



## SANDHURST PRIDE

### - Take a Pride in Sandhurst -

#### (The Story So Far)



Sandhurst Pride took its lead from one of many public consultation exercises carried out by the Sandhurst Town Council over recent years.

When asked, amongst other questions in 1999, "If you could change one thing in Sandhurst to make it a better place to live, what would it be?" residents could never have imagined what they would kick-start. The feedback from the surveys has helped guide a campaign that, since 2000, has developed into both a culture and council brand.

A cleaner, safer, greener community is what the residents wanted and that is what the Town Council endeavours to deliver.

Our first initiative was to develop our own Clean Team:

Two part-time litter pickers who travel around Sandhurst supplementing the Principal Authority street cleaning contractor. Locally based businesses part sponsor the operation and the Town Council has used the scheme for many litter awareness exercises. We now have a good rapport with Schools and Shops, who display the Sandhurst Pride logo in their shop windows. There are also car stickers for residents to advertise the brand image.

Enshrined within the Town Council's Policy and Mission Statement document under Civic Pride it states "Sandhurst Town Council will promote and assist others to promote pride in Sandhurst and in its heritage". Since those early days Sandhurst Pride has taken on many hats and crosses all boundaries of community life.

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|---------------------------|--|
| Pride in Communication    | - As well as Council meetings there are quarterly meetings with all five Residents Associations.   |
| Pride in Communication    | - Quarterly newsletters (8,500 distribution), website and press releases carry important information to our residents and a wider audience.  |
| Pride in Communication    | - Sandhurst Town Council Offices act as a central first-stop information point for residents and visitors.   |
| Pride in Achievements     | - Sandhurst Town Council is a Quality Status Council (2004, re-accredited 2009).<br>Winners of Silver Medal, Bracknell Forest Community Awards 2009 for SANDHURST PRIDE.   |
| Pride in our Green Spaces | - Sandhurst Memorial Park (STC managed) and its neighbour, Shepherd Meadows (Bracknell Forest Borough Council managed), have achieved Green Flag awards six years running, 2004/5, 2005/6, 2006/7, 2007/8, 2008/9 and 2009/10.<br><br>- Sandhurst Parks Alliance promoting six major sites (Containing SSSI, Nature Reserve and Ancient Woodland) and covering over ten neighbourhood greens within our borders.<br><br>- Access for all (Disability Discrimination projects).<br><br>- Visitors' Surveys (150,000 visits per year). |

- Pride in our Clubs/Organisations and individuals
- Promotion of Community Events.
  - Celebrations of Success – Sandhurst Tug of War Club are Open Club World Champions and Sandhurst Silver Band National Finalists five times.
- Pride in Recycling
- Best Town in Bracknell Forest for recycling.
- Pride in Community Safety
- Public CCTV system.
  - Second tier CCTV system.
  - Directly employed Parks management team.
  - Sandhurst Police Point manned by volunteers.
  - Sandhurst Police Summit.
  - Neighbourhood Forums and Action groups.
  - Promotion of PCSO Scheme.
- Pride in combating Anti-Social Behaviour
- Dog Rally – promoting responsible dog ownership.
  - Broken Glass Campaign.
  - Advertising/Flyposting compact.
- Pride as Community Leaders
- Sandhurst Forum for the Future “A 20 year vision: A Plan for Sandhurst” document.
  - Beyond Quality Status programme.
  - Community Respect, Responsibility and Rights campaign.
- Pride in Community Health & Well-being
- Partnership with local GP’s (Sponsor of Sandhurst Fitness Funday).
  - Cycleway network development.
  - Organised walks.
  - Sandhurst Fun Run.
- Pride in Partnerships
- Bond/Joint Ventures with Royal Military Academy Sandhurst.
  - Charter & excellent partner relations with Bracknell Forest Borough Council.
  - Links/Sponsorships with local businesses including Marks & Spencer, & Tesco at the Meadows and Waitrose.
  - Links with countryside organisations, Blackwater Valley Countryside Partnership, Berks, Bucks, Oxon Wildlife Trust.
  - Links with Service Providers – Thames Water, Network Rail, Keep Mobile (transport provider).
  - Links with Voluntary and other community organisations (over 50).
  - Members of Cross County Liaison Group.
- Pride in Education
- Links with Schools (Governors).
  - Play role Mayor making with year 4 pupils.
  - Litter awareness sessions.
  - ‘The Pledge Tree’ to pledge to do something to make Sandhurst a better place in which to live.
  - Environmental/recycling/safety initiatives.

- Pride in Technology - Equipped with some of the latest I.T. Sandhurst Town Council continues a programme of e-government development.
- Pride as Community Provider - Grants to local clubs and organisations.  
- Grant aid to Day Centre.  
- Grant support for local Leisure Centre.  
- Grant support for Youth Services (Info Bus, Spot Youth Centre).  
- Youth skate ramp, Off Beat Music event.
- Pride in Heritage - Sandhurst Well refurbishment.  
- Supporters of Museum Trust and Historical Society.  
- Royal Military Academy Sandhurst.  
- Remembrance Service, War Memorial.
- Pride in Facilities - Owners and Managers of Community Hall, Recreation grounds, refreshment facilities, sports facilities. Home to over twenty Clubs/Organisations.
- Pride in our Community - Clean Team (Litter picking).  
- Bulb planting programme.  
- Flower baskets.  
- Facilitators for 'Friends of' groups.
- Pride in Community Events - Sandhurst Freedom March (2006).  
- 44<sup>th</sup> Anniversary of Sandhurst Donkey Derby.  
- Sandhurst Day of Celebration.  
- Christmas Lights/Carols.  
- Annual Fair.  
- Sandhurst Festival.  
- Community Roadshows.

**Facts about Sandhurst:**

Population 21,500.

Land Area 1,434 Hectares.

Electorate 15,381 (2007 Elections).

Sandhurst Town Council has 100% Elected representatives.

**Sandhurst Town Council are proud Associate Members of the LGA.**

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**[www.sandhurstpride.co.uk](http://www.sandhurstpride.co.uk)**

