

# Strategic Objectives

## **Building Resilient Communities for Shrewsbury**

We will acknowledge and build upon our town's diversity, demonstrating our leadership role by working with and empowering our partners and local people to provide healthy, safe and cohesive communities.

## **Supporting Shrewsbury residents to live active and healthy lives through the provision of quality services**

We will, through the provision of quality services, provide opportunities for local people to live active and healthy lives in a safe environment.

## **Preserving Shrewsbury's Heritage**

We will continue to recognise the richness of Shrewsbury's heritage and take steps to preserve its character, customs and traditions whilst recognising the need for the town to develop.

## **Creating a greener and better-connected Shrewsbury**

We will nurture and enhance our natural environment and public realm to ensure they are the accessible spaces local people want them to be allowing better connectivity and providing options for movement around the town.

## **Maintaining a sustainable, resilient and efficient organisation**

We will ensure that we are suitably placed to deliver the priorities identified for Shrewsbury and its residents by employing people with the right skills, maintaining robust financial processes and optimising technology and resources.

## **Taking Positive action to tackle climate change**

We will lead by example in reducing our carbon footprint, caring for our environment, using our resources responsibly to ensure we have a climate conscious town.

# **Building Resilient Communities for Shrewsbury**

A Develop and enhance our Youth offer

B Support community resilience to ensure sustainability

C Provide appropriate Grant Funding

D Enhance partnership working in order to support the community

## Supporting Shrewsbury residents to live active and healthy lives

A Develop and promote Play Facilities

B Develop and promote Sports Facilities and Open Spaces

C Encourage healthy lifestyles

D Working in partnership to promote a safer town

E Invest in drinking water facilities

## Preserving Shrewsbury's Heritage

A Take an active role in the Planning process for the Town

B Protect and enhance our heritage assets

C Create a memorial to HM Queen Elizabeth II

D Create a long term vision and management plan for The Quarry

E Promote the Town as a great place to live, work and visit

## Creating a greener and better connected Shrewsbury

A Improve and manage the street scene across the Town

B Improve river quality

C Improve the provision of greenspace across the town

D Enhance the Bloom Portfolio

E Ensure adequate provision for Allotments and other community gardening space

F Enhance and deliver a long term Tree Management Plan

## **Maintaining a sustainable, resilient and efficient organisation**

A Develop an approach to Advocacy on behalf of the Town and its residents

B Continue to have a mutually beneficial relationship with Shropshire Council

C Develop and deliver a Communication Strategy and Plan

D Promote involvement in Democratic processes

E Ensure effective Financial Governance is in place

F Ensure STC is a respected and supportive employer both locally and nationally

G Ensure STC has proactive and well informed Councillors

## **Taking Positive action to tackle climate change**

A Achieve Carbon Net Zero by 2030 (by the latest)

B Support the work of the Big Town Plan and Movement Strategy

C Improve resilience in the Town to cope with extreme weather

D Working with the local community to raise awareness of Climate Change and Nature Recovery

E Promote STC's approach to transport including active travel

F Ensure that STC has a sustainable plan for the future