



improving the quality of life in

shropshire



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shropshire



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This document can be made available on request in large print, Braille or audio cassette. If you would like a copy in one of these formats or if you wish to ask anything else about this document, you can telephone 01743 252257.

PUNJABI

ਜੇਕਰ ਤੁਹਾਨੂੰ ਇਹ ਪਰਚਾ ਪੰਜਾਬੀ 'ਚ ਚਾਹੀਦਾ ਹੈ, ਤਾਂ ਕ੍ਰਿਪਾ ਕਰਕੇ ਸੂ ਲਾੱਸਟ ਨਾਲ ਸਾਇਰਹਾਲ,
ਸ਼ਰੂਸਬਰੀ (ਟੈਲੀਫੋਨ ਨੰਬਰ 01743 252257) 'ਤੇ ਸੰਪਰਕ ਕਰੋ।

URDU

اگر آپ اس لیت لیٹ کا ترجمہ اردو زبان میں لونا چاہتے ہیں، تو براہ مہربانی سوشل سے شیرهال، شروسبری Shirehall, Shrewsbury پر رابطہ قائم کریں
(مٹھی فون نمبر 01743 252257)

WELSH

Os ydych angen cyfieithiad o'r ddalen hon i'r Gymraeg, cysylltwch â David Bell yn Neuadd y Sir, yr Amwythig (rhif ffôn 01743 252257)

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Welcome

This Integrated Strategy:

- Explains the purpose of new Community Strategies.
- Shows how we are working together and involving communities.
- Provides a short introduction and summary of your **local** Community Strategy.
- Sets out the key priorities for Shropshire and for your area over the next **10 years** and onwards.
- Lists examples, programmes and improvements to be delivered in **your** area.
- Sets **targets** against which, together, we can start to measure our success in improving quality of life.
- Shows how, in Shropshire, we are determined to make a difference and how we will continue to **involve you** in the future.

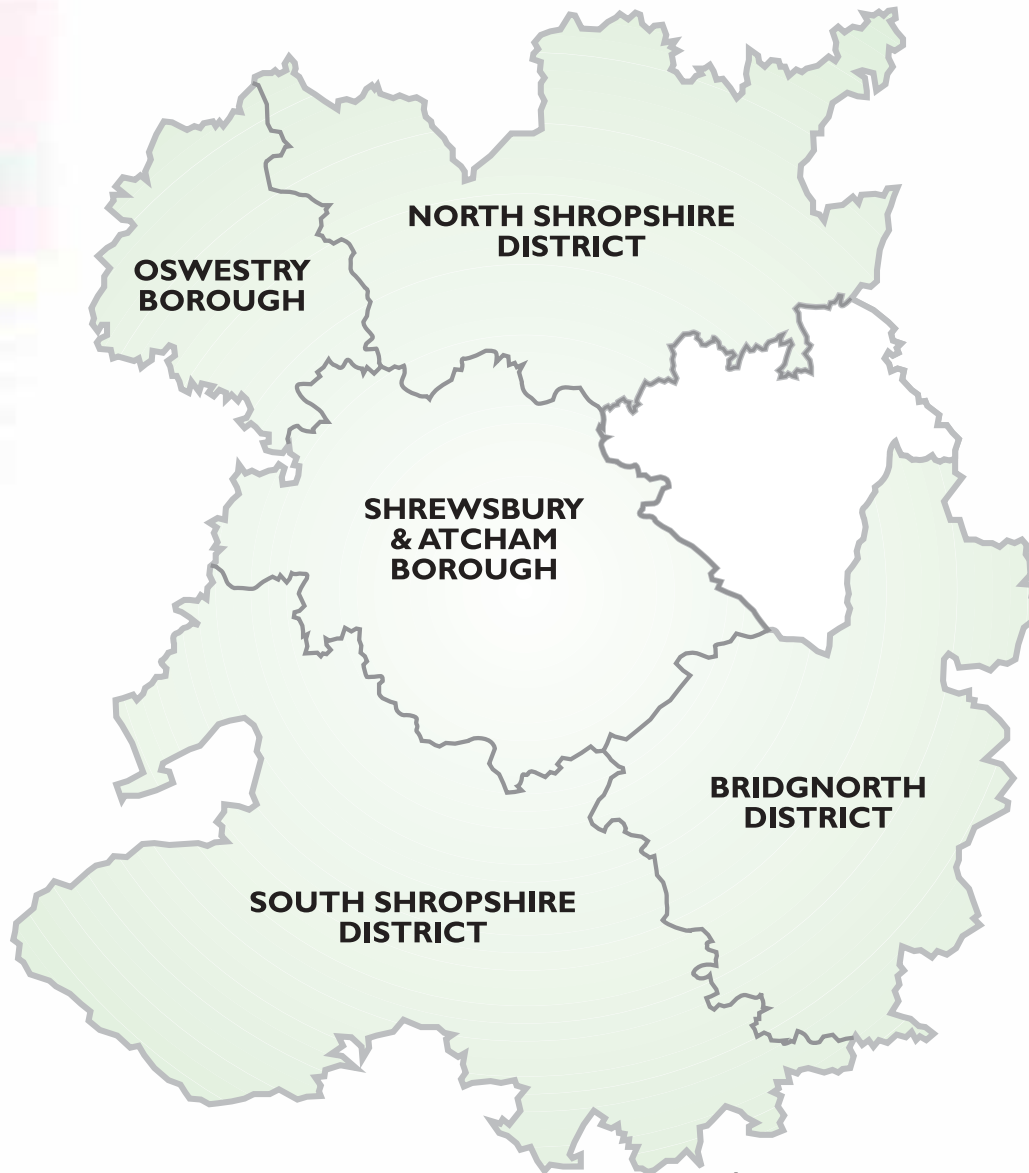
Cllr John Roberts

Chairman of the Shropshire Partnership





The Shropshire Partnership Area



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Introduction

What are Community Strategies?

- Community Strategies are about finding out **what you feel about your area and what you want improved.**
- Government has placed a duty on all local authorities to **work with others** to prepare Community Strategies.
- Community Strategies will help these authorities and other partners to work together with local communities. They should promote or improve economic, social and environmental **well being for future generations.**
- Community Strategies are very important since they are **“umbrella plans”** that link together all the other plans for your area. For example, the Health Improvement and Modernisation Plan and Community Safety Strategies.
- Based on what you have told us through local surveys (eg the Shropshire People’s Panel) and a range of other consultation activities, Shropshire’s community strategies have set **priorities** for action.
- We will continue to need your help and involvement. Tell us what you think of the priorities and action plans in your local Community Strategy or this first Integrated Community Strategy. How can we turn these priorities into real actions that make a difference?
- This is our first attempt at working together to produce our local and integrated community strategies. We recognise the need to improve consultation and local involvement.
- We will
 - monitor our progress on a regular basis and report to you;
 - influence other plans through Community Strategies;
 - use Community Strategies to influence the allocation of resources.

Our Four Key Themes

These are the 4 key themes we have used to organise our community strategies:

- **Supporting Inclusive Communities**
- **Improving the Environment**
- **Promoting Lifelong Learning**
- **Stimulating a Thriving Economy**



Making Connections

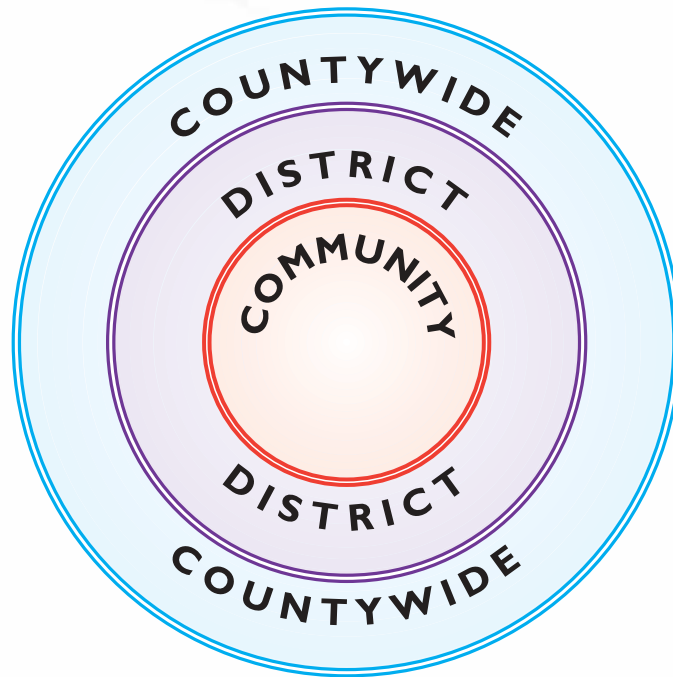
Although community strategies use four key themes to organise the main thrust of what we intend to do, it is important to look across these themes to make appropriate connections.

For example:

- Action on social inclusion needs to connect with some of the main issues under other themes such as creating jobs and skills.
- Improving health is related to improving the environment, skills and creating jobs.
- In all the actions we undertake it is important to ensure that the good things we do now can continue in the long term for the benefit of future generations.

Working in Partnership

- Community Strategies have been co-ordinated by your **local community partnerships** working together within an overall **Shropshire Partnership**.
- **These partnerships** have brought together your local authorities, including town and parish councils, local organisations and countywide agencies, businesses, the voluntary sector and local community groups.
- During 2002/2003, the Shropshire Partnership will develop to become a single body which brings together the main organisations in Shropshire. This will be the **Local Strategic Partnership (LSP)** for Shropshire.
- In addition many local partnerships have established local interest groups or forums. Often these have involved local “experts” and interest groups.
- Over 50 stakeholder events and local conferences have been held in each area and across Shropshire to agree our priorities and develop action plans.



Local Consultation

- Over 60 representatives from businesses, community groups and local agencies attended the Rainbow Event held at Hawkstone Park in North Shropshire. Priorities already identified in the North Shropshire Community Strategy were supported by 93% of those attending.
- Over 100 people attended the Community Strategy Review Event held at the Eastern Oswestry Community and Family Resource Centre. The event considered how local people could get involved in community planning. It also brought together many local organisations and individuals to really start addressing the local priorities identified so far through local consultation and the work of community focus groups.
- Over 100 people attended the Shrewsbury Conference held at the Central Music Hall where groups discussed priorities and action plans for improving tourism and regenerating sites in Shropshire's historic county town.
- Meetings at Clun, Burford, Cleobury Mortimer and Hope Bowdler village halls and six other village centres looked at rural needs, including greater planning flexibility for rural land.
- Over 1000 members of the Shropshire People's Panel were consulted on priorities and over 200 stakeholders were invited to a debate organised by Shropshire County Council about Shropshire's needs over the next 10 years.





The General Picture

Identifying Needs in Shropshire

We have worked together and used four key themes to shape our Community Strategies and have started to seek your views through the People's Panel and local activities. These consultations have helped us to identify needs and local issues and identify the top priorities to improve the quality of life in Shropshire.

In Shropshire we are working to base our Community Strategies and our delivery on an assessment of local needs.

Every two years in Shropshire we work together to produce **The Shropshire Profile** which provides basic information on population, health, poverty and deprivation, housing, community safety, skills, work and the local economy.

The Profile is available from the Shropshire Partnership –

www.shropshire-cc.gov.uk/partnership.nsf

Some examples of the key facts are:

Supporting Inclusive Communities

- 8 wards in Shropshire rank within the most deprived 25% of wards in the country.
- By 2011, 20% of Shropshire's population will be aged over 65 years and 10% over 75 years.
- An average of 22 people are killed on Shropshire's roads each year. Death rates have fallen but remain significantly higher than the average for England and Wales.

Improving the Environment

- Waste in Shropshire is increasing by 5% each year.
- Approximately 400 residential and business properties are at risk from flooding in Shrewsbury as well as major transport routes. Downstream other properties in the Severn Valley are at risk including parts of Bridgnorth.
- By 2011 it is estimated that we will need 19,000 additional homes – an increase of 16%.



Promoting Lifelong Learning

- Affordable childcare is a barrier to both learning and employment. 24% of the workforce are concerned about the availability of childcare and 16% identify cost as a barrier.
- More than 23% of all employers state that levels of skills needed from an average employee in their organisation, to keep their businesses running efficiently, are increasing.
- 24% of the adult population has poor numeracy in line with the national average. The adult literacy rate in Shropshire is below the national average and highlights the need for continuing education in basic skills.

Stimulating a Thriving Economy

- Rural businesses in the West Midlands (including Shropshire) lost £2.1 billion due to the Foot and Mouth outbreak.
- Shropshire women have the 19th lowest level of earning in Great Britain compared to Shropshire men who have the 17th lowest level of earnings.
- 29% of local employers report skill gaps in basic Information Communication Technology (ICT) compared with 25% in other communication skills and 20% in ICT software and programming skills.

Issues that cut across the Key Themes

We have worked together to plan our Community Strategies around key issues that affect all our priorities.

• Equality

Promoting equality will ensure that everyone gets the opportunities and services they need and feels welcome to live and work in Shropshire. We will work together to tackle all forms of discrimination including racism.

• Sustainable Long Term Solutions

By 'long term' we mean making sure that what we do now (including how we care for our environment) will last into the future and is sustainable.

• Information Communications Technology

Making sure that everyone can access information using computers, the worldwide web and future technologies by access to broadband and other network services.

• Links between Urban and Rural Areas

Strengthening the links between towns and rural areas.



The Top Priorities

You have told us that these are your top priorities for improvement over the next ten years:

Supporting Inclusive Communities

- More affordable housing
- Healthier lifestyles
- Safer communities
- Promoting diversity and social inclusion

Improving the Environment

- Integrating and providing frequent local transport
- Reducing and recycling waste

Promoting Lifelong Learning

- Lifelong learning and skills

Stimulating a Thriving Economy

- Regenerating our market towns
- Creating new jobs



Monitoring Progress

We have agreed to work together and monitor progress on a yearly basis to ensure that we make a difference to the quality of life in Shropshire.

Throughout this Integrated Community Strategy you will see that partners plan to deliver at a countywide level as well as your local level under four key themes. You will see that a number of our targets have been achieved. This confirms our commitment to delivery and action on the priorities whilst preparing this document.

We will measure our achievement on the targets we have set in this Integrated Community Strategy. These are some of the methods we will use:

- Use relevant Best Value Performance Indicators already collected by partners.
- Fully utilise our Quality of Life Performance Indicators which are developing to cover a wide range of important issues.
- Work with communities to identify local indicators including those about community involvement.

Resources

These are often limited, however, we will use our Integrated Community Strategy to ensure that mainstream budgets are focused on delivering what matters. The developing Integrated Community Strategy will also maximise our chances of qualifying for external funding such as European, regional regeneration and specific grant programmes.

Quality of Life Indicators

Shropshire has taken part in a national pilot study, organised by the Audit Commission, to collect 32 new **Quality of Life Indicators**. These will help us to work with local communities to measure improvements in the four areas of community, environment, learning and economy.

A report on our first indicators is available from the Shropshire Partnership.

Public Service Agreement

The County Council is working with local borough/district councils and other parties to agree improvements to the delivery of local public services. New 'stretch targets' which partners will use to deliver improvements ahead of schedule will be agreed with government departments. If these are achieved Shropshire will benefit from extra funding and new flexibility. The Integrated Community Strategy has formed the basis for this work.



Links with other Strategies

Community Strategies link closely with the monitoring of other local plans. Here are some examples:

- Structure Plan
- Local Best Value Performance Plans
- Health Improvement and Modernisation Plan
- Drug Action Plan
- Community Safety Strategies and Substance Misuse Reduction.
- Housing Strategies
- Biodiversity Action Plan
- Local Transport Plan
- Waste Local Plan
- Children's Services Plan
- Lifelong Learning Strategy
- Cultural Strategy
- Sustainable Economic Development Strategy
- Telford and Wrekin Community Strategy.



Colours – the four key themes have been colour coded:

RED – Supporting Inclusive Communities

YELLOW – Improving the Environment

GREEN – Promoting Lifelong Learning

BLUE – Stimulating a Thriving Economy



Supporting Inclusive Communities

YOU told us that you identified most closely with friends and family, your neighbourhood, towns and Shropshire as a whole. Also, you thought people should be encouraged to live a healthier lifestyle and feel safe from crime.

Priorities:

- More affordable housing
- Healthier lifestyles
- Safer communities
- Promoting diversity and social inclusion.

Countywide

Our Response:

We will work together to:

Affordable Housing

- We know that housing needs to be improved in some areas and where you are housed is important to good health.

- ⇒ Increase the range of affordable housing. Reduce the number of unfit homes from 46 per 1000 in Shropshire.
- ⇒ Reduce homelessness from 0.74 per 1000 adult population.
- ⇒ Reduce fuel poverty and improve the energy efficiency of housing.
- ⇒ Ensure all Council and Housing Association homes meet the Government's "Decent Homes Standard" by April 2010.

Healthier Living

- We will continue to encourage people to remain healthy by giving up smoking, eating healthy food and keeping physically active.

- ⇒ Reduce the mortality rates for deaths from heart disease in the under 75's by the year 2010.
- ⇒ Focus on areas of deprivation in Shropshire, starting with children under one year. Reduce by at least 10% the gap in mortality rates between manual groups and the rest of the population by 2010.

Safer Communities

- People are anxious because they feel unsafe or they have been victims of crime or have been involved in accidents.

- ⇒ To develop a County Council Community Safety Strategy by September 2002. For example:
 - Increase the proportion of Shropshire residents who agree that Shropshire is becoming a safer place to live.
 - Work with district and borough Community Safety Partnerships to tackle crime hotspots.
 - Reduce domestic burglaries.
 - Reduce repeat offending amongst drug misusing offenders.
 - Reduce the risk to life and material loss from fire and other emergencies in the community.
- ⇒ Ensure that Trading Standards continues to provide comprehensive advice and information to Shropshire's consumers and traders.



Our Response:

Promoting Diversity and Social Inclusion

- We believe that sense of belonging is important to well-being. At a local level making neighbourhoods and parishes relevant is important.
- Also, we believe that local distinctiveness and a sense of place is important to community well-being.
- Developing communities that care is an important aim for the 21st century.
- There are inequalities within Shropshire for various reasons:
 - some areas are more deprived than others.
 - individuals may be disadvantaged through illness, age, disabilities, mental health problems, vulnerability or remoteness.
- We recognise the importance of cultural activity in ensuring well-being for individuals, families and communities and in contributing to safer, healthier and sustainable lifestyles.

We will work together to:

- ⇒ Support the development of Quality Parishes.
- ⇒ Carry out 25 village appraisals by 2005.
- ⇒ Implement the Pathfinder Action Plan to redevelop a sense of community and help older people to live independent lives.
- ⇒ Deliver Single Regeneration Budget projects in Oswestry, Highley, North Shrewsbury and Sandpits (Ludlow) by 2006.
- ⇒ Launch the Sure Start Scheme in Oswestry, Ludlow and Shrewsbury.
- ⇒ Deliver Objective 2 Community Development packages by 2006.
- ⇒ Increase the resources which are applied to early intervention and support to children and families in need eg the Children's Fund.
- ⇒ Provide high quality rehabilitation care to older people to help them to live independently and to keep emergency hospital admissions below 2%.
- ⇒ Use the Supporting People Framework to provide more housing related support.
- ⇒ To develop an inclusive Cultural Strategy to champion these community needs by December 2002. For example:
 - set priorities and targets for delivery of community-based arts and heritage services by April 2003/04.
 - achieve the standards set by Government for a modern community-focused Library Service by 2003.



Bridgnorth

Supporting Inclusive Communities



Our Response:

Affordable Housing

The provision of high quality affordable housing, that supports people on low incomes and those in the under 25 year age group, is particularly important in Bridgnorth where the housing market is relatively expensive.

We will work together to:

- ⇒ Complete a housing needs survey by January 2002.
- ⇒ Review refuge and emergency housing provision for victims of domestic violence by December 2002.
- ⇒ Implement a Supporting People Strategy for those people with special needs by December 2003.

Healthier Living

Reducing the rate of premature death through reducing heart disease, cancer and circulatory diseases to equivalent or lower than the national average, will make a significant improvement to the quality of people's lives.

Steps will also be taken to improve access to information, support, services and advice and to increase awareness of health issues for people in rural areas and market towns.

- ⇒ Complete a Health Promotion Education Strategy by June 2002.
- ⇒ Develop, in partnership, a district-wide healthy living network by December 2002.
- ⇒ Develop a model for 'Talking Therapies' for people with common mental health needs by March 2003.
- ⇒ Increase the provision of community information, health and sports facilities at Highley by June 2003 and at Idsall School, Shifnal by December 2003.
- ⇒ Generate mechanisms for inter-agency working to develop intermediate care by December 2003.



Our Response:

Safer Communities

Crime is falling in most areas but we need to respond to continuing problems of theft, criminal damage and fraud. Fear of crime, violence and growing concern about drugs and alcohol misuse must also be tackled.

Working with partners to reduce community crime and disorder; safeguard young people, reduce youth crime, promote safety and reduce fear in the home and community will all therefore be priorities.

We will work together to:

- ⇒ Annually develop, review and report on the progress of Community Safety Partnership action plans.
- ⇒ Meet and improve on police targets for recorded crime.
- ⇒ Monitor progress of Communities Against Drugs projects and support further initiatives by February 2003.
- ⇒ Review police staffing levels and working patterns to provide appropriate resources when they are most needed by March 2003.
- ⇒ Monitor the 2002-07 Bridgnorth District Community Safety Strategy, updating it in March 2005.

Social Inclusion

Our aim must be to maximise participation in the life of the community. This can be assisted by improving access to all community services; improving electronic and other means of access to information and promoting opportunities for wider community involvement.

- ⇒ Provide disabled access at Donnington and Albrighton Local Nature Reserve by May 2002.
- ⇒ Develop in partnership, a Community Involvement Strategy by August 2002.
- ⇒ Develop local targets under the Countywide Community Information Strategy by January 2003.
- ⇒ Update facilities at Westgate Council offices to provide full disabled access by December 2004.
- ⇒ Develop web and electronic information solutions to increase access to council e-government services by December 2005.



North Shropshire

Supporting Inclusive Communities

Our Response:

Affordable Housing

Affordable housing policies are being considered under the North Shropshire Local Plan Review and as part of the Council's Housing Strategy.

The Council is seeking over £13.5 million to improve its social housing to modern day standards.

We need to ensure affordable housing is in the same locality as employment and is built to the highest possible energy conservation standards.

We will work together to:

- ⇒ Bring empty properties back into productive use. For example, by reducing the length of time Council social housing is vacant from 46 days to 25 days by 31 March 2005.
- ⇒ Encourage developers to provide low cost housing that also prevents crime and provides green spaces through the Local Plan and its implementation.
- ⇒ Implement private sector housing policies to improve unfit or sub-standard housing, reaching the Council target of increasing the proportion of unfit private sector dwellings made fit or demolished to 10% by 31 March 2003.
- ⇒ Promote affordable warmth for private and social housing through the Home Energy Conservation Plan to achieve a 30% improvement by 2005 (Baseline:1995).
- ⇒ Ensure all council owned homes meet the governments Decent Homes Standard by April 2010.

Healthier Living

North Shropshire is a rural area with attendant high costs of health and social care provision. This includes transport issues such as lack of public transport to hospitals and health centres.

Access to information and advice about healthier living is also an issue, particularly for young people.

North Shropshire has one of the highest rates of cancer in the County.

North Shropshire has one ward - Whitchurch West - which is included as one of the eight most deprived wards in Shropshire.

- ⇒ Investigate the setting up of a Foyer Scheme in Wem by 2003.
- ⇒ Improve the health of the individual and the community, through partnership working with wide public involvement. For example, by attaining Sports Strategy targets and through increasing the uptake of the Exercise on Prescription Scheme by 2003.
- ⇒ Improve joint working on specific health and well being initiatives. For example: the establishment of the Healthy Living Centre for Whitchurch and promotion of the Healthy Eating Award for catering premises.
- ⇒ Develop the Shropshire Health for Youth (SHY) clinics to provide help and advice in line with Health Improvement and Modernisation Plan targets on improving information services for young people by 2003/2005.
- ⇒ Implement the regeneration action plan for Fairfields Estate, Market Drayton.



Our Response:

Safer Communities

Making the District a safer place in which to live, work and visit is a top corporate objective for the Council as ranked by the community. Good progress has been made through the North Shropshire Community Safety Partnership, with eg crime figures reduced and safe houses for victims of domestic violence established.

Perceptions of crime differ from the reality, with distorted views highlighted in the local media needing to be counteracted by more positive news stories. It has been recognised that young people not only need more organised sports and arts facilities, but also facilities such as skate parks and places where they feel safe.

Social Inclusion

The District is seeking to make the most of monies available through the Market Towns Initiatives, Leader Plus, Rural Regeneration Zone and other funding to reduce rural isolation, improve transport and access.

Access to and better use of facilities to sustain local communities is a general theme, supported by Council initiatives to improve electronic delivery of services. Hard-to-reach communities are to be mapped and their information needs identified: This includes people who feel isolated because of where they live or because of their communication and mobility needs.

We will work together to:

- ⇒ Work in partnership with young people so that their needs can be identified for eg facilities and support services. Through the Crime and Disorder Strategy improve transport into towns by 2005.
 - ⇒ Reduce actual crime in town centres, by meeting police targets on burglaries and vehicle crime, by maintaining use of Anti Social Behaviour Orders and by monitoring the performance management of crime figures.
 - ⇒ Continue to support Communities Against Drugs and alcohol-related initiatives, through appointment of a Drugs Worker by 2003 and monitoring of the Pub Ban scheme.
 - ⇒ Monitor the number and percentage of racial incidents across the District.
-
- ⇒ Identify local needs through community participation by use of Market Town Healthchecks, and Vital Village Appraisals, and the introduction of the North Shropshire District Council Consultation Strategy by 2003, with a target to evaluate outcomes by 2005.
 - ⇒ Encourage all ages to take part in activities that they may have previously been unable to access or from which they were socially excluded. Through Market Towns Initiatives; through implementation of actions in the Arts Strategy and Sports Strategy; and through encouraging voluntary action and volunteering.
 - ⇒ Promote joint working between organisations and across communities by measuring the number of Vital Village Appraisals completed annually.
 - ⇒ Use the Supporting People Framework to provide more housing related support to the residents of North Shropshire.



Oswestry

Supporting Inclusive Communities



Our Response:

Affordable Housing

Initiatives to provide suitable affordable housing for young people and families throughout Oswestry Borough are a top priority of the Community Partnership. We will try to ensure that these are complemented by the development of family support initiatives, good neighbour schemes and locally accessible training opportunities wherever possible.

Healthier Living

Development of a range of Healthy Living initiatives is Oswestry's highest priority for improving community well being.

We will work together to:

- ⇒ Establish a night-stop Scheme by September 2002.
- ⇒ Secure funding for a Homelessness Directory in 2002.
- ⇒ Develop 60 family homes on sites identified for development in the Local Plan by 2007.
- ⇒ Increase the proportion of unfit private sector dwellings made fit.
- ⇒ Commence the Oswestry Sure Start Programme in 2002.
- ⇒ Secure, by 2004, a 10% reduction in the number of children aged 0-3 years in the Sure Start area admitted to hospital with gastro-enteritis, respiratory infection or severe injury.
- ⇒ Achieve by 2004 a 10% reduction in the number of women in the Sure Start area smoking during pregnancy.
- ⇒ Undertake a comprehensive health needs assessment by December 2002.
- ⇒ Improve the oral health of children under four in the Sure Start catchment area.



Our Response:

Safer Communities

“To make Oswestry Borough a safer place to live, work learn and visit” is the vision of the Oswestry Crime Reduction Partnership.

The Oswestry Crime Reduction Strategy seeks to address the following seven priority themes:

- vehicle crime
- threats to the home
- crime against business
- violence, intimidation, bullying and harassment
- drugs, alcohol and related crime
- fear of crime
- young people

Social Inclusion

We want to ensure that all residents of Oswestry Borough have access to the services and facilities they need. In particular, we will seek to promote:

- Enhancement of community facilities to provide access to local services, training, information, family support etc.
- The development of community transport.
- The role of the voluntary sector.
- Development of family and good neighbour schemes particularly in the rural areas.
- Access to the arts.

We will work together to:

- ⇒ Open a domestic violence refuge in Oswestry Borough during 2002.
- ⇒ Enhance and extend the CCTV system by 2005.
- ⇒ Increase the number of police surgeries in the Borough from four to six by 2005.
- ⇒ Establish a Youth Café by December 2002.

- ⇒ Establish four Community Enterprise Centres in rural areas by 2005.
- ⇒ Establish a Centre for Voluntary Service by December 2004.
- ⇒ Develop new central leisure facilities by 2007.
- ⇒ Encourage communities to become involved in Parish Planning.
- ⇒ Develop access to Web based information by 2007.
- ⇒ Secure a reduction of 5 percentage points in the number of children with speech and language problems requiring specialist intervention in the Sure Start area.



Shrewsbury & Atcham

Supporting Inclusive Communities



Our Response:

Affordable Housing

We will Meet the need for high quality, affordable housing across all tenures.

We will provide supported housing to meet the specific needs of vulnerable groups eg teenage mothers and young homeless people.

Healthier Living

We will provide programmes and services that improve physical and mental wellbeing.

We want to encourage the adoption of healthy lifestyles.

We will improve access to health services in rural areas.

We want to develop good neighbour schemes to provide support for vulnerable people.

We will work together to:

- ⇒ Secure agreements on 500 units of affordable/social housing by December 2006.
- ⇒ Support the development of a Foyer Housing Scheme in Shrewsbury by April 2003.
- ⇒ Deliver safe houses for women and children fleeing domestic violence by April 2005.

- ⇒ Fund and support existing and developing community based physical and mental health promoting programmes.
- ⇒ By 2010, reduce death rates from heart disease by at least 40% in under 75s; from cancer by at least 20% in under 75s; and from suicide and undetermined injury by at least 20%.
- ⇒ Undertake a review of health and care provision in the rural areas by 2006.
- ⇒ Establish a good neighbour scheme in North Shrewsbury by the end of 2002.



Our Response:

Safer Communities

We wish to target drug related crime by reducing access to drugs and improving drugs education.

We will develop a neighbourhood safety approach to crime and anti-social behaviour.

We will promote road safety and reducing car crime.

We will tackle racism.

Social Inclusion

We are engaging hard-to-reach groups and encouraging groups with common aims to work together.

We are working to increase and improving access to information

We will work together to:

- ⇒ Form a multi-agency drugs management group to co-ordinate activities aimed at reducing drug and alcohol related crime by delivering a three year Communities Against Drugs Programme from 2003 – 2005.
 - ⇒ Develop a Neighbourhood Arbitration Scheme by April 2004.
 - ⇒ Evaluate the effectiveness of the Home Zone pilots and explore additional areas where this approach may be effective by April 2004.
 - ⇒ Establish a multi-agency task group to promote multi-racial harmony and to develop a strategy to tackle racist behaviour by April 2003.
-
- ⇒ Fund and support voluntary and community groups through the Community Initiatives Fund – £5million over 5 years until 2007.
 - ⇒ Develop cultural and other non-traditional approaches to engage hard-to-reach groups and address under representation on decision making bodies.
 - ⇒ Extend access to community information points outside of the town centre by 2005.



South Shropshire

Supporting Inclusive Communities



Our Response:

Affordable Housing

Development of achievable strategies to increase the availability of affordable housing.

We will work together to:

- ⇒ Ensure the provision of at least 1050 affordable homes within the district from 1996 – 2011.
 - 70 % in towns and villages.
 - 30 % as exception sites in smaller villages.
- ⇒ Carry out an assessment of the housing needs of the residents of South Shropshire by 2003.

Healthier Living

Develop and promote healthy and caring communities with access to a wide range of health and social care facilities.

- ⇒ Develop the Healthy Living Centre in Church Stretton 2002 during.
- ⇒ Improve ambulance provision to meet national targets locally.
- ⇒ Improve access to a wide range of NHS facilities, including dentistry.
- ⇒ Develop links between the Primary Care Group and the Local Authority through partnership working.



Our Response:

Safer Communities

Reduce the fear of crime and aid crime reduction. Enhancing the quality of life, reducing harm to communities, the environment and to individuals.

We will work together to:

- ⇒ Monitor and deliver the Communities Against Drugs Initiative - 2002-2005.
- ⇒ Adopt and implement the Community Safety Crime and Disorder Reduction Strategy 2002-2005.
- ⇒ Raise the profile of the South Shropshire Community Safety Partnership by holding meetings in the main towns of South Shropshire by 2003.
- ⇒ Reduce drug taking among young people by 10% each year.
- ⇒ Improve awareness of home security through 200 households receiving security advice by 2004.
- ⇒ Target 330 children a year to attend crime and safety events.

Social Inclusion

To ensure that communities and parishes of the district feel important and have a feeling of inclusion.

To endure and increase in activities for children, child-care facilities and family support.

Engage the hard-to-reach groups and encourage them to participate in the work of the Partnerships in the District.

Encourage young people's involvement in the decision making process.

- ⇒ Ensure 50% of all parishes are "quality" parishes by 2005.
- ⇒ Conduct 25 village appraisals throughout Shropshire, including South Shropshire by 2005.
- ⇒ Support the launch of the Sure Start Scheme, Ludlow in 2002.
- ⇒ Widen the partners of the South Shropshire Partnership and the South Shropshire Community Safety Partnership to include hard-to-reach members of the community by 2004.
- ⇒ Support the South Shropshire Youth Forum in the development of the Youth Council.
- ⇒ Support the Democracy Initiative in schools throughout the district.

Cultural Activity

Provision for arts is inadequate in the area and a one-site facility is required to integrate various local sports clubs to give them space and equipment and to ensure accessibility for the whole community in Bishop's Castle and the surrounding areas.

- ⇒ Provide a new Bishop's Castle Sports and Arts Centre by 2006.



Improving the Environment

As well as protecting our beautiful landscape, **YOU** told us that three things were most important to improving Shropshire's environment:

- More people to reduce and recycle household waste.
- More public transport to be provided.
- More energy to be conserved and generated from renewable sources such as wind, solar power and wood.

Priorities:

- Reducing and recycling waste.
- Integrating and providing frequent local transport.



Countywide

Our Response:

Countryside Nature and Wildlife

- We will work to protect and sustain our natural and historic environment.

We will prepare and implement a Climate Change Strategy for Shropshire.

Transport

- Through our Local Transport Plan we will:
 - encourage more walking for short journeys.
 - Identify more quality walking routes.
 - encourage people to cycle, particularly for short journeys such as to work and to school.

We will work together to:

- ⇒ Deliver an Area of Outstanding Natural Beauty Lottery Bid by 2003.
 - ⇒ Deliver the Meres and Mosses Strategy by 2005.
 - ⇒ Implement the Blue Remembered Hills Project in South Shropshire by 2006.
 - ⇒ Implement our Biodiversity Action Plan.
 - ⇒ Use the findings from the Landscape Character Assessment to achieve a sustainable environment.
 - ⇒ Implement the outcomes of the Shropshire Farm Study to achieve a sustainable agricultural landscape.
-
- ⇒ Increase the number of cycle trips in urban areas by 5% per annum (Review in 2005).
 - ⇒ Develop Home Zones in Shrewsbury, Wem and other areas.



Our Response:

- We will continue to implement accident prevention and local safety schemes to reduce casualties, especially to children.
- We will develop local bus services and information systems.
- We will maintain the County's highways in a safe and economical manner to ensure the efficient movement of people and goods within Shropshire and between the rest of the country.

We will work together to:

- ⇒ Reduce by 2010 the number of people killed or seriously injured in road accidents by 40% (399 to 239).
- ⇒ Reduce the number of children killed or seriously injured by 50% (37 to 19).
- ⇒ Develop an integrated public transport system.
- ⇒ Maintain and manage the highway network in a timely, cost effective and sustainable manner.

Waste and Environmental Protection

- The local authorities will work together with the help of you, your family and friends to reduce and recycle waste.
 - Implement the Waste Local Plan. This will identify a network of sites suitable for re-cycling, re-use and recovery of waste.
- ⇒ Reduce consumption of energy and purchase 10% of electricity from renewable sources by 2010.
 - ⇒ Reduce the amount of waste by encouraging home composting and recycling. We must double our recycling rate by 2003/4 and triple it by 2005/6.
 - ⇒ Work with industry to reduce waste from packaging and to promote regional Waste Minimisation Schemes. (Oil care and construction waste).
 - ⇒ Develop the Shrewsbury Flood Alleviation Scheme. Tackle flooding and water resource issues across the River Severn catchment working with the Environment Agency.



Bridgnorth

Improving the Environment



Our Response:

Built Heritage

The quality of the built environment will be maintained, and where possible improved, through the implementation of locally appropriate land use, conservation and design policies.

We will work together to:

- ⇒ Adopt a Shop Front Design Guide by June 2002.
- ⇒ Draw up a Conservation Strategy for public consultation by December 2003.
- ⇒ Provide a modern framework for use of land in the built and natural environment through the Local Plan review by December 2004.

Countryside, Nature and Wildlife

The character of the countryside and natural environment is the district's greatest asset. It must continue to be protected and sensitively managed to maintain its high quality, richness and diversity.

- ⇒ Operate in partnership to ensure that satisfactory flood alleviation measures are available and kept under review.
- ⇒ Seek to protect the quality of areas of special environmental quality through joint working on an ongoing basis.
- ⇒ Provide up to date policies to enable appropriate farm diversification whilst maintaining environmental character through the Local Plan Review by December 2005.
- ⇒ Increase access to the countryside and promote footpath access and management by December 2011.



Our Response:

Transport

Transport is a key issue across the whole of Bridgnorth, particularly for those who do not have access to a car. The promotion of public and community based transport initiatives has a key role to play, as does the promotion of environmentally friendly forms of travel. The car however, must still be accommodated in an acceptable way.

We will work together to:

- ⇒ Continue to develop the Bridgnorth Quality Bus Partnership from March 2002.
- ⇒ Secure the continuation of the Bridgnorth Rural Transport Partnership by May 2002.
- ⇒ Adopt a Green Travel Plan for Bridgnorth District Council by July 2002.
- ⇒ Review the strategy and charging policies for public car parks and on-street parking by June 2003.
- ⇒ Seek the completion of the Whitburn Street Relief Road in Bridgnorth by October 2006.
- ⇒ Promote the improvement of local rail stations by February 2008.

Waste and Environmental Protection

It is increasingly important to adopt a sustainable approach to waste management to re-use, recycle and reduce waste, in partnership with appropriate bodies.

To Adopt the Joint Waste Management Strategy by autumn 2001.

- ⇒ Establish an Environment Forum by October 2002.
- ⇒ Implement initiatives to promote individual responsibility for dog ownership, litter and noise by April 2003.
- ⇒ Meet a 18% recycling target by March 2004.

Energy

Priority will be given to encouraging new and existing developments to address energy conservation issues. Also to support initiatives that increase public and business awareness about how to improve energy efficiency.

- ⇒ Produce supplementary planning guidance on energy efficiency measures for new or redeveloped buildings by January 2005.
- ⇒ Encourage local participation and funding toward educational energy and sustainability initiatives, such as Energy Matters and The Green Audit Kit by January 2005.



North Shropshire

Improving the Environment

Our Response:

Built Heritage

There is a need to further raise awareness of the architectural, historic, social and environmental significance of North Shropshire's built heritage.

Many people who own old buildings feel that suitable repair and maintenance methods are too costly, and do not know how to access guidance.

There is a lack of knowledge about amenities accessible for people with disabilities. There is a need to promote of good practice and awareness of legislative requirements.

We will work together to:

- ⇒ Help to direct changes in the rural economy which will provide a sustainable basis for conserving the historic environment through increasing the number of apprenticeships with local businesses each year.
- ⇒ Maintain North Shropshire's existing heritage, environmental resources, character and quality. Promote use of grants available for conservation and repair and through putting the 'Buildings at Risk Register' on line by 2003.
- ⇒ Increase the number of schools incorporating conservation into their curricula to 25% by 2005.
- ⇒ Promote improved standards of building design, construction and repair, through practical annual workshops.
- ⇒ Produce a directory of 'really accessible' buildings to promote accessibility for people with disabilities by 2005.
- ⇒ Monitor the number of Compulsory Purchase Orders placed annually on property owners who fail to adequately maintain properties of historic interest.

Countryside Nature and Wildlife

North Shropshire's natural resources, landscape and biodiversity are unique, but are diminishing. There is continuing pressure for development in open countryside. We need to meet the challenge of protecting our natural landscapes whilst maintaining a thriving rural economy.

The vision for North Shropshire is for an increasing number of plant and animal species thriving in the District. The negative impacts from farming, industry, housing and tourism need to reduce.

Accessibility of information about the countryside is an issue.

- ⇒ Promote biodiversity, habitat, wildlife and landscape conservation through provision of up to date information at all information points by 2003.
- ⇒ Protect and enhance the character of the countryside, through increasing seasonal practice and use of meadow-type management on informal open space each year.
- ⇒ Promote the District's archaeology through general publicity and carefully controlled excavations.
- ⇒ Reduce the number of chemicals used in farming to a minimum.
- ⇒ Maintain good air quality by enforcement of legislation and by controlling potential sources of pollution.



Our Response:

Transport

The local economy is dependent on road transport at present, especially on the car. Existing public transport is not fully used due to inflexibility or lack of co-ordination across providers and users, and physical access difficulties.

Local transport needs to be subsidised and to cover a range of options, from the flexibility of taxi services to adapted transport like drop- floor buses.

Information on what is available needs to be publicised via the internet and other information points.

We will work together to:

- ⇒ Lobby for more frequent train and bus services through North Shropshire with central government and via liaison with service providers, increasing feedback meetings to at least once a quarter.
- ⇒ Improve transport links between the towns and villages including cycle routes. Increase frequency of services to hospitals and between towns by 2005.
- ⇒ Implement schemes to meet the transport needs of groups such as the unemployed and the disadvantaged and increase the number and range each year.
- ⇒ Increase the number of Ring and Ride and similar projects each year through the Rural Transport Partnership.

Waste and Environmental Protection

The long term vision is for people to use less non-renewable resources and for manufacturers to use less packaging and provide refills for commodities, with greater participation by all in community recycling schemes such as the North Shropshire Furniture Scheme.

Contaminated land is a wasted resource, whilst levels of pollution from traffic and from burning fossil fuels are increasing and contributing to health problems and global warming.

Increasing levels of background noise are affecting people's quality of life.

- ⇒ Develop kerbside recycling and extend local recycling facilities, including increasing the percentage of household waste recycled or composted to 10% by 2004 and 18% by 2006.
- ⇒ Adopt a more sustainable approach to waste management through a Shropshire-wide Waste Management Strategy.
- ⇒ Improve contaminated land including reclamation of former gas works sites and landfill and engineering sites via Contaminated Land Strategy.
- ⇒ Introduce a mediation service to handle neighbour nuisance disputes by 2003 and monitor its effectiveness.

Energy

Road traffic is still increasing, contributing to global climate change and causing pollution, health damage etc.

Many buildings are very inefficient in their use of energy, and much is wasted. However, North Shropshire District Council achieved a 1.7% improvement in energy efficiency of its council housing during 1999/2000.

Design briefs are used to influence orientation and energy efficiency on new estates.

- ⇒ Encourage all developers to work to the highest energy conservation standards in the revised building regulations, through improving the energy efficiency requirements of renovation grant schemes.
- ⇒ Reduce energy use in all public buildings, through North Shropshire District Council setting an example by auditing use in its own buildings by 2003 and setting appropriate targets.
- ⇒ Develop an 'Energy from Waste' plant with a full materials recovery facility. Work through the Joint Waste Management Action Committee to identify possible locations by 2003.



Oswestry

Improving the Environment



Our Response:

Built Heritage

We will promote the conservation and enhancement of the built environment both in Oswestry town and the rural areas of the Borough. We will seek to secure funding from European and Regional sources to support the regeneration of our built heritage.

We will work together to:

- ⇒ Begin implementation of the Oswestry Townscape Heritage Initiative by December 2002.
- ⇒ Secure funding to improve Oswestry Town Centre Built Environment by 2003.
- ⇒ Secure funding for development of Llanymynech Heritage Initiative and Whittington Castle projects for completion by December 2005.

Countryside Nature and Wildlife

The quality of the local landscape is important for both residents and visitors to the area. We particularly want to support initiatives to:

- promote new and local products;
- support the agricultural sector in adapting to change;
- develop sustainable tourism;
- safeguard the Borough's historic landscapes and open spaces.

- ⇒ Establish the Oswestry local food partnership by December 2003
- ⇒ Establish a local food fair by 2003.
- ⇒ Publish and distribute a local food directory by 2004.
- ⇒ Increase the area of land in sustainable management by 2007.
- ⇒ Achieve designation of three local nature reserves by 2005.

Transport

Transport availability is a serious issue for many residents of Oswestry Borough needing to access basic services and facilities. We want to make those services as accessible as possible, thus reducing the need to travel. In addition, we will promote an integrated approach to transport provision in the Borough.

- ⇒ Develop the Eastern Oswestry Link Road and improved access to the Town Centre by bus, cycle and foot by 2007.
- ⇒ Establish a Parish Transport Scheme by April 2003.
- ⇒ Develop an Integrated Transport Plan with all stakeholders by 2007.



Our Response:

Waste and Environmental Protection

Development, introduction and promotion of waste minimisation initiatives is the top priority for local communities in Oswestry Borough. Oswestry Borough Council, in partnership with all other local authorities in Shropshire, will be seeking to adopt a sustainable approach to waste management, to minimise and recycle waste and raise public awareness in line with the Shropshire Household Waste Management Plan.

We will work together to:

- ⇒ Provide 60% of households in Oswestry Borough with access to recycling facilities by 2005.
- ⇒ Provide 100% of households in Oswestry Borough with access to recycling facilities by 2012.
- ⇒ Increase use of and advice about "green energy" in business by 2007.
- ⇒ Develop three community renewable energy schemes 2005.



Shrewsbury & Atcham

Improving the Environment



Our Response:

Built Heritage

We want to maximise the use of previously used sites for new development and ensure that new development is of a good quality in terms of design, materials etc.

We will protect the Borough's historic assets.

We will work together to:

- ⇒ Seek to ensure that 40% of new housing is located on previously developed sites.
- ⇒ Encourage local communities to undertake village design statements - aim to complete two by 2003.
- ⇒ Develop an action plan to find new uses for buildings at risk by summer 2002.

Energy

We will encourage new and existing development to address energy conservation issues.

We are increasing public awareness and understanding about energy efficiency.

- ⇒ Produce supplementary planning guidance on energy efficiency measures for new or redeveloped buildings during 2002.
- ⇒ Support the Action Rural Energy Watch Partnership Scheme.

Countryside Nature and Wildlife

We want to improve the links between people and wildlife.

We will protect and enhance wildlife sites, local distinctiveness and biodiversity.

- ⇒ Create a community-focused environmental protection centre by 2003.
- ⇒ Identify wildlife sites and negotiate management agreements by 2007.

Transport

We are working to improve accessibility to services and facilities, particularly in rural areas.

We want to reduce the need to travel, particularly by private car.

- ⇒ Implement the Shropshire Local Transport Plan.
- ⇒ Promote the development of community transport schemes.
- ⇒ Continue to support park and ride schemes.
- ⇒ Encourage development in locations where the need to travel will be minimised.



Our Response:

We want reduce the amount of waste produced.

We will increase the opportunities for the re-use and recycling of materials.

We will work together to:

- ⇒ Work with Shropshire County Council to produce a waste strategy by autumn 2002.
- ⇒ Introduce a borough-wide kerbside collection for green waste during 2002.
- ⇒ Extend kerbside collection of dry recyclables to include additional materials from 2005.
- ⇒ Expand our programme of education and awareness raising presentations (to include consultation on the Recycling Plan 2002) to schools, interested parties, and making better use of information and communication technology (ICT) via, for example, web pages and media releases.



South Shropshire

Improving the Environment



Our Response:

Built Heritage

Conservation of the historic environment and taking into account South Shropshire's local identity as expressed in the built environment.

Encouragement of locally appropriate development.

We will work together to:

- ⇒ Make environmental enhancements to Craven Arms to improve the image and make it more attractive to inward investment by 2004.
- ⇒ Provide information and advice on the development of old/new farm buildings (Local Plan 1996 – 2011).
- ⇒ Achieve 50-60% of future proposals for conversion and adaptation of rural buildings are for business use.
- ⇒ At least 30% of proposals for housing use provide affordable housing.

Countryside Nature and Wildlife

Initiatives to conserve the wooded character and maintain locally distinctive landscapes so that areas of habitats of flora, fauna and wildlife are undisturbed. Work with local farmers and land-owners.

- ⇒ Have 20 Village Design Statements in place by 2011.
- ⇒ Promote the landscape character assessment.
- ⇒ Protect wildlife sites and local nature reserves from the adverse affects of development.

Transport

Improve access to services and facilities, particularly in rural areas and reduce the use of the private car.

- ⇒ To support the implementation of the Local Transport Plan.



Our Response:

Waste

Promotion of sustainable waste management and encourage initiatives for community based recycling schemes.

Initiatives to bring contaminated land back into use.

We will work together to:

- ⇒ Develop Shropshire's Municipal Waste Management Strategy by Autumn 2002.
- ⇒ Recycle and compost 20% of household waste by 2003/4 and 30% by 2005/6.
- ⇒ Support Community Litter Campaigns by raising awareness.
- ⇒ Deliver South Shropshire's Community Recycling Not-for-Profit Company by 31 March 2003.
- ⇒ Support the Community Furniture Scheme and other community based initiatives.
- ⇒ Implement the targets referred to in the Contaminated Land Inspection Strategy (Part I Ia of the Environmental Protection Act 1990).
- ⇒ Encourage the use of brownfield sites where appropriate.
- ⇒ Allow derelict or contaminated land to be restored.

Energy

Initiatives to encourage the use of renewable energy and energy conservation and reduce the consumption of energy.

- ⇒ Improve by 30% the energy efficiency of all housing stock in existence at 1st April 1996 in the South Shropshire area by 2011 in accordance with the Home Energy Conservation Act 1995.
- ⇒ Maximise energy and water efficiency to ensure that resource and energy conservation is promoted in the design of development.
- ⇒ Support the aim of the Climate Change Strategy for Shropshire.



Promoting Lifelong Learning

In general **YOU** want to see more people involved and achieving success in all types of learning. In particular, you told us that more adults should be encouraged to take part in training and education.

Priorities:
 – Lifelong Learning and Skills



Countywide

Our Response:

Early Years and Childcare

- We will create new childcare places.

We will work together to:

- ⇒ Create 8,000 new childcare places in Shropshire by 2004.
- ⇒ Focus on the most disadvantaged areas and provide a childcare place for every lone parent wishing to enter employment.

Education in Schools

- We will increase inclusive education for all young people (especially those leaving care) through positive support, behaviour management and reducing exclusion.
- We will continue to improve schools standards in:
 - primary, and
 - secondary schools

- ⇒ Refurbish the school at Trench Hall and produce enhanced services for pupils with emotional and behavioural difficulties by September 2003.
- ⇒ Improve primary school standards in literacy and numeracy Key Stages 1 and 2 by 2004 to meet enhanced National targets.
- ⇒ Improve standards of attainment in literacy, numeracy, science and ICT Key Stage 3 by 2004.
- ⇒ Improve secondary school standards at Key Stage 4 for 5 A*-C and 5A*-G results to meet the enhanced National targets.



Our Response:

Higher and Further Education

- There is a lack of reliable information on the basic skills of older people.
- We will work to increase participation in further and higher education generally and among adults who have not traditionally accessed learning.

Skilled Workforce

- We will increase the engagement of employers in workforce development.
- We are aware that many people in Shropshire work in relatively small businesses or organisations.

Young People

- Support the new Connexions Service in improving access to information, advice and guidance for those aged 13-19 and reducing the number of school leavers entering employment without structured training.
- We will improve our County Youth Service (11-21 years) and provide direct support to Voluntary Youth organisations.

Lifelong Learning and Culture

- We will enhance the potential of cultural activities to provide informal learning opportunities, increase participation, raise skills and build confidence and achievement.
- We will support the Shropshire and Telford Information Advice and Guidance partnership in ensuring the provision of a co-ordinated local network of information advice and guidance on opportunities in life and work.

We will work together to:

- ⇒ Continue to develop our educational provision for adults and particularly for older people and less confident or vulnerable people.
- ⇒ Explore fully the options for Higher Education in Shropshire by 2002.
- ⇒ Ensure that 92.5% of 16-18 year olds receive structured learning by 2004.
- ⇒ Increase the number of employers with workforce development plans, eg Investors in People.
- ⇒ Reduce by 10% the number of people with poor basic skills by 2004.
- ⇒ Promote Connexions multi-agency teams to work with the most disadvantaged young people.
- ⇒ Increase the proportion of 16 and 17 year olds in education from 84% in 1999 to 90% by 2004.
- ⇒ Implement the Youth Service Action Plan and work closely with the Connexions Service.
- ⇒ Produce a Volunteers' Charter and Code of Practice for volunteer management in the local cultural sector by 2004.
- ⇒ Open a new Library and Museum.
- ⇒ Achieve 131 free public Internet access points in libraries by December 2002, to provide increased information and learning opportunities across the County.
- ⇒ Undertake feasibility studies on key cultural projects across the County (in Ellesmere, Oswestry, Bishop's Castle and Harlescott) with a view to securing enhanced cultural and leisure facilities in rural areas and market towns.
- ⇒ Help Shropshire and Telford Information Advice and Guidance achieve their target of 20 accredited network members and 50 'signposters' by 2003.



Bridgnorth

Promoting Lifelong Learning

Our Response:

Early Years and Childcare

The needs for affordable, accessible, quality childcare and out-of school activities will be positively addressed by service providers.

Education in Schools

Opportunities for young people in schools and the community will be increased by supporting existing and extra-curricular education, life-skills training, sports coaching and through mentoring schemes.



We will work together to:

- ⇒ Develop and promote the programme of out-of-school activities such as Kids-Play and Arts-Play to widen participation by May 2003.
- ⇒ Promote access to and availability of Sure Start, particularly to young families and single parents May 2005.
- ⇒ Deliver drugs awareness training to all Year 6 children in Bridgnorth District through the STAR programme - ongoing.
- ⇒ Engage hard-to-reach groups including cared for children and those living in deprivation through the Connexions service – ongoing.
- ⇒ Support and expand safety awareness training such as Crucial Crew - 'drugs scenario' in May 2002.
- ⇒ Develop a Citizenship Programme for all secondary schools within the district to encourage understanding and participation in local democracy September 2002.
- ⇒ Develop a sports strategy that reflects the need for continued dedicated sports coaching and youth involvement by October 2002.
- ⇒ Develop a youth web-site that voices, informs, educates and supports aspirations and concerns of young people through the Community Safety Youth Task Group by March 2003.



Our Response:

Higher and Further Education

Opportunity and choice for learning through a range of mechanisms will be widened including distance and internet learning, community-based and informal access to education.

Skilled Workforce

Our understanding of local training needs will be improved. This will embrace the co-ordination of existing information to identify and respond to key growth areas and skills. The development of inclusive learning opportunities for vocational and professional skills development will also be supported.

Lifelong Learning and Culture

The opportunities for all ages to engage in learning and to extend their experience, knowledge and confidence in a wide range of interests, will be widened.

We will work together to:

- ⇒ Reduce the number of school leavers entering employment without training – ongoing.
 - ⇒ Investigate the opportunity for a mobile IT unit for the district July 2002.
 - ⇒ Provide outreach IT and support to the Highley multi-purpose community centre September 2003.
-
- ⇒ Develop and deliver 'taster' sessions to develop those skills needed by individuals or groups in order to participate fully in developing life skills eg letter writing.
 - ⇒ Provide Modern Apprenticeships for school and college leavers where required – ongoing.
 - ⇒ Provide programmes to assist disabled adults into employment – ongoing.
 - ⇒ Undertake research to identify skills gaps in the local learning provision by September 2002.
 - ⇒ Investigate and develop training opportunities within Objective 2 Funded projects at Severn Valley Railway, Highley Community Centre, Much Wenlock Museum and Jackfield Tile Museum by December 2002.
 - ⇒ Secure Investors in People accreditation for all departments at Bridgnorth District Council by December 2007.
-
- ⇒ Improve access to information, advice & guidance for all.
 - ⇒ Continue to provide Learndirect across Bridgnorth District - ongoing.
 - ⇒ Increase the percentage of those learners aged 60+ to 22.6% of total learners by July 2002.



North Shropshire Promoting Lifelong Learning

Our Response:

People seeking work in North Shropshire need to take into account the accessibility and cost of travel to work or education and the lack of childcare facilities.

Education and Youth

The Connexions service is working in North Shropshire to investigate the low level of training for young people in workforce skills and make recommendations. It will also monitor the number of young people entering employment without training.

Higher and Further Education

Local secondary schools and colleges are very involved in promoting lifelong learning, with a Library and Learning Centre at Wem established in partnership with Walford and North Shropshire College. The Grove School has been awarded specialist language college status. The Lakelands School, Ellesmere has achieved Sports College status.

Skilled Workforce

North Shropshire has a narrow employment base, a relatively low skills base and low wage economy. Channels for publicising learning opportunities are in existence, but need evaluation and promotion.



We will work together to:

- ⇒ Measure uptake of crèche, childminding, after school facilities and places on educational courses by all ages.
- ⇒ Achieve 50% monitoring of the use made of publicity outlets and information channels by 2003.
- ⇒ Increase access to lifelong learning opportunities across all sectors, particularly hard to reach groups and disadvantaged people through liaison with secondary schools and colleges to increase publicity outlets and the uptake of courses by 2005.
- ⇒ Promote sustainable action on education and training in rural areas as well as in market towns through increasing local facilities year on year. Also increase the number of young people using the "wheels to work" scheme, and number of people with access to subsidised transport by 2003.



Our Response:

Lifelong Learning and Culture

North Shropshire Voluntary Action runs a project called 'Volunteering Extra'. This provides support to people, including those experiencing low confidence, mental health problems, learning difficulties, physical disabilities and sensory impairments which enables them to volunteer. In the long term this will enable these volunteers to increase their skill levels and confidence.

We will work together to:

- ⇒ Build on the potential for better co-ordination and co-operation between North Shropshire District Council and the voluntary and business sectors. Facilities for training for sports and arts and community work, through Arts and Sports Strategies and through Market Towns Healthchecks.



Oswestry

Promoting Lifelong Learning



Our Response:

We will work together to:

Early Years and Childcare

We will address community priorities in Oswestry Borough through:

- Development of Healthy Living Initiatives.
- Improved access to information.
- Initiatives to reduce social exclusion.
- Create new Sure Start family centres in Oswestry, Gobowen, Weston Rhyn and Ifton Heath by 2007.

- ⇒ Develop four community enterprise centres in rural areas by 2005.

Education in Schools

The North-west Shropshire Education Action Zone will promote with partners initiatives which:

- encourage a culture of learning
- link school based learning with regeneration priorities.

- ⇒ Increase the number of college courses delivered in schools by 2005.
- ⇒ Develop affordable out of school and holiday playschemes between 2002 and 2007.

Higher and Further Education

We want to promote initiatives which widen access to learning opportunities in Oswestry Borough. Of particular importance is the development of ICT infrastructure to support lifelong learning.

- ⇒ Increase the number of college courses delivered in community centres and schools by 2005.
- ⇒ Ensure childcare places are offered with all college courses by 2007.
- ⇒ Make transport available from all main villages to college courses by 2007.



Our Response:

Skilled Workforce

We will work in partnership with local businesses and training providers to ensure that the training needs of existing businesses and inward investors are understood. We particularly want to increase the opportunities for workplace learning.

We will work together to:

- ⇒ Complete an analysis of local training needs by 2005.
- ⇒ Develop infrastructure and training courses to meet the needs of small businesses and others by 2007.
- ⇒ Ensure ICT support and training courses are available for small businesses by 2005.

Young People

We will actively promote opportunities and support for young people.

- ⇒ Develop facilities for young people at St Martins and Western Rhyn and a Youth Café in Oswestry by 2005.
- ⇒ Provide three youth shelters by 2005.
- ⇒ Establish a young people's forum to advise on the Connexions Service by 2002.
- ⇒ Develop a peer mentoring project by 2003.

Lifelong Learning and Culture

We want to encourage all forms of learning and creative activity. In particular:

- Creation of training and development opportunities within the community and local businesses.
- Encouragement of participatory and creative activities.

- ⇒ Establish three ICT Learning Centres to increase access to learning opportunities by 2005.
- ⇒ Promote and develop training and development opportunities for local housing tenants by 2005.



Shrewsbury & Atcham Promoting Lifelong Learning



Our Response:

Early Years and Childcare

We will develop further pre-school and out-of-school learning and activity programmes.

We will work to increase the number of childcare places available in rural areas.

Education in Schools

We are working to raise the aspirations of young people for their future and reducing levels of truancy and school exclusions.

We will improve the educational attainment levels of looked after children and children living within pockets of deprivation.

Higher and Further Education

We are developing information and communications technology (ICT) infrastructures to support lifelong learning.

We will improve access to information, advice and guidance.

We are working to increase the choice and availability of further and higher education locally.

We will work together to:

- ⇒ Support Shropshire Early Years Development and Childcare Partnership to ensure that free part-time nursery education places are available for all three year olds whose parents want one by September 2004.
- ⇒ Widen participation by focusing activity on those with low aspirations to reduce non-attending behaviour by 30% by 2004.
- ⇒ Introduce mentoring services for young people in the Borough by the end of 2002.
- ⇒ Develop a cyber café in North Shrewsbury by the end of 2002.
- ⇒ Support the development of broadband ICT networks by 2005.
- ⇒ Support Shropshire and Telford Information Advice and Guidance Partnership (STIAG) to develop a co-ordinated local network of information advice and guidance on opportunities in learning and work by 2003.
- ⇒ Increase the number of people entering further and higher education by 6% by the end of 2004 (from 84% in 1999 to 90% in 2004).



Our Response:

Skilled Workforce

We are reducing skill shortages by working in partnership to ensure that the training needs of existing businesses and inward investors are understood and responded to.

We will broaden the scope of lifelong learning to encompass 'life' as well as 'vocational' skills.

We will work together to:

- ⇒ Develop a co-ordinated approach to the training needs and provision of professional development training throughout the Borough by the end of 2002.
- ⇒ Support agencies that can help enable people with disabilities to access learning opportunities.
- ⇒ Develop a co-ordinated marketing strategy to publicise the learning opportunities available, using volunteering as a pilot by the end of 2002.



South Shropshire

Promoting Lifelong Learning



Our Response:

Early Years and Childcare

Childcare is important to a rural area like South Shropshire

We will work together to:

- ⇒ Improve access to learning and employment through accessible and appropriate childcare provision.

Higher and Further Education

We will encourage increased participation in further and higher education generally and amongst adults who have traditionally not had access to learning.

- ⇒ To explore the options for Higher Education throughout Shropshire by 2002.

Skilled Workforce

We are developing a skilled workforce through the provision of training within the community and local businesses.

- ⇒ Prepare young people for work by creating a vocational training centre in Ludlow with ICT by 2004.
- ⇒ Provide a training and meeting space in Bishop's Castle to improve up-skilling of the local labour force by December 2002.
- ⇒ Identify the shortages in expected and existing skills and strengths.
- ⇒ Secure funding for Middle Marches Partnership by December 2002.
- ⇒ Extend and encourage links between local businesses, colleges, schools and individuals and the Aspire Engineering Centre of Excellence at Burford.



Our Response:

To increase the uptake of National Vocational Qualifications (NVQ) qualifications - a household survey will be undertaken to find out the skills of the population in South Shropshire.

Young People

We will encourage initiatives to enable young people to work.

We will work to improve and enhance the South Shropshire Youth Forum and the role of the Youth Council in the District.

We shall raise skills, increase participation and build confidence and achievements by enhancing the potential of cultural activities to provide informal learning opportunities.

We will support the new Connexions Service that will develop the wide range of opportunities and advice available to young people aged 13-19 years.

We are supporting the improvement to the County Youth Service.

Lifelong Learning and Culture

We will encourage continued learning throughout life for all ages and to extend their knowledge, experience and confidence in all aspects of education and culture.

We will work together to:

- ⇒ To have undertaken the survey and have the results available by October 2002.
- ⇒ Increase the number of NVQ Level 2 and NVQ Level 3 equivalents by 2004.
- ⇒ Support the Cars for Work Scheme - running by 2003.
- ⇒ To provide funding for Peer Mentoring to 2005.
- ⇒ Promote Connexions multi-agency teams to work with young people who are disadvantaged.
- ⇒ Implement the Youth Service Action Plan.
- ⇒ Open a new Library and Museum Resource Centre in Ludlow by 2003.
- ⇒ Achieve 131 free public Internet access points in libraries by December 2002 to provide increased information and learning opportunities in the County.
- ⇒ Provide access to learning and employment through accessible and appropriate child care provision.
- ⇒ Support volunteering and community skills through the Voluntary Action Training Programme with 32 new trained voluntary workers by December 2002.
- ⇒ Support the development and bidding opportunities for broad band ICT networks by 2005.
- ⇒ Reduce the number of young people not in learning entering learning to 7% of that group by 2004.



Stimulating a Thriving Economy

YOU told us that more help to the rural economy was needed to allow it to recover from its recent problems, and the development of better and more frequent markets selling local produce were your top priorities for change.

Priorities:

- Regenerating our market towns.
- Creating new jobs.

Countywide

Our Response:

Market Towns and the Countryside

- We will focus our efforts particularly on Shrewsbury as the County Town and a centre of inward investment.
- We will continue to develop our market towns as employment and service areas for the surrounding rural areas.
- We will look to tackle the economic reasons for rural deprivation and social exclusion.

We will work together to:

- ⇒ Facilitate the sustainable development of employment sites such as the Battlefield site in Shrewsbury.
- ⇒ Develop employment sites.
- ⇒ Obtain funding for Market Towns initiatives.
- ⇒ Increase the number of local job opportunities from the current growth of 3.7% per annum in Shropshire.
- ⇒ Deliver Rural Regeneration Zone priorities and Objective 2 priorities.
- ⇒ Improve access to towns and develop town centre improvements.
- ⇒ Increase access to business services and support eg telecommunications.

Business Support

- We will strengthen the existing business base by making businesses more profitable.
 - We will support the modernisation and diversification of the existing business base
 - We will grow our business base by encouraging more business to set up in Shropshire.
- ⇒ Increase the uptake of business support.
 - ⇒ Encourage new product development and entry into new markets. Baseline: significant assistance to 270 businesses in 2002/2003 (these figures include Telford and Wrekin).
 - ⇒ Create more business, especially among disadvantaged groups. Baseline: 350 new businesses after receiving significant support in 2002/2003 (these figures include Telford and Wrekin).



Our Response:

- We will improve business support and the infrastructure of the rural economy.
- We will continue to work with and help to develop different business sectors including:
 - Farming
 - Manufacturing
 - Tourism
 - Food and Drink
 - Creative industries and the Care Sector
- Assist economic development by encouraging Shropshire's people to maximise their potential.

We will work together to:

- ⇒ Deliver business sector support from Objective 2 funding and the Regional Development Agency (Advantage West Midlands).
- ⇒ Encourage inward investment.
- ⇒ Increase the number of new VAT business registrations (business Start ups) from 7.5% to 10% per annum.
- ⇒ Measure the number of new business start-ups below the VAT threshold.
- ⇒ Support Connexions, STIAG and the Educational Business Partnership in achieving this.

Key Sectors

The Social Care Sector

- Home Care, residential and nursing care in Shropshire is a major source of employment. As small businesses they require adequate resources to thrive
 - ⇒ Improve fee levels to help care homes to support their workforce costs.
 - ⇒ Increase the number of social businesses, eg integrating disadvantaged people or groups.

Tourism

- We will work to implement the Countryside and Rights of Way Act.
 - ⇒ Identify funding through the Countryside Agency and Heritage Lottery Fund to improve access to the countryside.

Food and Farming

- The Government's Food and Farming Commission is looking at some of the big issues affecting agriculture ranging from international trade arrangements, subsidy systems and the role of supermarkets.
 - ⇒ Continue to implement the Foot and Mouth recovery plan for agriculture and associated industries.
 - ⇒ Look at the full range of social, cultural and environmental assets available to Shropshire.
 - ⇒ Evaluate the assets available in Shropshire to develop a sustainable economy.
 - ⇒ Support the development of markets selling local produce.

The Voluntary Sector

- We will support the development of the voluntary sector and volunteering.
 - ⇒ Undertake an audit of the contributions of the voluntary sector to the Shropshire economy.
 - ⇒ Develop the voluntary sector infrastructure and capacity.



Bridgnorth

Stimulating a Thriving Economy



Our Response:

Market Towns

We will support and promote growth of a stable economy that reflects the character and needs of communities within the district.

We will work together to:

- ⇒ Establish the Action Bridgnorth Market Towns Initiative Partnership by Oct 2001.
- ⇒ Develop regeneration programmes for Bridgnorth, Alveley and Highly by June 2002.
- ⇒ Consider the appointment of a Town Centre Programme Manager by December 2002.
- ⇒ Complete the Local Plan review and action plans for local settlements by December 2004.
- ⇒ Promote the development of small market towns: Shifnal, Broseley and Albrighton by December 2005.

Business Support

The promotion of business will be supported through: the provision of an appropriate amount of employment land within the District; improvement of the quality of existing commercial and industrial areas; and by addressing market gaps particularly in the provision of small industrial and office space.

- ⇒ Encourage the improvement of access to local business parks and industrial estates by December 2001.
- ⇒ Provide appropriate land allocations for industrial and commercial use through the Local Plan Review by December 2004.
- ⇒ Secure the development of the proposed Supermarket/Whitburn Street Relief Road, including the possible consideration of enabling Compulsory Purchase by October 2006.
- ⇒ Enable the development of the high-tech corridor through partnership working with Advantage West Midlands and neighbouring local authorities by December 2007.
- ⇒ The development of new industrial and office space for small and medium sized enterprises through private sector development partnerships will be sought by December 2008.



Our Response:

Key Sectors

Attention will be focused on sustaining and nurturing key sectors within the local economy. These include tourism, agriculture, manufacturing and the development of high-technology.

We will seek to maximise the provision and use of regeneration funding to support and develop people, places and communities.

We will work together to:

- ⇒ Encourage tourism, farming and rural enterprise to promote prosperity whilst maintaining the distinctive quality of the local environment.
- ⇒ Continue to work with all tourist agencies to promote tourism development.
- ⇒ Support initiatives that promote local produce and services to wider markets on an ongoing basis.
- ⇒ Encourage major employers to invest and expand for example Alcan and Bridgnorth Aluminium, through proactive development planning and inter-agency working and support by September 2004.
- ⇒ Co-ordinate the implementation of a package of tourism based project for the Severn Valley Opportunity Area by December 2007.
- ⇒ Secure funding from the West Midlands Objective 2 and Objective 3 Programmes, Rural Regeneration Zone, Single Regeneration Budget, Market Towns Initiative and other sources to enable the implementation of key projects by December 2007.



North Shropshire Stimulating a Thriving Economy

Our Response:

Market Towns

The four market towns play a key part in the economic and social life of North Shropshire but are threatened by pressures from superstores and multiples and by young people leaving the towns and rural areas.

The pattern of rural development in North Shropshire is important to conserve but has major implications for access to health and social care services, access to work and leisure activities and the cost of travel and transport of goods.

Substantial schemes are currently underway across the District, using high quality materials appropriate to conservation areas, to improve access and traffic management in the towns.



We will work together to:

- ⇒ Regenerate and enhance the four market towns through the Market Towns Programme.
 - Implement the Wem Regeneration Strategy including enhancement of the central car park area by September 2004.
 - Plan for the appointment of a Market Town Action Plan Manager by June 2002.
 - Bid for Market Towns Programme funding for regeneration projects at Market Drayton and Whitchurch.
- ⇒ Promote sustainable communities that have a broad balance of homes, jobs, services and facilities appropriate to each particular settlement.
- ⇒ Increase the number and extent of facilities provided for young people year on year.
- ⇒ Aim for Local Plan target '40% of all new homes built in the next ten years to be affordable'.
- ⇒ Consider accessibility for the workforce when allocating employment sites. reduce the need to travel by assessing all transport links specific to each town in the Local Transport Plan. Publish details of transport links annually and set targets in the Local Plan.



Our Response:

Business Support

E-commerce will impact on North Shropshire in ways that we will need to continue to assess. Small businesses need to be supported and diversification encouraged.

Key Sectors

Agriculture in North Shropshire needs to be restructured with an emphasis on co-operative marketing of local produce for local markets. Much produce currently goes out of the area for processing.

Farmers need to be supported to manage land in a way which increases biodiversity and supports North Shropshire's wetlands, heathlands and woodlands.

We need to recognise different hinterlands for different 'services' and target tourism and accessibility issues accordingly.

Sustainable tourism should be promoted, whilst landscape character and local distinctiveness need to be protected.

Promoting Employment

North Shropshire has a relatively narrow employment and skills base and a low wage economy. There is a need to extend provision of work-based learning to widen the range of skills available to local businesses.

There are concerns over skills migration with the need to encourage people to stay and draw people back in order to in turn stimulate local employment and break into the low-wage low-skill cycle.

There are challenges around maximising aspirations and changing expectations.

We will work together to:

- ⇒ Improve co-ordination of services and increase availability of information through eg achievement of the Council's Implementing Electronic Government (IEG) initiatives by April 2005. Support homeworking by local businesses through provision and extension of training and advice sessions on a regular basis.
- ⇒ Work with DEFRA to foster a viable agricultural economy which cares for the landscape and biodiversity in liaison with the County on the Foot and Mouth Disease Recovery Plan.
- ⇒ Strengthen the rural economy and address workforce skills through measures such as introduction of a clear labelling and accreditation scheme for local and sustainable products by 2005, and measuring and increasing ICT skills learning and work opportunities year on year.
- ⇒ Improve and extend publicity for local produce and for facilities such as events, restaurants etc and measure success of methods and uptake in usage via annual feedback mechanisms.
- ⇒ Extend Farmers Markets and other local and community led initiatives through involving local traders in encouraging people to shop locally.
- ⇒ Develop the provision of local tourism initiatives.
- ⇒ Improve access from rural areas into the main centres of provision through provision of training and advice to all transport providers on local needs on a regular basis and through promoting and measuring uptake of car-sharing and cycle usage to 5% of all employees in large businesses by 2005.
- ⇒ Investigate the possible provision of serviced employment sites at Wem, Market Drayton and Whitchurch.
- ⇒ Work with the Employment Service, ie Job Centre Plus to increase service provision.



Oswestry

Stimulating a Thriving Economy



Our Response:

Market Towns

We will actively promote the regeneration and enhancement of Oswestry town centre as the main service centre for residents of the town and its surrounding rural hinterland.

We will work together to:

- ⇒ Implement the Oswestry Market Towns Initiative by April 2004.
- ⇒ Enhance Oswestry town centre environment (pedestrian and traffic) 2005.
- ⇒ Develop cycle parks and improved cycle ways by 2007.
- ⇒ Regenerate town centre brownfield railway land by 2007.
- ⇒ Improve visitor facilities within the town centre by 2005.

Business Support

We will seek to work in partnership to develop resources to support small and medium sized enterprises, and micro-businesses, in Oswestry and surrounding rural areas.

- ⇒ Establish Business Support Centre at Maes-y-Clawdd by 2002-2005.
- ⇒ Establish Business Starter Units at Maes-y-Clawdd by 2005.
- ⇒ Extend industrial land provision through the development of identified brownfield site.
- ⇒ Introduce youth enterprise support programme by 2005.
- ⇒ Extend the provision of industrial land through the development of identified brown field sites by December 2005.



Our Response:

Key Sectors

The Community Partnership will seek to secure support for the development of the following key business sectors:

- tourism
- food and drink
- creative industries

In addition, it will seek to promote the development of new employment opportunities which build on the skills and expertise already in the area, eg in medical and communication technologies.

Promoting Employment

The Community Partnership will seek to promote initiatives which:

- support parents returning to work
- promote high quality employment opportunities
- enhance local skills and workforce development

We will work together to:

- ⇒ Secure funding for feasibility study and development work for proposed medi-park by 2005.
- ⇒ Feasibility and development work for ICT cluster to commence by 2005.
- ⇒ Relaunch and enhance Farmers' Market by the end of 2002.
- ⇒ Strengthen links between farmers and tourism through 'Local to Oswestry' Food Project by 2003.
- ⇒ Develop website to market local countryside projects by 2005.
- ⇒ Develop a number of community and economic projects along the Montgomery Canal by 2007.
- ⇒ Secure funding to regenerate the Smithfield in Oswestry.

- ⇒ Reduce by 10% the number of families in the Sure Start area with children under three years where no-one is working.
- ⇒ Ensure the neediest communities benefit from training and employment opportunities generated by external investment in the Borough.



Shrewsbury & Atcham Stimulating a Thriving Economy



Our Response:

Market Towns

Shrewsbury is the the County Town

We will promote and market Shrewsbury as a key business location.

We will balance the needs of all sections of the community - businesses and residents.

We will balance reduce business related crime in the town centre.

Business Support

We will improve the balance of the local economy by attracting inward investment in sectors that complement and reinforce the Borough's existing economic base.

We will assist and support new and existing businesses to help ensure sustainability.

We will work together to:

- ⇒ Develop a distinctive marketing image for the promotion of Shrewsbury during 2002.
 - ⇒ Develop a Town Centre Strategy to guide development for the next 10 years by the end of 2002.
 - ⇒ Commission a Public Transport Study by December 2002.
 - ⇒ Develop a Business Information Crime System to reduce retail crime by 2005.
-
- ⇒ Further develop and update the Borough's economic development website – quarterly.
 - ⇒ Transfer the Borough's business directory onto the economic development website by mid 2003 and update bi-annually.
 - ⇒ Continue to support the Shropshire Investment Bureau in providing an internet register of available premises, updated monthly.
 - ⇒ Produce a business directory of industrial estates by the end of 2002.
 - ⇒ Continue to work with business support organisations such as Shrewsbury Business Club and the local Chamber of Commerce.



Our Response:

Key Sectors

We will work to overcome the impact of recent crises on the rural economy.

We will promote tourism.

Promoting Employment

We will attract high quality employment opportunities to retain educated and skilled people within the Borough.

We will improve skills and workforce development.

We will work together to:

- ⇒ Continue to fund and support grant schemes to help sustain village amenities.
 - ⇒ Identify appropriate projects for Rural Regeneration Zone funding throughout duration of programme until 2006.
 - ⇒ Develop a co-ordinated strategy for the marketing of Shrewsbury as a key tourist destination by 2003.
 - ⇒ Review and improve information that is available via the internet by 2003.
-
- ⇒ Examine the feasibility of establishing business incubation units and intermediary training centres to prepare graduates and school leavers for employment by 2003.
 - ⇒ Monitor the demands and needs of existing businesses and inward investors on an annual basis in partnership with Shropshire Investment Bureau.
 - ⇒ Support regeneration projects to enable the local community to access ICT training and facilities in four locations in North Shrewsbury. Support will be provided throughout the duration of the programme until 2006.



South Shropshire Stimulating a Thriving Economy

Our Response:

Market Towns

Market Town regeneration, encourage the appropriate development of plans for accessing funds, provision of advisory support and facilitation of networking.

Business Support

Broadening the economic base and develop local value-added produce, provide business information, networking, training and marketing. Support initiatives which are suitable for rural based businesses.

Promote and develop local and countywide tourism initiatives.

Improve business support and the infrastructure of the rural economy, provide appropriate land within the district for appropriate development.

Use regeneration funding to provide support and to develop people, places and communities.



We will work together to:

- ⇒ Deliver the Sustainable Market Towns in South Shropshire Objective 2 Package by 2007.
- ⇒ Encourage and establish Market Towns Partnerships in all of the market towns in South Shropshire by 2003.
- ⇒ Deliver the Craven Arms Market Towns Initiative by end of 2004.
- ⇒ Identify growth sector initiatives and offer support for product development.
- ⇒ Work with Shropshire Business Link to deliver the Rural Enterprise Initiative by 2003.
- ⇒ Support activities of Middle Marches Partnership to encourage skill retention in rural businesses.
- ⇒ Implement the Countryside and Rights of Way Act and improve access to the countryside.
- ⇒ Further develop the tourism potential of the area, develop products and improve tourism infrastructure by 2004.
- ⇒ Encourage initiatives for inward investment.
- ⇒ Deliver the Objective 2 package for business sector support through the (draft) Local Plan (1996-2011), provide suitable land allocations for industrial and commercial use.
- ⇒ Secure funding from Objective 3 Programmes, Rural Regeneration Zones and Single Regeneration Budget to enable the implementation of projects by 2006.



Our Response:

Promoting Employment

Removing barriers to employment by increasing access to childcare availability and take-up, increase wage levels, initiatives for a skilled workforce and transport difficulties.

We will work together to:

- ⇒ Develop ICT training through the encouragement of training schemes by 2004.
- ⇒ Support schemes for childcare availability and take up.
- ⇒ Encourage partnership working with TESS (Transport for Everyone in South Shropshire), to improve access to employment opportunities.



Next Steps

Having read this Integrated Community Strategy you may want to obtain a copy of your local strategy or give us your views. You will find details of your local contact at the front of this publication.

You may also want to know the next steps to deliver the action and targets that together we have promised.

You may also wish to get involved in helping your local area.

Community Involvement

- Please get in touch with your local area contact and perhaps join a focus group to help plan the way ahead (eg to improve your local environment).
- Find out what is happening in your local area and how you could get involved in a local project eg developing a community centre.
- Come along to your local annual event or “state of the area” debate where your local partnership will report back to you on what has been achieved and what still needs to be done.





Glossary

Term

Definition

Best Value	A method of receiving public services by challenging, consulting, comparing and looking at competition in the market.
Biodiversity	Biodiversity is the whole range of life: mammals, birds, reptiles, amphibians, fish, invertebrates, plants, fungi; and micro-organisms such as bacteria and viruses. It means the variety of life around us.
CCTV	Closed Circuit Television.
Crime and Disorder Reduction Partnerships	The Crime and Disorder Act 1998 placed a statutory responsibility on local authorities and the police, with other key agencies and the community to work together at a district level to develop and implement strategies for reducing crime and disorder in the local area.
Connexions Shropshire, Telford and Wrekin	Connexions is the new youth support service for young people aged 13 to 19. In Shropshire and Telford and Wrekin it is based on Shropshire Careers Service. In addition to a universal advice, information and guidance service for all young people, it offers a targeted service for those who are disadvantaged or hard-to-reach.
CPO's	Compulsory Purchase Orders
Cultural Strategy	A strategy which promotes cultural well-being in Shropshire; for example, it includes sports, arts, leisure activities, tourism and the countryside, heritage sites and local networks.
DEFRA	Department for the Environment, Food and Rural Affairs.
E-Commerce	Business and trade using computers and the internet.
E-Government	Government and council services via the internet.
Education Action Zone	Government, councils, agencies and partners helping schools in a local area to improve performance.
Foyer	A housing and training project for young people.
Heritage Services	Includes support to local amenities such as places of worship, museums and galleries.
Heritage Lottery Fund	Lottery money helping to preserve old buildings and sites.



Term

Definition

Home Zones

A scheme originating in the Netherlands which involves local neighbourhoods in defining safety improvements to roads, pavements and play areas.

ICT

Information and Communications Technology.

Intermediate Care

Support to older and disabled people to prevent admission or re-admission to hospital.

Investors in People (IIP)

A nationally recognised award for organisations who qualify on the basis of staff care policies, clear objectives, training and supervision.

Key Stages 1, 2, 3 and 4

Levels of education attainment in schools defined by national standards and tests.

Learn Direct

National call centre for advice on training.

Local Strategic Partnership (LSP)

A single body that brings together at a local level the different parts of the public sector as well as the private, business, community and voluntary sectors so that different initiatives and services support each other and work together.

Market Towns Initiative

Support for the regeneration of selected Market Towns. Currently there are 2 tiers:

Tier 1: Wem, Oswestry and Craven Arms

Tier 2: Market Drayton, Whitchurch,
Bridgnorth, Highley and Alveley

Medi-Park

A business park for medical technology companies.

Objective 2

An economic development programme. Funded by Europe until 2006. (Includes Bridgnorth, a large part of South Shropshire, part of Oswestry, smaller parts of North Shropshire and Shrewsbury and Atcham).

Performance Indicators

Agreeing targets for specific actions which set out where we are now and where we intend to be.

Primary Care Trust (PCT)

Local Health Trust including family doctors, nurses and community services.

Quality of Life Indicators

The Shropshire Partnership is part of a national Audit Commission study to test the effective use of 32 quality of life indicators. Final data collection date was April 2002. Recommendations will be made to Government about their value for community strategies.



Term

Definition

Quality Parishes

A “Quality Parish”:

- actively engages all parts of its community;
- is effectively and properly managed;
- holds regular meetings;
- produces an annual report or plan;
- communicates with parishioners; and
- feeds into the community strategy.

Quality Walking Route

Walks that provide for a continuous journey where people feel safe and secure.

Regeneration

Co-ordinated action to improve local services and amenities.

Rural Regeneration Zone Partnership

The Rural Regeneration Zone is one of six Regeneration Zones in the West Midlands. It covers the most rural parts of Shropshire, Herefordshire and Worcestershire. Its purpose is to provide a focus for partners including the Rural Development Agency (Advantage West Midlands), to concentrate activity and funding over the next 10 years.

Shropshire Partnership

The Shropshire Partnership was established four years ago as a strategic partnership of key organisations representing the public, private and voluntary sectors across Shropshire.

Shropshire Peoples' Panel

A representative sample of 1,000 Shropshire people who agree to answer questions about a range of different topics. The project is run by the five District/Borough Councils and Shropshire County Council. Three surveys are conducted each year and the results are used widely.

Single Regeneration Budget (SRB)

Area based regeneration programme for 3-5 years organised the Rural Development Agency (Advantage West Midlands).

SME's

Small and medium sized companies.

Social Businesses

Local enterprises often run by people with disabilities on a competitive basis. Shropshire examples so far are: tearooms, Braille transcription services and interpretation services.

Social Inclusion

Preventing individuals, or neighbourhoods, suffering from a combination of problems such as unemployment, poor skills, low incomes, poor housing, high crime, the effects of poor health or disabilities or family break-down.



Term

Definition

Strategic development packages

Area based initiatives bringing together a range of resources to tackle particular developments identified by local people.

Sure Start

A Government sponsored programme of integrated support for under-fives.

Village Appraisal

A survey carried out by the local community to identify:

- local issues;
- needs;
- problems, threats and opportunities.

Vital Villages

A Countryside Agency programme to help small rural communities including taking stock of their village and identifying what they need to revitalise it.

West Midlands Regional Assembly

Replaces the West Midlands Regional Chamber and consists of elected members from local authorities, business sectors and other sectors. It holds three meetings per year in addition to an Annual Conference.

Wheels to Work

Local transport scheme eg mopeds to enable young people to travel to work.

Youth Service Action Plan

Action Plan put together following a recent OFSTED inspection of County Council Youth Services.



The Shropshire Partnership

The Shropshire Partnership operates at a countywide level and also in each district through local partnerships. It is an alliance of agencies working to improve Shropshire and to generate extra resources.

Present Core Partners include:

- Advantage West Midlands
- Bridgnorth District Council
- Countryside Agency
- Environment Agency
- Government Office for the West Midlands
- Shropshire Chamber of Commerce and Business Link
- Learning and Skills Council Shropshire
- North Shropshire District Council
- Oswestry Borough Council
- Shrewsbury and Atcham Borough Council
- Shropshire Association of Local Councils
- Shropshire County Council
- Shropshire NHS Primary Care Trust
- South Shropshire District Council
- The Community Council of Shropshire
- The Lifelong Learning Partnership (including Colleges and Connexions)
- Voluntary Sector Development Agencies
- West Mercia Police
- Shropshire Fire and Rescue Service

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improving the quality of life in

shropshire

