



Ramsey Town Commissioners

Strategic Plan

Version	Date	Author	Notes
1	31Jul 25	DF	Policy Committee Approval
1	20 Aug 25	DF	Board Approval - Published

This plan sets out the direction of Ramsey Town Commissioners' for the next five years. From the outset, it is important to determine what strategy is, and how it differs from policy. The latter is very much the political assertion of the Commission – what will, or will not happen. Policy is the setting of the objectives. The strategy is the high-level steps that will be taken in order to achieve them.

It is important to know what success looks like. To assist with this, a number of benchmarks are included, which will provide indicators of progress.

Vision

The vision of an organisation should be something which helps it have direction. It may be aspirational, but one that can be worked towards. The vision for Ramsey Town Commissioners is;

To be an exemplar of excellent public services to the townspeople and visitors of Ramsey, supporting a high quality of life and business.

Mission

A mission statement should focus all those involved in the quest of the vision in the direction to be taken. It should be able to be framed as a question, so that anyone can ask "If I do this, will it contribute to the mission?" Ramsey Town Commissioner's Mission is;

Making Ramsey a better place to live, work and enjoy

Values

Organisational values are important as it gives focus to those who are a part of it, to know how to effectively conduct their work life. Ours are based upon the Nolan Principles of public life;

1. Honesty

We uphold honesty in all our interactions, ensuring transparency, truthfulness, and accuracy in our communications and decisions. We act with integrity and always strive to foster trust with our stakeholders, acknowledging when we make mistakes and working to rectify them.

2. Integrity

Integrity is at the heart of everything we do. We act ethically, with strong moral principles, making decisions that reflect fairness and justice. We hold ourselves accountable to the highest standards, ensuring that our actions are consistently aligned with our values and organisational goals.

3. **Objectivity**

We approach every decision with objectivity, ensuring that personal interests, biases, or external pressures do not influence our professional judgments. We consider all relevant facts, evidence, and opinions before making decisions, ensuring that our actions are based on impartial analysis and sound reasoning.

4. **Accountability**

We take accountability for our actions and decisions. We understand that every member of our organisation has a responsibility to deliver results, and we are committed to taking ownership of both our successes and challenges. We are transparent in our processes and actively seek feedback to improve and grow.

5. **Selflessness**

We act with selflessness, prioritising the public good and the interests of our community over personal gain. Our decisions are driven by the needs of the organisation, our stakeholders, and the people we serve, rather than individual or collective personal interests.

6. **Openness**

We are committed to openness in all aspects of our work. We actively encourage and welcome dialogue, feedback, and diverse viewpoints, ensuring transparency in decision-making processes. We are dedicated to sharing relevant information with the public and stakeholders to foster trust and cooperation.

7. **Leadership**

We demonstrate leadership through vision, direction, and influence. We lead by example, inspiring and empowering others to contribute to the success of our organisation. Our leadership is defined by our ability to make tough decisions, uphold the highest standards, and create an environment of mutual respect, collaboration, and innovation.

Our Culture

Ramsey Town Commissioners strive to achieve a Psychologically Safe climate. This means that for our staff, our Commissioners and the people and partners that interact with us, there are four key objectives;

Safe to Learn: We encourage continuous learning and development, where individuals can experiment, make mistakes, and grow without fear of criticism or retaliation. By promoting curiosity and a growth mindset, we support each person in their professional journey.

Safe to Have a Voice: Everyone is empowered to share their ideas, opinions, and feedback openly. We value diverse perspectives and believe that everyone's voice contributes to the success and innovation of the organisation. We create opportunities for dialogue and ensure that all contributions are heard and considered.

Safe to Challenge: We actively encourage healthy debate and the constructive challenge of ideas, processes, and decisions. We believe that questioning the status quo and offering alternative viewpoints strengthens our work and drives improvement. Our workplace and our town are places where individuals can respectfully challenge ideas without fear of retribution.

Safe to Contribute: We cultivate an inclusive environment where individuals feel confident in contributing their knowledge, skills, and expertise. Every team member plays an important role, and we foster a culture of collaboration and shared responsibility, ensuring that each contribution is valued and respected.

Who are our stakeholders?

Simply, a stakeholder is anyone with an interest or concern in what we do. Our primary stakeholders are the rate-paying businesses and individuals of Ramsey. But beyond this, anyone who travels to Ramsey to do business, to shop, visit or enjoy our amenities should also have high expectations and also be able to hold us to account.

Similarly, those who we enter partnerships with should expect us to be engaged and effective in what we collaborate on. Accountability to Government is also part of our day-to-day business, within the provisions of the Local Government Act 1985 and the Local Government Handbook.

THE OBJECTIVES

DEVELOPING RAMSEY TOWARDS 2035

Ramsey is the second-largest town in the Isle of Man after the City of Douglas. With that brings expectations in terms of housing, business and leisure. Ramsey Town Commissioners aim to look beyond the visual horizon, and in association with its partners such as the Northern Chamber of Commerce, try to ensure that the decisions it makes will support future improvements

To do this we will;

- Develop and work towards an ambitious improvement plan in association with our mission statement.
- Exploit opportunities for strategic infrastructure improvements from Central Government.
- Support our residents and businesses in 'marginal gain' improvements where small step changes lead to a larger net contribution to the development strategy.
- Improve our 'offer' by developing a separate and achievable 'Towards 2035' plan in collaboration with our partners

PEOPLE AND PLACE

Sitting below the overarching strategic objective of 'towards 2035', this objective is designed to capture the feel of Ramsey as we move towards an even safer, more accessible, inclusive community. Much of this will be achieved through strong community engagement and partnerships.

We will;

- Ensure new additions to our estate are compliant with modern accessibility requirements
- Modernise where possible to ensure our existing estate and spaces are accessible to as many people as possible.
- Assist businesses in improving their accessibility.
- Maintain high levels of public space and amenity cleanliness
- Work with our partners to maintain Ramsey's reputation as a safe place to enjoy.
- Help more people to access housing by reducing our waiting lists

EFFICIENCY AND EFFECTIVENESS

Little will be achieved unless the Commission is unencumbered by outdated practice and time-consuming tasks which add little to the overarching mission. There is a duty to the rate-payer to ensure that maximum value is extracted from every penny of their contribution. Some of this will be achieved through updated IT systems, fleet and equipment. Other parts will develop through better working practices. At the forefront of all we do, will be high levels of customer service and satisfaction.

We Will;

- Develop and achieve internal transformation
- Update our information technology to create efficiency and better serve the customer
- Ensure our public information is available, open and transparent.
- Train and develop our people
- Take an evidence-based approach to expenditure
- Develop effective and meaningful partnerships to support both Ramsey and the North

Each year, a set of success measures will be agreed and published to support the direction of the strategic plan.
