



Shrewsbury

Town Council

Future Services Survey



Final Report on the Future Services Survey



How did we get here?



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Future Services Survey

- From Monday 17th November we began distributing newsletters to all residents in Shrewsbury.
- At the same time our Future Services Survey went live on the website with the newsletter directing everyone to have their say on future service provision.
- On Monday 1st December we reached 475 responses and invested in paid social to increase the visibility of the survey. We have spent £200 over a two week period.
- 745 people had responded to the survey as of Monday 8th December (3pm)
- 1200 people had responded to the survey when it closed for responses on Friday 2nd January 9am.

Results of the paid Social

As Reported on 6th January at 10am.



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Shrewsbury Stepping Up

- Budget: £200
- Time-Period: 14 days from Monday 1st December
- Reach: 18,321 people
- Impressions: 57,531
- Cost per Result: £0.12 per link click
- Amount Spent: £199.97

Have we tested enough of the Population?



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Using: [Sample Size Calculator](#)

We calculated our **margin for error*** of **2.80%** based on our **1200 responses**, the **70,000 population of Shrewsbury** and a **95% confidence level**.

**Margin for error is the percentage fluctuation based on testing the whole population*

This means that with the number of responses we have, we have 95% confidence that the real value is within $\pm 2.80\%$ of the measured/surveyed value.

By using paid social, we can say with 95% confidence that the survey results we have seen represent the views of the residents of Shrewsbury.

Section 1- About You

Question 1: What is your postcode?

Answered: 1200

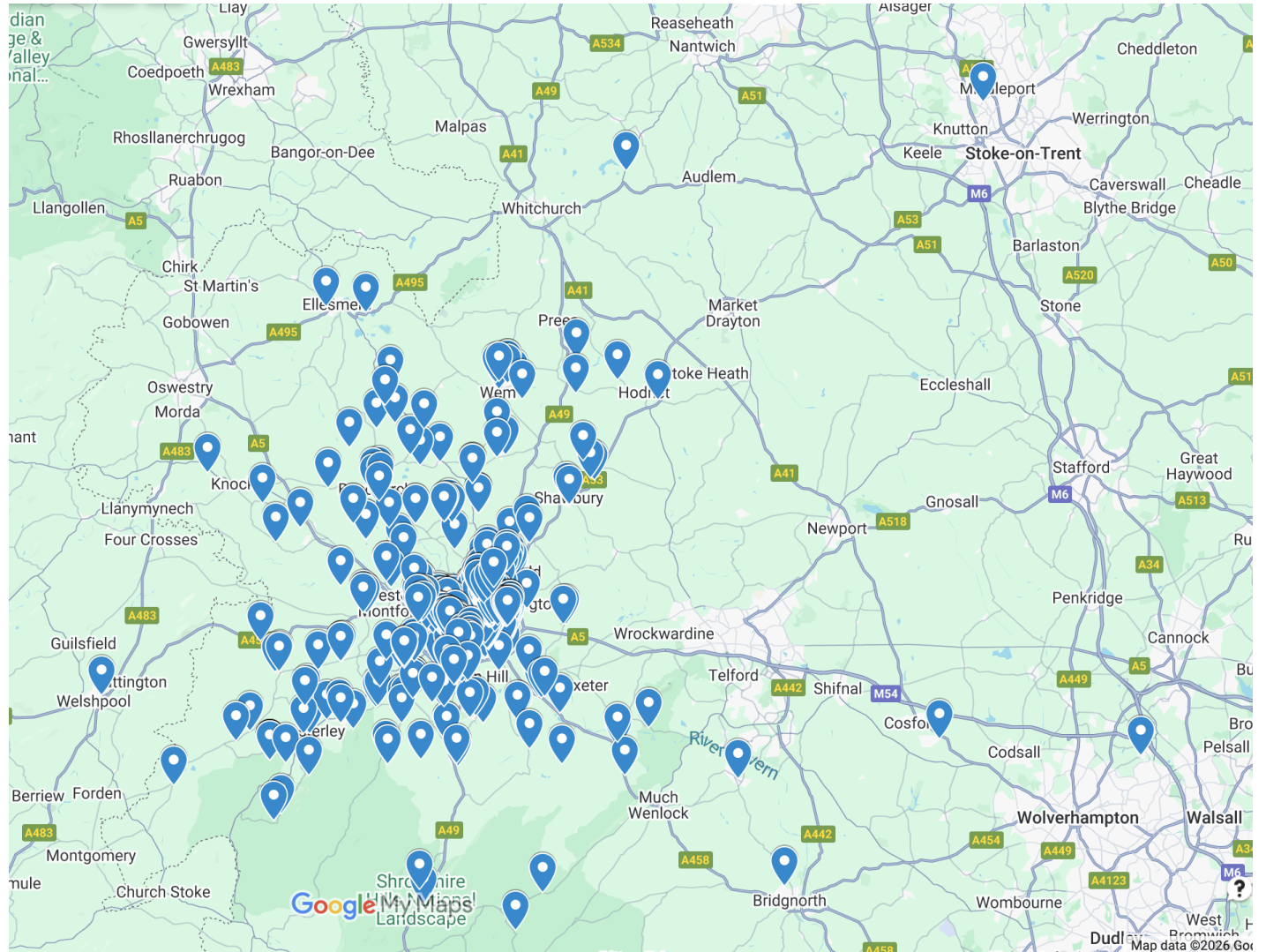
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Section 1- About You

Question 1: What is your postcode?

Answered: 1200

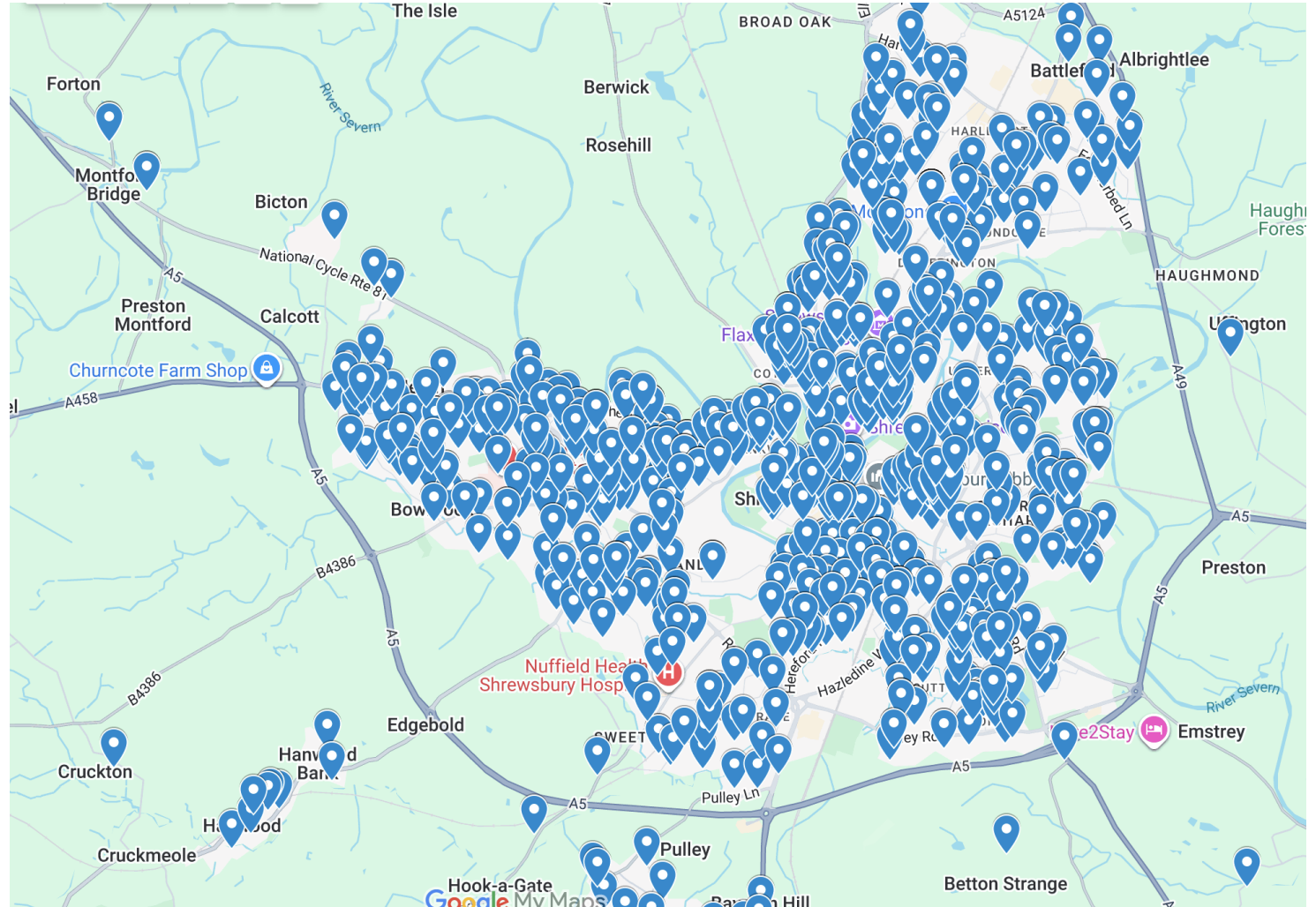
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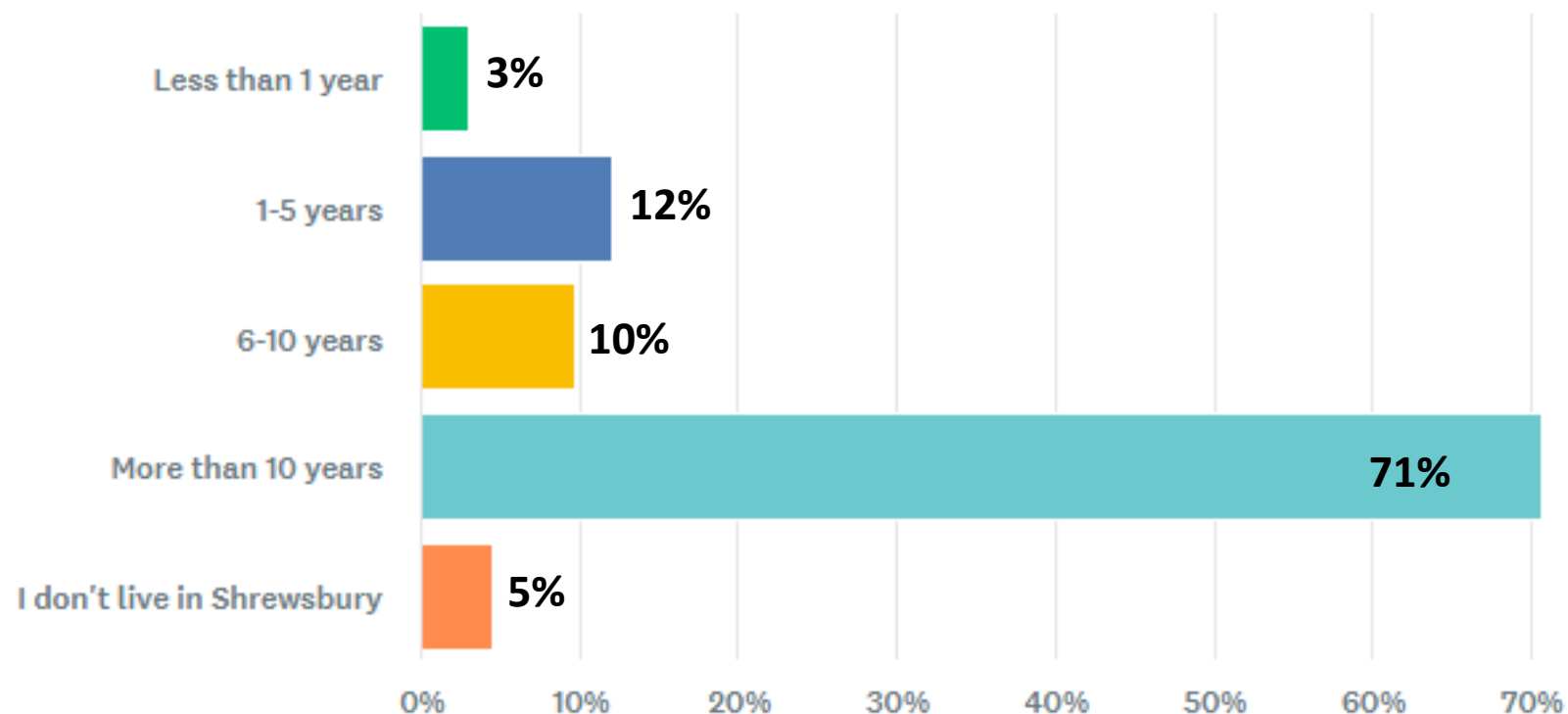
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Section 1- About You

Question 2: How long have you lived in Shrewsbury?

Answered: 1,200

Skipped: 0





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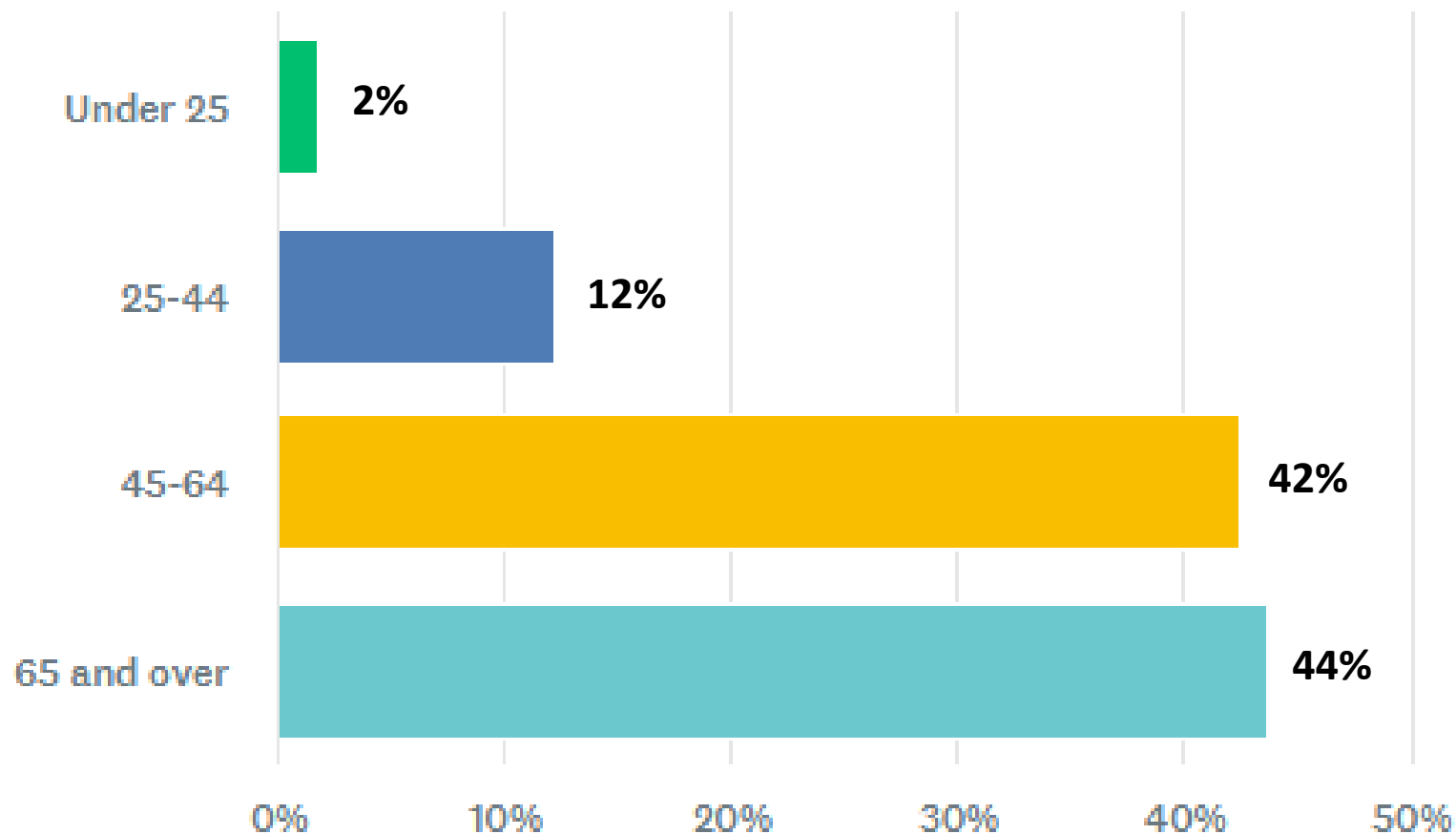
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Section 1- About You

Question 3: What is your age group?

Answered: 1,200

Skipped: 0





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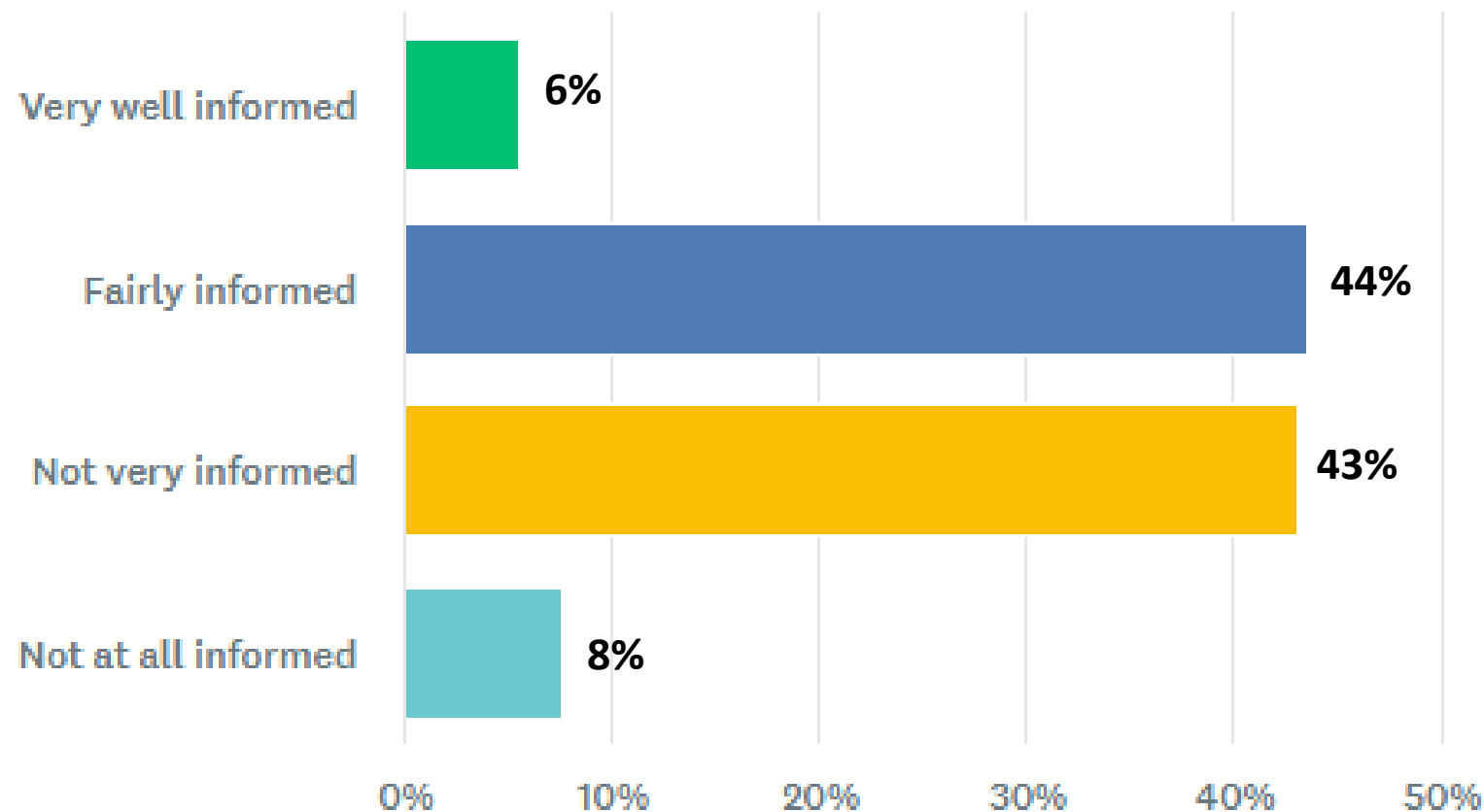
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Section 2: Awareness and Views of the Town Council

Question 4: How well informed do you feel about the work of Shrewsbury Town Council?

Answered: 1,143

Skipped: 57

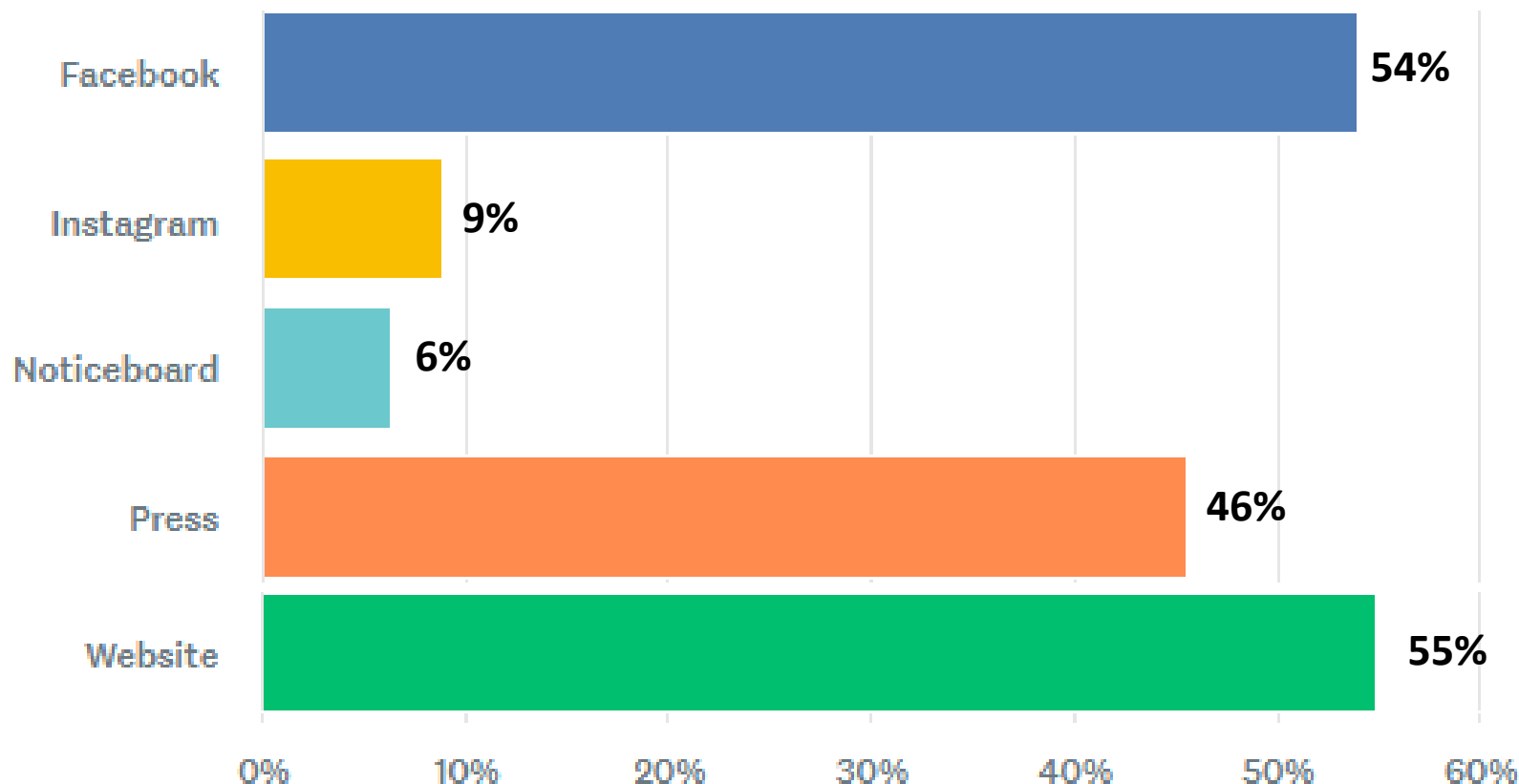


Section 2: Awareness and Views of the Town Council

Question 5: Do you use any of the following communications methods to access information about the Town Council

Answered: 1,027

Skipped: 173



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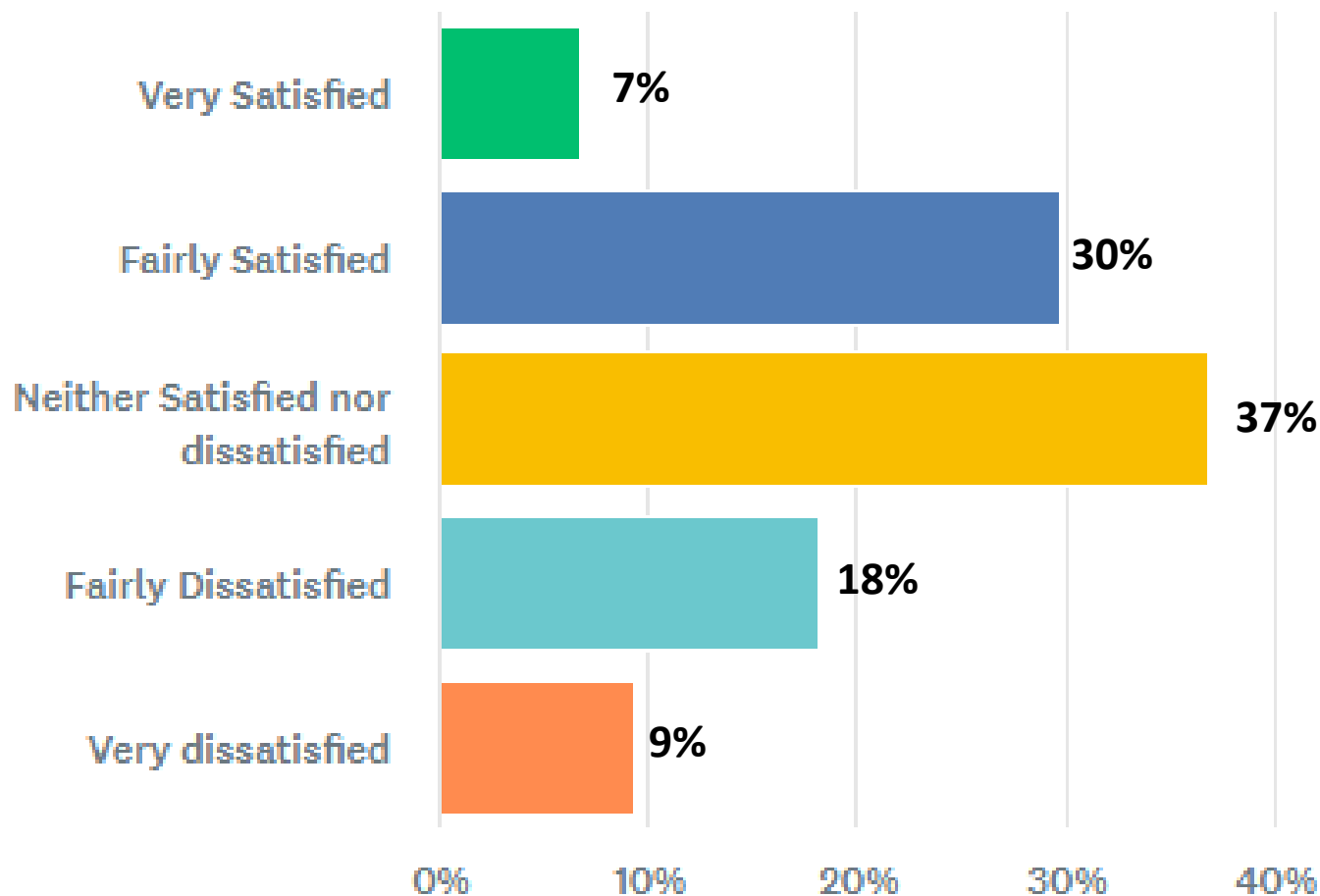
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Section 2: Awareness and Views of the Town Council Question 6: How satisfied are you overall with the services provided by Shrewsbury Town Council?

Answered: 1,136

Skipped: 64





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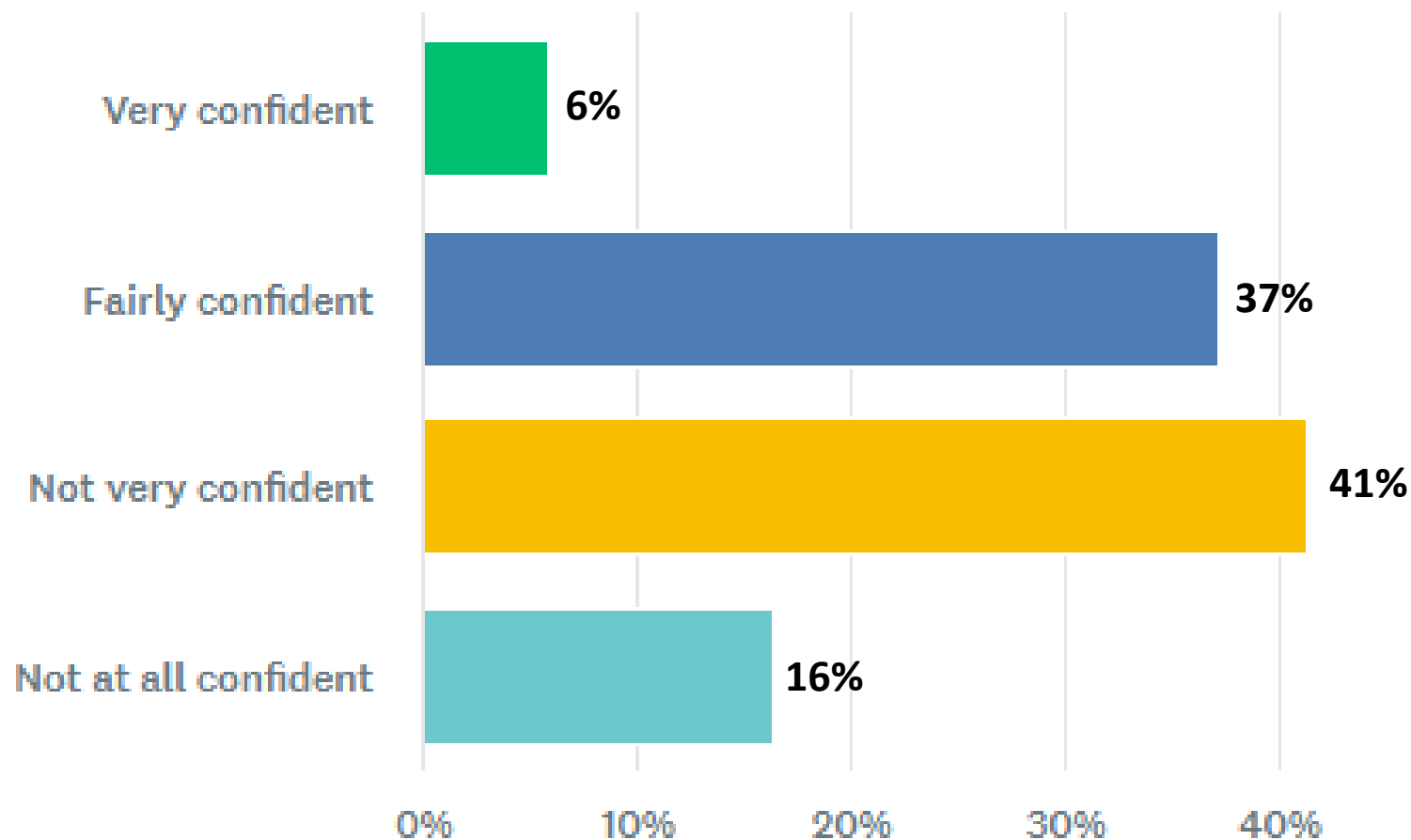
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Section 2: Awareness and Views of the Town Council

Question 7: How confident are you that the Town Council represents the views and interests of local people?

Answered: 1,126

Skipped: 74





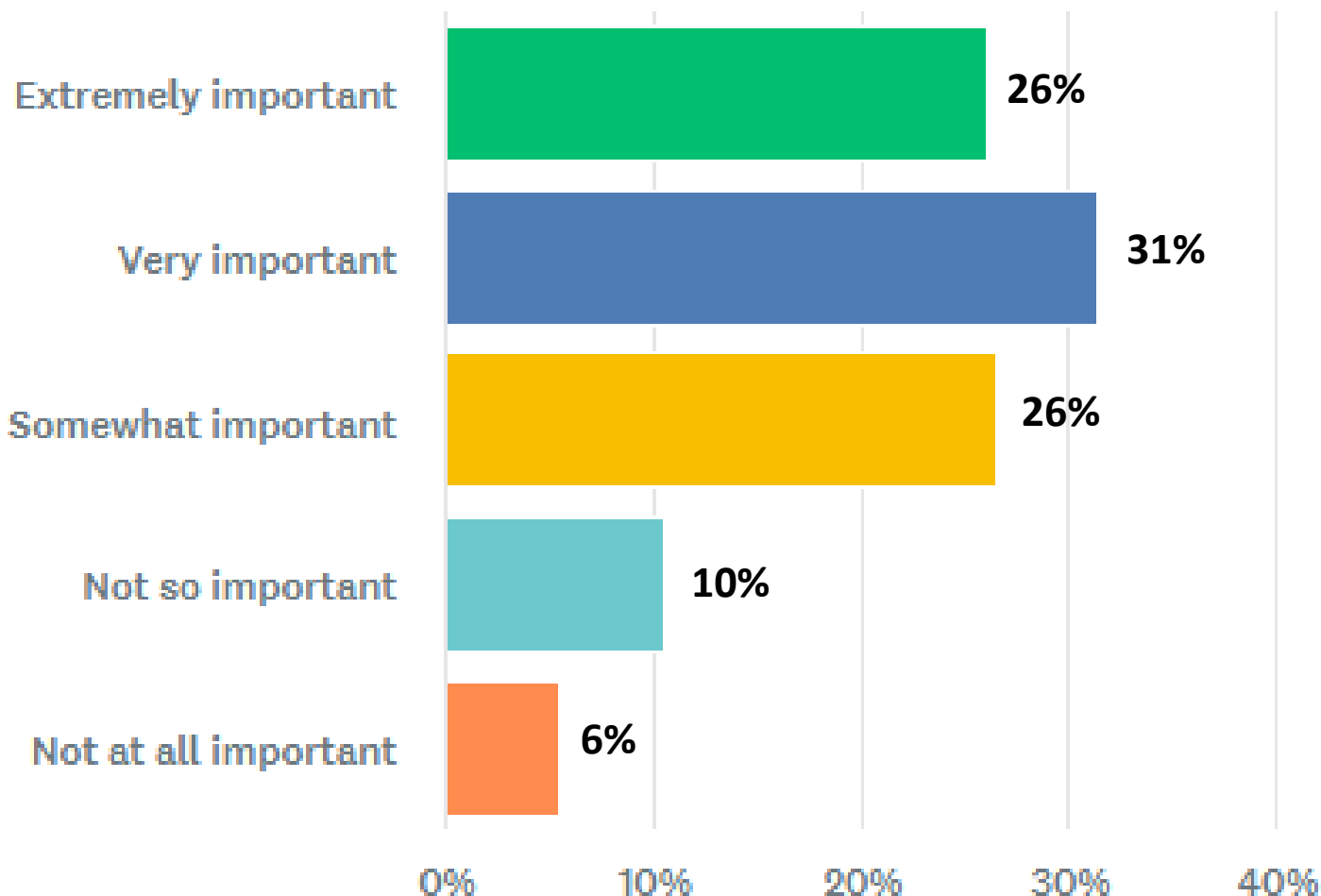
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Future Services Survey

Section 2: Awareness and Views of the Town Council Question 8: How important is it that Shrewsbury Town Council is independent from Shropshire Council?

Answered: 1,126

Skipped: 74





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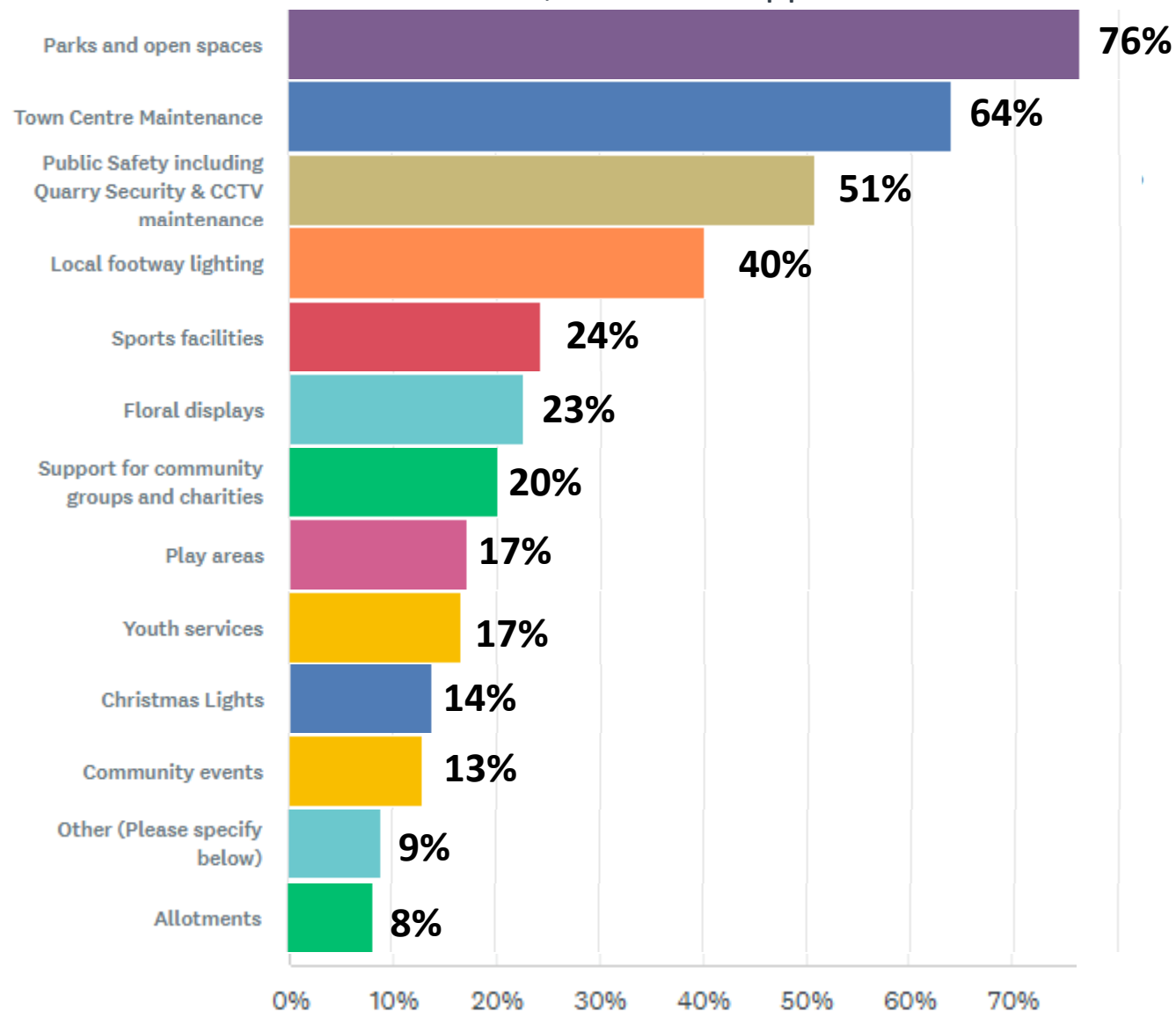
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Section 3: Valued Local Services

Question 9: Which of the following Town Council services do you value most? (Select up to three)

Answered: 1,074

Skipped: 126



Section 2: Awareness and Views of the Town Council

Question 10: Any answers not mentioned about

Answered: 313

Skipped: 887



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1) Street cleaning and litter control

Residents repeatedly highlight poor street cleanliness, including leaves, bins, graffiti, gum, dog fouling and general decline in standards.

2) Roads, pavements and potholes

Strong dissatisfaction with road surfaces, potholes, pavements and footpaths, with concerns about safety and short-term repair work.

3) Drain, gully and leaf clearance

Blocked drains and leaf build-up are seen as a major hazard and a sign of poor seasonal planning.

4) Maintenance beyond the town centre

A clear feeling that suburbs and outer areas receive far less attention than the town centre.

5) Traffic management and congestion

Concerns about traffic flow, speed control, road layouts and the cumulative impact of transport schemes.

Section 2: Awareness and Views of the Town Council

Question 10: Any answers not mentioned about



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6) Public transport and bus services

Demand for more reliable, affordable and frequent buses, particularly evenings, Sundays and rural connections.

7) Parking and access

Issues around parking cost, availability, disabled access, verge parking and balancing car use with other transport.

8) Walking and cycling infrastructure

Desire for safer, better-maintained footpaths and cycle routes, secure cycle parking and clearer pedestrian priority.

9) Public toilets and basic facilities

Strong calls for clean, accessible public toilets and well-maintained everyday amenities.

10) Focus on core services and upkeep

Overall message that residents want basic services, cleanliness and maintenance prioritised over non-essential projects.



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Section 2: Awareness and Views of the Town Council Question 11: Of all the services that Shrewsbury Town Council provides, which do you value the most?

Answered: 877

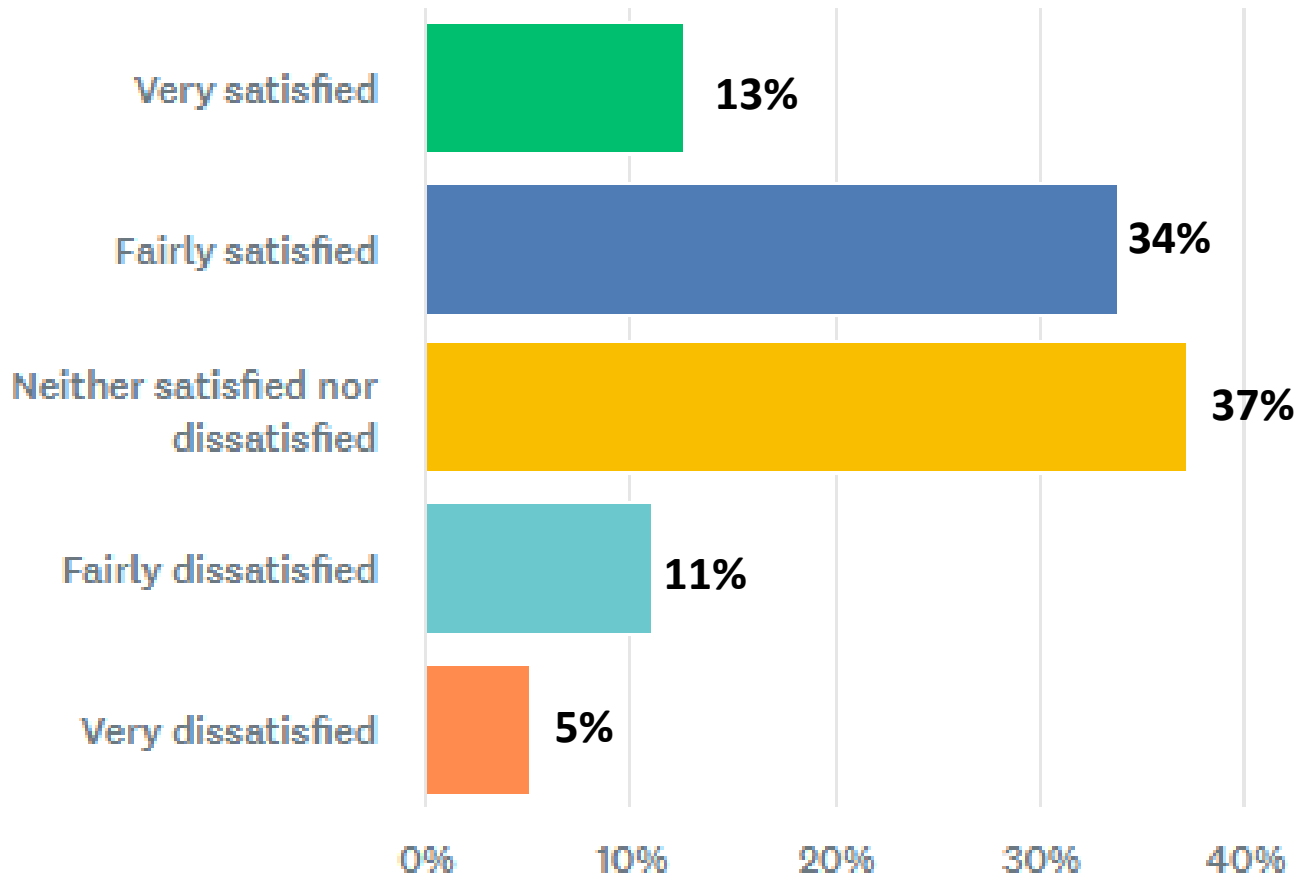
Skipped: 323



Section 4: Stepping Up Project
Question 12: Overall how satisfied are you with the progress of the team?

Answered: 1,059

Skipped: 141



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Section 4: Stepping Up Project

Question 13: How important is it to enhance the following services?

Answered: 1,063

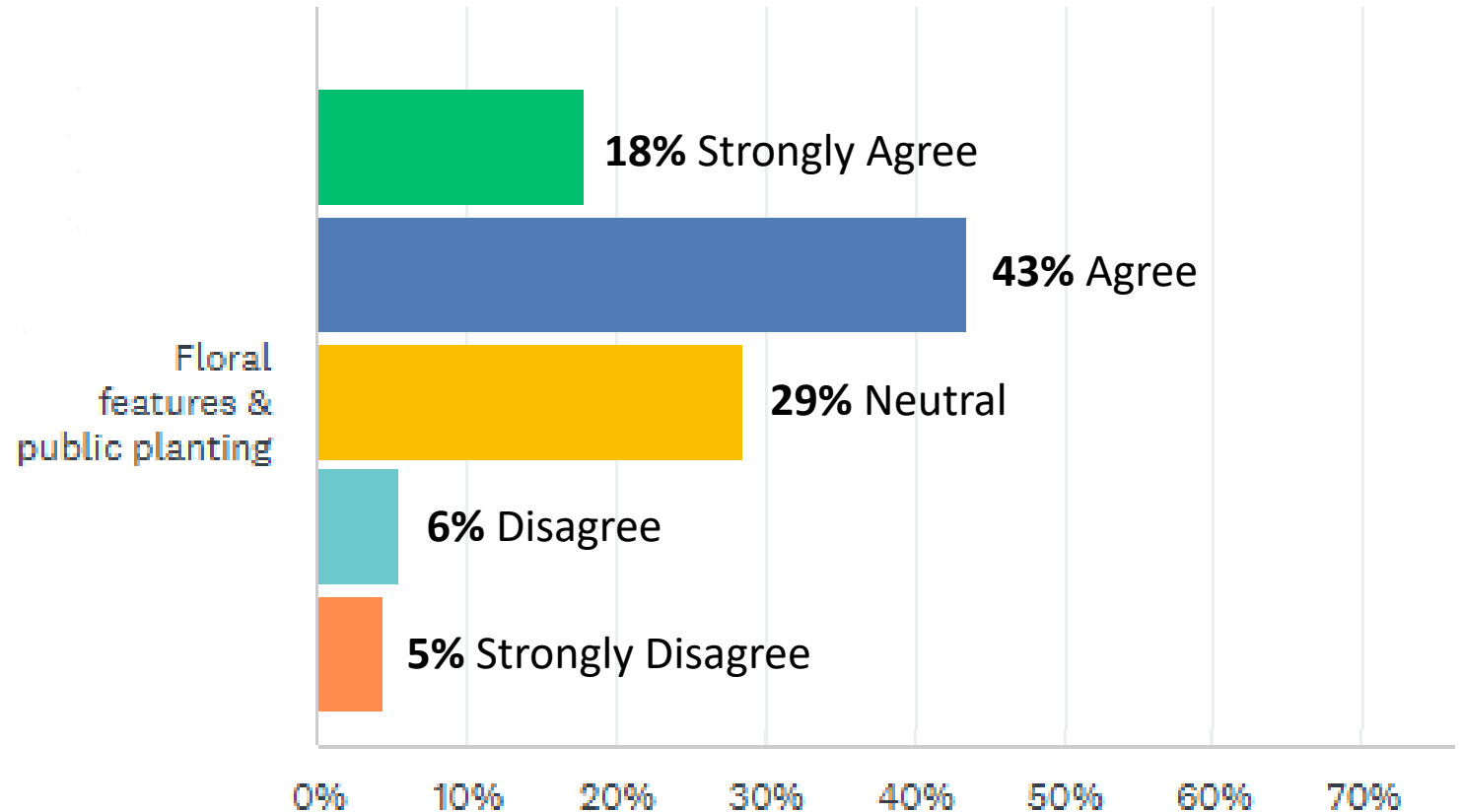
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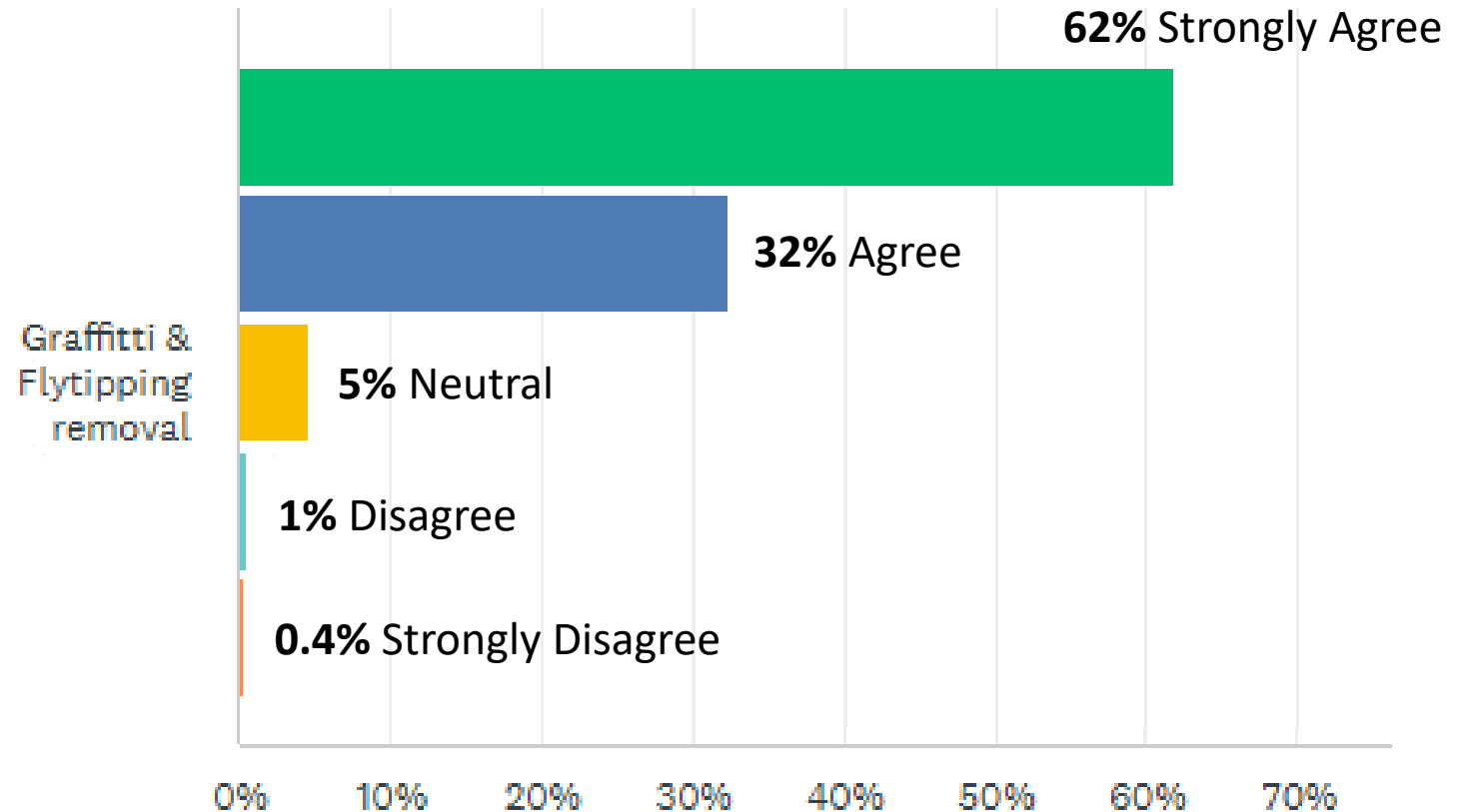
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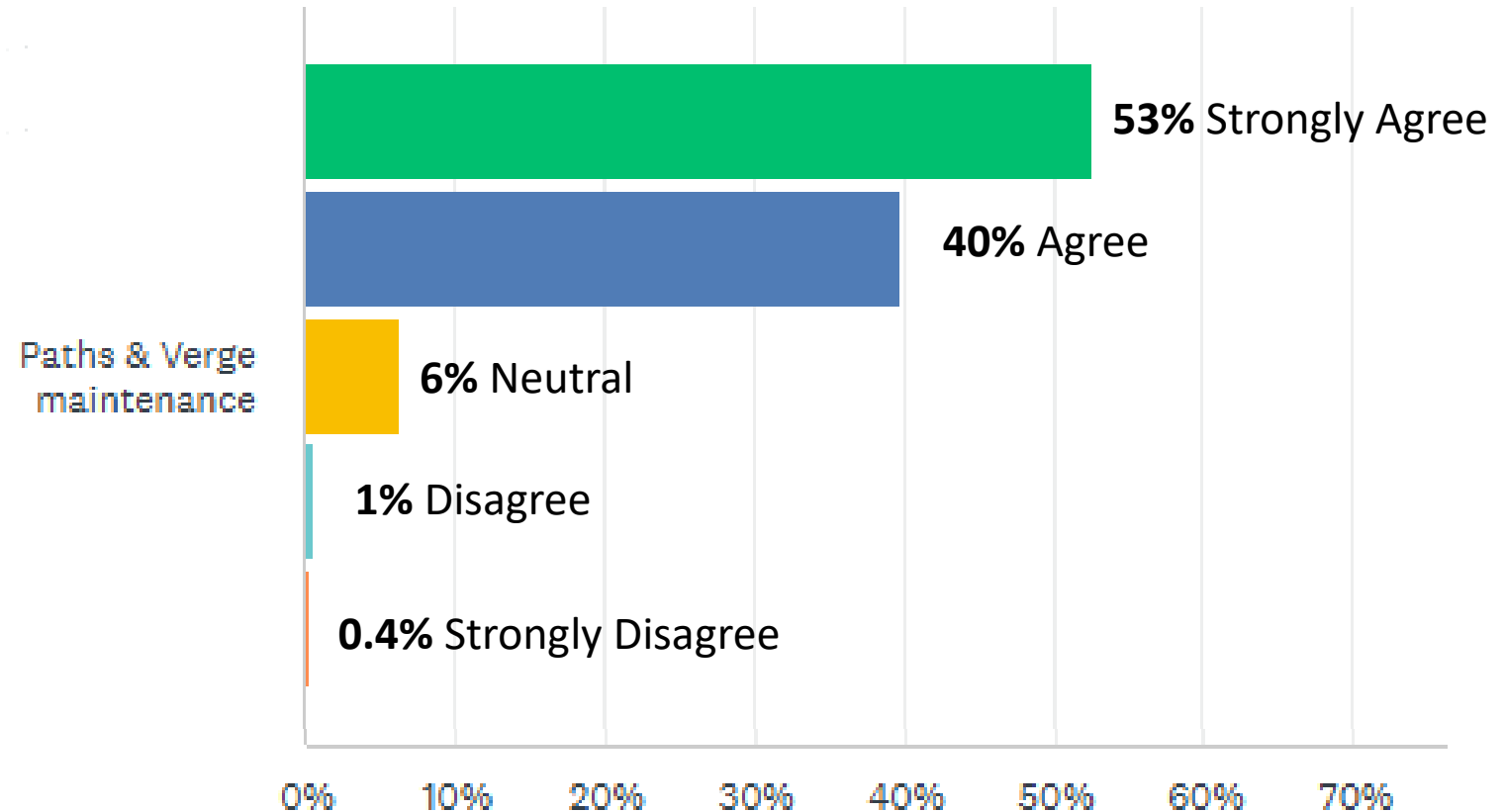
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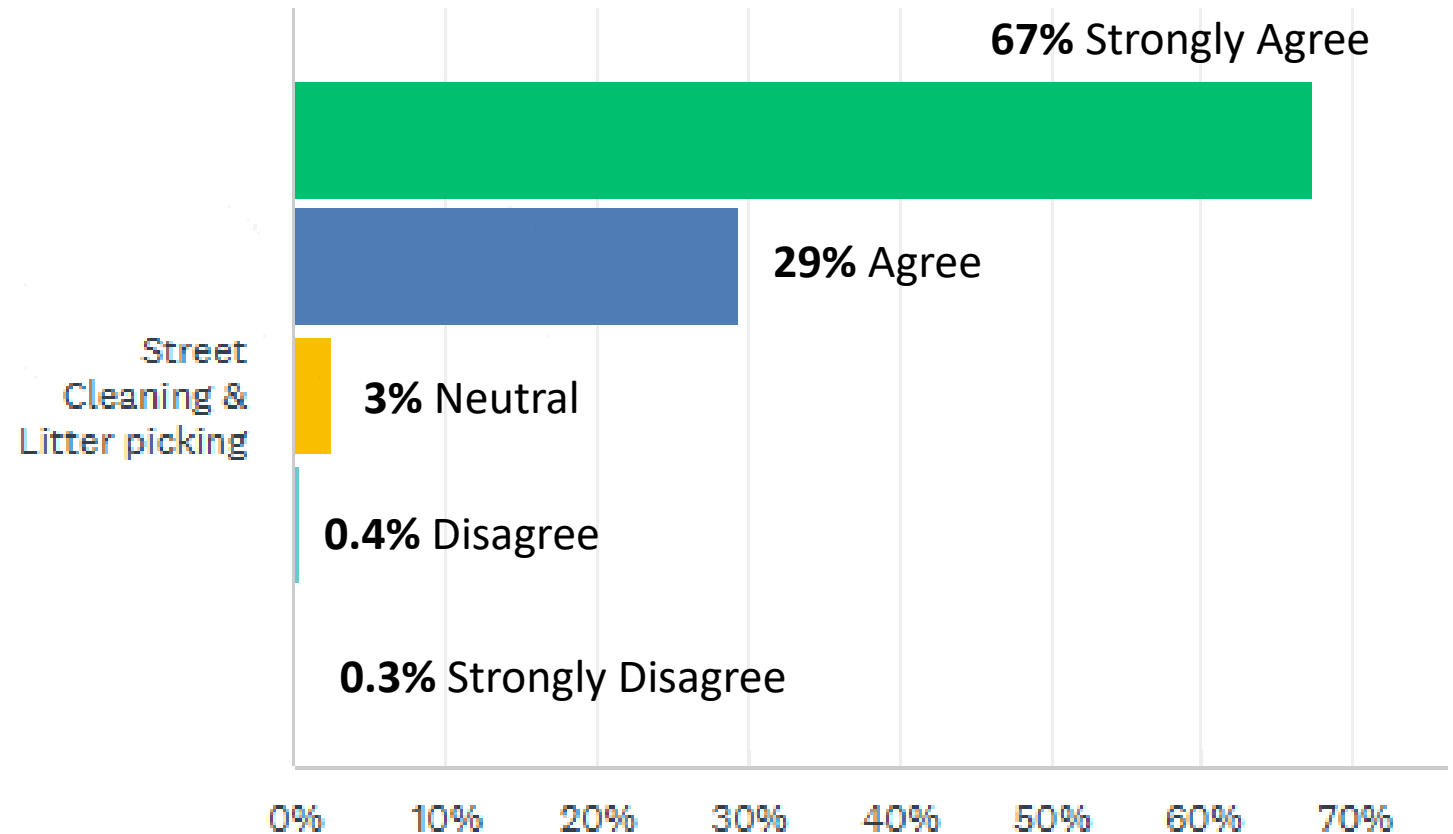
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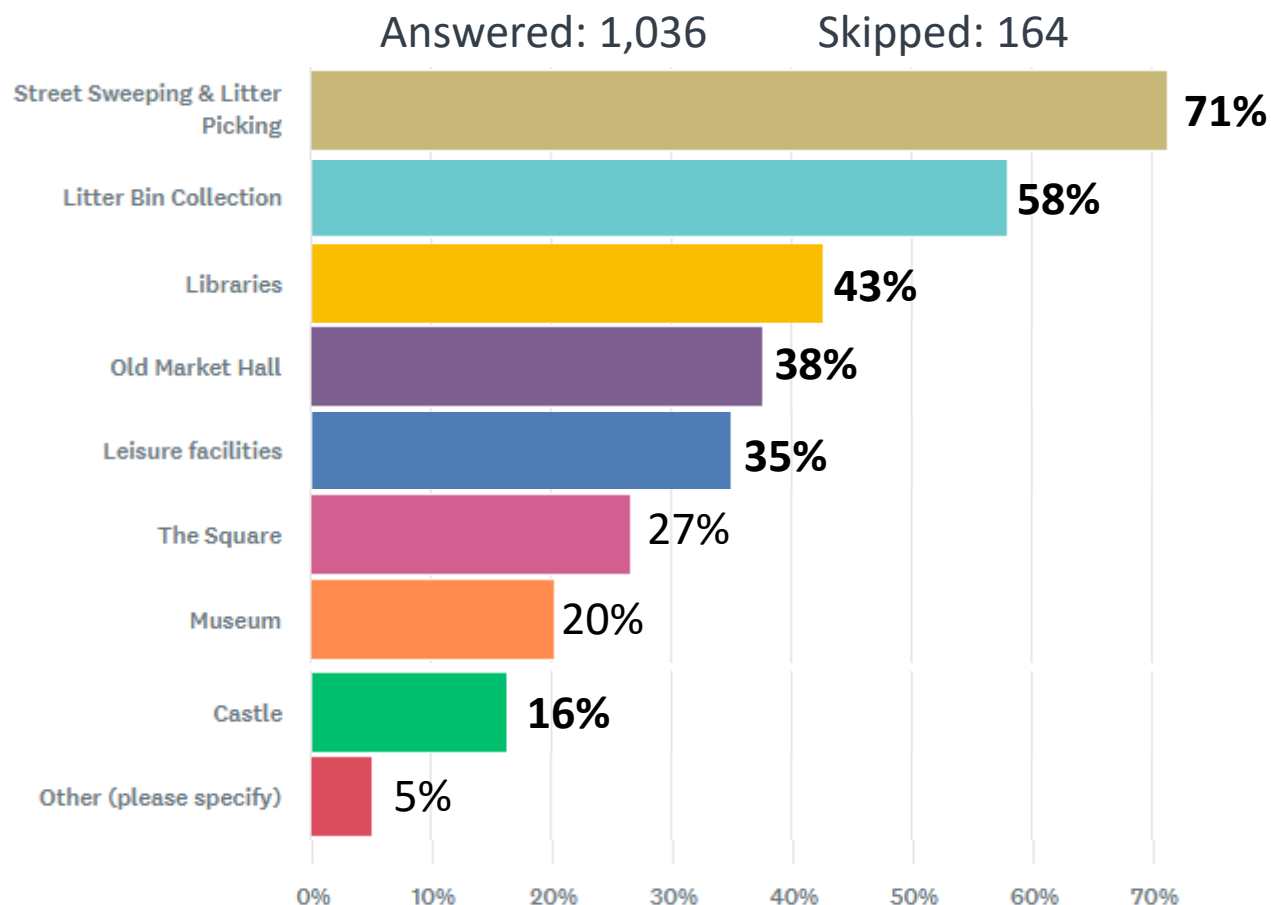
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Section 4: Protecting Local Services

Question 14: Shropshire Council may have to reduce or stop providing some services due to financial pressures. Which services would you most want the Town Council to protect or take on locally? (Select up to 3)





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Future Services Survey

Section 4: Protecting Local Services

Question 15: Please specify additional services not mentioned above?

Cleanliness, Pride & Basic Maintenance Are Top Priorities

Strong and repeated concern that the town centre, Pride Hill, Market Hall, bus station and public spaces are dirty, poorly maintained and unwelcoming. Residents want regular street cleaning, litter removal, graffiti removal and power washing.

Roads, Pavements & Potholes Need Urgent Attention

Potholes, poor road surfaces, damaged pavements and unsafe footways are among the most frequently mentioned issues, including concerns for wheelchair users, cyclists and pedestrians.

Traffic Management & Congestion Are Major Frustrations

Calls for better traffic control, reduced through-traffic in the town centre, enforcement of box junctions, 20mph limits, fewer vehicles in the Square, and long-term solutions such as the Northern Relief Road.

Public Transport & Bus Services Need Improvement

Residents repeatedly mention unreliable or limited bus services, lack of Sunday/holiday services, poor bus station conditions, and a desire for affordable, coordinated and accessible public transport.

Parks, The Quarry & Green Spaces Are Highly Valued

Strong support for maintaining and protecting parks and open spaces—especially The Quarry—including grass cutting, riverbank care, benches, lighting, and general upkeep.



Future Services Survey

Section 4: Protecting Local Services

Question 15: Please specify additional services not mentioned above?

Strong Opposition to Losing the Quarry Swimming Pool

The Quarry pool and town-centre swimming facilities are repeatedly highlighted as essential community assets that must be protected and retained.

Street Lighting, CCTV & Public Safety Are Key Concerns

Frequent mentions of poor or switched-off street lighting, need for CCTV coverage, visible policing, and improved safety—especially at night and in public spaces.

Footpaths, Hedges & Vegetation Need Regular Maintenance

Many residents report overgrown hedges, blocked pavements, unsafe walking routes and cycle paths—both in and outside the town centre—and want clearer responsibility and enforcement.

Value for Money, Accountability & Spending Priorities

Widespread frustration about perceived waste, “vanity projects,” council pay rises, duplication between councils, and poor value for money. Strong calls for councils to focus on core services and listen to residents.

Inclusion, Accessibility & Community Support Matter

Repeated mentions of disabled access, public toilets, homelessness support, libraries, youth facilities, and services extending beyond the town centre—reflecting a desire for a fair, inclusive and community-focused town.

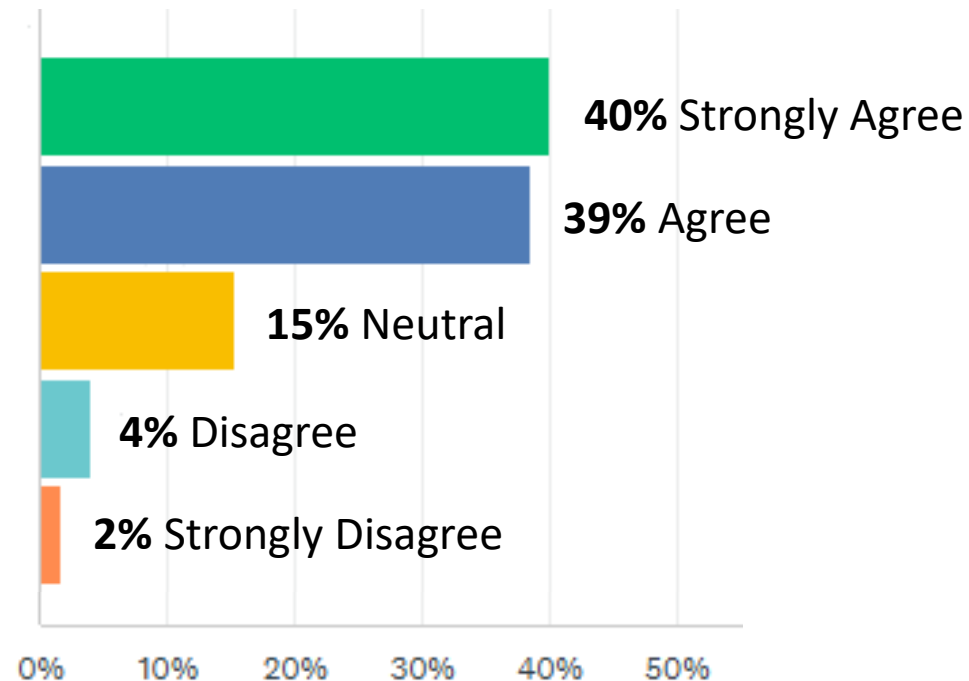
Section 4: Protecting Local Services

Question 16: To what extent do you agree with the following statements?

Answered: 1,045

Skipped: 155

“It’s important that key local services are protected even if it costs more”



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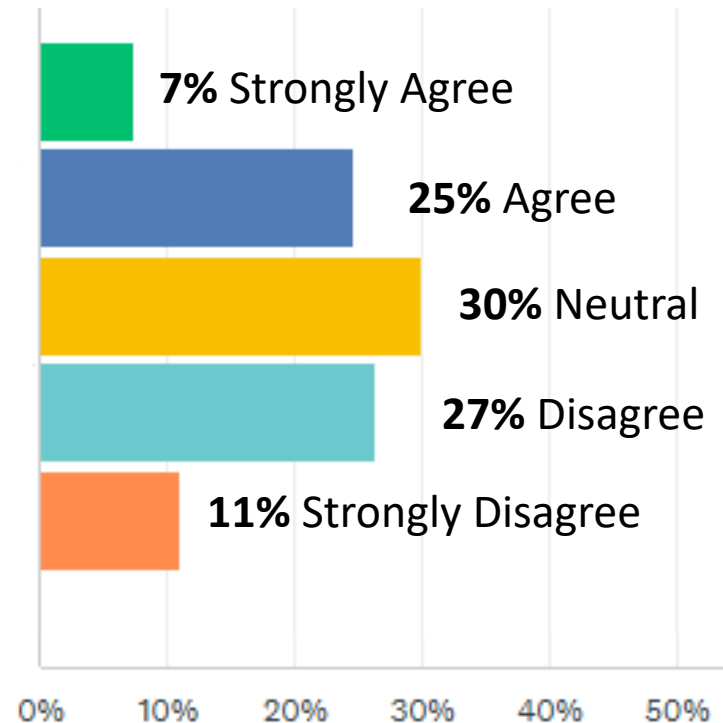
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Section 4: Protecting Local Services

Question 16: To what extent do you agree with the following statements?

“Some services could be reduced if it means keeping council tax low”



Section 4: Protecting Local Services

Question 16: To what extent do you agree with the following statements?

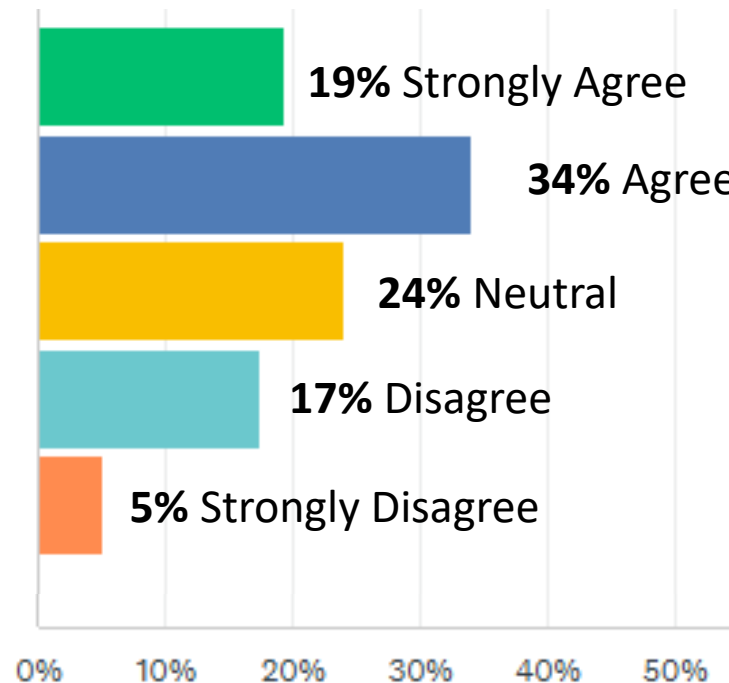


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“I don’t mind which services are delivered, as long as they are efficient”





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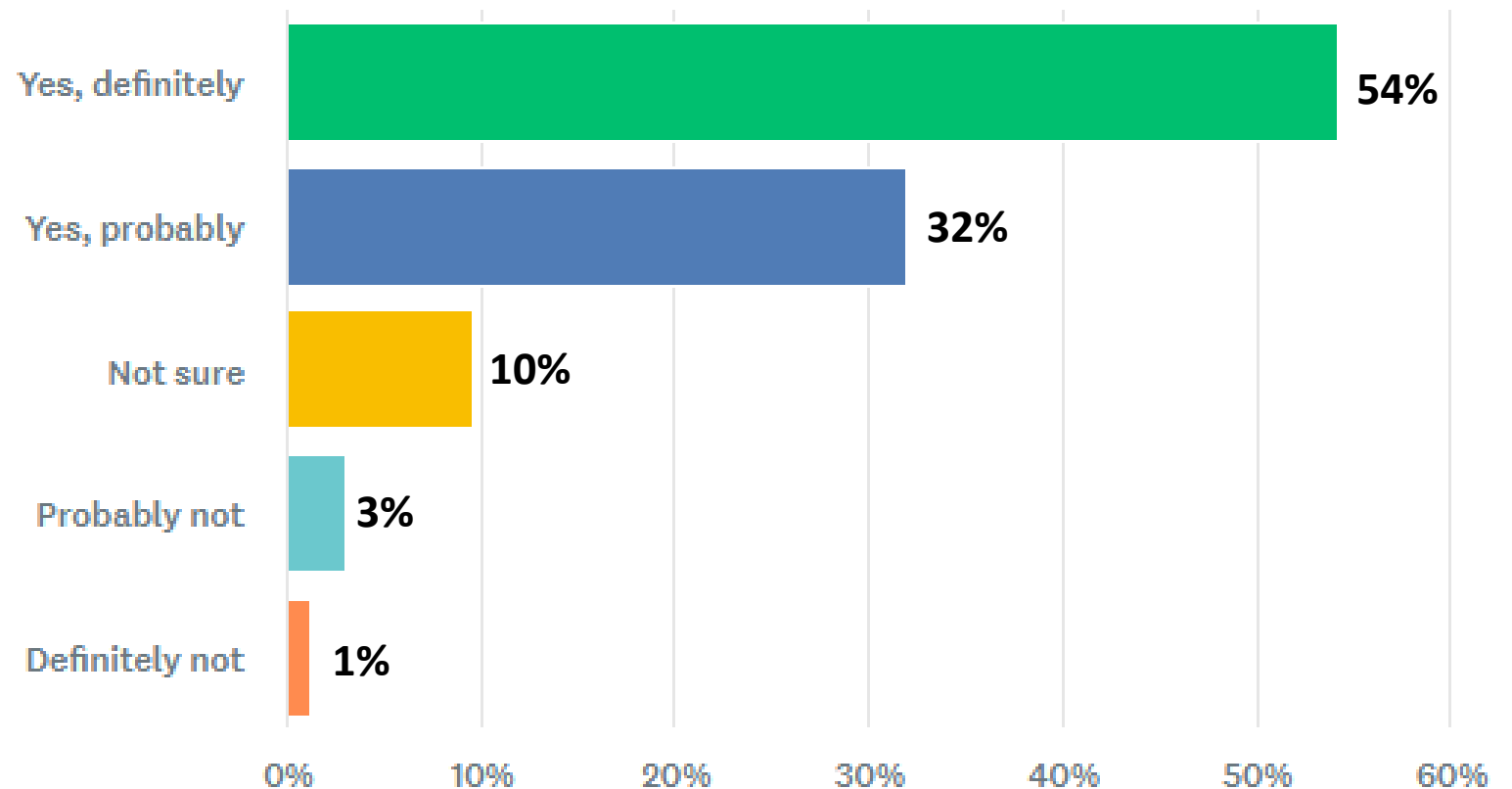
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Section 5: Decision-Making at the Local Level

Question 17: Do you think more decisions about local services should be made in Shrewsbury rather than at county level?

Answered: 1,033

Skipped: 167





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Section 5: Decision-Making at the Local Level

Question 18: What benefits (if any) do you think there are in having decisions made at the most local level?

Answered: 702

Skipped: 498

1) Strong Belief That Local Knowledge Leads to Better Decisions

By far the most common view is that people who live and work in Shrewsbury understand its needs, problems and opportunities better than county-level decision makers. “Local people know best” is the dominant sentiment.

2) Desire for Shrewsbury-Focused Decision Making (Not County-Wide)

Many respondents feel Shrewsbury’s needs are diluted within a large, rural county. There is strong support for decisions being made specifically for Shrewsbury, recognising it as an urban county town with distinct challenges.

3) Accountability Is Seen as Stronger at a Local Level

Respondents repeatedly state that local councillors are easier to contact, challenge and hold accountable. Decisions made locally are seen as more transparent and subject to public scrutiny.

4) Better Alignment With Local Priorities and Lived Experience

Local decision making is believed to reflect real, day-to-day experiences—traffic, parking, transport, housing pressure, town centre vitality—rather than abstract or “one-size-fits-all” policies.

5) Faster, More Responsive and More Flexible Decision Making

Many expect local control to reduce bureaucracy, speed up responses to problems, and allow quicker action on maintenance, safety, transport and public space issues.



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Future Services Survey

Section 5: Decision-Making at the Local Level

Question 18: What benefits (if any) do you think there are in having decisions made at the most local level?

Answered: 702

Skipped: 498

6) Improved Value for Money and Reduced Waste

There is a strong belief that local decision making would lead to more targeted spending, fewer costly “white elephant” projects, less outsourcing, and better use of council tax for visible local benefit.

7) Opposition to Outsider-Led or Poorly Informed Decisions

Repeated references are made to unpopular schemes (especially the station gyratory) as examples of decisions made by people who “don’t live here” or don’t understand local conditions.

8) Greater Community Involvement, Voice and Democratic Engagement

Respondents consistently want residents’ views to be heard and acted upon. Local decision making is seen as a way to increase participation, consultation and community pride.

9) Recognition That Local Decision Making Only Works If Done Well

While supportive in principle, many caution that benefits depend on councillors listening, having competence, avoiding conflicts of interest, and not simply creating another layer of bureaucracy.

10) Clear Expectation That Local Decisions Should Deliver Tangible Improvements

Ultimately, respondents judge local decision making by outcomes: better transport, safer roads, cleaner streets, protected heritage, appropriate development, and services that reflect Shrewsbury’s needs—not political ideology.



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Section 5: Decision-Making at the Local Level

Question 19: What concerns (if any) do you think there are in having decisions made at the most local level?

Answered: 581

Skipped: 619

1) Strong Concern About Cost, Council Tax & Value for Money

The most dominant concern is that more local decision making could increase costs, create additional overheads, and lead to higher council tax or precepts, particularly affecting low-income households and pensioners. Many fear duplication rather than savings.

2) Widespread Doubts About Competence, Skills & Experience

Many respondents question whether town-level decision makers have the professional expertise, leadership skills, technical knowledge and delivery capability required—especially for complex areas like highways, planning, finance and major infrastructure.

3) Fear of Repeating Poor Decisions (Especially Transport Schemes)

There are very frequent references to past decisions—most notably the railway station road layout, gyratory systems, cycle schemes and traffic management—as examples of poorly designed, costly and disruptive projects that people fear will be repeated.

4) Risk of Parochialism & Losing the Bigger Picture

A strong theme is concern that local decision making could become too insular, failing to consider county-wide, regional or strategic impacts, economies of scale, and joined-up planning across Shropshire.

5) Concerns About Accountability, Transparency & Oversight

Respondents repeatedly raise worries about weak scrutiny, lack of accountability for poor decisions, unclear responsibility between town and county councils, and insufficient transparency around who makes decisions and why.



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Section 5: Decision-Making at the Local Level

Question 19: What concerns (if any) do you think there are in having decisions made at the most local level?

Answered: 581

Skipped: 619

6) Fear of Bias, Self-Interest & “Loudest Voices” Dominating

Many express concern about personal agendas, political dogma, vested interests, nepotism, corruption, or small vocal groups disproportionately influencing decisions at the expense of the wider community.

7) Unequal Treatment Across Wards, Suburbs & Communities

There is strong concern that decisions will favour the town centre or areas “inside the loop”, while suburbs, outer wards, villages and less affluent areas are neglected—creating a postcode lottery of services.

8) Capacity, Resources & Funding Limitations

Respondents frequently question whether the Town Council has sufficient staff, funding, infrastructure and specialist resources to take on additional responsibilities without service cuts, delays, or poor delivery.

9) Poor or Tokenistic Consultation & Public Engagement

Many highlight frustration with consultation that feels ignored, superficial or predetermined, stressing the need for genuine engagement, broader participation, and decisions shaped by residents—not imposed after the fact.

10) Fragmentation, Duplication & Conflict Between Councils

There is a recurring fear that shifting decisions locally could lead to duplication of services, blurred responsibilities, inefficiency, finger-pointing, and conflict between town and county councils—undermining effective delivery.



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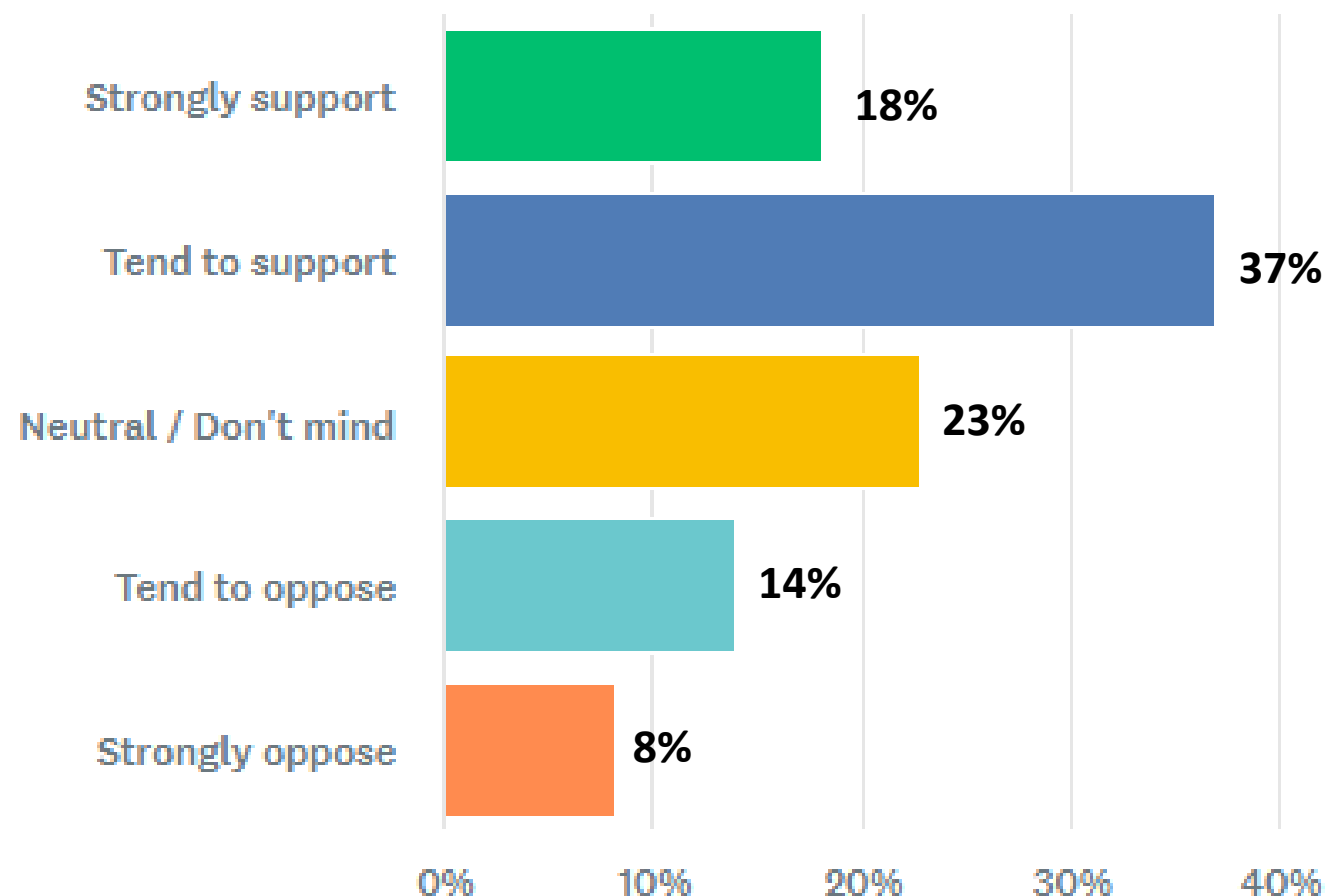
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Section 5: Decision-Making at the Local Level

Question 20: The Town Council could take on more services from Shropshire Council, but this might require an increase in the Town Council's share of Council Tax. How open would you be to this?

Answered: 1,007

Skipped: 193

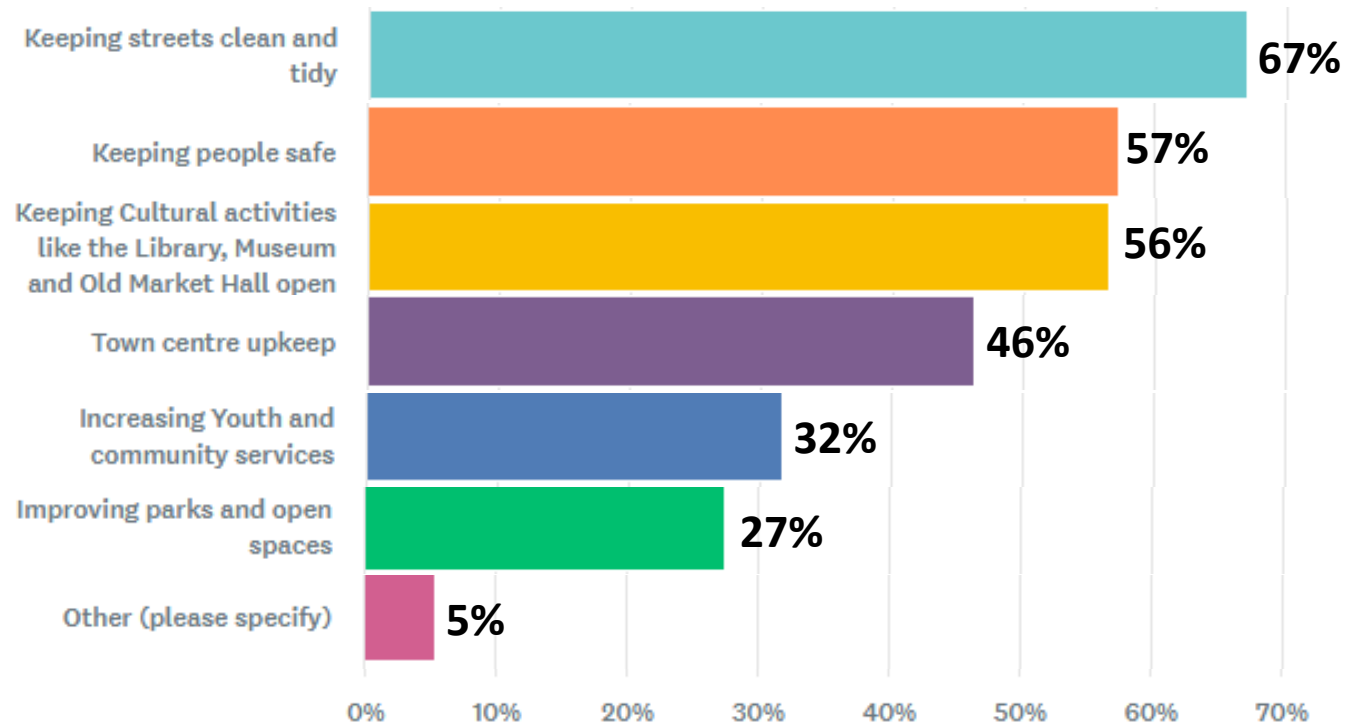


Section 5: Decision-Making at the Local Level

Question 21: If extra funding was available, which areas should be prioritised? (Select up to three)

Answered: 1,011

Skipped: 189



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Section 5: Decision-Making at the Local Level

Question 22: Please specify additional areas not mentioned above

Answered: 207

Skipped: 993

1) Cleanliness, Street Maintenance & Civic Pride (Whole Town, Not Just Centre)

The strongest recurring priority is basic cleanliness and upkeep: street sweeping, litter removal, dog fouling enforcement, overflowing bins, graffiti removal, and general tidiness. Respondents stress this must apply across all neighbourhoods, not just the town centre.

2) Roads, Potholes, Drainage & Flood Prevention

Road condition dominates responses: potholes, poor road surfaces, blocked drains, gutter cleaning and flooding are seen as urgent, everyday problems. Many argue regular maintenance would prevent larger, costlier failures later.

3) Traffic Management & Fixing Failed Schemes

There is strong demand to fix or reverse recent traffic changes, especially around the railway station, Castle Foregate, Chester Street and gyratory systems. People prioritise smoother traffic flow, red-light enforcement, reduced congestion, and safer junctions over new experimental layouts.

4) Protecting & Maintaining Swimming Pools and Leisure Facilities

One of the most consistent messages is “Keep the Quarry Pool open”. Respondents see town-centre swimming and leisure facilities as essential, accessible, inclusive, and environmentally preferable to relocating services out of town.

5) Street Lighting, Safety & Personal Security

Many emphasise street lighting, CCTV, policing presence and safer public spaces, particularly for women, children and vulnerable residents. Cuts to lighting and visibility are linked to fear, antisocial behaviour and reduced use of public spaces.



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Section 5: Decision-Making at the Local Level

Question 22: Please specify additional areas not mentioned above

6) Public Transport, Bus Services & Bus Station

People consistently prioritise reliable, clean, well-timed bus services, including evening routes, better shelters, seating, and maintaining the bus station as a central interchange. Public transport is seen as vital for access, inclusion and reducing car dependency.

7) Parks, Green Spaces, Trees & Footpaths

Respondents want parks, footpaths, hedgerows, verges and trees properly maintained, accessible and safe. Many support biodiversity-friendly approaches but stress paths must be usable, clean and not overgrown.

8) Social Care, Libraries & Support for Vulnerable Groups

There is strong support for adult social care, children's services, libraries, disability access, and support for people with additional needs. Libraries are repeatedly described as essential services, not optional cultural extras.

9) Fair Attention Beyond the Town Centre

A recurring frustration is that areas outside the town centre feel ignored. Residents want equal standards of maintenance, lighting, transport, parking and services in estates, suburbs, villages and outer wards.

10) Value for Money, No "Paying Twice", and Focus on Basics

Many respondents stress that funding should go to core services that residents actually use, not vanity projects. There is strong resistance to paying twice for the same services, and repeated calls to "maintain first before improving."



Future Services Survey

Section 6: Final Thoughts

Question 23: What's the most important thing the Town Council should focus on over the next five years?





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Section 6: Final Thoughts

Question 23: What's the most important thing the Town Council should focus on over the next five years?

Answered: 825

Skipped: 375

1. Cleanliness, maintenance, and civic pride

By far the strongest and most repeated message is the need to get the basics right: litter removal, dog mess, graffiti, fly-tipping, street sweeping, bins, pavements, lighting, tree maintenance, and upkeep of all neighbourhoods – not just the town centre. Many respondents say Shrewsbury looks shabby, neglected, or unloved, and that improving cleanliness would restore pride, mental wellbeing, and visitor confidence.

2. Public safety and tackling antisocial behaviour

Residents consistently prioritise feeling safe in the town centre and neighbourhoods. This includes better lighting, CCTV, visible enforcement, road safety, safer pavements, and action on antisocial behaviour, drug use, aggressive begging, and vandalism. Safety is seen as essential for residents, businesses, tourism, and community wellbeing.

3. Traffic congestion, road layouts, and transport access

Traffic is one of the most emotive issues. There is widespread frustration with the station/gyratory layouts, congestion, potholes, unsafe road designs, delays to emergency vehicles, and disruption from unfinished schemes. People want practical, common-sense traffic solutions, better bus services (including evenings), improved access for disabled people, and fewer experimental or ideological road schemes.



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Section 6: Final Thoughts

Question 23: What's the most important thing the Town Council should focus on over the next five years?

4. Value for money, efficiency, and financial discipline

A strong theme is concern about wasted money, vanity projects, repeated consultations, and poor decision-making. Residents want the Council to focus spending on essentials, keep council tax fair, reduce internal inefficiencies, hold decision-makers accountable, and only take on extra responsibilities if they are properly funded and sustainable.

5. Protecting Shrewsbury's heritage, character, and identity

People care deeply about Shrewsbury as an historic market town, not a sprawling city. There is strong support for preserving historic buildings, repurposing old assets rather than demolishing them, protecting the Quarry and open spaces, and maintaining the town's unique charm. Overdevelopment and loss of green space are widely opposed.

6. A thriving, viable, and attractive town centre

Residents want the town centre to remain alive, busy, and economically healthy. This includes reducing empty shops, supporting independent businesses, keeping parking and access reasonable, improving the public realm, and ensuring the centre is a place locals want to use as well as visitors. Cleanliness, safety, and access are seen as critical to commercial success.

7. Culture, leisure, and community assets

There is strong support for protecting and investing in cultural and leisure facilities, including the Old Market Hall, museums, library, Quarry Park, swimming pool, sports and recreation facilities, and events like the Flower Show. These are viewed as central to Shrewsbury's identity, economy, and quality of life – especially for families and young people.



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Section 6: Final Thoughts

Question 23: What's the most important thing the Town Council should focus on over the next five years?

8. Supporting young people, families, and community wellbeing

Many responses stress the importance of **youth services, leisure opportunities, jobs, skills, and safe places to gather**. Investing in young people is seen as key to reducing antisocial behaviour, improving wellbeing, and securing the town's future. Health, wellbeing, and inclusive access to services also feature strongly.

9. Managing development, housing, and infrastructure responsibly

There is clear concern about **too much housing without infrastructure**, pressure on roads, schools and health services, and building on green spaces. Residents want better planning, reuse of existing buildings, sustainable development, and housing that genuinely meets local needs – not unchecked growth.

10. Listening to residents and working transparently

Across responses there is a strong desire for the Council to **listen more, communicate better, and involve local people in decisions**. People want transparency about priorities, clearer information, meaningful consultation, and decisions based on lived local experience rather than imposed agendas.



Future Services Survey

Section 6: Final Thoughts

Question 24: Do you have any other comments or suggestions about local services or the future of Shrewsbury?

Answered: 207

Skipped: 993

1. Improve and Maintain the Public Realm

- Strong demand for cleaner streets, pavements, drains and parks across the whole town, not just the centre
- Regular litter collection, leaf sweeping, graffiti removal and bin emptying seen as basic expectations
- Calls to repair pavements, broken flags, potholes, culverts and drains to reduce hazards and flooding
- Desire for less clutter (excess signage, street furniture, oversized bins) and better upkeep of historic areas
- Support for volunteer litter picks, “friends of” groups, and community-led maintenance, if well organised

2. Enhance Community Safety and Reduce Anti-Social Behaviour

- Widespread concern about antisocial behaviour, including drinking, drug use, aggressive cycling/scooters and speeding
- Strong support for more visible policing, street wardens, CCTV and better lighting, especially at night
- Calls to apply “broken windows” principles – tackling small issues before they escalate
- Specific concerns around station area, Pride Hill, Quarry, parks and riverside paths
- Desire for enforcement on dog fouling, littering and dangerous driving



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Section 6: Final Thoughts

Question 24: Do you have any other comments or suggestions about local services or the future of Shrewsbury?

3. Town Centre Revitalisation

- Broad support for keeping the centre clean, accessible, affordable and welcoming
- Strong backing for independent shops, the indoor market, Old Market Hall, Library and Museum
- Concern about empty shops, poor shopfronts, excessive nail bars/coffee shops, and lack of retail variety
- Calls to reduce business rates/rents and incentivise useful everyday shops
- Desire to finish stalled or derelict developments (e.g. Rowley House) and protect heritage assets

4. Transport, Traffic & Active Travel

- Overwhelming frustration with station gyratory, Chester Street and Castle Foregate road changes
- Strong demand to reverse or redesign poorly performing traffic schemes
- Calls for better bus services: more frequent, later evenings, Sundays, rural links, fairer fares
- Support for Park & Ride expansion, weekend services and better accessibility
- Mixed views on cycling: support for safe, maintained routes but resistance to schemes that worsen congestion
- Continued division over the North West Relief Road, though traffic congestion is universally seen as critical



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5. Environmental Responsibility & Climate Action

- Strong support for flood prevention: cleared drains, river management, natural flood solutions
- Preference for sustainable planting (perennials, trees, wildflower meadows) over costly bedding plants
- Calls to protect green spaces, trees and the green belt, limit greenfield development
- Support for less grass cutting, biodiversity gains and climate-resilient infrastructure
- Recognition that environmental action must be practical, affordable and locally appropriate

6. Youth and Community Facilities

- Repeated concern that youth services have disappeared, contributing to antisocial behaviour
- Support for youth clubs, village hall activities, sports, swimming and inclusive facilities
- Strong backing for keeping a town-centre swimming pool and leisure provision
- Calls for facilities for adults with additional needs, social inclusion and volunteering pathways
- Desire for schools, GP surgeries and community hubs to accompany new housing developments

7) Community Engagement & Transparency

- Widespread frustration with consultation perceived as one-sided or tokenistic
- Strong demand for clearer communication about who does what (Town vs County Council)
- Calls for regular reporting, open forums, ward surgeries and better non-social-media communication
- Desire for greater accountability: naming decision-makers, explaining costs and learning from mistakes
- Strong support for resident involvement, volunteering and co-production, not just surveys



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8. Cost of Living Sensitivity & Value for Money

- Major concern about parking costs, council tax rises and paying twice for the same services
- Strong calls to stop “vanity projects”, reduce consultancy spend and improve efficiency
- Support for in-house service delivery over outsourcing
- Conditional support for higher town council funding only if matched by reduced county levy
- Desire for clear value-for-money explanations and visible outcomes for spending

9. Events, Culture & Heritage

- Strong pride in Shrewsbury’s history, character, river, parks and medieval fabric
- Mixed but passionate views on the Flower Show – many want a return in some form
- Support for heritage-led tourism, guided tours, museums, arts and culture, not mass events
- Desire to protect Rowley House and other historic buildings from neglect or inappropriate development
- Emphasis on tourism that benefits residents, not undermines affordability or quality of life

Overall message from residents

“Stick to the basics, listen properly, spend wisely, fix what’s broken, keep the town clean and safe, and protect what makes Shrewsbury special – for the people who live here first.”