Sustainable Community Strategy
Consultation on final draft Community Strategy 19th Nov 2009 - 12th February 2010

Q1. Is there anything missing the draft Community Strategy document?

Comment	Organisation
Priority 3 needs to be strengthened with: Acute services A&E and Emergency Services must remain in Shropshire and be clinically safe. If there is (as at Present) duplication of services on RSH & PRH it may result in poor clinical results and Shropshire people may be forced to be treated out of County for these Emergency Services, the County needs one centre i.e. PRH or RSH to be the emergency centre. This is one of the main concerns of the Shropshire Health Economy at present and should be given high priority as such.	Member, Shropshire Council
There does not appear to be much information as to the mechanisms of partnership working. From a crime prevention and reduction perspective (akin to Safer, Stronger Communities) will CDRP strategy actually manifest into service delivery via Shropshire Council employees working at 'street level' alongside their police partners? Section 17 of the Crime and Disorder Act 1998 places a statutory requirement on appropriate agencies to work towards reducing / preventing crime: compliance to strategy alone will not achieve this. As a case study, it appears that Hampshire County Council employ specific teams to provide real (as opposed to virtual) community engagement utilising accredited enforcement officers as necessary, who often work alongside police staff. Council officials within this department also regularly visit schools to deliver key crime reduction and personal safety messages, coterminous with PSHE curriculum topics (see their website). This represents 'real-life' community partnership by virtue of shared delivery. Is there a Shropshire strategy that promises to deliver a similar outcome?	West Mercia Police
Would like to see more mention of the importance and value of the VCS and Shropshire Council's commitment to supporting them in their contribution to the delivery of the Community Strategy.	IMPACT Alcohol & Addictions Services
Priority 3 – I believe that preventative services should be mentioned specifically. Only by investing in prevention will any of the laudable aims be achievable.	Through the Doorway to Healthy Living
Not as far as I can see. I look forward to the action plan	-
I have no problem with the overall goals, but I couldn't find any indication of how these are to be specified or measured, or the process by which this is to be done	Gerrard Rugg Associates
Under Priority 3 – we are concerned that by referring to children, young people and older people there is potential to ignore working age people with disabilities and/or long term medical conditions. This includes people with mental health. As a result of the current recession the impact on people with mental health is greater. If preventative measures are not offered to this client group, the long term effects will impact on the budgets for older people, yet again. We propose removing all client groups and use the term vulnerable people of all ages. 1 in 6 people have a disability, 1 in 6 people will have an episode of mental illness during their lifetime effecting ability to live independently.	A4U - Action Advice Advocacy - Disability Centre
Priority 3 (6) The inference regarding resources seems out of context with the rest of the document (I can't find where the reuse of resources is an ultimate achievement of any other outcome), added to this is the fact that tackling alcohol misuse is underfunded and projections suggest numbers receiving specialist and acute care will rise over the foreseeable future. I would suggest wording to the effect: "Drug and alcohol misuse and its impact on the individual, family and community health and well being is lower providing a better quality of life."	Shropshire Drug and Alcohol Action Team, Shropshire Council
We need to be setting out a stronger position for Shrewsbury in the headlines. For example, I believe that priority 1 should read:- 'Enterprise and growth, with a dynamic county town, strong market towns and rebalanced rural settlements' - this reflects the Regeneration Prospectus. There should also be more reference made to Shrewsbury being a designated Growth Point, important sub-regional centre and impact investment location under priority 1.	Shrewsbury Growth Point
We are concerned that Priority 3 (Healthy, safe and confident people and communities) fails to mention transport or the importance of helping people to access local services (which obviously extends much wider than transport). We acknowledge that there is reference to access under Priority 1 – Enterprise and growth – but consider that it is as relevant, if not more relevant, to the aims of Priority 3 and this should be reflected in the final document.	Bridgnorth District Community Transport Group
The strategy provides an excellent, albeit brief, overview of the key priorities.	Public Health, Shropshire County PCT
Priority 1 – bullet 2 suggest inclusion of healthier workforce Priority 2 – bullet 3 suggest promotion of green travel options Priority 3 – bullet 2 suggest change '….leisure facilities' to '…..leisure opportunities'	Shropshire Physical Activity Alliance
Shropshire's land resource is our most valuable asset after our people but does not feature in the document even though it will be an essential ingredient in our plan for sustainability. We need to look beyond our current perception of 'countryside' as a resource for leisure and tourism where 'agriculture' takes place and begin to develop its potential for: Building resilient communities; Local food security; Carbon sequestration; Sustainable farming; Employment	Shropshire Environmental Alliance

There is a built-in assumption that tackling climate change (through reducing carbon emissions) will automatically take care of the natural environment and will also go a long way to producing sustainable communities. This is not so! It puts the cart before the horse! Conversely building sustainable communities will reduce carbon emissions and look after the environment. We would like to see the strategy focus more on sustainable objectives as a route to carbon reduction and other vital aspects of sustainability.	Shropshire Environmental Alliance
Looking after the natural environment is a key priority but tends to be lumped in with the built environment and with waste and recycling (very important in themselves but on a completely different level). This is not helpful since it diminishes the prime importance of this duty of care for the natural systems and biodiversity that support life on earth.	Shropshire Environmental Alliance
Pages 2 and 10 contain questionable statements that reflect out-of-date thinking and modelling: " .... use the environment for social and economic gain." "Enterprise and Growth .... economy will be dynamic and modern with an enterprise culture ..... " We need to reject the old concept of exploiting the environment for our own ends and embrace the need to conserve and nurture the earth's natural life support systems. Continued economic growth (as currently practised) is now recognised as unsustainable (see Stern Report and World Bank World Development Report 2010, Development and Climate Change) and new models are necessary for our survival. These require both major culture change and international and national government change but local communities do not need to wait or be held back – they can take action now to prepare themselves.	Shropshire Environmental Alliance
We would support Shropshire Environmental Alliance in their proposal that the strategy focus more on sustainable objectives and less on carbon reduction. We would also support their views that the delivery of the 'Making it happen' section of the strategy is the key to its success and we would welcome inclusion in working with community development workers to ensure they have a full understanding of sustainability.	Shropshire Community Recycling network
There is no mention, recognition or promotion of social enterprise as a force which can deliver many elements of the community strategy. Surely an aspiration should be to develop the number and role of social enterprises in creating and maintaining sustainable communities across Shropshire; developing skills; providing employment; contributing to carbon reduction through the local provision of services etc	Shropshire Community Recycling network
Page 2: In the text box on climate change the definition of sustainability should also include consideration of the wider impacts on 'heritage' not just the natural environment and biodiversity.	English Heritage West Midlands
Page 11 Priority 2: Whilst we generally support the thrust of the second outcome, we suggest it could be more concisely written as 'our rich and varied natural, built and historic environment is……'? However, overall the inclusion of a specific reference to the historic environment / heritage is welcomed and the follow on action planning provides scope to expand on this in more detail.	English Heritage West Midlands
The reference to the climate change effects being "one of the greatest threats" (page 2) is in danger of regarding the environment as a constraint or unwelcome influence on social and economic changes. This can lead to plans or projects aimed at "controlling" the effects of the environment which would be unwelcome and often unsustainable. The statement (also page 2) on accepting environmental limits is a much more sustainable approach to meeting social and economic changes that will live within the physical environment and targets for environmental limits need to be developed The references to accepting change should be generally welcome but there are cultural and environmental assets that should be protected and remain unchanged (if possible) to preserve that cultural identity (Important heritage sites) or environmental infrastructure that maintain the general social wellbeing (flood plains, air quality, access to recreation and exercise)	Natural England
The third priority on Health refers to people being more active. To achieve sustainable lifestyles that include activity the design and placement of homes, work and travel between them is critical. Dependence on car travel and long distance commuting should be seen as unsustainable. Development of housing and employment sites should consider how people will travel and alternative transport between them should encourage active lifestyles (walking cycling) or the use of public/mass transport systems to help toward reducing green house gas emissions. This example highlights the need to consider social, economic and environmental issues in the round. The three areas are actually inseparable and environmental damaging development is not only unsustainable generally it can lead to unhealthy social outcomes.	Natural England
The document has little or nothing to say about how we understand this term ' Sustainable Communities' in the context of Shropshire. Sustainable communities" are understood in many different ways so there is great scope for confusion and misunderstanding! We suggest that the document should at very least contain some examples of past or existing sustainable communities (the Acton Scott case study provides an opportunity to do this) and ideally a selection of models that could be applied to urban and rural communities in Shropshire.	Ludlow 21
We are note the new catch line for the strategy 'A Flourishing Shropshire' which is better than the previous one.	Shropshire Geological Society
This draft of the Strategy is even shorter on detail than the previous draft and as a result seems to miss the point even more than the last draft.The document again wants to separate the environment away from enterprise and growth and the community i.e. people. This must not happen as it will mean that development could claim that the environment is stopping enterprise and growth even though the community says it wants it. You are in danger of pitting the environment against both development and community and the environment will no doubt lose out in this battle. The environment must be embedded in all priorities as well as being a separate priority.	Shropshire Geological Society

Priority 1 just concentrates on the economic growth and enterprise and makes no mention of the role that the natural environment plays in enterprise and growth. As noted in our previous response the economic vitality is intrinsically linked to the natural environment of the County and must be taken on board in this priority. You must be aware that 'environmental limits' must dictate the way forward for growth and enterprise move forward.In order to move towards a lower carbon footprint enterprise must ensure that jobs are 'local' and the need to commute to work is seriously reduced. There must be better provision of local public transport which serves 'local' jobs, so enterprise and growth must take this on board.	Shropshire Geological Society
Priority 2 should be kept separately although it must be given equal weight as the other two priorities when decisions are taken.The idea of innovative thinking in design, build and technology must the carried out sustainably. This must be in the true meaning of sustainable in that all the environmental costs are taken into account, not just 'badging' it as sustainable. Please to note that the Council wants to move towards a lower carbon footprint, it must find way of reducing car use across the whole area and this should be linked into Priority 1. In order to respond to climate change, the Council must make people realise that small adaption by individuals make a big impact if all the population does it. Taking this forward why is this part of the priority not within the community priority. It is important to ensure streets are clean, but should be relegated behind accessible areas of countryside and green open spaces. This is because countryside and green open spaces are more important to help with adaptations and response to climate change than clean streets which is what this priority is about.	Shropshire Geological Society
Priority 3 makes no mention of the environment. The natural environment plays a huge part of the health and wellbeing of people and communities.We feel that the environment must not be sidelined to allow enterprise/growth and communities to move forward, it must be put into each of these priorities. The natural environment must be taken into account in all decisions as a failure to understand the role it plays in this will be at our peril	Shropshire Geological Society
Under priority 3 outcomes 2 and 3 you make particular reference to young people and children; and in outcome 5 specific reference is made to older people. I think the particular references are designed to highlight existing issues in relation to these groups which need addressing, however, by singling out these groups I feel that it may serve to further exclude them as well as explicitly excluding other disadvantaged groups such as those with disabilities and the unemployed. I would like to see reference to the words Older People and children and young people replaced with all people.Likewise under outcome 5, you make particular reference to health inequalities between men and women and affluent and non-affluent areas; again by excluding other groups (e.g between those with learning disabilities and those without) or areas (e.g rural), the impression is that health inequalities due to other factors are negligible and non-important. I would insert the words for example after Health Inequalities	Shropshire County PCT
The rural economy (agriculture, horticulture, rural tourism, etc) is missing. Shropshire's biggest asset is its people. The natural environment is an asset that is often viewed as landscape, scenery, hills/valleys/meres, etc. However, farmland is a great natural asset in terms of its local food/fuel production, and carbon capture services to the climate.	Southern Area Partnership

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Q2. How would you like to receive a copy of the final Community Strategy?

Comment	Organisation
Email	West Mercia Police
Hard Copy	IMPACT Alcohol & Addictions Services
Email	Through the Doorway to Healthy Living
Hard Copy	-
Hard Copy	Resources for change; Lightfood; MCE
Website	Shrewsbury Friends of the Earth
Email alert to website	Gerrard Rugg Associates
Email alert to website	Shropshire Disability Network
Electronically	Shrewsbury Town Centre Residents' Association
Hard Copy	A4U - Action Advice Advocacy - Disability Centre
Hard copy and electronic copy	Northern Shropshire Partnership , Northern Shropshire Economic Forum , Market Drayton Town Plan steering group
We do not need a printed copy but would like notification of its publication and availability on the website	Stretton Climate Care
Website	Bridgnorth District Community Transport Group
Electronically	Public Health, Shropshire County PCT
Electronically	Bridgnorth Town Plan Steering Committee
Electronically	Shropshire Physical Activity Alliance
Electronically & hard copy	Shropshire Community Recycling network
Electronic	Natural England
We would like to receive the final copy as 'a hard copy'. We accessed the current document via the website, but as a voluntary organisation we have to rely on volunteers printing off documents in order to work on them and respond to them. It would be helpful during consultation periods that documents for comment are in black (with no colour and especially no photos), allowing for economical printing.	Shropshire Geological Society

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Q3. Do you wish to be involved in the Action Planning? If so, what can your organisation offer to help deliver the priorities?

Comment	Organisation
Able to offer additional views from VCS perspective especially around service delivery for alcohol and related issues	IMPACT Alcohol & Addictions Services
Through the Doorway to Healthy Living can offer: Local intelligence; Opportunities to engage with local communities at a grass roots level to identify their particular needs; Practical expertise in delivering user-focussed services to those in most need, particularly the have nots living in the more deprived areas of Shropshire; A vehicle by which external funding can be levered into the County	Through the Doorway to Healthy Living
Resources for Change can help build partnerships for delivery especially for community resilience. Light Foot Enterprises CIC can deliver behaviour change at community level to combat climate change; Marches Community Enterprise can support the delivery of services through social enterprise.	Resources for change; Lightfood; MCE
We expect our group Shrewsbury Friends of the Earth to be consulted	Shrewsbury Friends of the Earth
We may be able to provide representatives from the disabled/.long term illness community.	Shropshire Disability Network
We support all three priorities. As a residents' association, we are already active in many of the aspirations listed. For example we work to support the business community in Shrewsbury and have a special interest in a viable market hall. We monitor the park and the built environment. Members are participating in the Marches Energy low carbon emissions heritage project, and we work with the Police to secure a safe and protected own. We are not sure how else we can help, but we are always willing to give ideas and comment on reports	Shrewsbury Town Centre Residents' Association
Yes, A4U – Action Advice Advocacy (Disability Advice Centre for all ages) would like to be involved in the planning stages. The strategy is very broad, but it is the action plans deriving from it that are of more importance, particularly for vulnerable people of working age who have a disability and/or long term medical condition. Will there be support for this client group in the next 10 years?	A4U - Action Advice Advocacy - Disability Centre
We look forward to supporting the implementation of the strategy in relation to climate change and hope that resources can be made available to support this work.	Stretton Climate Care
I would like to support the action plan for Priority 3 in connection with drugs and alcohol. The Shropshire Drug and Alcohol Action Team can support this priority providing commissioning, service re-design and planning support.	Shropshire Drug and Alcohol Action Team, Shropshire Council
Yes. Priority 3 of the Shropshire Community Strategy can only be achieved through a comprehensive strategic approach to tobacco control. Half of the gap in health inequalities between affluent and non-affluent areas is caused by smoking. Action on smoking is also recognised in the Joint Strategic Needs Assessment.	Public Health, Shropshire County PCT
Yes – SPAA have identified 6 priorities (which can also respond to a number of the outcomes in the Community Strategy). We intend to write action plans for each before the end of March 2010 and would welcome any support / involvement from Shropshire Partnership or partners (to ensure that it aligns with Community Strategy).	Shropshire Physical Activity Alliance

What can SEA contribute? Members of the alliance are committed to working with their parish and town councils and with the Unitary authority to help build sustainable communities. In particular we are ready, willing and able to: -Work collaboratively with Shropshire Council and other partners to develop multi-targeted solutions to tackling climate change, fuel and food security, local jobs and housing and all the other environmental, economic and social challenges that we face -Use our local knowledge to encourage and support the transition from dependency to sustainability. -Find volunteers to start building local services and to develop local projects. -Use our experience of developing local solutions to help other local communities and find specialist skills to develop new solutions. -Help develop and run training programmes for Council staff. -With the support of Shropshire Council have a greater chance of securing funding otherwise unavailable to statutory agencies.	Shropshire Environmental Alliance
We do wish to be involved in action planning.Shropshire Community Recycling Network has members who have the potential to offer training, volunteering and employment opportunities; opportunities to engage young people and help them reach their potential; support communities in recycling initiatives; and support the development of social enterprise across the spectrum and not only in recycling	Shropshire Community Recycling network
Page 14 Making it happen: English Heritage would be happy to input to the next stage of the action planning in conjunction with the Council's historic environment team. Although English Heritage is not at present directly represented on the Partnership, we would be happy to meet with representatives to discuss in more depth opportunities in support of the priorities. I would be happy to coordinate with meeting, if you can advise on a suitable timescale	English Heritage West Midlands
The Actions for the priority 2 are generally welcome but Natural England would wish to see specific targets developed. The review of the Local Area Agreement should reflect the significant commitment the Sustainable community strategy places on the Local Authority to adapt to climate change and enhance the natural and built environment. Natural England would like to be involved in the review of those targets, particularly those relating to green open spaces, climate change adaptation measures and the management of our natural environment.	Natural England
Natural England, as a statutory body, has a duty to cooperate and generally to help deliver the aims and objectives of the sustainable community strategy. Natural England offers grants for land management under the Environmental stewardship scheme and advice to many statutory authorities, developers and others on issues concerning the environment, nature conservation, landscape, recreation and access. We also carry out a number of statutory functions concerning these issues. The importance of the issues and general actions in the strategy are welcome however the need to put these into everyday reality needs continued public debate and targeted actions to achieve the overall vision. This is not outlined in the strategy. Natural England would very much like to be more involved in the development of those targets and help monitor their achievement	Natural England
For "local people to take individual and community responsibility for their future" (page 2) they need to have freedom to choose and to be able to make choices guided by a clear understanding of the issues and outcomes. Shropshire Council can facilitate this process through a county-wide programme of information and education and by consciously introducing the principle of subsidiarity into community working. Climate Change is now recognised within the document as a major priority and this is a big step forward. However, it is a mistake to focus too closely on climate change and risk losing sight of the underlying problems or to be under the misapprehension that tackling climate change will deal with the other issues too	Ludlow 21
We could be able to offer support with the action planning for priority 2, as environmental limits will impact on both the other priorities. Therefore the action planning for priority 2 is probably the single important part of the action planning stage. This is because if we get this wrong much of the rest of what the Council wish to achieve with this document will be derailed.	Shropshire Geological Society
You will be aware that the PCT and Council's Director of Joint commissioning developed a workshop for the Health and wellbeing Board to enable partners' priorities to be reflected in the community strategy and the vehicles by which the priorities will be delivered. I would welcome this approach within all existing LAA blocks and at the Shropshire Partnership to ensure that the strategy and LSP is truly representative of the partnership rather than just the Council.	Shropshire County PCT

The PCT has developed 10 outcome measures for the NHS's world class commissioning regime. These were based on the joint strategic needs assessment and should be reflected in the outcomes and performance indicators to demonstrate delivery of the community strategy. For example, we have a local target in relation to dementia and in order for us to enhance the support for people with dementia joint work with all partners is essential. We would like to see a health and well-being block developed to deliver on these priorities led by Shropshire County PCT . These outcomes should be reflected in the new LAA. And in the delivery plans under all the priorities of the community strategy.	Shropshire County PCT
The PCT is committed to working in partnership and of leading the local NHS in partnership working. In order to deliver on the community strategy, I suggest that we need to do three things in partnership – (i) establish a joint information and analysis service across partners in Shropshire so that a consistent set of data and analysis can be established and priorities identified; (ii) To align, and in certain cases pool budgets, to address these priorities ;and (iil) Develop multi-agency delivery mechanisms to enable us to meet these need we priorities. These steps are imperative particularly in this financial climate and I look forward to opportunities to bring this closer work to fruition.	Shropshire County PCT
Partnership working in itself provides an opportunity to think creatively about what we do and how we do it– perhaps challenging why we all do things in a certain way, providing opportunities to transform inflexible thinking, bring new resources to the table, and trying out new ways of working which can improve the quality or effectiveness of what we do either individually or collectively. Sometimes, the trialling/piloting of new ways of working needs 'seedcorn' funding to underwrite the risk or cover the costs of setting up a new project or service. This should be acknowledged and budgeted for	Central Area Partnership

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General comments

Comment
There should be a council commitment to report on progress on sustainability in every Shropshire local Council magazine-this would keep the public informed and raise awareness of strategic need for change The LDF should mirror the aims of the sustainable community strategy To maintain effectiveness and public confidence there is a need for senior council officers to consistently engage with community stakeholders ie NGO's and local groups .This will help the council to get the detail accurate in order to implement the strategy in a more flexible way. The wider the spread of information,the greater the chance of success i.e. in the spirit of subsiduarity
The Final Draft is short, necessarily broad in its compass, and in our view is well-written. We think that the Team has done a good job in distilling a myriad of comments into a useful working document. As with all such strategic documents however, the devil will be in the detail of the short, medium and long-term action plans (page 14) that are the next stage. It is these action plans that we may wish to influence more directly.
It is unimpeachable in what it says – the real issues will fall for consideration in the detail subsequently. The priorities are correct and will benefit from derivation of "big ideas" in each case to maximize investment as well as more detailed local schemes, action etc. There is the opportunity to build on this work to try and identify a real key focus e.g Shropshire as a centre for the application in practice of local / rural green technology. Generally it is a good way forward.
The Strategy is a very positive document, but lacks conviction the goals will be achieved. I appreciate that the Strategy is very much dependant on the Action planning and execution. Perhaps if the Strategy was backed up by a 10 year marketing campaign ("A Flourishing Shropshire") together with some high profile achievers it might inspire more belief the dreams will be achieved, and the people of Shropshire will be out there making it happen.
The range and balance of aims is good, though there's little explicit reference to it being a Sustainable Community Strategy and therefore fitting into that overarching government agenda. Also, how will it fit with spatial planning in the Local Development Framework? The challenge will be making real the joined-up thinking set out in the strategy – strengthening partnership working to break out of traditional departmental silo thinking. Another vital part of partnership which is hard to make real is partnership between agency (local authorities and others) strategic and management levels, on the one hand, and the delivery of services and projects on the ground, whether public, private or community and social enterprise. Getting this right – or good enough – is the key to community resilience. Recent developments with the Offa's Dyke Partnership are encouraging. I'm very pleased that climate change response is given due emphasis – the challenge here is getting substantial action at every level.
Where will we get funding from to deliver Climate Change aspirations? Keen to get a biodigester in Bishop's Castle and supportive of document
It is a very bland document. It is good to have targets, timescales and aspirations but needs to be more focussed.
We generally support the revised Strategy. We would like the Strategy to adopt a challenging target on reducing carbon emissions and adopt clear monitoring of Shropshire's performance on carbon emissions. Adoption of Indicator 186 (reduction in carbon emissions per capita in Shropshire) by all partners would achieve this.
Will our findings be incorporated in this document ? If not are we wasting our time in preparing the Bridgnorth Town Plan? How do we obtain funding for our priorities if we are not included.
The document as it stands provides a very full 'vision statement' which can underpin the working strategy still to be developed**.** This is acknowledged under "Making it happen" (p. 14). An ongoing process of consultation will be necessary to develop this working strategy which will need regular revision as new methods of working reveal new opportunities and new challenges
The case studies provide colour and interest to the document reflecting local enterprise and initiative. The Acton Scott 'Victorian Farm' TV series actually spotlights a very good example of past sustainable living where the community were able to provide for most of the basics of life while looking after their environment: food, clothing, shelter, work and entertainment. This is not to suggest that we try to replicate the rural Victorian way of life but to learn from their example. So let's point this out and help people understand what it means to live sustainably.
Rebalanced rural communities sounds like a great concept. It could be seen as an experiment in social engineering! Not necessarily a bad thing so long as the social and economic dynamics are understood. We question whether this is so. For instance when the Planning Dept allocate affordable housing how far are other components (jobs, services, community dynamics) built in too? We fully endorse this concept so long as it is allowed to develop experimentally from the bottom up and is not confined within rules and regulations. What works in one place may not be right for another. The principle of 'subsidiarity' needs to be understood and applied.
There seems to be inconsistency between the 'examples' in each priority – priority 1 has an example of a project/business idea; priority 2 refers to a network of member organisations but omits others e.g. Shropshire Community Recycling Network; Priority 3 refers to a network of representative organisations but does not seem to sit well with the topic of this priority. Would it be preferable to have project examples in each priority – this would be more illustrative and consistent.

Page 4 Shropshire in context: We support the inclusion of a specific reference to the historic environment of Shropshire. We have not had access to the evidence base, but strongly recommend that for the Council's historic environment team is closely involved in its updating and monitoring
Page 9 As part of the introduction to the three priorities, we suggest it would be useful to emphasise that the three priorities are not mutually exclusive, but each can support the other and indeed are vital to the successful and sustainable delivery of the outcomes. Making positive and proactive links between the three priorities should be an important part of the action planning for each priority area
Natural England welcomes the new community strategy. We are particularly pleased to see the focus on the long term sustainability of community living in the opening statements and the priority 2 on responding to the impacts of climate change and enhancing the natural and built environment
On a more general point the representation of members on the executive of the Local strategic Partnership should include a lead for environmental issues generally. The focus of the sustainable community strategy on climate change and enhancing the natural environment clearly reflects the need for this
Robin Thompson's introduction talks about Shropshire's "innovative radical thinking" and "harnessing that ingenuity to provide for our future prosperity".   "Revolutionary ideas" are needed to meet the challenges we face but they may be unlike any ideas that have brought us prosperity in the past for the very concept of 'prosperity' is itself in question.   We need ideas that will improve our quality of life, our food and energy security and our social well-being drawing from the experience of the past and harnessing new technologies: it is those ideas that will create a 'flourishing Shropshire'!
We believe the document should spell out all the major areas that must be faced up to.   The traditional needs for housing, safety, health, education and employment have been acknowledged but what about the emerging needs for food and energy security, for water conservation and for making protection and enhancement of the natural environment a major theme rather than an adjunct to street cleaning and the built environment
Rebalancing of the Countryside   It is not clear what is intended by this term so we list below the features we would like to see in a rebalanced rural community: - Provision of more local jobs within walking / cycling distance of homes. - Access to local services – shops, doctors, health visitors, youth provision, meeting places. - Community gardens / allotments / orchards that provide the majority of fresh veg and fruit for the local community with some larger scale horticultural ventures serving nearby towns. - A strengthened agricultural sector geared in to the local economy through diversification and sustainable farming practices. - A planning system that encourages suitable live-work units and other small scale development that adds value and vibrancy to the community. A flowering of local democracy around existing Parish Council and Village Hall structures to motivate and mobilise residents to act for change – installing renewable energy, local transport solutions, community gardens etc.
The document is great on ambition and very short on strategic solutions.   Major initiatives are needed to inform and motivate communities for radical change; these changes are beginning to happen here and in other parts of the country but not fast enough or deep enough.   Ludlow 21 looks forward to putting its weight and experience behind a big, collaborative drive to make the transition to sustainable communities happen.
Although the distilling of the community strategy to three priorities is laudable in terms of focus., it is not immediately clear how the strategy with deliver the existing LAAs, which have another 12 months to run, or how the existing LAA blocks can be tasked with continuing to deliver the delivery plans against the existing LAA as well as these additional 16 targets. I would also welcome a conversation about how partners can influence and shape the LAA priorities, if the regime is still extant at 2011
Partners were very impressed with the Draft Community Strategy – it is short, easy-to-digest and interesting. Can there be a section for those people reading it who might want to get involved entitled something like, 'What You Can Do To Help?', to make the connection to individuals in local communities?
Sense of Community is a key concept. For outcome 1.3, the Shropshire Partnership must find out what the needs of local people are in order to ensure that services are tailored to meet the needs. Are these statutory services, or any and every service?
Community Strategy needs to take an holistic approach and not compartmentalise approaches. This seems to have been embraced in the document as there is a lot of cross-cutting of common themes – access, skills, economy, health, etc.
An integrated approach is supported by partnership working and pooling resources. This also complements 'Total Place'. More can be achieved by working together. The recession and consequent budgetary pressures should engender MORE partnership working, not LESS.
Support for co-location of services in rural areas to preserve and enable better access to key services such as shop, post office, pub, youth centre, village hall, Broadplace, etc
Use plain English and define terms so they are meaningful to lay people, for example the use of 'strong' in the aspiration for priority 3 and the phrase 'place of choice' in outcome 3.3.
It would be useful if the term Sustainable Community Strategy could be clarified. Partners felt that the Strategy should be about how to achieve Sustainable Communities in Shropshire by 2020 (i.e. it is not the Strategy that is sustainable, but Shropshire's communities!).
The need to refresh the Community Strategy and Core Strategy often to ensure they relate to each other and to reflect changing external factors/pressures. The Strategies need to be flexible.

We welcome the reference to the strengthening of rural settlements through the development and networking of hubs and clusters, based on priorities identified in parish plans. We would suggest that a similar approach needs to be taken for the large suburban areas of Shrewsbury. There is currently a reliance on the Shrewsbury Vision work to inform the service and development needs of populations in those areas (approximately one quarter of Shropshire's population). However, the Vision is a 'high level' strategic document, and very different from a Parish Plan. There is therefore a risk of seriously disempowering a large proportion of Central Shropshire's urban residents if this is the only community planning approach used to inform service development in the urban areas. We would therefore recommend that Priority 3 of the Strategy makes specific reference to promoting and encouraging community led planning to inform service development, and that partners commit to understanding and meeting the service needs of local people through a focus on community and neighbourhood plans and priorities.

Organisation
Shrewsbury Friends of the Earth
Shrewsbury Town Centre Residents' Association
Northern Shropshire Partnership , Northern Shropshire Economic Forum , Market Drayton Town Plan steering group
Shropshire Disability Network
Resources for change; Lightfood; MCE
Resident
SALC
Stretton Climate Care
Bridgnorth Town Plan Steering Committee
Shropshire Environmental Alliance
Shropshire Environmental Alliance
Shropshire Environmental Alliance
Shropshire Community Recycling network

English Heritage West Midlands
English Heritage West Midlands
Natural England
Natural England
Ludlow 21
Ludlow 21
Ludlow 21
Ludlow 21
Shropshire County PCT
Southern Area Partnership
Southern Area Partnership
Southern Area Partnership
Southern Area Partnership
Southern Area Partnership
Southern Area Partnership
Southern Area Partnership
Southern Area Partnership

Central Area Partnership

Sustainable Community Strategy
Consultation on final draft Community Strategy 19th Nov 2009 - 12th February 2010

Feedback from Standing Conference

Question 1. Are the priorities and aspirations right?

Priority	Aspiration	Comment
1. Enterprise and growth, with strong market towns and rebalanced rural settlements	1. The economy is sustainable and businesses are competitive	Can growth in the economy be achieved in a sustainable manner? Need to talk about education/ training and promote the county as a place for young people to return to after university. Better paid jobs are crucial to this. Shropshire has lots of unpaid jobs. Better paid employment / self employment is crucial across the board. Do we know what type of employment opportunities we want Shropshire to have? This is the starting point!! SMEs are what we need to attract
	2. The local workforce has higher skills levels and access to better paid employment	A university presence in the county would support this aim. Need a mixture of education (i.e. academic) and training (i.e. vocational). We are currently unbalanced and need more in the way of academic provision to redress the balance. An issue of perception exists for our young people entering higher education re getting on the right courses. Some see training in Shropshire as 'uncool'. We need jobs close to where we live to avoid the daily commute. Low Carbon Economy: need to react to market demand for low carbon technologies - is there a demand now? Can we attract investment through the county's training offer? There is too much emphasis on NVQs. Training has to be the <u>right type</u> to support jobs The county has had issues with access to training facilities. Need the infrastructure to support this. There is a trade-off between attracting more rural employment and higher paid jobs. Low carbon economy will attract young people
	3. Services meet the needs of local people and access is easier	
	4. Housing meets the needs of local people through a range of suitable housing options, particularly affordable housing developments	Housing of the right type and local jobs are an important issue in rebalancing rural settlements. Settlement patttern is something we want to protect and enhance i.e. Shrewsbury, market towns, villages. Need to develop the right tpye of properties in the right place. Villages should not be retirement settlements. What about Telford? More houses could mean more commuting to Telford - we need to avoid this. Live/ work units
	5. Shropshire's reputation as a great place to live, work and visit will be widely recognised	Need urgent improvements to utilities eg. gas and renewables as well as upgrades to BT's fibreoptic network. Electricity in some parts of the county is not up to the task. Low Carbon economy and getting value from our assets is important. The role of Shrewsbury as the county town needs to relate to wider Shropshire, and have a complementary function within the wider hinterland. Infrstructure has to support the settlement pattern. IT/ Broadband is part of this infrastructure A priority must be to make it easy for people to live and work close together. Need to ensure that work/ jobs/ housing grow in a balanced manner. Broadband is a massive drawback to enbling SMEs to grow

Priority	Aspiration	Comment
2. Responding to climate change, and enhancing our natural and built environment	General	Include here that Shrewsbury should become a 'transition town' Need to define what a sustainable community is.
	1. Shropshire has a lower carbon footprint, inspired and implemented through community leadership.	Planning implications: NWRR, energy from waste, building insultation, prejudicial to climate change. Encourage through planning for micro-generation Extra funds to top-up LCBP funds Energy efficiency. Fuel poverty is linked to housing issues (eg. absence of cavity walls, rental properties- at mercy of landlords..) Council must take a lead on housing. Allow fresh thinking fromt he Council which will have a knock-on effect. Fordhall Community Rural Enterprise can help people gain sklills

	2. Our rich and varied natural and built environment and heritage is protected and enhanced, balanced by innovative thinking in design, build and technology.	Building design is crucial and use of appropirate products eg Limecrete. What about building houses thatabsorb CO2? Draft core strategy has 20 policies including sustainability and sustainable design (code level 4). Encourage the building of a demo house in each area (either existing or new/refurb) to show energy efficient technologies.
	3. Our streets are clean , the roads are maintained and there are accessible areas of countryside and green open spaces.	Look for the links between the social, economic and environmental.
	4. Our natural resources are managed sustainably, and the generation and landfilling of waste is reduced.	Transport waste by existing water routes eg canals. Focus on Community renewables

3. Healthy, safe and confident people and communities	General	Need to mention resilience in terms of our challenges (it is on p5 of full text - JM) Look at how to deliver priorities at the very local level Action Plans/ LAA targets have to be understandable to the man on the street with only 3-4 headline actions. Shouldn't the aspirations be expressed as targets? Community engagement needs to take place at the right level. Lets look at the way we communicate with residents (not at them). Need to develop a strategy for engagement.
	1. Our Communities are more vibrant, cohesive and residents take personal and collective responsibility for their wellbeing.	Maximise use of LJCs in terms of promoting community cohesion and enthusing communities to take responsibility to address local issues - use the big issues to engage them and create ownership at local level Facilitate networking between localities - share learning from things that are going well - suggestion from group that the Council was the lead organisation to do this. How does the Community Council play into this? Community resilience comes through devolving power to communities and by meanignful empowerment through actions, not words. Communities need to be viewed as equal partners by public sector and be given real power, responsibility and credit over thigns such as local health and community safety matters. People want the decision making process to be rebalanced and simplified so it is easier for a community to get done what it wants to get done in one swift step. What does 'strong' actually mean in the context of a strong community? Coehsive, resilient, adaptable? The community needs to know the totality of what resources make up the total pot and then commission appropriately (Total Place). Shropshire people probably aren't aware of how many millions of £s budgets in Shropshire a Would they be able to reallocate it/ control it? How can it be made sense of at a local level? There is limited flexibility in budgets too (eg fixed staffing costs)
	2. Local people, particularly those who are younger, have better social, cultural and leisure facilities.	What does 'younger' mean. Should it be more specific? Should this priority say '_Access_ to better social, cultural.........' Replace 'facilities' with 'activities'. Ensure that offerings are tailored to localites and are community based - this will help to address access issues and to engender a 'sense of place' Use leisure and cultural offerings as learning opportunities More intergenerational activities
	3. Children and young people are encouraged to reach their full potential, and decide on Shropshire as their place of choice.	This links to the need for high quality jobs More intergenerational activities to promote skills transfer - goes both ways
	4. Health inequalities between men and women and between affluent and non-affluent areas are reduced. People are healthy and more active, and healthcare provision is accessible and meets the needs of the community.	Signpost is a brilliant scheme. GP surgeries are being asked to do more and more - can we bring together PCT/ Council work to reduce travel tiem for community nurses eg. mobile or fixed surgeries in smaller settlements?

	5. Older people are active and healthy, have the opportunity to work if they wish, and those with long term conditions are supported to live independently.	
	6. People feel safe, secure and protected, reflecting low crime rate in Shropshire and recognising the contribution of public services in making Shropshire safe. Drug and alcohol misuse and its impact is lower, enabling resources to be used elsewhere.	Safety needs to incorpoate the concept of 'free from harm' to reflect true safety eg. public protection, fire safety, H&S etc Compatibility of police divisions with LJC areas needs to be looked at and simplified so the public knows who does what, where.
	7. Families and individuals with more complex social, learning or health needs, and people whose circumstances make them more vulnerable than others are supported or protected through both appropriate and targeted services.	