



Dick Cliffe

Independent Candidate Penzance Promenade

Town Council Elections 4 May 17

I am standing for re-election to Penzance Town Council (Promenade Ward) as an Independent.

I am standing because I care about Penzance and believe the Town Council has an increasingly important role to play in the daily life of the Town and its future. Successful towns need pro-active town councils and that means pro-active town councillors.

My wife was born in Penzance and joined me whilst I served with the RAF in various countries. After leaving the RAF I worked (self-employed) on defence projects and later worked for Citizens Advice as a legal aid worker. We moved to Penzance with our younger son in 2007 and ran a guest house until Feb 2017. I have been personally involved in the public life of Penzance for about 8 years, initially in the Chamber of Commerce (Chair for 3 years) and since 2013 as a Penzance Town Councillor.

I have, with other councillors, been pressing a reform agenda to improve the performance of the Town Council and prepare it for an expanded role delivering services devolved from Cornwall Council. As Chair of the Finance Committee I have played a central role in the Town Council and its programme of reform and change. It has been difficult work and at times controversial but substantial progress has been made. The new Council will start its new 4 year term funded and organized to deliver services that residents value but which Cornwall Council needs to devolve or scale back because of budgetary pressure.

During the last Council I have:

- Helped initiate, with others in the business community, the Penzance BID.
- Championed, with other councillors, the creation of the Penzance Neighbourhood Plan (due to go to a local referendum later this year).
- Played a role in the modernization of public space CCTV in Penzance, a project delivered by eight local councils working collaboratively.
- Introduced new rigor into the financial management of the Town Council finances.
- Championed the devolution of services and a novel community delivery solution for Jubilee Pool.
- Championed Town Council support for investment in Penzance Harbour.

My priorities for the future are:

Regeneration. Penzance is currently on a 'bit of roll' and this needs to be maintained whilst protecting those aspects of the Town we all cherish. The Harbour, the Promenade and Market House building are priorities for investment.

Improving Devolved Services. Services and facilities accepted from Cornwall Council under the devolution programme need improving. Public toilets, Alexandra Play Park and Morrab Gardens are my priorities.

Improved Responsiveness. The Town Council's new role delivering public services requires it to be more response than in the past. This is currently 'work in progress'.

Promotion of Penzance. The Town Council needs to adopt a more pro-active role in promoting Penzance and encouraging investment. A closer working relationship with Penzance BID is a priority. Falmouth provides an appropriate role model.

Tidying Up Penzance. The Town Council is ideally placed to coordinate collaborative efforts to improve the Town's appearance and suppress public nuisances like dog fouling, littering and flyposting. The Council is planning to improve its street weed clearance programme in 2017. I see tidying up the Town as eminently 'do-able' and a priority.

Jubilee Pool. A close working relationship with the community enterprise running Jubilee Pool is essential to make it a success. The more successful the Pool becomes the more financially self-sustaining it will become.

Improved Diversity. The composition of the Town Council does not reflect the community it serves. I promoted wider participation in the 2017 Election and will continue to do so in the Council if re-elected.

Health Services. I have pledged my support to West Cornwall Health Watch that, if re-elected, I will only support proposed changes to health service provision under the 'Sustainability and Transformation Plan' if they are based upon irrefutable evidence that they will benefit residents.

Please consider giving me, Dick Cliffe, 1 of your 4 Town Council votes.

I live in the Promenade Ward, I have a track record in the public life of the town and I am unfettered by national party affiliations. I can and have worked with anybody who has the best interest of Penzance in their heart.

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