

**SHREWSBURY TOWN COUNCIL  
FULL COUNCIL  
5 SEPTEMBER 2022**

**Officer:** Helen Ball (Town Clerk)

**VISIONING EXERCISE**

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**PURPOSE OF THE REPORT**

To update the Council on plans to develop a Vision and Corporate Plan for the Town Council

**BACKGROUND**

A report was presented to Council setting out the plan to develop a Corporate Plan following a series of Visioning Workshops in September 2021.

Members cancelled the scheduled sessions following concerns around the Omnicom Variant of COVID. It hasn't been possible to undertake the sessions until this time given other pressing priorities that Senior officers have had to attend to

Appended to this report are links to Corporate & Strategic Plans and Medium-Term Financial Plans that other Town Councils have prepared.

Strategic doesn't necessarily mean it has to be difficult, more it focuses on what matters.

A Strategic Plan isn't just a standalone document. It would provide narrative in the Annual Town Reports, develop a Medium-Term Financial Plan as well as help to inform county Strategic Documents like the Place Plan, Local Plan and the Shrewsbury Big Town Plan. We often talk about having "shovel ready projects" should funding opportunities arise; this too would help.

**VISIONING EXERCISE**

The Council undertook a Visioning Exercise after the 2017 Elections that was facilitated by an external consultant, but it failed to achieve the necessary buy-in from members. Following a discussion with Group Leaders, the Town Clerk & Deputy Town Clerk will, pulling on their previous experiences, facilitate the Visioning Exercise in-house.

This will be done by a series of Workshops:

- Initial Group Leader Session looking at the basic Vision, Mission Statement and Values, SWOT analysis of the Council. This will provide a starting point for full member Workshops.
- Sessions establishing the Corporate Priorities and Key Objectives of the Council
- Update Session on External Workshops and Officer/Staff Sessions
- More detailed Action planning that would meet those priorities and objectives

Allied to those sessions, the Town Clerk & Deputy Town Clerk will facilitate:

- Staff Visioning Session to capture any thoughts and aspirations that the Council's employees have.
- Stakeholder Session to capture any thoughts fellow stakeholders and partners have about how the Council could operate more effectively and efficiently in the future

## PROPOSED TIMETABLE

w/c 12 <sup>th</sup> September	<ul style="list-style-type: none"> <li>• Group Leader Session – Understanding Vision, Mission Statement, Values, SWOT</li> </ul>
w/c 26 <sup>th</sup> September	<ul style="list-style-type: none"> <li>• Questionnaire to all staff</li> <li>• Councillor Session No 1 - Understanding Vision, Mission Statement, Values, SWOT</li> </ul>
w/c 3 <sup>rd</sup> October	<ul style="list-style-type: none"> <li>• External Stakeholder Workshop</li> </ul>
w/c 10 <sup>th</sup> October	<ul style="list-style-type: none"> <li>• Councillor Session No 2 – Setting Priorities &amp; Objectives</li> <li>• Development of Commonplace public engagement platform</li> </ul>
w/c 17 <sup>th</sup> October	<ul style="list-style-type: none"> <li>• Staff Session</li> </ul>
w/c 31 <sup>st</sup> October	<ul style="list-style-type: none"> <li>• Councillor Session No 3 – Action Planning</li> </ul>
w/c 14 November	<ul style="list-style-type: none"> <li>• Full Council Update</li> <li>• November Newsletter to promote community engagement &amp; consultation</li> </ul>
w/c 5 December	<ul style="list-style-type: none"> <li>• Finance &amp; General Purposes Committee Consideration of budget implications for 2023/24</li> </ul>
w/c 30 January	<ul style="list-style-type: none"> <li>• Presentation of Report to Full Council</li> </ul>

## COMMUNITY ENGAGEMENT

Further to the Full Council motion in June 2022 to establish a programme of engagement with the public, officers have considered how might be facilitated given there are 70,000 residents in over 35,000 properties. Using various sample size calculators approximately 400 people would need to be surveyed to get results representative of the target population of 70000 with a 95% level of confidence.

A number of options are available

- Posting out surveys is costly in terms of printing and postage but also processing any returned questionnaires
- There is the potential of having an engagement event, similar to the Big Town Plan consultation in 2017; again, processing returns would be costly in terms of time as would manning a facility for a long period of time
- There is potential use of social media. The Town Council has 12,000 followers across Facebook & Twitter
- The Council has developed a new electronic Newsletter which the public can sign up to automatically receiving via the website
- The Council has a number of noticeboards scattered around the town
- Commonplace has proved to be an effective tool in engaging the community having been used for the Big Town Plan with 4000 people visiting the site and 2500 leaving comments
- Councillors have always been the primary point of contact and engagement with the public as they are closest to the residents and electors they serve. A number hold surgeries, distribute newsletters and effectively use social media

It is recommended the following options are utilised:

- Commonplace is the primary information gathering tool
- [www.shrewsburytowncouncil.gov.uk](http://www.shrewsburytowncouncil.gov.uk) will provide links to Commonplace
- Town Council Facebook & Twitter shall be used to promote Commonplace as will the Town Council Electronic Newsletter & Noticeboards
- Copy can be provide to Councillors for their personal newsletters and it is hoped that those Councillors with Facebook & Twitter will like and share Town Council social media posts to increase spread

### RECOMMENDATIONS:

1. That the contents of the report are noted.
2. That the plan for the Visioning Exercise is agreed.
3. That the programme of community engagement is agreed
4. That members of Full Council commit to active participation in this exercise.

### LINKS TO OTHER PLANS

<https://stowmarkettowncouncil.gov.uk/wp-content/uploads/2020/11/Corporate-Plan-2018-23-2020-21-version.pdf>

<https://www.weymouthtowncouncil.gov.uk/wp-content/uploads/2021/03/Item-9-Appendix-A-Corporate-Plan-2021-2025.pdf>

<https://www.dorchester-tc.gov.uk/docs/downloads/201102-Corporate-Plan-Summary.pdf>

<https://www.bridport-tc.gov.uk/wp-content/uploads/2019/11/Town-5-yr-Plan-2019-2024-v.5-AGREED-for-consultation.pdf>

<https://www.birchwoodtowncouncil.org.uk/images/strategy/birchwood-town-council-updated-strategic-plan-21-february-2018.pdf>

[https://www.dunstable.gov.uk/wp-content/uploads/2020/02/DTC\\_Corporate\\_Plan\\_2020\\_SP\\_Web.pdf](https://www.dunstable.gov.uk/wp-content/uploads/2020/02/DTC_Corporate_Plan_2020_SP_Web.pdf)

[https://www.sevenoakstown.gov.uk/\\_UserFiles/Files/Documents/Corporate%20Plan%202015%20-%202019.pdf](https://www.sevenoakstown.gov.uk/_UserFiles/Files/Documents/Corporate%20Plan%202015%20-%202019.pdf)

[https://www.great-aycliffe.gov.uk/wp-content/uploads/2019/06/MTFP\\_2019\\_20\\_to\\_2023\\_24.pdf](https://www.great-aycliffe.gov.uk/wp-content/uploads/2019/06/MTFP_2019_20_to_2023_24.pdf)

<https://www.swanage.gov.uk/userfiles/file/Medium%20Term%20Financial%20Strategy.pdf>

<https://www.newmarket.gov.uk/wp-content/uploads/2020/09/14-Medium-Term-Financial-Plan-2018.pdf>

<https://www.chippenham.gov.uk/wp-content/uploads/2020/01/MTFP-IE.pdf>