

YOU SAID, WE DID

Summary of Public Consultation Feedback
4 July 2022 - 2 September 2022

The feedback provided has been summarised down into key themes that are detailed below, our response and how we have subsequently amended the final Shropshire Economic Growth Strategy is also provided.

YOU SAID - as feedback to the Consultation	WE DID - how we have incorporated the comments
<p>There is a need to reflect rural communities, rural infrastructure and rural businesses.</p>	<p>There is now a foreword to the Strategy, introduced by Cllr Dean Carroll, Portfolio Holder for Growth and Regeneration that references Shropshire's rurality and its challenges. He specifically mentions our drive to ensure infrastructure is robust and sustainable and the need for strategic investment to support all of the county's businesses and residents.</p>
<p>Our agricultural sector needs to have more of a focus within the strategy with an emphasis on innovation in agriculture and to consider the impact of tourism as a key driver of Economic Growth.</p>	<p>A strategic objective within our Supporting Local Business theme is to "support and strengthen Shropshire's 'key sectors'. This is detailed within the Action Plan, the framework for that is provided as an appendix to the main strategy.</p>
<p>We need to show that we are developing and growing the green economy and developing an economic approach to address climate change as one of our biggest strengths/opportunities and at the core of the Economic Growth Strategy.</p>	<p>We agree and within the foreword we now state that "developing and growing our green economy, alongside decarbonisation is key. Utilising our unique environment and high-quality assets alongside developing, upskilling and retaining our workforce is our biggest opportunity".</p>
<p>There should be investment in transport/alternative forms of transport (especially public transport) to cars, sustainable travel and freight transport, shift to active travel/public transport and how that can work effectively in a rural county.</p>	<p>Sustainability & resilience are key values of the Strategy, and within the Strategic Locations theme there are objectives around active placemaking and the role movement and transport plays for improved connectivity. This has been reflected in recent funding bids to government for Levelling Up funding to support sustainable transport.</p>

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<p>There needs to be more involvement of Town and Parish Councils in the economic planning of growth in their areas through consideration of the 18 Place Plan areas.</p>	<p>This is welcomed and there is currently an 'Investment Plan' pilot project involving a Town and Parish Council in North Shropshire. Additionally, future governance of the Shropshire Economic Partnership will involve their representation.</p>
<p>We need to consider prioritisation of jobs and social mobility, particularly related to young people.</p>	<p>A key strand of the employment and skills theme concerns this and a Local Skills Improvement Plan (LSIP) is already in development funded by Department for Education, led by Shropshire Chamber of Commerce.</p>
<p>More focus is needed on the measures and reporting of key performance indicators.</p>	<p>How these are being developed is addressed within the Action Plan appendix, there is a need to look at national sources and more localised measures to ensure they are delivering impact on the ground for our businesses. These will also be reflected through the Shropshire Plan – Healthy Economy priority.</p>
<p>There needs to be greater focus on economic trends and impacts of policy and that the Strategy needs to be mission focused and specific to the various challenges and opportunities to the local economy.</p>	<p>The collaborative co-creation of the Strategy, and the ongoing role the Shropshire Economic Partnership will have in its ownership, ensures there is flexibility and agility in the strategy, and the action plan has been created to ensure challenges and opportunities can be addressed in real time.</p>

