



## Pontesbury Parish Council Strategic Plan 2021 – 2024

With an area of some 3,868 hectares and a population of over 3,227<sup>1</sup> 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 between<sup>2</sup>. 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.

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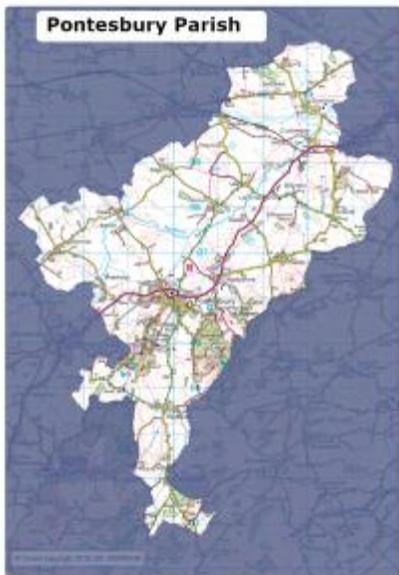
<sup>1</sup> Taken from 2011 Census

<sup>2</sup> 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 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 a part-time 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
- Neighbourhood Plan Steering Group
- Climate Emergency Action Group
- Pavilion Steering 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
<b>To improve communication between the parish council and residents and businesses to ensure that council activities reflect community need/desires</b>	Complete draft Parish Council Strategic Plan and launch at Annual Parish Meeting for feedback and then amend to produce final Strategic Plan for 2021-24. Hold consultation meetings in Cruckton and Habberley village halls and ensure views from across the whole parish are fed back into the plan	Strategy ready for May 2022 launched at Annual Meeting of the Council or Annual Parish Meeting	£500 in earmarked reserves for Annual Parish Meeting to launch and gain feedback from community on strategy and strategy printing costs	
	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 2022	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 2022	1.Possible 2.Yes £1000 Earmarked reserves 2021-22	Councillor and Clerk time
	1.Continue to publish a parish newsletter 2.Produce a 2021-22 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
	Review content of notice boards.	Ongoing	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.By February 2022 3. By February 2022	No	1.Building Assistant time 2.Clerk time

	Councillor Surgeries in Pavilion – public drop-in sessions	Once Pavilion open	No	Councillor time
<b>To improve effectiveness of the parish council</b>	Action plan for 2021 elections to ensure full complement of councillors – Successful election including 4 new councillors	completed	£3500 in earmarked reserves 2022-23 to pay for 2021 elections and £1000 included in budget each year from 2022-23 for 2025 elections	Clerk and councillor time
	1. Induction plan for any new councillors 2. Succession planning for key roles	1.completed 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
	Recruit part-time deputy Clerk - in post 1 April 2021 Recruit part-time Finance/Administrative Officer	1.In post 2.by February 2022	Staffing budget each year	Clerk & Personnel Committee time
	Review training needs of councillors and parish council staff.  Training policy reviewed biannually	Annually	£1000 allocated in budget each year	
	Work towards and maintain Local Council Awards Scheme standards.	March 2022	£150 in earmarked reserves 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 2022	No	Staff and Councillor time
	Full insurance review for council portfolio of assets and activities	Completed September 2021 Next needed in 2024	No	Staff and F&GP Committee time

Five year budget forecast and 3 year Financial strategy in place	By February 2022		Staff and F&GP Committee time
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## Theme 2 - Leisure and Community Services

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED	Resources required
<b>To ensure Local Neighbourhood Policing Team presence is maintained in Pontesbury within the Pavilion</b>	Complete legal and practical arrangements to enable Local Neighbourhood Policing Team to take up residence in the building – now in residence	completed		Councillor and Clerk time
<b>To ensure the Pavilion realises its potential as a value for money community resource.</b>	<p>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 Steering Group – fill remaining positions on Steering Group to reflect age groups and geography of area served</p> <p>2. Work through the Pavilion Steering Group to draw up a Communications and Marketing strategy for the building to ensure that activities are inclusive, accessible and reflect the needs of the wider community</p> <p>3. Develop Pavilion website and facebook page as directed in Communications and Marketing strategy</p>	<p>1.Ongoing</p> <p>2. Strategy in place by February 2022</p>	<b>£1000 in earmarked reserves for website and promotions</b>	<p>Steering Group and staff time devising programme of activities</p> <p>Possible Pavilion volunteer involvement</p> <p>Building Assistant/Deputy Clerk time drawing up strategy and maintaining website and facebook</p>
<b>Ensure long term sustainability of Pavilion</b>	<p><b>1.Ensure Pavilion income increases</b> - work through Pavilion Steering Group to attract hirers for building</p> <p><b>2.Continue to work in partnership with Shropshire Library Service</b></p>	<p>1.Ongoing</p> <p>2. Ongoing</p> <p>3. completed</p>	<b>Target of £3000 income for 2022-3</b>	Steering group and staff time

	3. Complete process of negotiation with PCC in order for Local Policing team to move into Pavilion			
<b>To ensure maintenance arrangements of communal green/flower beds/ trees/hedges are adequate for maximum enjoyment.</b>	Ensure that areas maintained by the parish council comply with agreed maintenance contracts – contract up for renewal in April 2022	Contract tender process and renewal in April 2022		Clerk time
	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	Ongoing	1. Budget to be negotiated with Shropshire Homes	1. Staff and Councillors 2. Staff and Climate Emergency Action Group
	Continue with biennial Tree survey and associated recommendations for tree work	Tree survey in Summer 2021 completed and work contracted for Next survey in 2023	Inspection and additional work will need to be budgeted for in 2023	Councillor and public time
<b>OBJECTIVE</b>	<b>ACTIONS</b>	<b>TIMESCALE</b>	<b>BUDGET REQUIRED</b>	<b>Resources required</b>
<b>To support, foster and celebrate community cohesion and resilience</b>	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 in conjunction with Community Awards Scheme below	1. from October 21 2. Spring 2022 – Annual Parish Meeting?	£500 allocated in budget each year for expo to take place at Annual Parish Meeting)	Councillor and Clerk time
	Recognise the work carried out by groups and individuals on a voluntary basis (initially associated with COVID response) through a Community Award Scheme. Scheme to be continued in future years.	Ceremony to be held in Spring 2022	Included in budget annually	Councillor and Clerk time
	Welcome pack for new residents to the parish	May 2022	£500 allocated in 2022-23 budget	Councillor and Clerk

	Rejuvenate School Green –programme of activities/events e.g. annual carol concert	Ongoing		Councillor/resident working group
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### Theme 3 Parish Appearance, Environment, Planning, Public Services

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED	RESOURCES REQUIRED
<b>Complete Pontesbury Parish Neighbourhood Plan</b>	Neighbourhood Steering group work to draw up draft plan	Draft plan completed by February 2022 Referendum and submission 2022		Neighbourhood Steering Group, Consultant and Clerk time
	Appoint consultant to help with work on gap analysis, policies and plan drafting	Spring 2021	Successful Locality bid of £8905	Neighbourhood Steering Group and Consultant time
	Continue to promote and engage local community with plan through website, public events – draw up a communications strategy. Hold meetings in Cruckton and Habberley village halls and ensure that views from across the whole parish are fed back into the plan	Throughout 2021 and 2022	Included in Locality bid	Neighbourhood Steering Group, Consultant and Clerk time
<b>To alleviate flooding issues around Brook Road which affect residents of Mary Webb close</b>	Flood alleviation measures to be included in Hall Bank Junction improvements	?	See Hall Bank Junction under Traffic section	Councillor time in partnership with Severn Trent, Housing Plus and Shropshire Council Highways and Flood prevention team
<b>To convert remaining streetlights to LED</b>	Tender to be drawn up and quotes gained Lights to be converted	April 2022	£24,000 – CIL Neighbourhood Fund agreed	Clerk/Councillor working party
<b>To provide community allotments</b>	1.Explore possible location for community allotments – if available then 2. 2. Fund capital infrastructure for site 3. Set up Administrative infrastructure for site	1. Summer 2022 2. Autumn 2022 3. Spring 2023	£? from Cil Neighbourhood Fund Ongoing budgetary revenue demands	Clerk and Councillor working party
<b>Raise awareness of zero tolerance to dog fouling</b>	Dog fouling deterrent project Pontesbury wide – increased signage, communication plan	April 2022	No	Clerk, councillor and local resident working group

<b>Upgrade public toilets</b>	1.Redecorate/steam wash 2.Refurbishment and capital expenditure project to improve public toilets	1. annually 2. Summer 2023	1. annual budget 2. ? CIL Neighbourhood Fund + £3000 Earmarked reserves	Clerk/Councillor/Volunteer working group
<b>Play area maintenance and development for maximum, safe enjoyment</b>	1.Working group set up in Spring 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. Spring 2022 2. Summer 2022 3. Autumn 2022 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
<b>Ensure bus shelters and benches are maintained for safe use</b>	Review of bus shelters and benches and plan put in place for any refurbishment/replacement necessary	Spring 2022	Budget will be needed for future years or CIL Neighbourhood Fund?	Working group of staff and, councillors
<b>To ensure local emergency solutions are in place that support county and national emergency plans.</b>	Work with Shropshire Council and emergency services to raise awareness of how the local community can respond in emergencies. Draw up Emergency Plan for parish	1.Ongoing 2. Spring 2022	No	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
<b>To seek solutions to speeding traffic and pedestrian safety concerns.</b>	PPC working group continue to work with Hanwood and Minsterley Parish Councils and Shropshire Council on traffic calming solutions	Ongoing	Possibly some CIL Local Fund monies for strategic approach matched with percentage from CIL Neighbourhood Fund	Working group time in partnership with police and Shropshire Council Highways team
	Hall Bank Junction Improvements	?	£40000 CIL Neighbourhood Fund earmarked	

	Bus and coach park at Mary Webb	December 2021?	£approx 10,000 CIL Neighbourhood Fund allocation agreed	
<b>Increase safety by Improving lighting and gritting on Minsterley to Pontesbury cycle/footpath</b>	1.Solar lighting project for cycleway 2. Improve gritting regime for cycle/footpath	1. Completed in September 2021 2. ongoing	1. £2000 from CIL Neighbourhood Fund earmarked for installation. 2. ?	Clerk and Councillor time in partnership with Minsterley Parish Council

## Theme 5 Climate Emergency

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED	RESOURCES REQUIRED
<b>To fulfil resolution of reaching zero carbon levels for the parish by 2030</b>	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 2022	No	Clerk, Councillor and CEAG time along with wider community
	Carbon Audit for parish council activities and quick win projects	Spring 2022	£900 earmarked reserves	Clerk, Councillor and CEAG time along with wider community
	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>Final adopted:</i>	June 2021?
<i>Minute no:</i>	89.20		
<i>Reviewed</i>	9 December 2021		
<i>Next review date:</i>	November 2022 for budget setting 2023-24		

