

Aim 1: To encourage high standards of architecture and town planning in St Albans.

1. Monitor and comment on planning applications and seek to engage with developers of major schemes before applications are submitted.
 - Monitor Civic Centre North and South development.
 - Provide information for Society members on how to respond to planning consultations thereby enabling them to better understand the issues and opportunities that these bring.
2. Work to try to ensure that development strategies provide for high standards.
 - Respond to pre-consultation exercises.
 - Continue to monitor and contribute suggestions and comments to the reviews of the Local Plan.
3. Hold the annual Civic Society Awards
 - Publicise the Awards through local press and other channels
 - Review the Awards process with particular regard to the venue, publicity, frequency and criteria for making an award.

Aim 2: To stimulate public interest in and care for the beauty, history and character of the City and its surroundings, through means of meetings, lectures, and other forms of publicity.

1. Run an events programme for members and the public.
 - Review the attendance, format and timing of events
 - Consider alternative methods of involving members in the Society.
2. Raise awareness of the Society's activities
 - Continue to produce regular articles for the Advertiser
 - Review and improve the Society's website
 - Maximise use of social media
 - Offer presentations to like-minded organisations/groups
 - Seek opportunities to work with other organisations on joint initiatives such as residents' associations on planning or conservation issues.
3. Increase and widen membership
 - Promote our successes and campaigning activities
 - Develop activities that appeal to a younger and more diverse audience
4. Disseminate research and information about St Albans history
 - Digitise selected records and archives and make them available on-line where suitable
 - Work with Arc and Arc to publicise and support publications.
5. Engage with the membership so as to involve more members in Society activities, benefit from the expertise represented by the membership, and ensure that we are representing our members and are accountable to them.
 - Consult members on the Society's activities and direction
 - Undertake member satisfaction surveys and evaluate events and Awards programme.

Aim 3: To encourage the conservation, development and improvement of features which contribute to pleasing and convenient conditions in which to live and work.

1. Seek to ensure the protection of listed buildings and conservation areas.
 - Support and work with Conservation 50 to establish a Conservation Area Advisory Committee.
2. Seek to maintain and enhance the City's character by undertaking regular audits of aspects of the civic environment and public realm
 - Survey the existing public realm and identify any items that require maintenance or improvement
 - Monitor Licensing Applications, and where appropriate comment on these or assist others with this
3. Promote initiatives to “green the city” and continue to assist with tree sponsorship
 - Promote the Society's Tree Sponsorship scheme which has raised about £25,000 over the years.
 - Develop a Tree Charter
 - Work with other bodies such as the Woodland Trust to encourage more trees to be planted in city centres.
4. Assist with opening of the Clock Tower
 - Continue to arrange volunteers to open the Clock Tower as required
 - Encourage others to volunteer to help with opening the Tower.

Aim 4: To pursue these ends by means of co-operation with (but not precluding, when appropriate, strong opposition to) the Local Authority and other bodies.

1. Meet regularly with the CEO and Head of Planning, and Councillors
 - Continue to develop positive discussions and link with the Local Authority with particular emphasis on providing training sessions and talks for councillors and planning officers
2. Continue involvement with the Verulamium Park Forum, Clarence Park, St Albans and Herts Architectural and Archaeological Society, Heritage Open Days and such other initiatives as considered appropriate
 - Maintain representation and active participation in all the organisations listed
 - Liaise with the BID to identify areas of common interest

Aim 5: To ensure good governance of the Society and effective use of resources.

1. Review administrative systems, including methods of paying for membership.
 - Encourage more members to receive email communications
 - Investigate and implement online methods of payment for membership renewals
2. Have an annual budget to ensure our expenditure matches our objectives
3. Develop a succession plan for the Officers of the Society.