Agenda No

5(iv)

SHREWSBURY TOWN COUNCIL
COMMUNITIES & ENVIRONMENT COMMITTEE
14 OCTOBER 2026

Officer: Helen Ball (Town Clerk)

TOWN COUNCIL'S INVOLVEMENT IN A MULTI-GENERATIONAL BID TO NATIONAL LOTTERY

Generations Together Shropshire

Connecting Young People. Valuing Older People. Strengthening Communities.

Vision

Every community in Shropshire should have opportunities for young and older residents to meet, learn from each other and improve their community together. Young people gain confidence, skills and belonging.

Older people reduce loneliness, improve health and continue contributing their knowledge and experience.

Communities become stronger.

Why it is needed

The project responds to three growing challenges.

- increasing loneliness amongst older residents
- declining youth wellbeing and social isolation
- loss of community infrastructure following reductions in local authority funding

Rather than addressing these challenges separately, the project creates one shared solution. By bringing together young people, older residents, businesses and community organisations, it builds stronger, more resilient communities where every generation has something valuable to contribute.

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Core Themes

1. Community Connections

Young people and older volunteers are matched through a network of Community Hubs, with The Hive acting as the flagship hub in Shrewsbury and a model for other towns across the county.

Activities include:

- Digital buddies
- Walking companions
- Coffee mornings
- Reminiscence projects
- Local history recording
- Community gardening
- Creative arts and music projects
- Shared community meals

The Hive provides a welcoming, creative space where relationships can develop naturally through arts, culture, learning and volunteering.

2. Skills Across Generations

Young people teach:

- Smartphones
- Online shopping
- Social media
- Digital safety
- Artificial Intelligence
- Photography
- Creative media

Older people teach:

- DIY
- Cooking
- Sewing
- Budgeting
- Gardening
- Local history
- Careers
- Life skills
- Traditional crafts

Everyone learns.

3. Community Action Teams

Mixed-age volunteer teams improve local neighbourhoods.

Projects include:

- Community gardens
- Park improvements
- Litter campaigns
- Heritage trails
- Biodiversity projects
- Food growing
- Repairing community spaces
- Public art
- River and canal clean-ups

Working alongside Shrewsbury BID, businesses will join young people and older volunteers in delivering town centre improvement projects, demonstrating civic pride while creating meaningful volunteering opportunities.

4. Youth & Elder Leadership Boards

Every locality develops a leadership board bringing together:

- Young people
- Older residents
- Community organisations
- Schools
- Businesses
- Parish and Town Councils

These boards identify local priorities, commission community projects and ensure every generation has an equal voice in shaping their neighbourhood.

5. Stories of Shropshire

Led creatively by The Hive, young people interview older residents to preserve Shropshire's rich history through:

- Podcasts
- Documentary films
- Photography
- Art exhibitions

- Community archives
- School learning resources

This preserves community identity while developing creative and digital skills.

Delivery Structure

Lead Partner - Shrewsbury Town Council

Providing strategic leadership, governance and programme management.

Strategic Delivery Partners

- **The Hive –** Lead Youth Delivery Partner and flagship Community Hub**.**
- **Age UK Shropshire Telford & Wrekin –** Lead partner supporting older residents, volunteering and wellbeing**.**
- **Shrewsbury BID –** Business engagement, employer-supported volunteering and town centre community action.
- **Shropshire Youth Association –** County-wide youth engagement and outreach.
- Schools and Colleges.
- Parish and Town Councils.
- Community Centres and Libraries.
- Care Homes.
- Housing Associations.
- Local businesses and employers.

Workstreams

Community Connectors

Employ Community Connectors working across Shropshire.

Each Connector supports:

- Volunteers
- Schools
- Youth groups
- Older residents
- Local businesses
- Community projects

The Hive will host the Shrewsbury Connector Team, creating a visible and accessible community base.

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Volunteer Programme

Recruit:

- Retired teachers
- Retired nurses
- Retired tradespeople
- Young volunteers
- Duke of Edinburgh participants
- Students
- Youth Ambassadors
- Business volunteers coordinated through Shrewsbury BID

Introduce a Volunteer Passport, recognising contributions from young people, older residents and employees. Businesses can recognise volunteering within recruitment and staff development, embedding a culture of civic participation.

Youth Leadership

Young people help design every aspect of the programme.

Create Youth Community Fellows who receive:

- Leadership training
- Safeguarding
- First Aid
- Volunteer management
- Community organising
- Arts and creative facilitation through The Hive

Innovation

Community Time Bank

Young volunteers earn credits by helping older residents.

Credits can be exchanged for:

- Sports activities
- Arts sessions
- Training
- Transport
- Volunteering awards

Older people also earn credits through mentoring and volunteering.

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Digital Inclusion

Young Digital Champions, trained through The Hive, support older residents with:

- Smartphones
- NHS App
- Online banking awareness
- Scam prevention
- Artificial Intelligence
- Online confidence

Wellbeing Programme

Activities include:

- Walking
- Music
- Craft
- Cooking
- Dance
- Allotments
- Men's Sheds
- Memory Cafés
- Community choirs
- Creative arts workshops
- Intergenerational festivals

Outcomes

Young People

- Improved confidence
- Reduced loneliness
- Increased volunteering
- Better employability
- Stronger leadership skills
- Improved mental wellbeing

Older People

- Reduced isolation
- Improved health
- Increased digital confidence
- Greater independence
- Renewed purpose

- Opportunities to mentor future generations

Communities

- Stronger volunteering culture
- Reduced demand on public services
- Improved public spaces
- Stronger town centres
- Greater business involvement
- Increased community resilience
- Improved social cohesion

National Lottery Community Fund Alignment

The project strongly aligns with the National Lottery Community Fund's ambitions by:

- Bringing people together across generations.
- Helping children and young people thrive.
- Supporting healthier lives.
- Building resilient communities.
- Strengthening voluntary organisations and local partnerships.
- Improving places and spaces through community-led action.
- Increasing volunteering and active citizenship.
- Creating long-term community leadership beyond the life of the grant.

Legacy

Rather than replacing a service that has been lost, Generations Together Shropshire will establish a new model of community resilience. By combining the leadership of Shrewsbury Town Council, the creativity and youth expertise of The Hive, the experience of Age UK Shropshire Telford & Wrekin, and the civic leadership of Shrewsbury BID, the programme will leave a lasting network of volunteers, community hubs and intergenerational partnerships. Young people and older residents will not simply receive support—they will become the people who shape stronger, healthier and more connected communities for years to come.

This has the potential to be a flagship £4–5 million National Lottery Community Fund proposal and a defining programme for the delivery of your Youth Vision. It is distinctive because it integrates youth leadership, healthy ageing, culture, volunteering, business engagement and place-making into a single county-wide initiative, rather than treating these as separate agendas.