Minehead Town Council: Priorities & Direction

Short, Medium and Long Term Objectives

Approved and Adopted: August 2026 *(Minute Number: 2026/140)*

Introduction

This document sets out Minehead Town Council's overarching priorities, direction and ambitions across the short, medium and long term. It is intended to provide a strategic framework to guide decision-making, resource allocation and service delivery, ensuring that all activity aligns with the Council's wider mission and vision for the town.

As a local authority, primarily supported through the town precept, the Council recognises the importance of balancing ambition with affordability and value for money. This document therefore intends to reflect a realistic and deliverable programme of work, focused on making meaningful improvements for residents while ensuring financial sustainability and responsible stewardship of public funds.

Together, these priorities will support Minehead Town Council in delivering high-quality local services, strengthening the community and enhancing the town in a way that is both forward-thinking and grounded in what can be practically achieved.

Mission Statement

Our Mission

"To make Minehead a welcoming, environmentally responsible, well-maintained and forward-thinking coastal town through effective local leadership, high-quality service delivery and strong community partnerships. We will celebrate and protect Minehead's unique coastal character, heritage and landscape, ensuring the town's distinct identity continues to shape everything we do."

Mission Statement

What We Want to Achieve (The What)

- A town that is attractive, vibrant, safe and welcoming.
- A strong local identity celebrating Minehead's distinctive features and sense of place.
- High-quality public services delivered locally with pride.
- A greener, healthier, more sustainable environment.
- A confident, engaged and empowered community.
- Modern, efficient and future-ready council operations.

How We Will Achieve It (The How)

- Investing in public spaces, visitor experience and civic infrastructure.
- Expanding local service delivery through devolution and organic growth of capacity.
- Strengthening partnerships with local businesses, to create town-wide cohesion and shared goals.
- Strengthening community engagement and volunteer support.
- Managing resources responsibly and transparently.
- Building a flexible, resilient workforce and modern facilities.

Theme: A Welcoming and Attractive Town

Short-Term Priorities

- Blenheim Gardens Toilets: Full refurbishment.
- Improved signage around the town, including in parks.
- New “Welcome to Minehead” gateway signage.
- High-level Grounds Maintenance and colourful bedding displays.
- Delivering improved Grounds Maintenance standards following devolution of open spaces.
- Redevelopment of Ellicombe open space into a valued community wildlife area.
- Regular toilet redecorating/refresh programme.
- Celebrate signature identity features
- Expand Green Flag awards beyond Blenheim Gardens
- Enhanced partnership working with local businesses to ensure shared goals for the town
- Improve and expand community events / council presence at events.

Medium-Term Priorities

- Review of play area provision and creation of a town-wide Play Strategy.
- Investment in updated boundary fencing around Blenheim Gardens.
- Improve and maintain public realm infrastructure, including seating, planting, litter facilities and streetscape enhancements, to create an attractive and welcoming environment..
- Enhance public safety, security and road safety measures, including crime prevention and traffic management initiatives, to support a safe, welcoming town.
- **Long-Term Priorities**
- Replacement programme for street trees in coordination with Somerset Council.
- Protection of conservation areas and key heritage features.
- Long-term enhancement of the town’s image and identity

Theme: The Seafront

Our Seafront Vision

“To create a clean, attractive, safe and welcoming seafront that reflects Minehead’s identity, supports tourism and provides year-round enjoyment for residents.”

Short and Medium Term Actions

- Consistent, high-quality maintenance to ensure a clean, tidy and inviting appearance.
- Clearer signage and wayfinding from the seafront into the town centre and vice versa.
- Enhanced planting, seating, bins and signage.
- Working collaboratively with community to coordinate improvements and visitor experience.
- Integration of Minehead’s heritage (coastal, maritime, traditional seaside culture).

Long-Term Aspirations

- A cohesive seafront strategy that links open spaces, heritage protection and tourism development.

Theme: Environment & Sustainability

Key Environmental Commitments

- Rewilding across multiple public open spaces.
- Sustainable, pollinator-friendly perennial bedding (reduction in annuals while keeping colour).
- Creation of wildlife corridors and wildflower zones through devolved land management.
- Maintenance and sustainable management of Alcombe Common as a key natural asset.
- Support and expansion of volunteers for environmental and green projects.
- Solar panels at Minehead Community Centre; explore renewable energy upgrades for other sites.
- Progression in Southwest in Bloom with aspirations for national-level recognition.
- Expansion of Green Flag accreditation to more parks.

Theme: Stronger Community & Better Engagement

Short-Term Actions

- Increased office opening hours (Mon–Fri) as an accessible information hub.
- Staff assisting residents with enquiries relating to: Minehead Town Council, Somerset Council, local support and tourism.
- Improved relations with local press and public.
- High standard and benchmark for openness and transparency.
- Strengthened community group support, liaison, and empowerment.
- Encourage more community volunteers in open spaces.
- Continue and expand community engagement events.

Medium-Term Actions

- Improved public understanding and education about council roles and responsibilities.
- Better youth representation across all demographics.
- Promote and influence sustainable development that reflects the needs and aspirations of the community

Long-Term Actions

- Closer working partnerships with neighbouring town/parish councils (support, data sharing, joint delivery).
- Support role as a service-delivery partner in the context of continued devolution.

Theme: Effective, Modern & Sustainable Council Operations

Short-Term Priorities

- Updated, refurbished and modernised council offices to include new council chamber, support long term operational delivery and improve accessibility.
- Review of earmarked reserves and alignment to future priorities.
- Improved workforce structure: flexible, resilient teams that reduce single-point-of-failure risk.
- Expansion of staff numbers to ensure service continuity and wellbeing.
- Ensure the Council has the capability and governance arrangements to maximise opportunities for the community..

Medium-Term Priorities

- Strengthen digital infrastructure to enable accessible, efficient and innovative council services.

Long-Term Priorities

- New depot facility with capacity for all amenities staff, vehicles and equipment.

Theme: Devolution & Local Service Delivery

Our Approach to Devolution

- Embrace and expand devolved responsibilities with Somerset Council.
- Provide improved GM standards and consistent open space management.
- Build an efficient, skilled workforce capable of delivering more services locally.
- Use devolution as an opportunity for greater local control of local matters.
- Position Minehead Town Council as a service-delivery partner for neighbouring parishes.
- Ensure sustainable funding and capacity planning through strategic reserves.
- Create vibrant and welcoming open spaces that cater for the whole community



Minehead Town Council: Our Future Direction

- Invest in public spaces and community facilities.
- Deliver environmental leadership and sustainable management.
- Strengthen community voice, identity and partnership.
- Modernise council operations and infrastructure.
- Expand local service delivery through strategic devolution.
- Build a resilient and future-ready town for all residents and visitors.
- Advocate for Minehead on wider strategic issues beyond the Council’s direct remit.