



Pontesbury Parish Council Strategic Plan 2021 – 2024

With an area of some 3,868 hectares and a population of over 3,227¹ Pontesbury Parish is one of the largest parishes in Shropshire. The Parish centres around the main 'hub' settlement of the village of Pontesbury linked with a number of smaller satellite settlements of Cruckton/Cruckmeole, Asterley, Habberley, Plealey and Pontesford and other hamlets between². The large and scenically attractive parish of Pontesbury enjoys an excellent location. It lies within a mile of the A5 Shrewsbury bypass and much of the southern part lies within the Shropshire Hills Area of Outstanding Natural Beauty. Bisecting the parish the busy A488 links the main settlement of Pontesbury with Shrewsbury town centre, seven miles north. The population has grown considerably since the last census when it numbered 3227, with a low density of one person per hectare. With nearly one quarter of the population aged over 65, this is significantly higher than the county or national averages.

Pontesbury village is the commercial and social hub of the parish, containing over half of the parish's population. Estimated population 1897 in 2016. For its size it has an excellent range of services used by villagers and outlying settlements. The village offers primary and secondary schools, 3 pubs, a post office, shops, chemist, GP surgery and dentist, a community hub & library, pre-school nursery and eating places.

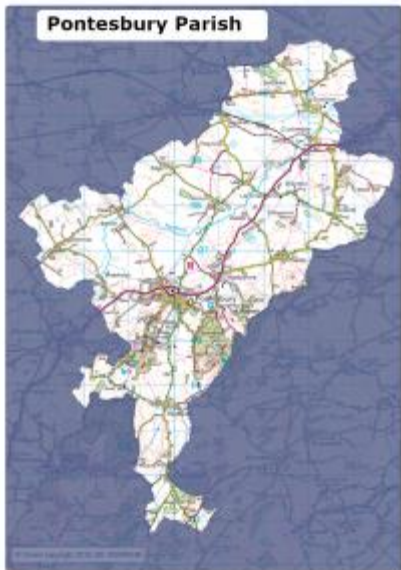
¹ Taken from 2011 Census

² Arscott, Edge, Farley, Hinton, Lea Cross, Malehurst, Nox and Westcott

For electoral purposes, the parish is divided into four wards and has a total of fifteen councillors. The electorate in 2020 was 2636. The parish council owns The Pavilion community building which houses the library and is a base for the local neighbourhood policing team. Other facilities the parish council is responsible for are The Pavilion, a play area & BMX track, a village green, public toilets, 120 streetlights, many trees, hedges and numerous bus shelters and street furniture. The Parish council employs a full-time Parish Clerk and part-time Deputy Clerk, Finance Officer and Building Assistant/Cleaner for The Pavilion.

The parish council has a number of sub-committees and working groups who are responsible for or advise on various aspects of the council's work;

- Finance & General Purposes
- Personnel & HR
- Planning
- Pavilion
- Neighbourhood Plan Steering Group
- Climate Emergency Action Group



Introduction

Mission Statement for the parish council:

To protect and improve the quality of life for all Pontesbury parish residents

Purpose of this Strategic Plan

This Strategic Plan is a strategy that provides a framework for the council to work within and to aid consistency and co-ordination of service delivery. This Strategic Plan will evolve through community engagement and will assist in the decision-making process. It will also provide stakeholders with a better understanding of parish council activities and responsibilities.

As a 'live' document this Strategic Plan will be monitored and updated regularly to demonstrate progress against key priorities.

Community Involvement in the Strategic Plan process

To ensure that this Strategic Plan adequately represents the best interests of the parish, members of the local community are invited to participate in its development. This will help to keep its aims and objectives up to date. There will be an annual consultation and update process launched each year at the Annual Parish Meeting.

Monitoring the Strategic Plan

This Strategic Plan will be considered by members at parish council meetings on a regular basis, at least annually, so that progress can be monitored. It will be updated when actions are complete and where progress is impeded the council will consider what actions are necessary and whether further work is required.

This Strategic Plan is a 'living' document. Any updates will be given via the website, Pavilion website/facebook page, the village newsletter and the parish council annual report.

The Strategy does not include general ongoing responsibilities for facilities and legal responsibilities such as annual audit, maintenance of streetlights etc. – just developmental work planned

Theme 1
Parish Council Governance

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED	Resources required
To improve communication between the parish council and residents and businesses to ensure that council activities reflect community need/desires	Develop a communications Strategy to ensure greater community involvement in strategic plan for the community with particular emphasis on communicating with under 30s and including the settlements across the whole parish	Strategy completed by February 2023	No	Clerk time Possible volunteer time Local community consultation time
	1.Continue to review and improve website 2.Undertake a website accessibility audit and accessibility statements and procedures put in place for parish council website, Pavilion website and Neighbourhood Plan website	1.Ongoing 2.By February 2023	1.Possible 2.Yes £700 Earmarked reserves 2022-23	Councillor and Clerk time
	1.Continue to publish a parish newsletter 2.Produce a 2022-23 Annual Report	Ongoing	1. Adequate amount budgeted each year 2.£400 in earmarked reserves for 2022-23 then budget each year	1. Clerk time 2.Clerk/Chair time
	1.Review content of notice boards. 2.New community noticeboard on School Green	1.Ongoing 2. In place for January 2023	Printing costs included in Stationery budget	Clerk time
	1.Build reach of Pavilion facebook page 2. Communication & Marketing Strategy for Pavilion 3.Social media policy to be produced	1.Ongoing 2.completed 3. By February 2023	No	1.Deputy Clerk/Building Assistant time 2.Clerk time
	Councillor Surgeries in Pavilion – public drop-in sessions Councillor surgeries in Cruckton/Habberley tied to local events	Ongoing	No	Councillor time

	Coronation event – the parish council will take a co-ordinating and promotional role for any events organised by the local community	May 2023	No	Councillor and parish council staff time
To improve effectiveness of the parish council	1. Induction plan for any new councillors 2. Succession planning for key roles	1. Available for new councillors 2. Ongoing	Cost of training if necessary (see below)	Clerk and Personnel Committee time
	Improve links and lines of communication and consultation between all the different settlements within the parish, continue to hold meetings in village halls across the parish.	Ongoing	No	Staff and Councillors and local residents
	Review training needs of councillors and parish council staff. Training policy reviewed biannually	Annually	£1000 allocated in training budget each year	
	Work towards and maintain Local Council Awards Scheme standards.	Spring 2023	£150 in 2022-23 budget for foundation award	Clerk and councillor time
	Continue to carry out staff appraisals	Annually	Cost of training if necessary	Personnel Committee and staff time
	Investments policy and Reserves policy to be drawn up	By April 2023	No	Staff and Councillor time
	Full insurance review for council portfolio of assets and activities	Annually	No	Staff and F&GP Committee time
	Five year budget forecast and 3 year Financial strategy in place	By April 2023		Staff and F&GP Committee time
	Explore Pavilion having Charitable or similar structure	2023-24	?	Deputy Clerk and Pavilion Committee

Theme 2 - Leisure and Community Services

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED	Resources required
To ensure the Pavilion realises its potential as a value for money community resource.	1.Ensure all members of the community and wider Rea Valley communities are involved in developing the Pavilion programme of activities – cultural, information and support, to be inclusive for all -through representation on Pavilion Committee 2. Work through the Pavilion Committee to roll out the Communications and Marketing strategy for the building to ensure that activities are inclusive, accessible and reflect the needs of the wider community 3. Develop Pavilion website and facebook page as directed in Communications and Marketing strategy	1.Ongoing 2. Completed 3. 2023-24	£500 in Pavilion earmarked reserves for website development and promotions	Steering Group and staff time devising programme of activities Possible Pavilion volunteer involvement Building Assistant/Deputy Clerk time drawing up strategy and maintaining website and facebook
Ensure long term sustainability of Pavilion	1.Ensure Pavilion income increases - work through Pavilion Committee to attract hirers for building 2.Continue to work in partnership with Shropshire Library Service 3.Complete process of negotiation with PCC in order for Local Policing team to move into Pavilion	1.Ongoing 2. Ongoing 3. completed	Target of £2500 income for 2023-4	Steering group and staff time
To ensure maintenance arrangements of communal green/flower beds/ trees/hedges are adequate for maximum enjoyment.	1.Assess maintenance and development required for green open spaces on Hall Bank development 2. Work with Climate Emergency Action Group to assess biodiversity potential of green open spaces on Hall Bank and elsewhere in parish 3. Work with CPRE to plant hedge along the fence by the large meadow area	Ongoing	1.Budget provided by Shropshire Homes 2. Climate Emergency budget for 2023-24 £1000 3. Hedging supplied by CPRE/SC	1.Staff and Councillors 2. Staff and Climate Emergency Action Group 3. Clerk/volunteers/CPRE
	Continue with biennial Tree survey and associated recommendations for tree work	Tree survey in Summer 2023	Inspection and additional work will need to be budgeted for in 2023-24	Councillor and public time
OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED	Resources required

To support, foster and celebrate community cohesion and resilience	Partnership work with Good Neighbours Scheme to rebuild community support activities impacted by COVID and to support, initiate and develop community groups and activities to aid and support further community cohesion and resilience	ongoing		Clerk and GNS volunteers time
	1.Monthly programme of activities to promote local community groups in Pavilion building 2. Expo event to showcase all local community groups at Public Hall	1.Ongoing 2. Spring 2023 – Annual Parish Meeting	2.£500 allocated in budget each year for expo to take place at Annual Parish Meeting	Councillor and Clerk time
	Rural Watch – explore setting up a Rural Watch scheme for the Parish	2023-24	?	Councillor/resident working group

Theme 3 Parish Appearance, Environment, Planning, Public Services

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED	RESOURCES REQUIRED
	Neighbourhood Steering group work to be adopted	Referendum and submission 2023		Neighbourhood Steering Group, Consultant and Clerk time
	Continue to promote and engage local community with plan through website, public events – draw up a communications strategy	Referendum publicity Spring 2023	Included in Locality bid	Neighbourhood Steering Group, Consultant and Clerk time
To alleviate flooding issues around Brook Road which affect residents of Mary Webb close	1.Flood alleviation measures to be included in Hall Bank Junction improvements	1. ?	See Hall Bank Junction under Traffic section	Councillor time in partnership with Severn Trent, Rural Housing Association and Shropshire Council Highways and Flood prevention team
To convert remaining streetlights to LED	Tender to be drawn up and quotes gained Lights to be converted	April 2023	£24,000 – CIL Neighbourhood Fund agreed	Clerk/Councillor working party

To provide community allotments	1.Explore possible location for community allotments or community growing spaces	Ongoing	£? from Cil Neighbourhood Fund Ongoing budgetary revenue demands	Clerk and Councillor working party
Upgrade public toilets	1.Redecorate/steam wash 2.Working group set up Autumn 2022 to look at refurbishment and capital expenditure project to improve public toilets	1. annually 2. 2023-24	1. annual budget 2. ? CIL Neighbourhood Fund + £6000 Earmarked reserves 2023-24	Clerk/Councillor/Volunteer working group
Play area maintenance and development for maximum, safe enjoyment	1.Working group set up November 2022 to draw up a plan for play area update work/replacement/re-surfacing for both play area and BMX track? 2. draw up plan and budget 3. Sort funding – possible S106/CIL or grant funding	1. November 2022 2. Summer 2023 3. Autumn 2023 onwards	Budget will be needed for future years for increased maintenance and then possibly match funding for any bid submitted	Working group of staff, councillors and local residents
Ensure bus shelters and benches are maintained for safe use	Review of bus shelters and benches and plan put in place for any refurbishment/replacement necessary	Summer 2023	Budget will be needed for future years or CIL Neighbourhood Fund?	Working group of staff and, councillors
To ensure local emergency solutions are in place that support county and national emergency plans.	1.Work with Shropshire Council and emergency services to raise awareness of how the local community can respond in emergencies. 2.Draw up Emergency Plan for parish	1.Ongoing 2. Autumn 2023	No	Deputy Clerk & Councillor time and in partnership with Minsterley Parish Council
	Support and work with Rea Valley First Aid Responders to maintain these services along with programme of first aid courses.	Ongoing	No - use of village/community halls for training	Clerk time working with Rea Valley First Aid Responders

Theme 4 Highways, Transport and Access

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED	RESOURCES REQUIRED
To seek solutions to speeding traffic and pedestrian safety concerns.	PPC working group continue to work with Hanwood and Minsterley Parish Councils and Shropshire Council on traffic calming solutions and ANPR camera project Safer Speed Shropshire	Ongoing	Possibly some CIL Local Fund monies for strategic approach matched with	Working group time in partnership with police and Shropshire Council Highways team

			percentage from CIL Neighbourhood Fund	
	Hall Bank Junction Improvements	?	£40000 CIL Neighbourhood Fund earmarked	
	Bus and coach park at Mary Webb	2023-24?	£10,000 CIL Neighbourhood Fund allocation agreed	

Theme 5 Climate Emergency

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED	RESOURCES REQUIRED
To fulfil resolution of reaching zero carbon levels for the parish council by 2030	Work with Climate Emergency Action group to draw up an Action plan to reach zero carbon with yearly targets for each year 2021-2030	Spring 2023	No	Clerk, Councillor and CEAG time along with wider community
	Carbon Audit for parish council activities and quick win projects	Spring 2023?		Clerk, Councillor and CEAG time along with wider community
	Carbon Audit for Pavilion carried out in 2022 – explore recommendations and possible actions	2023-24		Deputy Clerk and Pavilion Committee
	Roll out action plan and various projects over next eight years	Ongoing	Will need to be a budget allocation each year	Clerk, Councillor and CEAG time along with wider community

<i>Draft Adopted:</i>	9 December 2020
<i>Minute no:</i>	89.20
<i>Reviewed</i>	12 December 2022
<i>Next review date:</i>	November 2023 for budget setting 2024-25