

Big Conversation 2016/17

You Said Report August 2017



We have received feedback from the Big Conversation report, themed reports, partner reports and summary reports and this feedback has been summarised in the You Said report, identifying 30 key issues for the Council to respond to. The report will help us to focus on the issues in need of a response; allow us to share information on what is already happening to address these issues; and where there are actions required we can update this document and review our progress over time.

	You said...	We have...	We will...
	Resilient Communities		
1	You would like Shropshire Council to focus on the needs of people without cars and consider the importance of public transport in accessing social activities, employment, training and other opportunities.	<p>We have developed the Local Transport Plan (LTP) 2011 to 2026. Within the LTP there is a significant emphasis on working to overcome the challenges of providing public transport within a sparsely populated, rural county. Pages 52 to 62 of the LTP Strategy focuses on accessibility and the range of measures put in place to reduce social exclusion.</p> <p>Assessed the likely impact of public transport service reductions upon residents when making difficult decisions to reduce services.</p> <p>Worked very closely in partnership with Shropshire's Community Transport Consortium to provide community transport for people who cannot otherwise access important services and activities.</p>	<p>We will continue to develop LTP4 as a successor to the current LTP3, in order to define the Councils ongoing commitment and approach to overcoming transport challenges.</p> <p>Encourage ongoing feedback from local people to identify where there are any specific concerns or problems.</p>
2	You are worried that social isolation will increase if services are reduced/lost. You want Shropshire Council to focus on the needs of the most vulnerable whilst recognising that people can become more vulnerable if their social support networks are lost.	<p>Shropshire Council both promotes local groups and activities taking place within the county and also works to provide some opportunities for people to meet.</p> <p>Shropshire Council has been using Shropshire Choices to promote local activities and opportunities to attend</p>	<p>We will continue to work on Resilient Communities across Shropshire creating information about where people can go to in communities to get and to offer support, and to create networks of Community Connectors who will share this information and make sure it is well used. Where we think that there is a need for a</p>

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		<p>social groups. The website is also linked to Facebook, Twitter and Email messaging. Find out more here:</p> <p>Within Adult Social Care the Let's Talk Local and Making it Real Advisory Groups give people with an interest in social care the opportunity to meet, discuss their own needs and influence the provision of social care services.</p> <p>Shropshire Council's Outdoor Partnerships Service supports Walking for Health groups and Shropshire Wild Teams. Both bring people together to build social networks whilst being active outdoors. Find out more here:</p> <p>We are making sure that our libraries and centres in our towns are providing information, support and social activities and are places where people can find and social network.</p> <p>Local Joint Committees provide a public forum for people to meet with their elected representative and hear more about local policy and the provision of public services.</p> <p>There are many more examples of how Shropshire Council supports local people to become actively involved in their communities and influence local decision making.</p>	<p>group or activity and it doesn't currently exist locally, we will support its creation.</p>
3	<p>You wanted Shropshire Council to listen to 'hidden voices' and engage with people who are not likely to complete online surveys or attend public meetings.</p>	<p>We have delivered the 2016/17 Big Conversation Partner Project designed to engage with people who were not as well represented in the Big Conversation 2015/16 or whose needs need to be considered in the face of service changes. Working with community based groups and using established networks allowed a broader range of feedback to be considered.</p>	<p>We will review the learning from the 2016/17 Big Conversation Partner Project and explore whether a small budget can be found to undertake similar targeted engagement work in the future.</p>

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4	There was a recognition among many survey respondents that Shropshire Council does not have the budget to continue to deliver all services and needs communities to take on some responsibilities. However you told us that communities need to know <u>how</u> to do more and <u>who</u> to contact at Shropshire Council.	So far we have worked to: <ul style="list-style-type: none"> • Regularly share information with Town and parish councils through the SALC newsletter and attendance at area forums and town and parish council meetings. • We have worked with the national organisation Locality to publish a toolkit for local communities interested in taking on community buildings. • We have guidance and information available within our asset transfer policy. • Our Community Enablement Team offers support to new groups and existing groups establishing services and activities. • We work closely with the Shropshire Infrastructure Partnership, the local body supporting volunteering within the county. 	We will ensure that Shropshire Council has a presence within communities that people can use to access the council and find out more about what is important locally, e.g. <ul style="list-style-type: none"> • local councillors • Community Enablement Officers • Services delivered locally from hubs/centres/libraries
5	You want Shropshire Council to clearly communicate its expectations of communities and local councils. You want to know what needs to be done differently and how to take action.	Work has taken place in a number of communities to transfer: <ul style="list-style-type: none"> • library services • maintenance contracts • public spaces • make use of the asset transfer register to highlight opportunities <p>A Town and Parish Councils Forum has also been established and has been working to share ideas, best practice and information.</p>	We will communicate more widely (recognising that communication has been more targeted in the past). We will aim to be clear on what we need to stop doing, how communities can take on new responsibilities, and the initial support that will be made available.
6	You are concerned that in your communities a few people seem to 'do it all'. You want them to have recognition and support.	We really value the work volunteers do and the incredible difference they make within Shropshire. Although Shropshire Council supports Volunteers Week each year (early June) we recognise that more could be done to value volunteers and encourage more people to get involved.	Through local Resilient Communities activity we will identify the key volunteers within communities and ask if they would like to be supported to play a greater part in what we're trying to do – ensuring that their work is recognised and celebrated in a way that inspires others.

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7	Although you would like Shropshire Council to influence local action and encourage greater participation, you also highlighted the importance of building local capacity in a way that supports all and doesn't polarise communities as a result of activism in more affluent areas.	Shropshire Council recognises that some communities (of geography or interest) are better equipped to take on new challenges than others in the short term, but all communities have valuable assets. Some communities may have people with the experience to support others with the same needs, other communities may have strong social networks or active local groups and businesses. There will always be some strengths within a community that can be maximised. Shropshire Council will aim to work with communities to varying degrees in order to find the right solutions rather than try to apply a 'one size fits all' approach.	The Community Enablement Team will respond accordingly, recognising that some groups or individuals simply need information or connecting up, and others will need a great deal of support to achieve their goals and become sustainable.
	Healthy People		
8	You said you don't really understand what Shropshire Council's responsibilities are around health.	<p>Shropshire Council shares health information through a wide range of sources including Shropshire Choices and Healthy Shropshire.</p> <p>Shropshire Council has responsibility for Public Health. We work to ensure there are a wide range of services available locally to encourage people to stop smoking, stay physically active, eat healthily, drink sensibly and keep feeling positive. You can find out more here:</p> <p>Shropshire Council also has responsibility for administering Shropshire's Health and Wellbeing Board. This brings local health services together in order to improve the health and wellbeing of the local population. You can find out more here:</p>	<p>We recognise that we have focused on sharing health information rather than information about Shropshire Council's responsibility for health. We also recognise that the number of different websites and resources may be confusing and it isn't always clear that these are all delivered by Shropshire Council. We can use our website and other communications tools to share more information on what we do and our responsibilities. We will also consider branding more clearly.</p> <p>Work is on to develop and improve the Healthy Shropshire website, particularly information on local services. Work is ongoing to develop the links between Healthy Shropshire and Shropshire Choices, including the potential for a shared directory.</p>
9	You have concerns that losses of local leisure services will mean people are less active. You also hope Shropshire Council will maintain a focus on	While the Council does not have any statutory duties to provide leisure facilities, it has committed to supporting discretionary services, including leisure facilities, until March 2019. Following consultation with residents and stakeholders an Indoor Leisure Facilities Strategy has	We will work with our partners and local stakeholders to develop a detailed five year action plan with The Local Transport Plan sets out how the Council aims to provide walking and cycling opportunities to local residents.

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	<p>providing opportunities for walking and cycling.</p>	<p>recently been confirmed. This strategy is underpinned by a vision to encourage and support people to be healthier and more active. It lays out our preferences, taking into account the valuable feedback we've had from residents and our partners, and of course our financial situation. It sets out a hierarchy of leisure facility provision to meet the future recreational and sporting needs of Shropshire residents, whilst taking into consideration the financial challenges the council faces.</p> <p>The Outdoor Partnerships Service leads on the maintenance of Country Parks and Countryside Heritage Sites and the Council's statutory duty to maintain Rights of Way. In 2016/17:</p> <ul style="list-style-type: none"> • There were approx. 950,000 visits to parks and sites • 1,177 people did active volunteering with us • Made over 1,500 improvements to rights of way, parks and sites • Over 1,800 people participated in Walking for Health • 46 people with physical and mental health issues got involved with the conservation volunteering through Shropshire Wild Teams • 103,000 people used the Shropshire's Great Outdoor website • 1,291 school children visited our sites <p>A full report on this can be found here:</p> <p>https://www.shropshire.gov.uk/outdoor-recreation/strategic-documents-for-outdoor-recreation/</p>	<p>We are committed to continuing activity in Shropshire's Great Outdoors and a new five year strategy for Outdoor Partnerships is being developed, alongside the new Rights of Way Improvement Plan and, hopefully, a Local Cycling and Walking Infrastructure Plan.</p>

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10	You said you would like health information and services targeted at the needs of all ages and that you would like to see more of a community workforce working with community led local services, activities and networks.	We have created local resource directories providing information about health and well-being services and activities available within communities. We have local networks of Community Connectors who help share this information with people who will find it useful. Health, social care and well-being services for all ages are being provided within our market towns across the county, e.g. Let's Talk Local sessions for adults, Children Centres/Family Matters hubs for families, preventative health services, library services Community Enablement Team support and youth activities. We have started a Social Prescribing demonstrator in Oswestry, which involves medical practices and the local voluntary and community sector. Find out more here about Libraries across Shropshire launching a new book scheme for adults living with long term conditions	We will continue to develop and build services delivered in communities that support people and help people to support themselves. We will work with others within health and community sectors to do this and link into the development of Out of Hospital services in Shropshire. We will expand Social Prescribing across Shropshire. We will work with others to ensure that the support given for people to find the services and activities that are right for them is local, joined up and accessible to everyone.
11	You want more engagement at the community level to ensure local organisations understand health needs and issues.	We promote health engagement events on a regular basis through our email newsletters. You can sign up to receive news on a range of topics - select the health and wellbeing option for new about local health activities and engagement opportunities here . We have recently been advertising public events and activities designed to inform the development of a Sustainability Transformation Plan for health services. Find out more here . Shropshire Clinical Commissioning Group supports the delivery of Patient Participation Groups (PPGs). These are set up by patients and led by patients. They provide feedback that helps to influence how the GP practice is run and how it delivers services. You can find out more here	We will take the feedback you have given us and share it with our health partners. We will continue to work in partnership to support the promotion of future engagement opportunities at a community level. Healthy Shropshire and Help2Change services have been promoted at a range of community and voluntary sector events, including PPG events

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12	<p>Within the targeted engagement work you wanted us to consider people with specific needs who may be most affected by changes in Shropshire Council's services.</p>	<p>We have followed this up with our commissioning colleagues and Financial Assessments Team. In relation to charges, where a resident is eligible for care and support through our People2People team, we ensure that they are financially assessed for their ability to pay towards any of their care costs, within this assessment we ensure that any disability related expenditure is accounted for, including transport and accessing local services, and the contributions are calculated factoring this in. There is no plan to introduce any additional charges. The cost of any alarm service is allowed in the calculation to ensure that an individual can maintain their normal social contacts. Residents that are not eligible for this service can be referred to our partner organisations to see if they are eligible for additional income to help pay for this service.</p> <p>You also raised concerns over rough sleepers, homelessness and asylum seekers. We have spoken to our colleagues in Housing who have informed us of the following in relation to supporting these groups of individuals:</p> <p>Rough sleepers SC Housing services work in conjunction with Shrewsbury Arc, the local police, Mental Health teams and substance misuse to support rough sleepers into suitable and sustainable accommodation. We fund the outreach worker who operates throughout the county as well as being a key partner in the HOST programme. During the winter months we operate both Cold Weather Provision (CWP) as well as Severe Weather Emergency Provision (SWEP). Our CWP runs for a significant period of time over the winter months allowing us time to work with those rough sleepers we accommodate temporarily into more</p>	<p>We will share these concerns with the people delivering services for Shropshire Council. Continue to consult with the public through our Making it Real board and advisory groups to ensure that the information we give out to individuals seeking support is clear in relation to the charging policy and the responsibilities of Shropshire Council under the Care Act</p> <p>We will continue to work closely with housing providers and individuals with housing needs to ensure they are provided with suitable and stable accommodation as soon as possible and continue to reduce the number of individuals who find themselves homeless going forward, ensuring the right support is available to them</p>

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		<p>permanent long term housing. We receive referrals from members of the public via the Customer Service Centre as well as via Streetlink. We manage and chair the Rough Sleepers Taskforce group who meet regularly to discuss long term entrenched rough sleepers as well as initiatives and assistance that can be provided to all rough sleepers.</p> <p>Homelessness SC Housing Services are committed to the prevention of homelessness within the County and long term sustainable accommodation for those who need it. The Homeless Reduction Act due to come into force in April 2018 will significantly change the focus from Homeless decision making to Homeless prevention and this is welcomed by Shropshire. Housing Services are actively working with the registered providers and private landlords throughout the county to ensure best use of the housing stock and the ability to provide for those most in need.</p> <p>Refugees SC have committed to resettling 15 families as part of the Government Vulnerable Person's Resettlement scheme. To support us in our work regarding this we have appointed the national charity Refugee Action following a competitive procurement selection process. The charity, along with local welcome groups, have worked with Shropshire's Syrian Refugee Cross-party Working Group to resettle families in the county. A team of dedicated staff and volunteers have ensured the new arrivals settle into their new homes and communities and access local services.</p>	
13	You asked that prevention remains a focus, recognising that meeting more acute and immediate needs must be a priority.	We have started work on a new Adult Social care Strategy which has a real focus on preventative services that help people to maintain independence and avoid problems getting worse and therefore reduce	We will continue to work with the Voluntary and Community Sector to ensure that their prevention strategy and the Adult Social Care Strategy are

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		<p>demand and free up resources for those who most need them.</p> <p>We have started working with Shropshire’s Voluntary and Community Sector who are developing a prevention strategy for the voluntary and community sector. This will set out how we hope to work together to deliver prevention activity and services in Shropshire and our shared vision for the future.</p>	<p>coordinated so that we are all working towards common aims.</p> <p>We will also work with colleagues in the Clinical Commissioning Group to review and ensure that we have the right preventative services in place to help people avoid, reduce or delay the need for more intensive services.</p>
14	<p>You say you would like more information on healthy eating and you asked that we use community locations to share information on health activities and healthy eating for people who don’t use the internet.</p>	<p>We have brought together information on healthy eating on the Healthy Shropshire website. This includes an Eat Well Guide and links to a wide range of information sources and support.</p> <p>We have made information available on the internet here and activities are listed on Shropshire Choices. We do try to present information in other formats but we recognise from your feedback that we need to use other forms of communication more often in the future and support people who do not use the internet.</p> <p>We use many communication channels to promote healthy eating, these include local newspapers, radio, newsletters, websites, direct email, social media as well as printed material. We also cascade health information to town and parish councils and the voluntary and community sector so they can share it with their local communities.</p> <p>We know that people prefer information in different ways, so we use local insight to help inform us of people’s communication preferences. We also take on board feedback from local residents and organisations around how people access information.</p>	<p>We recognise that although we have made information on healthy eating available people may not have been aware how to find it. We will continue to promote the Healthy Shropshire website and to recognise that information can also be made available in community venues for people who do not regularly use the internet. Healthy Shropshire can be accessed at local libraries. Libraries have developed health zones, to provide health information and deliver specific programmes such as books on prescription (mental health). The library service works in partnership with Public Health on local and national campaigns (such as PHE One You and Shropshire’s ‘Let’s talk about the F-Word’ falls prevention,) using the Healthy Shropshire website.</p> <p>Better marketing of public health information, so that local people can access the right information at the right time.</p> <p>We will work closely with the new 0-25 Public Health Nursing provider (Shropshire Community Health Trust) to ensure children, young people and families get access to relevant and timely</p>

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		<p>Where appropriate and where we have the resources available, we provide printed health information through our library services, customer service points and via children and adult centres across Shropshire. We also work with the voluntary and community sector to cascade information to local organisations across the county.</p> <p>We have developed good working relationships with communication colleagues across health, housing, police and fire services as well as the community and voluntary sector. Our working arrangements with our communication partners enables us to cascade health information to a much wider audience and in locations such as GP practices, hospitals and local community centres.</p> <p>There is now a dedicated Health and Social Care communications group comprising of communication leads across our public sector network, who work together to promote key health campaigns to people of all ages across Shropshire. We also work with local councillors and our community enablement officers, regularly sharing news and information with them to cascade to their local communities.</p> <p>Healthy Shropshire operates a telephone helpline to provide information/access to Help2Change services for those who do not have access to the internet. The Library service has a role in providing internet access for those in need, and are active in promoting health information.</p>	<p>information on Eating well as well as other Health related information.</p> <p>Further develop our partnership working, so that costs for printed material can be spread across organisations.</p> <p>Utilise more cost effective community printed resources such as local newsletters to reach those who do not have access to the internet.</p> <p>Ensure information can also be made available in more community venues and public places (such as supermarkets, post offices etc) for people who do not regularly use the internet.</p> <p>We will work more closely with local members who represent their local communities, to share information within their locality.</p> <p>We will put up displays on healthy eating in key locations around the county. We will also ensure that key health information is shared in community locations as often as we can. This can be done through the Community Enablement team as part of their 'Resilient Communities' work. In some areas this is happening, e.g. Oswestry, through the Social prescribing project.</p>
	Prosperous Economy		
15	You would like to see Shropshire Council work in partnership with others	We are continually working with businesses through the team within the Council and the Marches Growth	We will continue to listen to businesses we engage with to understand their issues related to

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	(particularly private landlords) to ensure businesses can survive increasing costs (such as rent).	Hub, Shropshire to try to support them with their business needs. We have been part of detailed discussions with some of the retailers in Shrewsbury town centre as part of the BID to understand the impacts of the recent Business Rate Re-evaluation. We work with our own assets team on the economic development properties to try to meet the needs of local businesses whilst not distorting the market. We are just completing a study exploring the needs and opportunities for business space for small companies in the county.	costs. We will use our existing forums with key property agents and those with properties to discuss issues and needs.
16	You are concerned that town centres seem to be less vibrant and you want to keep high streets thriving.	We have actively engaged with the Shrewsbury Business Improvement District (BID) since its inception and with the shadow Oswestry BID group as it prepares for a ballot with town centre businesses next year. We have also played a lead role in preparing a plan for Shrewsbury town centre to set an ambition and framework for the future activities and development of the town centre as a place to live, work, visit and invest in.	We will continue to reflect on national policy and market demands in town centres, particularly the wider role that town centres are increasingly playing as places to live, visit and socialise. We will work with Shrewsbury Town Council and the BID to complete and support delivery of the Shrewsbury Big Town Plan and engage with the public and wider community on the key recommendations from this plan in the late summer of 2017. We will work with the other five key market towns on their economic priorities.
17	You believe parking charges can put people off using town centres and drive people towards out of town locations and retail parks.	One of the main aims of our current Parking Strategy is to “Promote the economic vitality and viability of Shrewsbury and the Market Towns by addressing issues of transport integration, accessibility and parking.” We have worked to make parking information much more accessible and we have developed new webpages available here .	We will soon be consulting on a draft Parking Strategy for Shropshire and this will provide the opportunity to consider much more detailed feedback on this issue. We will promote the opportunity to get involved in the consultation widely and information will also be available through our email news and on our website
18	Transport is essential to a strong local economy and you want Shropshire Council to work with others to maintain road and rail infrastructure.	We are actively engaged with Midlands Connect as the regional transport partnership. Through the Local Enterprise Partnership and with our neighbouring Local Authorities, we have produced a Strategic Corridors	We will continue to work with Central Government, the Department for Transport, Midlands Connect and agencies including Network Rail and Highways England to promote

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		study for the key road and rail infrastructure priorities for the Marches which is informing the Midlands Connect Programme. Shropshire Council is also actively engaged with both the upcoming Wales and Borders Franchise, and the West Midlands Rail Franchise (taking a Director role on the WMR Ltd Board) in order to ensure that Shropshire's aspirations are reflected in the upcoming tender specifications.	the key road and rail infrastructure priorities for Shropshire to support our sustainable economic growth.
19	You said you want Shropshire Council to work to develop new opportunities for the county in relation to economic growth.	We have set out a vision for economic Growth and how we hope to work with others to achieve that vision through a draft Economic Growth Strategy. We are considering the results of a consultation and using your feedback to make changes. The final version will be available soon. We have also launched Invest in Shropshire , an online investment tool promoting what the county has to offer new and expanding businesses. The Invest in Shropshire brand will become increasingly important as promotional material.	We will be working to implement the Strategy over the next 5 years and delivering more detailed implementation plans and projects. These will focus on the opportunities available. We will also be working with regional and national partners (for example through the West Midlands Combined Authority). We have also developed a Commercial Strategy for Shropshire Council and we will be exploring a range of new opportunities in order to implement that Strategy. You can find out more here :
20	You highlighted many of Shropshire's historic and green assets. You want to ensure these are recognised and used to assist economic prosperity.	The importance of Shropshire's natural and historic assets is clearly set out in the Economic Growth Strategy. We work with a number of partners with a focus on supporting the sustainability and future opportunities to maximise the potential of natural and historic assets and environment, including Historic England particularly with the Flaxmill Maltings as one of the country's largest single site historic development opportunities.	We will continue to work with partners to ensure that the benefits and opportunities are fully utilised and that green and built assets are integrated into economic plans and developments.
21	You are concerned that Shropshire's mobile phone connectivity and broadband speed and availability are barriers to economic growth.	Connecting Shropshire is a publicly funded investment programme which aims to provide better broadband connectivity in areas of Shropshire where there is currently no commercial coverage. By the end of March 2017, over 56k homes and businesses had access to superfast broadband (24 megabits per second), with many more receiving faster	In 2017 Connecting Shropshire's commenced its Contract 2 deployment that will see an extra 3700 premises connected to superfast broadband by 2018. Connecting Shropshire commenced a procurement process in 2016, valued at £11.7m, to seek a commercial partner to address the

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		<p>speeds as a direct result of Shropshire Council's £8m capital investment in Contract 1.</p> <p>To check if you can access faster broadband please visit the programme website: http://connectingshropshire.co.uk/when-and-where/</p> <p>All premises in the Shropshire Council area are now able to access a basic level of broadband (2 megabits per second) as a direct result of the national Better Broadband Subsidy Scheme. Shropshire currently remains one of the highest beneficiaries of the scheme with over 600 vouchers approved. To find out more about the scheme please visit: http://connectingshropshire.co.uk/basic-broadband-subsidy-scheme/</p> <p>Shropshire Council has no direct responsibilities for mobile phone coverage but remain fully aware of the frustrations of poor mobile phone coverage in a rural county.</p> <p>As a direct result, Connecting Shropshire has worked with our MP's to lobby the Mobile Network Operators to address the connectivity issues. To date this has resulted in anecdotal evidence of developing improvements and plans for mast upgrades and new sites.</p> <p>By December 2017 Ofcom expect:</p> <ul style="list-style-type: none"> • All MNO's to have achieved 90% UK 4G geographic coverage • O2 to have provided 4G indoor coverage to 98% of the population <p>In addition Shropshire Council has submitted responses to a number of Government and OFCOM</p>	<p>remaining projected gap areas that were not scheduled to get superfast broadband by 2020, from either the current contracted phases with BT, or from existing providers commercial plans. This gap was estimated at 16k premises across the whole Shropshire Council area.</p> <p>Following a Cabinet report in April 2017 a preferred bidder was appointed. Connecting Shropshire are now concluding a due diligence exercise prior to its intention to sign a contract. It is anticipated that a public announcement will be made before the end of June 2017.</p> <p>Shropshire Council together with partners have committed £4m for a retail grant scheme to support SME's to get access to superfast broadband where they currently fall outside of existing contract commitments. The Marches and Gloucestershire Broadband Grant Scheme project will provide individual and groups of business, with access to financial support to get access to broadband.</p> <p>We remain committed to holding the MNO's to account for improved mobile phones coverage across the whole Connecting Shropshire area. We will continue to work with all stakeholders to make the aspiration of ubiquitous coverage a reality.</p>

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		<p>consultations, on the need to focus improvement of mobile coverage in Shropshire.</p> <p>This link takes you to a page on the Ofcom website where you can check which mobile network operator provides the best coverage for your home or place of work.</p>	
22	<p>Businesses don't all know about the business support available and that it needs to be better promoted.</p>	<p>We work as part of the Marches LEP to provide a range of business support. Business support is now provided through the Marches Growth Hub follow the link to find out about all the services and support available. We have a dedicated Marches Growth Hub, Shropshire based in the Food Enterprise Centre at Battlefield, Shrewsbury. We run a number of out reach events in the key market towns throughout the year offering business advice and support. You can sign up to receive all the latest news and events here.</p> <p>We identified that more start up support was needed for Shropshire and we now have free start up support workshops currently being provided through an ERDF funded Growth Hub Project: Building Business Confidence. This also incorporates pre start businesses.</p> <p>https://www.marchesgrowthhub.co.uk/finance-and-funding/building-business-confidence-across-the-marches/</p> <p>If you would like any more information on this programme then please contact the Shropshire Growth Hub on 01743 250525 or email: marchesgrowthhub@shropshire.gov.uk</p>	<p>We will continue to support start up and new businesses through the Marches Growth Hub, Shropshire and maximise opportunities as part of business growth support funding programmes. All information can be found on the website. https://www.marchesgrowthhub.co.uk/about-us/shropshire/</p>

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23	Many of you feel strongly that more needs to be done to develop tourism in Shropshire.	We are working closely with the visitor economy sector to develop a coherent strategy and define the function of the local authority in assisting the facilitation of tourism throughout the county.	We will, in conjunction with the sector, publish a visitor economy strategy and detailed information relating to the current position within Shropshire.
24	You want to see more opportunities for young people in Shropshire and have concerns that young people leave the county for education and employment.	We do have a challenge with retaining young people and middle age ranges in the county. We have worked closely with the University of Chester to establish the University Centre Shrewsbury. This will provide new opportunities for young people, allowing them to gain university level qualifications in Shropshire and we hope encourage young people to stay in the county after qualifying. We have a Careers and Enterprise Co-ordinator within the Council to work with schools and businesses to raise awareness of the employment opportunities and the skills required by some of Shropshire's companies with children of school age. We are working with our other Further Education Partners and training providers including the Marches Centre for Manufacturing and Technology to support delivery of skills that are required by businesses locally.	We will publish a Skills Strategy for Shropshire and one of the themes within that will be considering the needs of young people in the County. We will also continue to work in partnership with the Marches LEP Skills Provider network to share intelligence and try to influence skills provision to meet businesses requirements. We will work with the Colleges and UCS to help create vibrant and cultural hubs for students. We will also work with housing providers and developer to try to influence the provision of affordable housing, as housing costs can be a barrier.
	Your Council		
25	You said you would like to see more of Shropshire Council's Elected Members. You suggested that increased visibility is needed.	Elected Members have different roles and responsibilities, some play a more active role as Portfolio Holders and others sit on committees e.g. planning and scrutiny committees. It can sometimes be difficult to balance time between county level and local responsibilities, especially when Elected Members are in paid employment. Despite this, Elected Members attend Local Joint Committees and are keen to get involved in other local activities. If you have any specific ideas for local engagement please contact your Elected Member who will be pleased to hear your more specific feedback for your area.	The local elections on the 8 th May 2017 have resulted in a number of new Elected Members for Shropshire Council. We will communicate this feedback to all of our Elected Members and also undertake member briefing sessions so we can raise awareness of the Big Conversation and the feedback we have received.
26	You told us that Shropshire Council communications don't cover everything you want to know. This was	Shropshire Council currently shares information through it's : <ul style="list-style-type: none"> • Local Councillors • Website and newsroom 	We will work more closely with local members who represent their local communities, to share information within their locality

	You said...	We have...	We will...
	<p>a dominant theme - you asked for information/communication on:</p> <ul style="list-style-type: none"> • What the Council does, what it is responsible for and what to expect when there are changes. • What Shropshire Council needs community groups and volunteers to do, and how. • More communication about the future (plans, policy, vision). • A broader range of communication methods (not all internet based). • Targeted communication in the right form for the audience. 	<ul style="list-style-type: none"> • Email newsletters • Social Media (i.e. Twitter, Facebook, YouTube, and Instagram) • Information in libraries, children centres and other council buildings • Local meetings • Customer Service points • Direct messaging (via GovDelivery) • Printed material, (publications, posters and leaflets) • Community Enablement team <p>We also share our information to many partners and ask them to distribute our news via their communication channels and communities :</p> <ul style="list-style-type: none"> • The local media (newspapers and radio) • Parish and Town Councils • Community and voluntary organisations • Health, emergency and social care organisations, such as GP's, hospitals, police fire service, armed forces. • The business community • Culture and leisure organisations <p>We recognise that people access and receive information from a range of different sources and that we need to use different methods of communication for different groups of people. We also need to ensure they have access to the information that they need.</p> <p>Printed material and publications Where cost effective, we produce, publications, posters leaflets and advertising on a variety of services and campaigns. By working with public and private sector partners (see above) we are able to distribute printed</p>	<p>We are working on many communication developments based on the needs of our local communities.</p> <p>Whilst we acknowledge that not everyone has access to information online, a significant number of people in Shropshire communicate and undertake their day to day business on line.</p> <p>We must recognise this channel shift and strive to be a digitally forward organisation. As the internet is not going to be less pronounced, it is going to get more</p> <p>MyShropshire Account In the near future, residents will be able to access far more services online.</p> <p>As part of the Digital Transformation programme, we aim to offer a single login for residents and potentially businesses to access these services from Shropshire Council.</p> <p>This will also allow us to offer more targeted communications catered for individual needs and choices, and be proactive based on the interactions they have had.</p> <p>New methods of communication As communications methods change, we must adapt and offer new solutions, particularly when they deliver cost savings alongside an improved service.</p>

	You said...	We have...	We will...
		<p>material to wide variety of public spaces across the county.</p> <p>Online Communications</p> <p>Shropshire Council websites Our websites present a wide variety of information on Shropshire Council's services that is available whenever someone needs it. We work hard to ensure the information on the website is comprehensive and easy to understand, keeping it in line with the information residents are looking for, using feedback and analytics (the statistics of how people found and use our websites) to make improvements.</p> <p>Shropshire Council Newsroom A dedicated sub-site for communicating to residents, businesses and the local media, the newsroom includes up to date news on services and decisions by the Council. The newsroom now includes more short videos (using YouTube) about key projects, services and campaigns. News includes:</p> <ul style="list-style-type: none"> • Decisions about Council plans and policies • Health and social care information and campaigns • School information • Safeguarding information • Car Parking updates • Planning decisions • Roadworks • Public transport updates • Culture and Leisure news and updates • Events 	<p>We are proposing a new type of newsletter which could be sent to each local ward, with information from the local Councillor and displaying a selection of self-selected updates for the resident. This would offer the resident the information they want, in a format they have requested.</p> <p>There is a project underway to merge some of our Community Directories into a single resource, which will offer a myriad of information on clubs, locations, charities and associations; information that supports local people.</p> <p>A single Directory will be more easily found by residents rather than having to go to multiple sites.</p>

	You said...	We have...	We will...
		<p>Newsletters The “Subscribe” section of the website offers many newsletters from services across the Council, via GovDelivery. The topics that residents can subscribe to allows them to keep up with the information they want to know, with the range available giving them the opportunity to subscribe for information they did not know was there. The variety of newsletters themselves are key for us as a Council to communicate additional information (either promotional or informative) to all subscribers, or targeted to particular services.</p> <p>Community Directories Shropshire Council is fortunate to have several Directories displaying lists of information on topics that are important to residents and businesses. These Directories have been built over several years and contain a lot of useful information</p>	
27	Some of you said that Shropshire Council takes too long to act and make decisions.	There are certain processes and stages of decision making that Shropshire Council must undertake in order to deliver robust governance and accountability for public monies. Managing these processes is more challenging as Shropshire Council’s staffing levels decrease. However, we recognise that speed of decision making is an important factor in running a good organisation and we value your feedback.	We will look more closely at this issue and examine where there have been delays in the decision making process and how we can learn from those examples to make improvements.
28	Many of you are concerned that, with decreasing public funding, services and support will be limited to larger, more urban settlements and that people living in the more rural communities will miss out.	The financial challenges Shropshire Council faces, does mean that more difficult decisions have to be made and some services and support will have to reduce. However, all decisions of this nature are taken following robust analysis of available data; local consultation to gather qualitative feedback, and the completion of Equality Social Inclusion Impact Assessments (ESIIA). We do our best to ensure people are not significantly disadvantaged by service loss. In	We will continue to make evidence based decisions and involve people to ensure that we understand the needs of both urban and rural communities and where there is a risk of disadvantage in more rural areas. We also encourage more detailed feedback to highlight where there are specific concerns.

	You said...	We have...	We will...
		the same way, where investments are possible, we work to ensure these are for maximum benefit	
29	You want Shropshire Council to lobby national government and highlight how important the nationally awarded budget is to overcome challenges such as rurality, ageing population, low wages etc.	We have a representative on the Government committee set up to explore the funding settlement for Local Authorities. James Walton, Our Head of Finance, Governance and Assurance, has been sharing information in London to highlight the challenges we face here in Shropshire. We also work closely with our local MPs.	We have, and will continue to work with our local partners (including Shropshire's Voluntary and Community Sector and Shropshire Association of Local Councils) with their support we have been communicating the financial challenges we face beyond Shropshire to regional and national contacts.
30	You comment that Shropshire Council has the power to influence other organisations both locally and further afield. You specifically comment on the importance of partnerships to deliver economic and health outcomes.	Shropshire Council supports a large number of local partnerships and, like you, recognises that partnership working is essential in order to achieve the best services and support for local people. We work with the partners on the Shropshire Health and Wellbeing Board , and for the economy we have a wide range of partnerships including the Marches LEP , Shropshire Business Board , Local Nature Partnership , Federation of Small Businesses , and many more.	We will aim to share more information with you on the local partnership working taking place and how we aim to influence change. You can also find out more about this by reading our key documents such as the Council's Corporate Plan , Health and Wellbeing Board Strategy and soon to be published Economic Growth Strategy (this will be available on the Council's website).