors are trained and kept up to date with legislation and making residents aware of elections and /or vacancies on the Council.



## Delivery of Strategic Plan

A well-defined 5-year plan with clear objectives is essential for guiding an organisation towards sustained growth and success.

By focusing on financial prudence, expansion, innovation, human resources development, operational efficiency, public satisfaction, and digital transformation, an organisation can navigate the complexities of the environment and achieve its long-term goals.

Regular monitoring and evaluation of progress against these objectives will ensure that West Moors Town Council remains on track and can adapt to changing circumstances.

## Contact Us



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