

**SHREWSBURY TOWN COUNCIL  
FINANCE & GENERAL PURPOSES COMMITTEE  
17 APRIL 2023**

**Officer:** Helen Ball – Town Clerk

**VISIONING**

**Purpose of Report**

- (i) To Update the Committee on the Visioning Exercise

**Introduction**

Council agreed to a Visioning Exercise and the Town Clerk & Deputy Town Clerk were tasked with preparing activities to flesh out the requirements of a Strategic Plan.

A series of sessions have been arranged that have so far looked at:

- SWOT Analysis
- Aspirations for the Town Council and the Town
- Values & Behaviours
- Strategic Priorities
- Key activities to meet priorities

Currently the Town Clerk & Deputy Town Clerk are working through the wording and have pencilled time out in their diaries during April to progress this.

Additionally, a Stakeholder Session has been convened with key partners and plans are in place for a Staff Survey and subsequent Staff Session.

**Attendance**

Whilst it has been stressed the importance of these sessions, consistence of attendance is sporadic (4 have attended every session, 2 have attended none and of the remaining 11 only 4 have attended 50% or more of the 6 sessions). We are fast approaching the sessions where more ward specific detail will be featured so it cannot be stressed the importance of attendance particularly as this Strategic Plan sets the focus for the next 5 years.

Members of the Senior Management Team have been in attendance at all of the sessions

It is unlikely that further sessions will be carried out before Annual Council at the beginning of May. End of Year is an exceptionally busy time for the Town Clerk & Head of Resources.

**Work still to be done**

- Revisit the Vision & Mission Statements in light of the work done so far
- Action Planning
- Impact on the Medium-Term Financial Planning
- Consultation & Engagement with the public

**RECOMMENDATIONS:**

- (i) That the report be noted