



## **ACTION Plan**

June 2023

## The ACTION PLAN

|   | When         | Who                                    | Comment  |
|---|--------------|--|--|
| Deal Town Council to seek ways to engage better and make people feel they are listened to.  | 2023 onwards | Town Clerk with Communications officer | Annual Meeting to include progress on the Town Plan.                                     |
|   | 2023         |  | Deal Town Council's Communications Strategy to be reviewed.                              |
|   | 2025         |  | The Town Plan to be reviewed after two years.  |
| Deal Town Council to consult on the permanent pedestrianisation of the north part of the High Street.   | 2023-24      | Transport and infrastructure Committee | <i>Saturday Road Closure is now permanently in place.</i>                                |
| Deal Town Council to seek ways to engage and involve young people.  | 2023-24      | Town Clerk                             | Talks required with KCC youth workers and local schools as to options.                   |
| Deal Town Council to work with local groups and DDC on a campaign about waste and recycling.  | 2023-24      | Environment Committee                  | <i>Deal Annual Grant schemes offer support to local organisations.</i>                   |
| Deal Town Council to review how voluntary and community groups are supported by the Council and establish what their needs are and how best to support them. Council to build links with organisations which support vulnerable people e.g. people living with dementia, neurodiversity, sight or hearing impairment. | 2024-25      | Town Clerk/ Council                    | <i>Deal Annual Grant schemes offer support to local organisations.</i>                   |
|   |              |  | Mayor/Council to meet with voluntary groups.   |
|   |              |  | Deal Town Council officer and councillors to attend community networking meetings.       |
| Deal Town Council to support and promote local events and activities.   | 2023-24      | Town Clerk with Communications officer | A revised Communications Strategy to include more What's On items.                       |
| Deal Town Council to work with DDC, KCC and local organisations to plant trees in urban areas.  | 2023-26      | Environment Committee                  | Some tree planting done - more to add.   |
| Deal Town Council to meet with DDC and agree a plan of action which will improve public toilets in Deal. Deal Town Council to follow up discussion on toilets, if necessary, with the creation of an options study for taking on the management of the toilets.   | 2024-25      | RFO and Town Clerk                     | Partly done - Deal Town Council lobbying brought about improvements in 2022. More to do. |

## The ACTION PLAN

|  | When    | Who                                    | Comment  |
|--|---------|--|--|
| Deal Town Council to work with local groups on a campaign to promote planting and maintaining hedges, keeping front gardens green, rewilding etc.      | 2024-25 | Environment Committee                  | Deal Annual Grant schemes offer support to local organisations. More to be done.   |
| Deal Town Council to set up a campaign to reduce car use in the town by promoting walking scooting and cycling.  | 2024-25 | Transport and Infrastructure Committee | Cycle Friendly Deal Part One completed, Part Two in place. Follow on needed.       |
| Deal Town Council to seek to acquire land for more allotments.   | 2024-25 | Finance and General Purposes Committee | Already approved as a task.  |
| Deal Town Council to meet with DDC and KCC to consider how Deal Town Centre can be improved (street furniture, planting, lighting, accessibility etc.) | 2024-25 | Town Clerk with the RFO                | Town Clerk & RFO working with DDC on possible funding from the UK prosperity fund. |



**Ongoing Actions: these are already being done as part of the Council's work**

|   |         |  |  |
|---|---------|--|--|
| Deal Town Council to review options for special markets /events in the town. Deal Town Council to review the market operation annually, including a user's survey.                                    | Ongoing | RFO with the Town Clerk                | An annual review takes place. The Council approves a Marketing Plan.                           |
| Deal Town Council to review how the Council carries out tourism promotion. Investigate options to create an improved offer.   | Ongoing | Communications Officer                 | White Cliffs Country promotes Deal within its district wide offer. Deal TC adds to this offer. |
| Deal Town Council to seek feedback regularly on the usefulness of the web site and social media.  | Ongoing | Communications Officer                 | Part of the Communications Strategy.   |
| Deal Town Council to refurbish and update information on the Town 'Finger Post' Signage.  | Ongoing | Transport and Infrastructure Committee | Committee initiative.  |
| Deal Town Council to collate information regarding improvements that can be made to the highways in Deal for inclusion in a Highways Improvement Plan (HIP) for consideration by Kent County Council. | Ongoing | Transport and Infrastructure Committee | An annual update of the HIP to be sent to Kent County Council.                                 |
| Deal Town Council to work with the appropriate rail authorities to improve access at Deal Station.  | Ongoing | Transport and Infrastructure Committee | Plan of works agreed, and £5,000 contribution made by Deal Town Council.                       |
| Deal Town Council to provide more sustainable planting for the Mill Hill area.  | Ongoing | Environment Committee                  | £4,000 budget agreed by Deal Town Council.   |
| Deal Town Council has committed to providing sustainable planting in the Council's planters and to explore additional urban areas of Deal improving sustainable planting.                             | Ongoing | Environment Committee                  | Committee initiative.  |

**Ongoing Actions: these are already being done as part of the Council's work**

|  |           |  |   |
|--|-----------|--|---|
| Deal Town Council has committed to arranging a Girls Football tournament to commemorate the Women's Deal International Tournament that first   | 2023      | RFO with the Events Manager            | Council initiative.   |
| Deal Town Council to purchase and erect a piece of sculpture in the town of Deal for the beautification of the town and/or for the general benefit of its inhabitants.                     | 2023      | Full Council                           | Mr Bill Elliott, a former resident of Deal bequeathed £45,000 to Deal Town Council for purchasing and erecting a piece of sculpture in the town of Deal for the beautification of the town and/or for the general benefit of its inhabitants. |
| Deal Town Council has committed a carbon reduction strategy plan from 2022 to 2025 to assist with the Council's commitment to becoming a carbon-neutral organisation by 2025.              | 2022-2025 | Full Council                           | Council initiative.   |
| Deal Town Council has committed to carrying forward the successful 'Cycle Friendly Deal Project' (CFD) with new initiatives (CFD2).  | Ongoing   | Transport and Infrastructure Committee | Council initiative.   |
| Deal Town Council has conducted a survey of the air quality around Deal especially near schools. A Local sign-age campaign is currently underway following a successful 'No Idling         | Ongoing   | Environment Committee                  | Committee initiative.   |
| Deal Town Council has conducted a survey of tree coverage using 'iTree Eco' in Deal and surrounding areas. The results will help determine where, planting initiatives will be beneficial. | Ongoing   | Environment Committee                  | Committee initiative.   |
| Deal Town Council has committed to a scheme aimed at providing water butts on all the Council's allotment sites.   | Ongoing   | Environment Committee                  | Committee initiative.   |

## These Actions have not been included due to lack of support from residents

Deal Town Council to meet with DDC and KCC to discuss options for a town WiFi scheme.

Deal Town Council to meet with any local groups interested in setting up a car share scheme, to establish demand. Follow up with support if demand is there.

## The Consultation

Deal Town Council carried out an extensive consultation in order to give all residents and local organisations their say on the future of Deal.

Hundreds of people took part and thousands of comments were gathered—as reported in this document.

The process of the consultation and the rationale behind it has been described in this document. Councillors wanted it to be as comprehensive and inclusive as possible.

## The Completed Action Plan

The Action Plan has come directly from the results of the consultation, with the addition of a small number of actions from the elected members.

In the transition from the prioritised list (Page 20) to the adopted action plan there have been a few adjustments, mainly for clarity.

- Actions which have already been completed have been noted separately .
- Actions which have been partially completed have been included, with a note that some actions have been done.
- In a few places two very similar actions have been combined.
- Actions which were poorly supported by the survey participants have been removed, unless council had a good reason to keep them in.

## What next?

Once accepted and formally approved by the full council the Action Plan becomes the foundation of Deal Town Council’s long term strategic plan. It will be used as a guide to future actions and activities for at least three years.

Any new initiative the council decides to adopt in future years will be added to the Action Plan.