



Strategic Action Plan 2024-2029

What's important to you?

In 2022, Shrewsbury Town Council began a process of mapping our vision of an even better Shrewsbury. We recognise that money is tight for everyone but in working with our partners towards a common goal, we can begin to take positive steps to ensure Shrewsbury continues to be a great place to live, work, play and visit.

Our new strategic plan will set out the areas of focus for the next five years, until 2029.

Having consulted on our Vision Statement and Strategic Ambitions in 2023, we would now like the views of the residents in Shrewsbury on our Action Plan. Public feedback at the first stage was largely supportive of our proposals and suggestions have been taken into account where possible. Please take this opportunity to let us know your thoughts on **what you think is important** for **your town** by filling in the form below.

Although the Action Plan is not exhaustive it provides a good indication of where Shrewsbury Town Council will direct its resources and attention throughout the next five years and your views on this are important.

Shrewsbury Town Council - Our Strategic Ambitions and Key Objectives

Below are each of our Strategic Ambitions and Key Objectives along with each of the main actions that Shrewsbury Town Council proposes to undertake to support these. Please rank each of these actions on how important you think they are.

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.

Building Resilient Communities for Shrewsbury means implementing strategies and initiatives that empower the residents of Shrewsbury to better withstand and recover from various challenges, such as natural disasters, economic shifts, and social changes. This involves fostering strong social networks, improving infrastructure, enhancing access to essential services, and promoting sustainable practices. The goal is to ensure that Shrewsbury residents can adapt and thrive in the face of adversity, creating a safer, more sustainable, and inclusive community for everyone.

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

Please rank each of the following proposed actions dependent upon how important you think they are.

1. To develop a Youth Council and Young Mayor position

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

2. To develop apprenticeship opportunities

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

3. To review Town Council youth club provision

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

4. To review community centre needs across the town

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

5. To promote Town Council grant funding opportunities

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

6. To work with local communities to create a lasting memorial to HM Queen Elizabeth II

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

7. To work in partnership to support a town-wide Neurodiversity Strategy

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

8. To support activities which assist the Violence against Women and Girls initiative

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

Do you have any comments you would like to make about these objectives?

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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.

Supporting Shrewsbury residents to live active and healthy lives through the provision of quality services means ensuring that the people of Shrewsbury have access to well-designed programs, facilities, and resources that promote physical activity, mental well-being, and overall health. It involves creating an environment that encourages exercise, offers nutritious options, and addresses healthcare needs, ultimately enhancing the residents' quality of life and well-being.

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

Please rank each of the following proposed actions dependent upon how important you think they are.

- 1. To create a comprehensive Play Area Refurbishment Plan based upon depreciation and usage to include inclusive play**

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

- 2. To create a plan to set priorities for recreation facilities across the town**

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

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

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

4. To review the potential for Sports Pitch provision in West Shrewsbury

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

5. To improve the facilities at the County Ground including the Sports Pitch and Pavilion

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

6. To explore ways in which the Town Council might help to support the CCTV system

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

7. To ensure that developer contributions are applied to provide the most benefit to residents and are environmentally sound.

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

Do you have any comments you would like to make about these objectives?

Strategic Ambition Three



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.

Preserving Shrewsbury's heritage is important for its residents because it helps maintain a sense of identity, history, and community pride. It connects them to the past, offering a glimpse into the town's roots and the stories of those who came before. Additionally, heritage preservation can attract tourism, stimulate the local economy, and create a unique atmosphere that distinguishes Shrewsbury from other places. Overall, it fosters a strong connection between the residents and their town's cultural and historical legacy.

Key Objectives

- To take an active role in the planning process for the Town
- To protect and enhance our heritage assets
- 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 promote the town as a great place to live, work and visit

Please rank each of the following proposed actions dependent upon how important you think they are.

1. To support initiatives to maintain the conservation qualities of the town

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

2. To contribute to the Castle and Rowley’s House Conservation Management Plan

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

3. To take ownership of the three ancient 'Our Town' signs at the gateways to the town

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

4. To develop a long-term management plan for the Quarry

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

5. To continue to contribute to strategic projects such as the Big Town Plan, and the Movement Strategy

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

6. To ensure that our Planning Committee provides a highly effective scrutiny of planning policy and applications throughout the Town as part of our role as a consultee in the planning process.

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

Do you have any comments you would like to make about these objectives?

Strategic Ambition Four



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.

Creating a greener and better-connected Shrewsbury can have numerous benefits for its residents. Improved green spaces and sustainable infrastructure can enhance overall well-being, providing opportunities for outdoor activities, relaxation, and a cleaner environment. Better connectivity might lead to easier commuting, reduced traffic congestion, and improved accessibility to services and amenities, making daily life more convenient. Additionally, such initiatives can contribute to a sense of community pride and engagement, as residents see positive changes in their town's quality of life and environmental sustainability.

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

Please rank each of the following proposed actions dependent upon how important you think they are.

- 1. To review opportunities take a more active role in the management of the public realm including litter bin collections and street cleaning**

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

2. To explore opportunities for rewilding areas by reducing mowing frequencies and increasing sustainable planting

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

3. To continue our work in promoting River Safety

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

4. To campaign to reduce the use of combined sewerage outflows within the town

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

5. To review, improve and promote Town Council footpaths

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

6. To support Shrewsbury's Britain in Bloom activities

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

7. To develop Community Growing opportunities

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

8. To install more planters/trees/shrubs out of town

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

9. To identify land for tree planting/carbon sequestration

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

Do you have any comments you would like to make about these objectives?

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.

Maintaining a sustainable, resilient, and efficient organization for Shrewsbury Town Council involves adopting practices that balance environmental, economic, and social considerations. This includes ensuring responsible resource management, effective governance, community engagement, and adaptability to changes. It entails implementing strategies that allow the council to provide essential services while minimizing negative impacts on the environment, fostering community well-being, and being prepared to handle challenges effectively.

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

Please rank each of the following proposed actions dependent upon how important you think they are.

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

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

2. To identify opportunities to protect important services threatened by cuts in Shropshire Council's expenditure

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

3. To develop Resident Drop-in Surgeries with Town Councilors to raise the issues important to you

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

4. To identify opportunities to protect important services threatened by cuts in Shropshire Council's expenditure

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

5. To further review our communication with residents to promote services, providing information and ensuring transparency in governance.

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

Do you have any comments you would like to make about these objectives?

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.

Taking positive action to tackle climate change in Shrewsbury would involve adopting environmentally friendly practices, such as reducing energy consumption, increasing recycling efforts, promoting sustainable transportation, and supporting green infrastructure projects. This could lead to a cleaner environment, improved air quality, and a more resilient community in the face of climate challenges.

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

Please rank each of the following proposed actions dependent upon how important you think they are.

1. To regularly review our Nature Recovery and Climate Emergency plan

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

2. To promote the sponsorship of sedum bus stops

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

3. To invest in drinking water facilities in the Quarry in order to reduce plastic waste

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

4. To support the local cycling and walking infrastructure

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

5. To organise community orientated events to inform and promote climate change initiatives

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

6. To ensure that our suppliers have clear climate change policies

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

7. To offer advice and awards to local businesses, organisations and groups for their pursuit of climate change objectives.

Very Unimportant	Unimportant	Neutral	Important	Very Important
1	2	3	4	5

Do you have any comments you would like to make about these objectives?

Are there any other specific projects, initiatives or activities you would like to see the Town Council undertake?

What part of town do you live in?

Abbey		Column		Quarry (town centre) and Coton Hill	
Bagley		Copthorne		Radbrook	
Battlefield		Harlescott		Sundorne	

Belle Vue		Meole		Sutton and Reabrook	
Bowbrook		Monkmoor		Underdale	
Castlefields and Ditherington		Porthill		Outside of Shrewsbury	