

CLEOBURY AND RURAL LOCAL JOINT COMMITTEE

LOCAL JOINT COMMITTEES BRIEFING PAPER

SHROPSHIRE COUNCIL'S MARKET TOWNS REVITALISATION PROGRAMME

Shropshire Council has recently launched a new Market Towns Revitalisation Programme.

Seventeen market towns and key settlements have been identified to be part of the programme. Towns will be able to access finance for investment opportunities that will improve the economic and social vitality of their area.

Local Shropshire Councillors, working together with town and parish councillors, will be seeking to identify schemes and projects that could be supported and that are considered a priority by local people.

Our town is able to bid for a share of the £0.5m fund. This means that we can propose projects costing in the region of £40-50k in total. In exceptional circumstances, we can submit two projects totalling up to £75k.

The Market Towns Revitalisation programme is just one element of Shropshire Council's work around supporting our market towns. We recognise the uniqueness and importance of each of our key settlements.

The LJC is being asked to consider what the local priorities for investment through the programme might be, and to seek views from local people on what they would like to see improved in the town.

Ideas for projects are welcomed from all but this is NOT a call for direct bids at this stage. We are asking you to share your thoughts and to bring your local knowledge to the discussion.

Project ideas will need to address at least some of the programme objectives and to demonstrate that they will make an impact, be deliverable and command local support to qualify for the funding. These are shown overleaf.

Councillors will then take on board your views when considering which projects to put forward for the funding.

Decisions will be made next spring and the LJC will be kept updated on progress.

OPEN DISCUSSION ON LOCAL PRIORITIES AND POSSIBLE PROJECTS FOR INVESTMENT

In addition to these discussions on the Market Towns Revitalisation Programme we will also be holding a Community Toolkit event in our town over the next few months. This will enable local people to come together and share views with Shropshire Council on what it's really like to live here and how issues such as public transport, jobs and community facilities affect the town. If you think you might be interested in joining in this event please make yourself known to the Community Regeneration Officer who will send you further details in due course.

Market Towns Revitalisation Programme Objectives

- Offer an adequate range of services and community facilities, with good transport connections;
- Encourage good quality jobs to promote less out-commuting and to discourage the out-migration of young people;
- Ensure that towns have a good range of retail opportunities and to discourage loss of retail spending to competing centres;
- Encourage more jobs in expanding sectors and reduce reliance on one or two main employers;
- Protect towns' natural, built and cultural heritage and improve the quality of the environment;
- Encourage towns to become more sustainable, contributing to reduced carbon emissions;
- Promote the provision of a range of high quality housing types and tenures;
- Promote healthy, learning communities with an active cultural life;
- Address pockets of deprivation and worklessness;
- Encourage residents and businesses to engage in the civic and community life of their towns.

Projects will be prioritised based on the following criteria:

- How well they meet the priorities of the Community Strategy and the objectives of the Revitalisation Programme (as shown above);
- Value for money, measurable, significant impact and benefits that the project would provide in terms of economic, social and physical regeneration;
- Deliverability e.g. can it be achieved in a reasonable timescale, does it command local support, can all necessary approvals be obtained, can a funding package be secured, can any future revenue costs be met?