

Strategic Action Plan 2024-2029

What's important to you?

Methodology

- Online survey opened 23 April and closed 31 August 2024
- During this period, a number of press releases were made plus the survey was extensively advertised on social media
- 502 responses received
- A number of in person sessions were also held although these were poorly attended
- Respondents were asked to rank each of the Key Objectives under the Six Strategic Objectives as follows: **5 = Very Important**; **4 = Important**; **3 = Neutral**; **2 = Unimportant**; **1 = Very Unimportant**
- Respondents were also asked for any comments they had about each group of Key Objectives

Strategic Ambition One



Building Resilient Communities for Shrewsbury

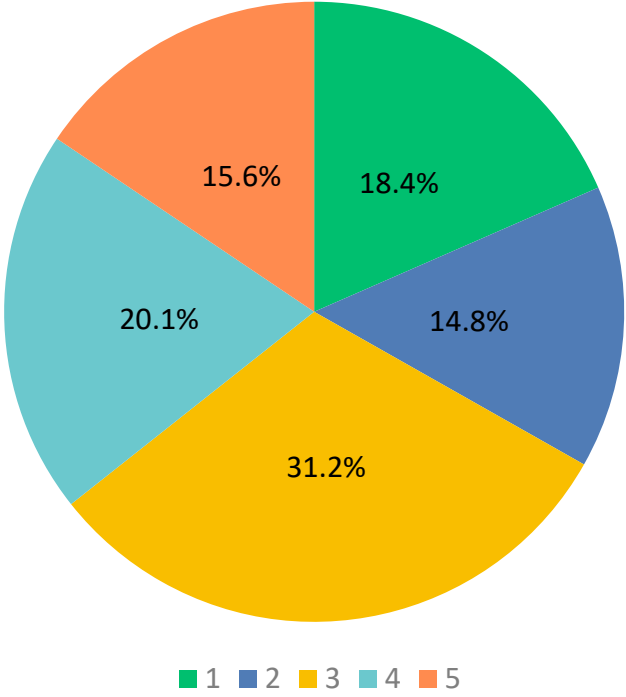
We will acknowledge and build upon our town's diversity, demonstrating our leadership role by working with and empowering our partners and local people to provide healthy, safe and cohesive communities.

Our Key Objectives

- To Develop and Enhance the Town Council's Youth Offer
- To Support community resilience to ensure sustainability
- To Provide appropriate Grant Funding
- To Enhance Partnership Working to support the community
- To Ensure that the Town Council promotes Equality, Diversity and Inclusion through its values and provision of services

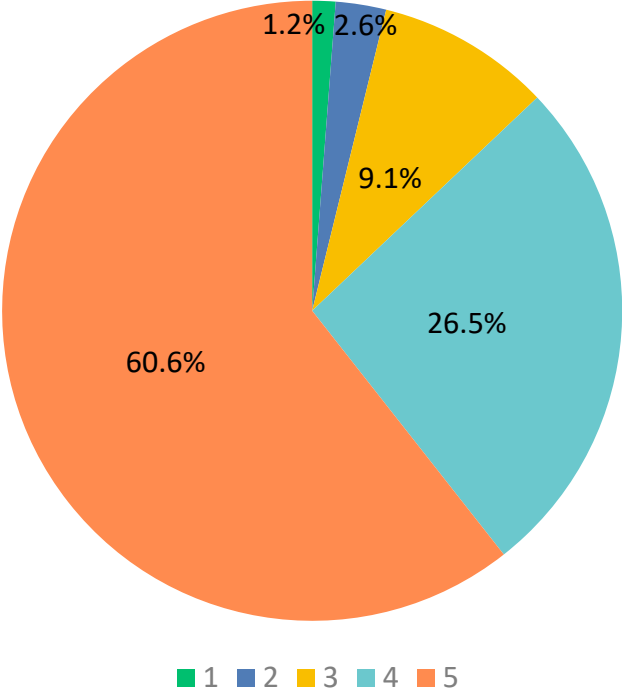
Q1: To develop a Youth Council and Young Mayor position

Answered: 488 Skipped: 14



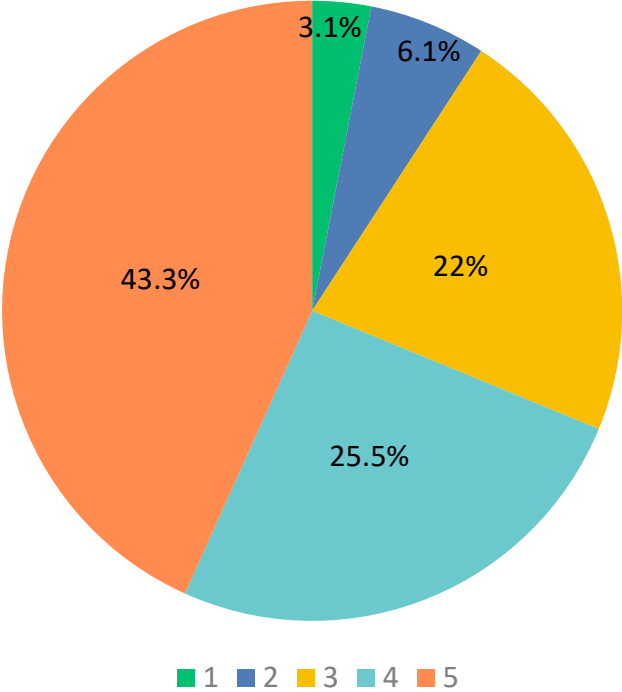
Q2: To develop apprenticeship opportunities

Answered: 495 Skipped: 7



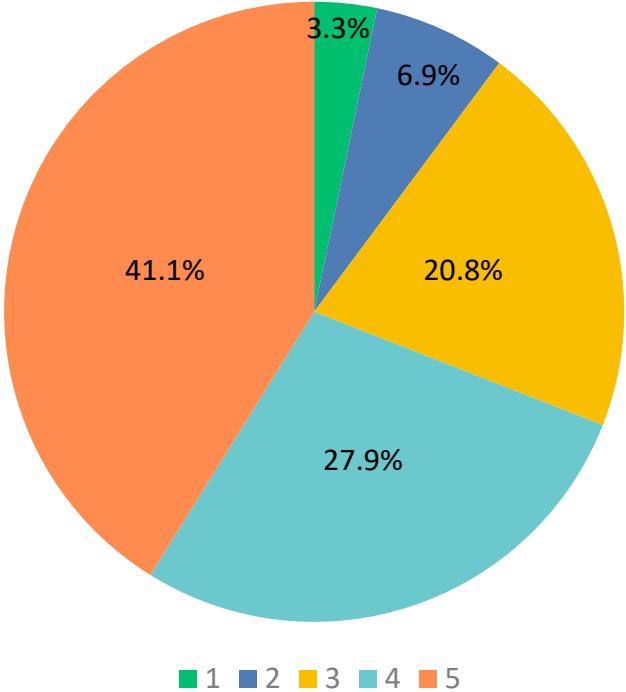
Q3: To enhance the Town Council's youth club provision

Answered: 490 Skipped: 12



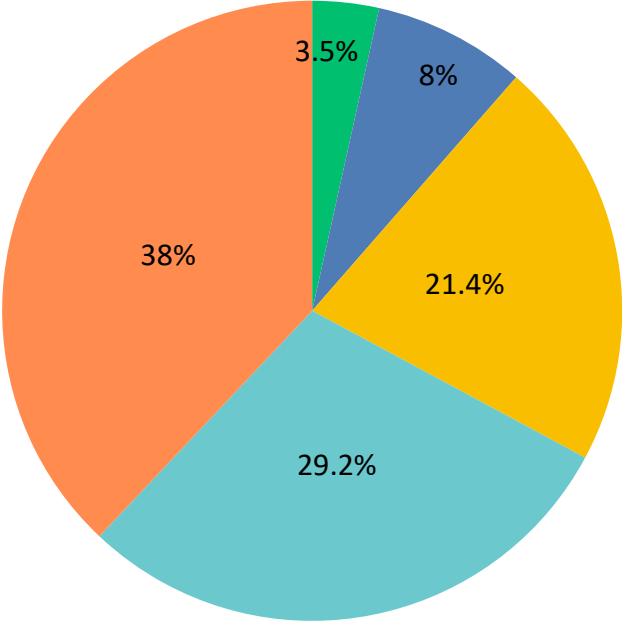
Q4: To develop community centres across the town

Answered: 491 Skipped: 11



Q5: To promote Town Council grant funding opportunities

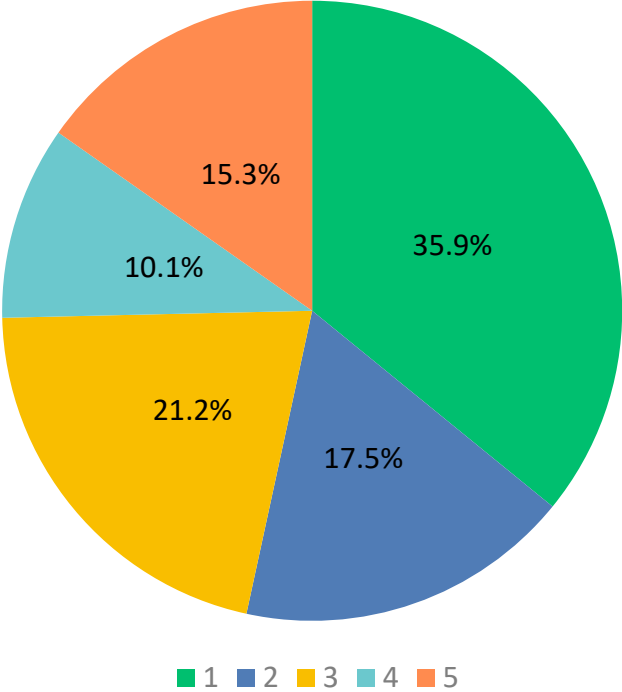
Answered: 490 Skipped: 12



1 2 3 4 5

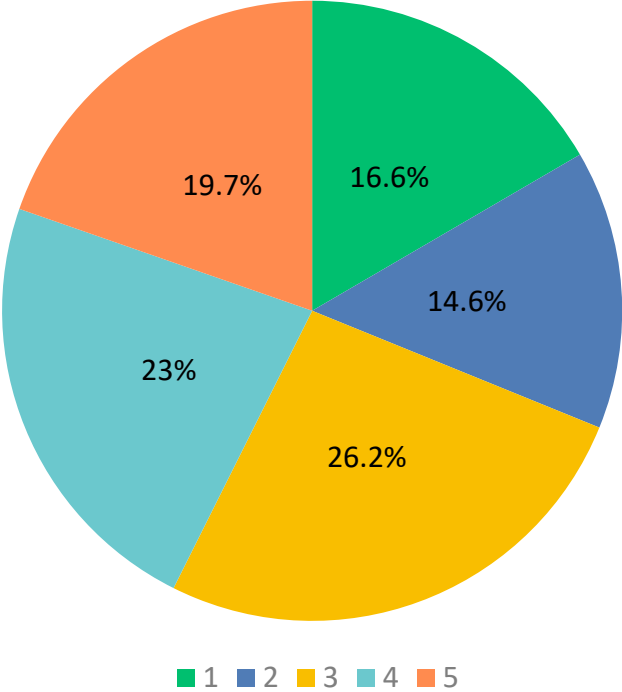
Q6: To work with local communities to create a lasting memorial to HM Queen Elizabeth II

Answered: 485 Skipped: 17



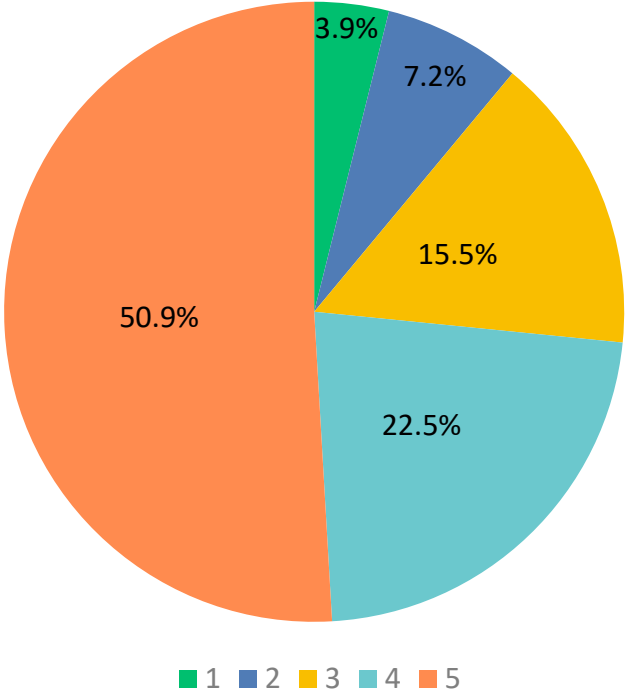
Q7: To work in partnership to support a town-wide Neurodiversity Strategy

Answered: 488 Skipped: 14



Q8: To support activities which assist the Violence against Women and Girls initiative

Answered: 489 Skipped: 13



Q9 Are there any other comments you would like to make about these objectives?

people memorial queen waste money t council Please shops
town centre community activities town money need
don t Shrewsbury Use support provision
young people provide better memorial make Whilst fund

Strategic Ambition Two



Supporting Shrewsbury residents to live active and healthy lives through the provision of quality services

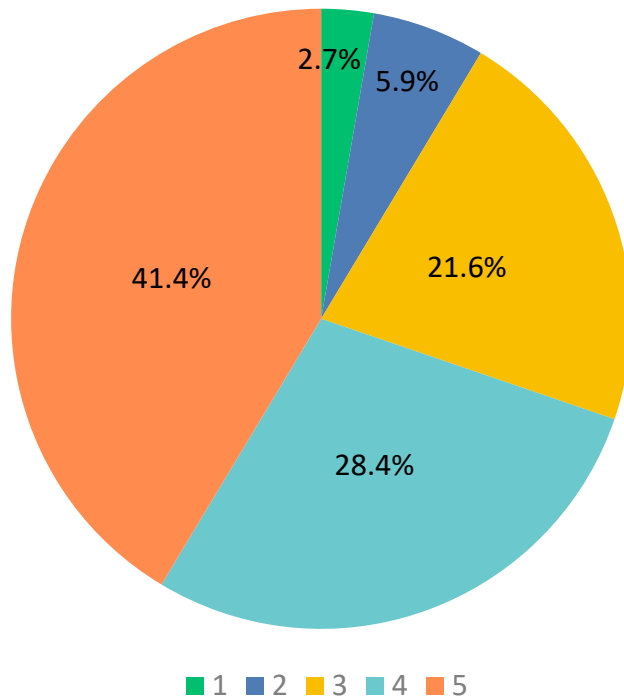
We will, through the provision of quality services, provide opportunities for local people to live active and healthy lives in a safe environment.

Our Key Objectives:

- To Develop and Promote Play Facilities
- To Develop and promote Sports Facilities & Open Spaces
- To Encourage Healthy Lifestyles
- To Work in Partnership to promote a Safer Town

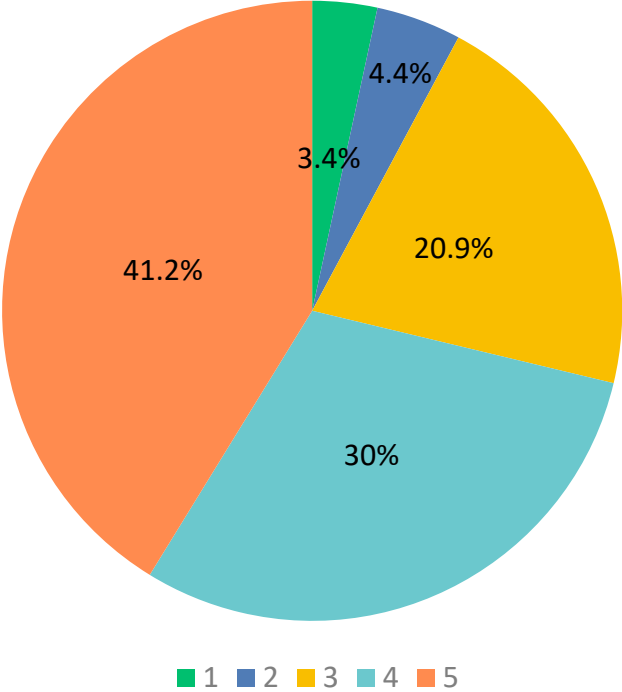
Q10: To create a Play Area Refurbishment Plan based upon depreciation and usage to include inclusive play

Answered: 476 Skipped: 26



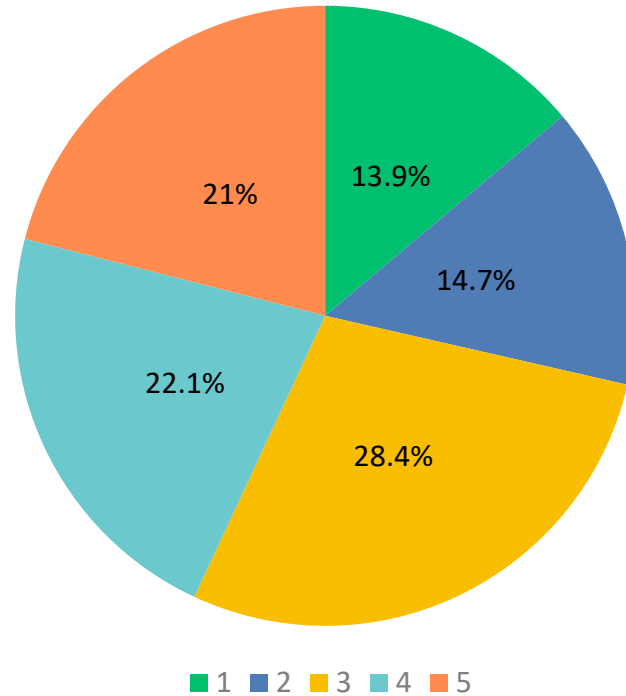
Q11: To create a plan to set priorities for recreation facilities across the town

Answered: 473 Skipped: 29



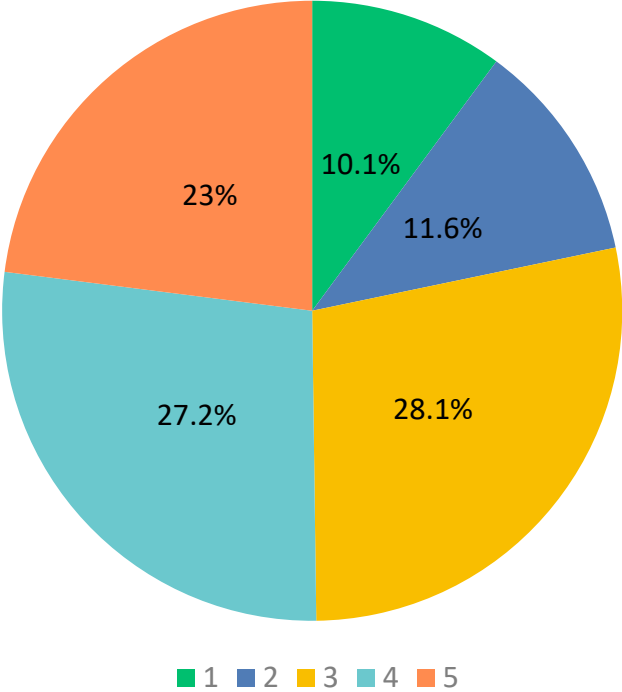
Q12: To investigate the provision of table tennis, crazy golf and boules/pétanque facilities on Town Council land

Answered: 476 Skipped: 26



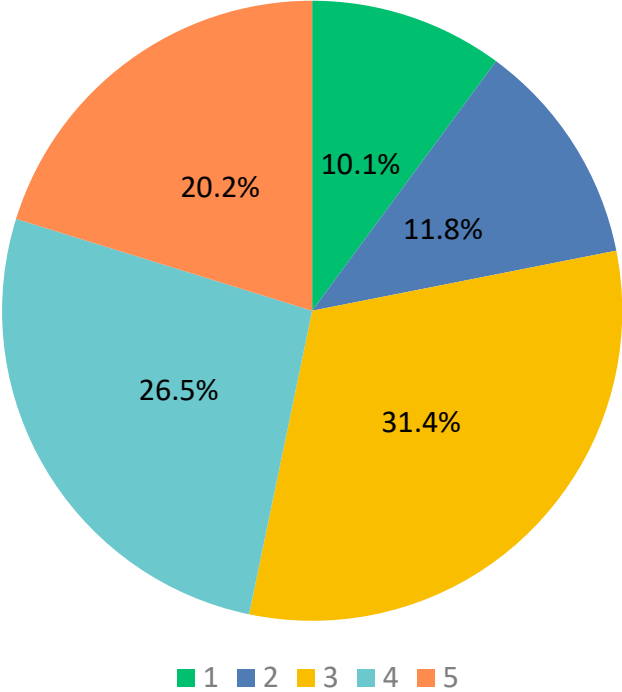
Q13: To develop the potential for Sports Pitch provision in West Shrewsbury

Answered: 474 Skipped: 28



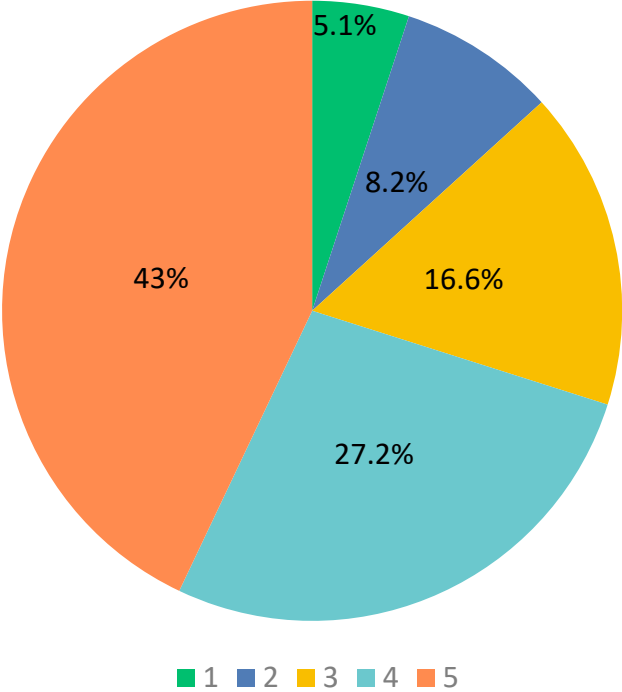
Q14: To improve the facilities at the County Ground including the Sports Pitch and Pavilion

Answered: 475 Skipped: 27



Q15: To explore ways in which the Town Council can support the CCTV system

Answered: 475 Skipped: 27



Q16 Are there any other comments you would like to make about these objectives?





Preserving Shrewsbury's Heritage

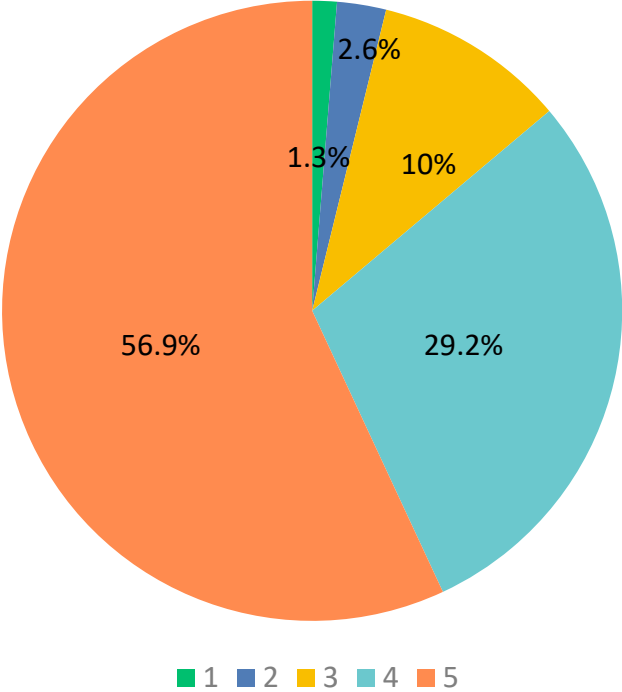
We will continue to recognise the richness of Shrewsbury's heritage and take steps to preserve its character, customs and traditions whilst recognising the need for the town to develop.

Our Key Objectives

- To take an active role in the planning process for the Town
- To create a long-term vision and management plan for the Quarry
- To Support the work of the [Big Town Plan](#) and [Movement & Public Space Strategy](#)
- To protect and enhance our heritage assets
- To promote the town as a great place to live, work and visit

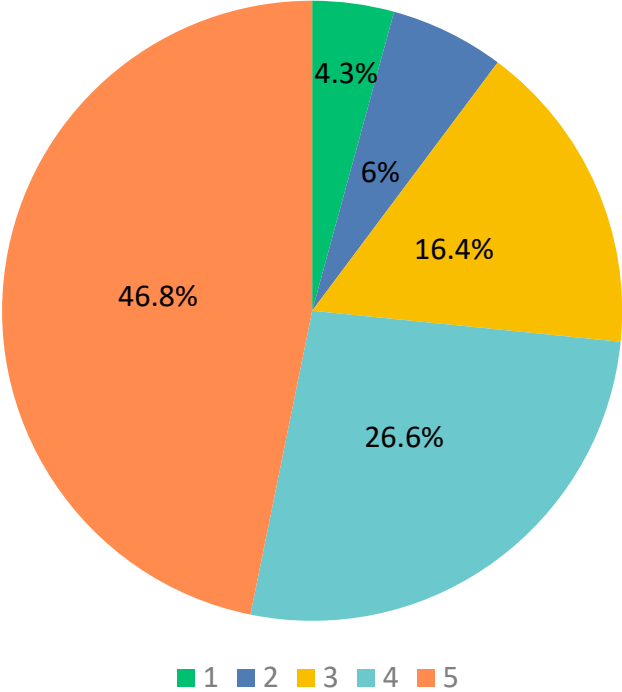
Q17: To support initiatives to maintain the conservation qualities of the town

Answered: 469 Skipped: 33



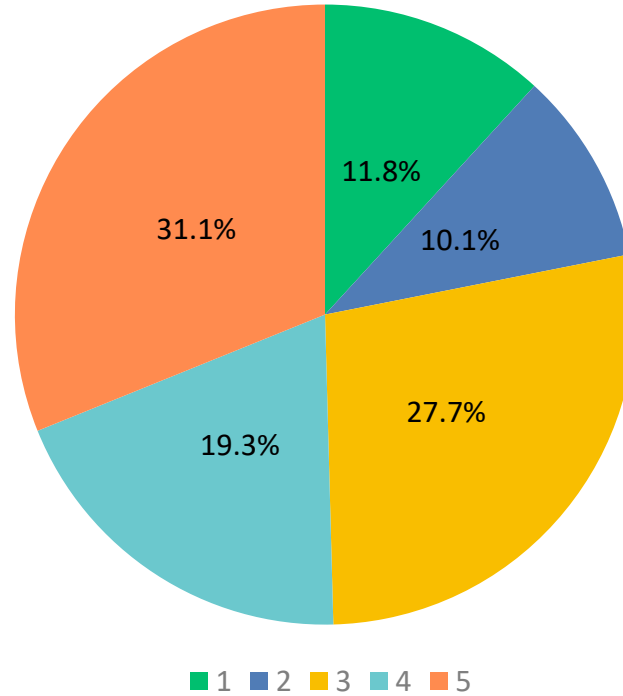
Q18: To contribute to the Castle and Rowley's House Conservation Management Plan

Answered: 470 Skipped: 32



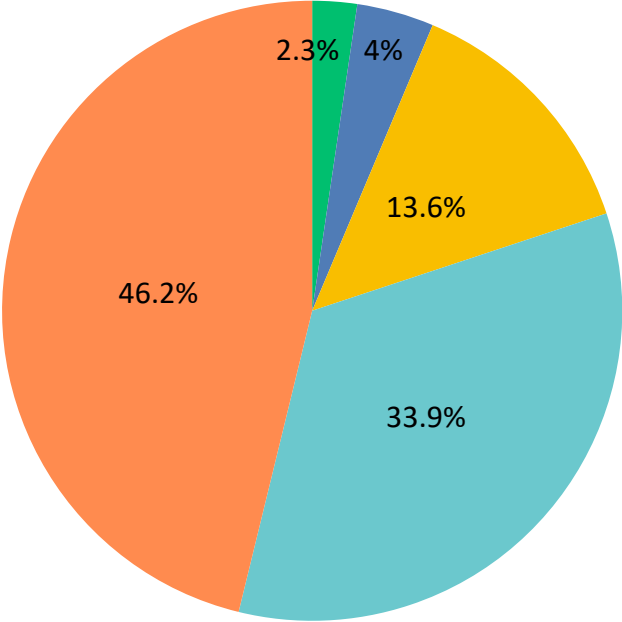
Q19: To take ownership of the old 'Our Town' signage based on the outskirts of the town.

Answered: 466 Skipped: 36



Q20: To develop a long-term management plan for the Quarry

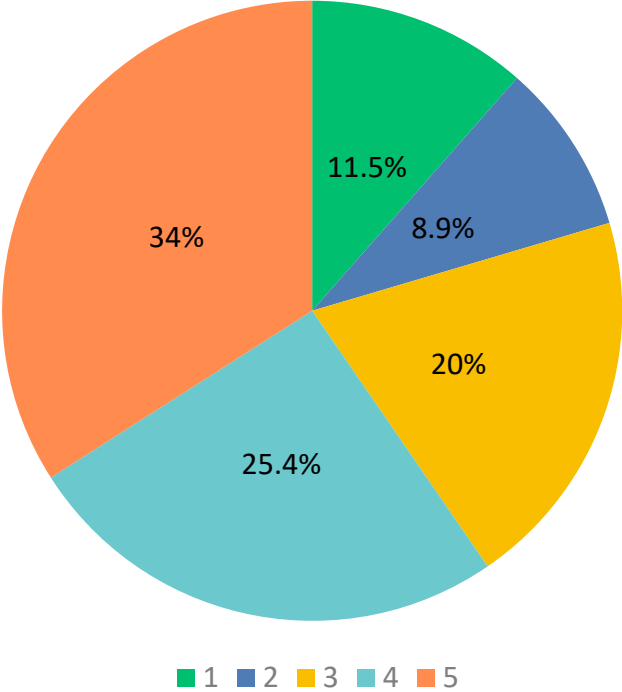
Answered: 472 Skipped: 30



1 2 3 4 5

Q21: To contribute to strategic projects such as the Big Town Plan, and the Movement Strategy

Answered: 470 Skipped: 32



Q22 Are there any other comments you would like to make about these objectives?

house management plan Quarry works access town big paid already disabled USE clean
important Protect many centre road traffic Quarry better shops lot think
funding parking left Shrewsbury spaces need things
town Rowleys house make say people seems buildings
improvements heritage Sort town centre signage plans mean
Big Town Plan Looking will know area front council plan will money
movement strategy businesses Stop



Creating a greener and better-connected Shrewsbury

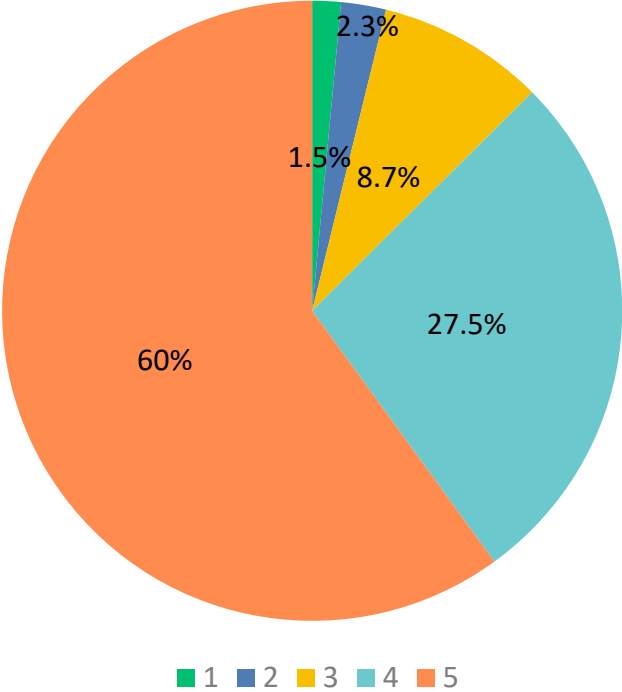
We will nurture and enhance our natural environment and public realm to ensure they are the accessible spaces local people want them to be allowing better connectivity and providing options for movement around the town.

Our Key Objectives

- To work with partners to improve and manage the street scene across the town
- To work with partners to improve river quality
- To improve the provision of greenspace across the town
- To enhance the Bloom portfolio
- To ensure adequate provision of allotments and other community gardening space
- To enhance and deliver a long-term Tree Management Plan

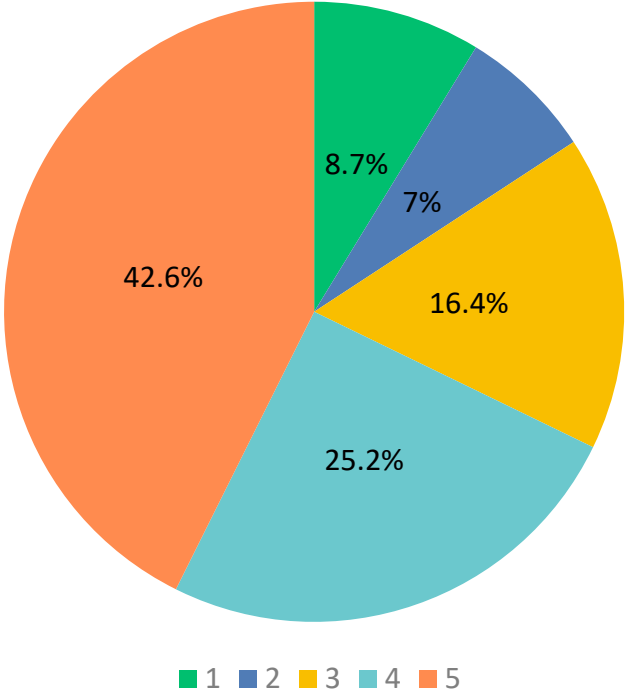
Q23: To take a more active role in the managements of the public realm including litter bin collections and street cleaning

Answered: 470 Skipped: 32



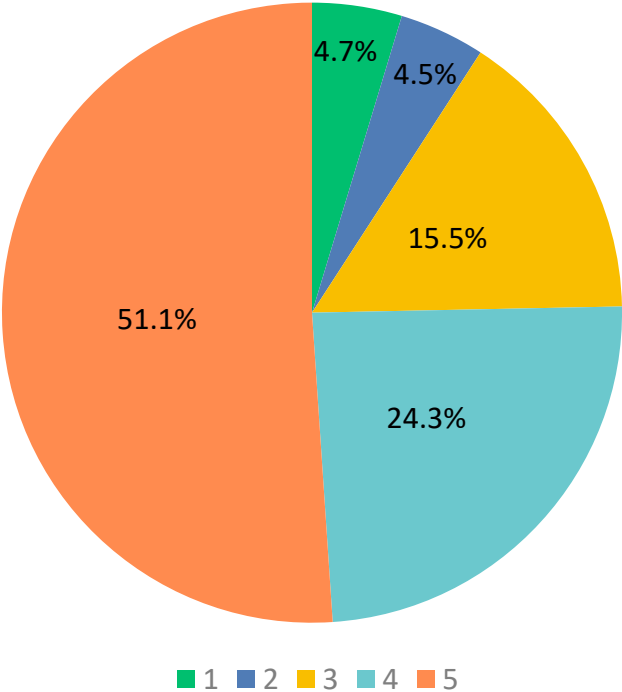
Q24: To develop opportunities for rewilding areas by reducing mowing frequencies and increasing sustainable planting

Answered: 469 Skipped: 33



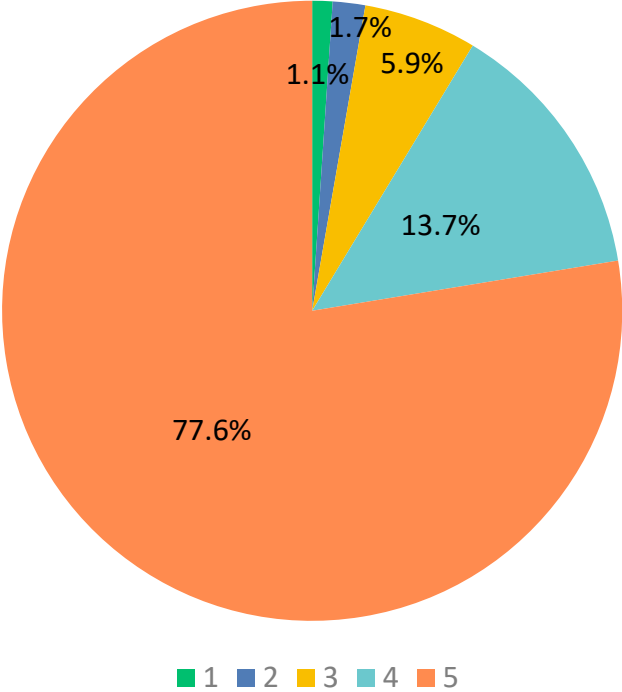
Q25: To develop initiatives to support River Safety

Answered: 470 Skipped: 32



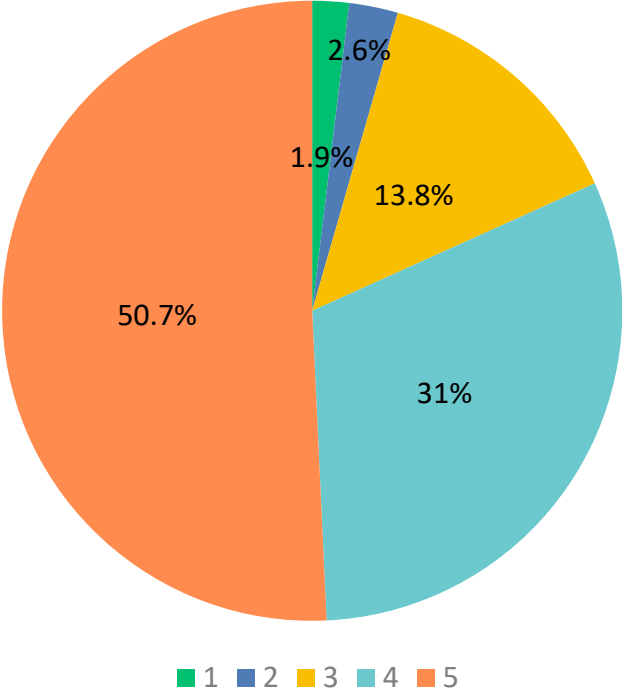
Q26: To campaign to reduce the use of combined sewerage outflows within the town

Answered: 473 Skipped: 29



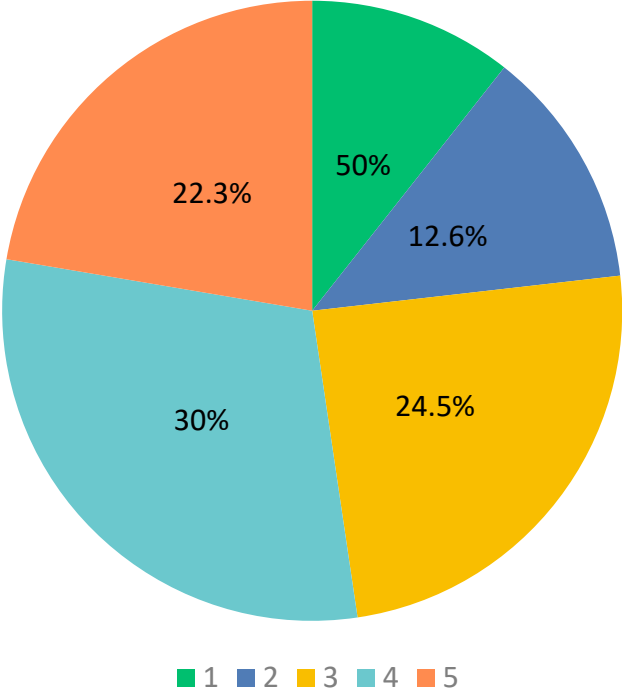
Q27: To review, improve and promote Town Council footpaths

Answered: 471 Skipped: 31



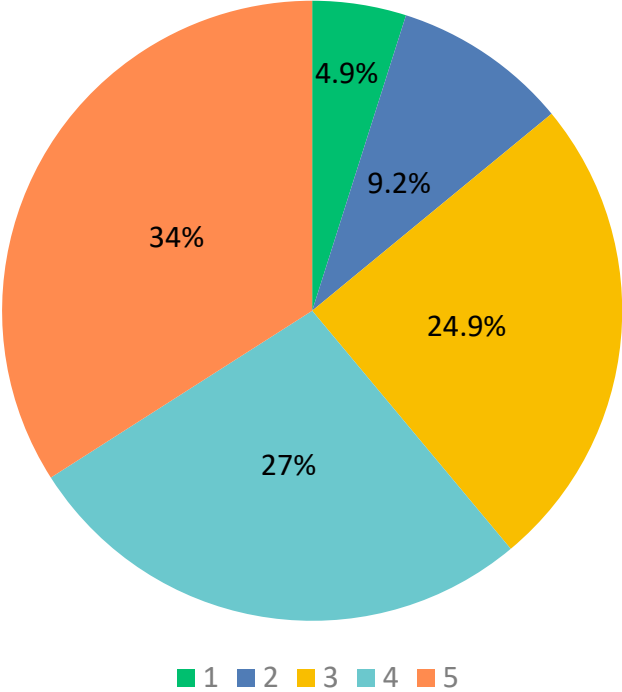
Q28: To support Shrewsbury's Britain in Bloom activities

Answered: 470 Skipped: 32



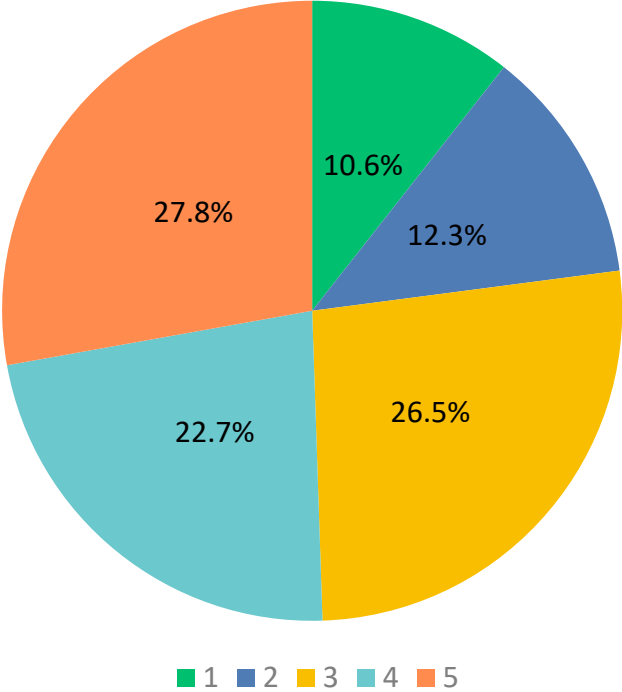
Q29: To develop Community Growing opportunities

Answered: 470 Skipped: 32



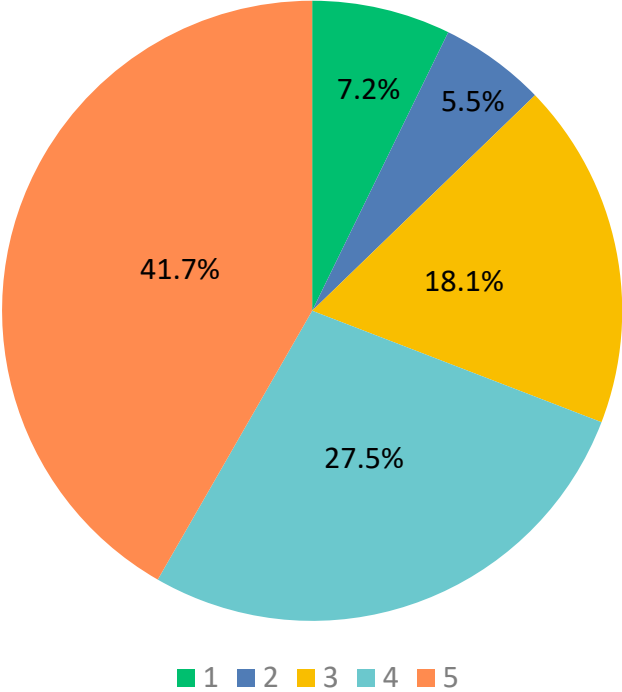
Q30: To install more planters/trees/shrubs out of town

Answered: 471 Skipped: 31



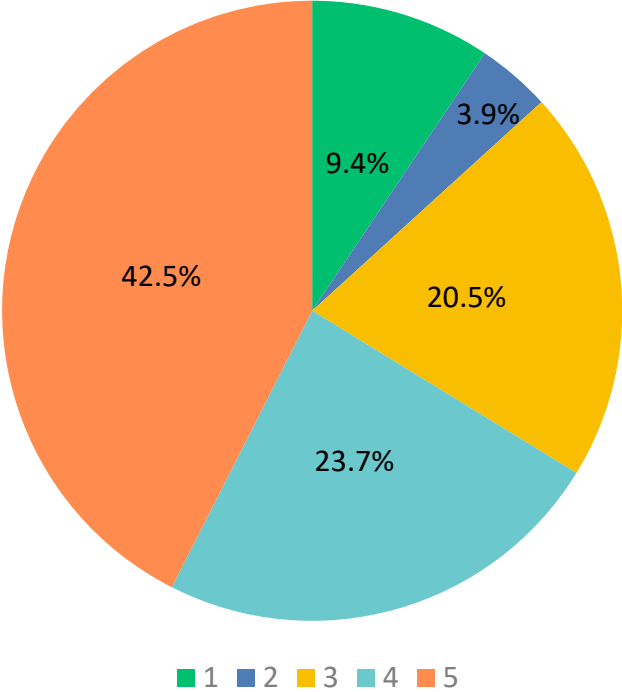
Q31: To identify land for tree planting/carbon sequestration

Answered: 470 Skipped: 32



Q32: To develop street trees/orchards

Answered: 468 Skipped: 34



Q33 Are there any other comments you would like to make about these objectives?

street cleaning around town great don t Shrewsbury clear looks groups litter every flowers
include maintained Please green cut clean councils plant etc
trees street trees areas Trees plants town better need
think streets way Keep also roads plan Stop use town centre
wildlife river place growing river safety people Clean river grass school

Strategic Ambition Five



Maintaining a sustainable, resilient and efficient organisation

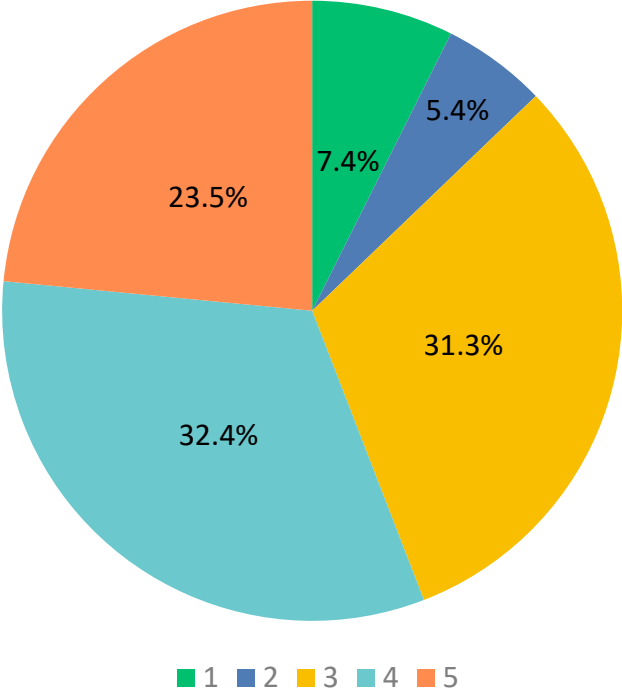
We will ensure that we are suitably placed to deliver the priorities identified for Shrewsbury and its residents by employing people with the right skills, maintaining robust financial processes and optimising technology and resources.

Our Key Objectives

- To develop an approach to advocacy on behalf of the Town Council and its residents
- To continue to have a mutually beneficial relationship with Shropshire Council
- To develop and deliver a Communications Strategy & Plan
- To promote the involvement in the democratic process
- To ensure effective financial governance is in place
- To ensure Shrewsbury Town Council is a respected and supportive employer both locally and nationally
- To ensure Shrewsbury Town Council has proactive and well-informed Councillors

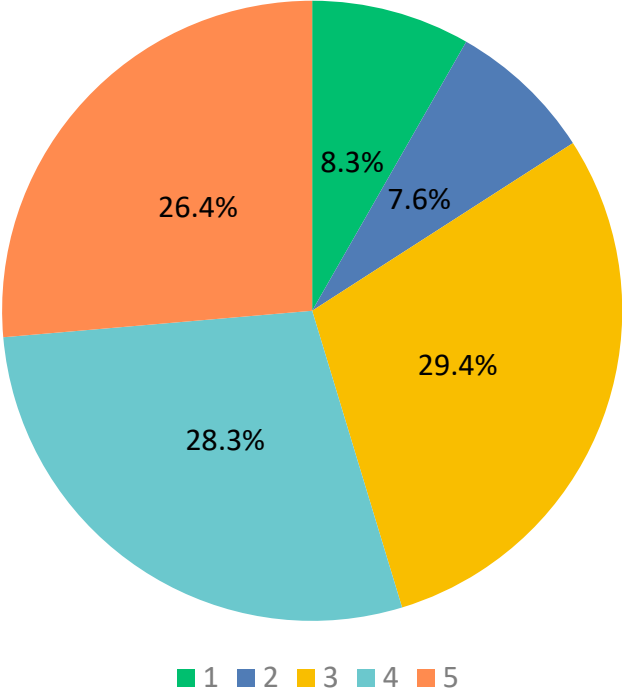
Q34: To identify those themes and issues in which the Town Council will play a strong advocacy role

Answered: 460 Skipped: 42



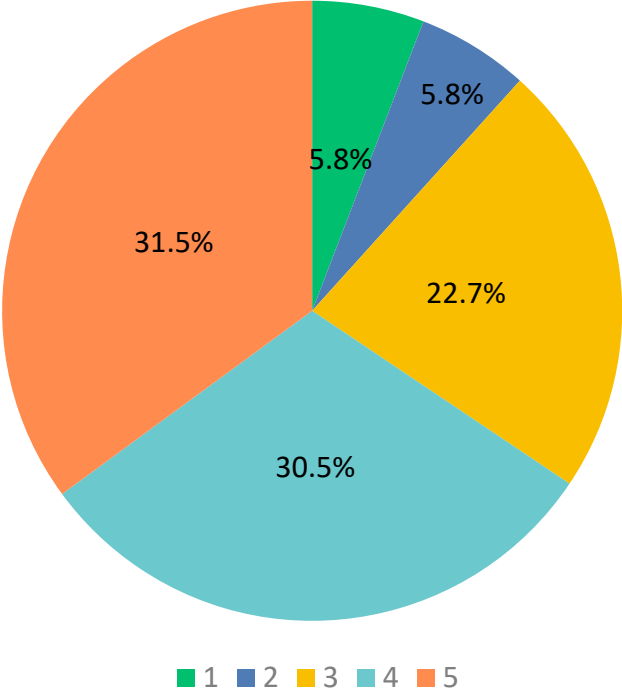
Q35: To explore the delegation of services from Shropshire Council

Answered: 459 Skipped: 43



Q36: To develop Resident Drop-in Surgeries with Town Council Councillors to raise the issues important to you

Answered: 462 Skipped: 40



Q37 Are there any other comments you would like to make about these objectives?

S Shropshire money make streets keep will work Shrewsbury
better Town Council support town listen
Shropshire Council council needs need people
services pay take say centre

Strategic Ambition Six



Taking Positive action to tackle climate change

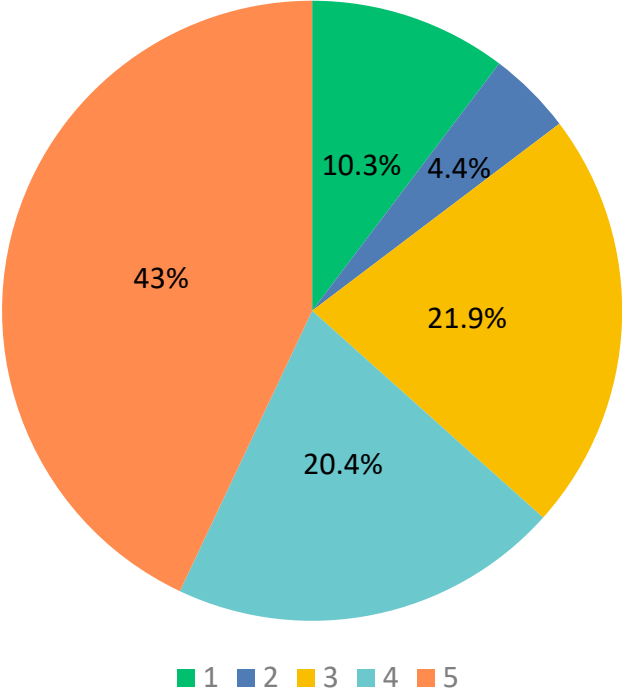
We will lead by example in reducing our carbon footprint, caring for our environment, using our resources responsibly to ensure we have a climate conscious town.

Our Key Objectives

- To achieve Carbon Zero by 2030
- To improve resilience in the town to cope with extreme weather
- To work with the local community to raise awareness of Climate Change and Nature Recovery
- To Promote Shrewsbury Town Council's approach to transport including active travel

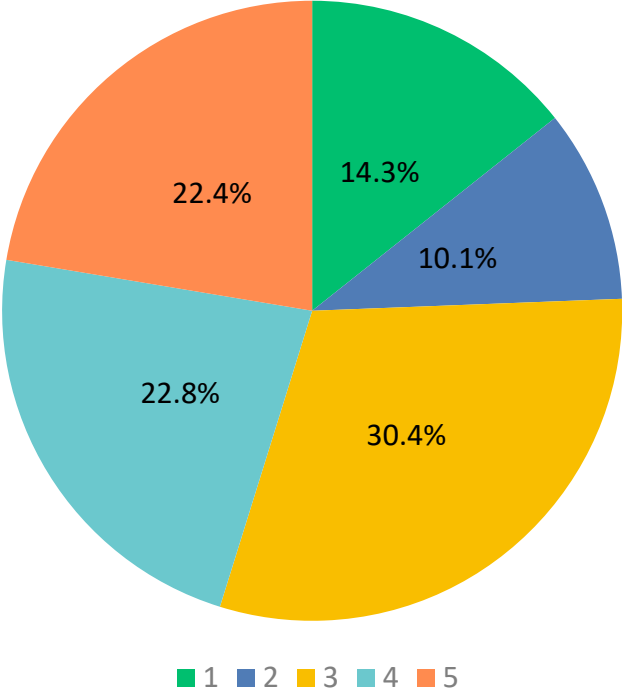
Q38: To ensure that Shrewsbury Town Council has a sustainable Nature Recovery and Climate Emergency plan for the future

Answered: 456 Skipped: 46

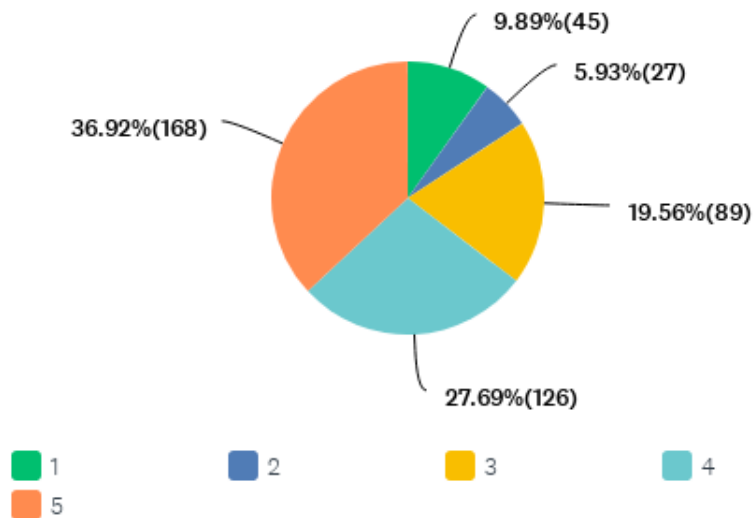


Q39: To promote the sponsorship of sedum bus stops

Answered: 447 Skipped: 55

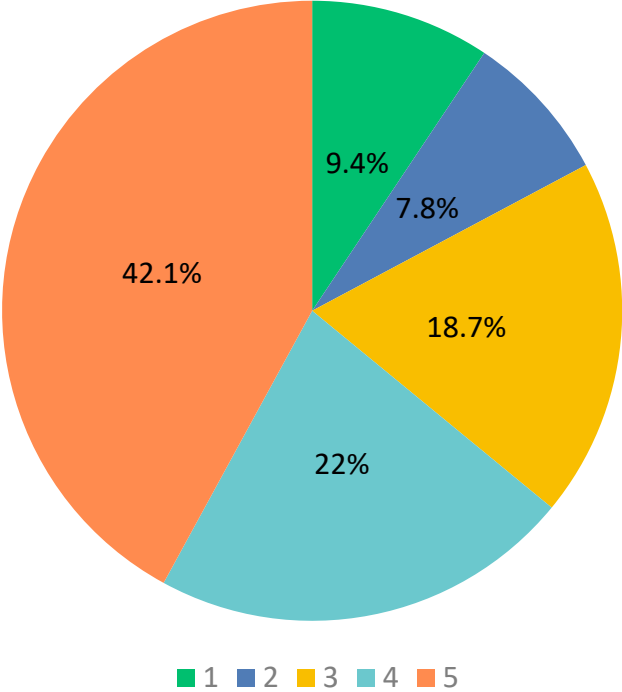


Q40 To explore alternative energy creation schemes for the town along with strategic partners



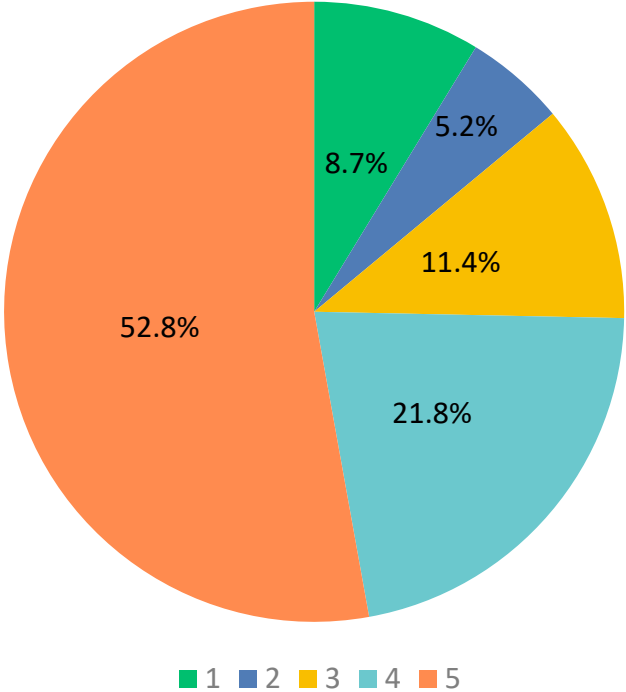
Q41: To invest in drinking water facilities in the Quarry in order to reduce plastic waste

Answered: 459 Skipped: 43



Q42: To support the local cycling and walking infrastructure

Answered: 458 Skipped: 44



Q43 Are there any other comments you would like to make about these objectives?

make around town public cycling walking public transport facilities water really Stop
dangerous Shrewsbury take sedum bus stop improve
cycling provision use transport people many people
need cycle routes cyclists maintained town Support
roads Put will Clean cycle paths look also traffic green safe now
access pavements bus stops drinking water

Q45: Which part of town do you live in?

Answered: 458 Skipped: 44

ANSWER CHOICES	RESPONSES	
Abbey	2.62%	12
Bagley	8.52%	39
Battlefield	1.09%	5
Belle Vue	5.46%	25
Bowbrook	3.28%	15
Castlefields and Ditherington	6.55%	30
Column	3.49%	16
Copthorne	9.83%	45
Harlescott	3.49%	16
Meole	4.80%	22
Monkmoor	3.49%	16
Porthill	4.15%	19
Quarry (town centre) and Coton Hill	9.83%	45
Radbrook	2.84%	13
Sundome	5.68%	26
Sutton and Reabrook	5.90%	27
Underdale	1.31%	6
Outside of Shrewsbury	17.69%	81
TOTAL		458