

Consultation on CCTV monitoring in Shrewsbury



**Have your say on CCTV monitoring
in Shrewsbury town centre.
Go to: www.shropshire.gov.uk/cctvshrews**

Communications Toolkit
for partners



About this Toolkit

Thank you for supporting the CCTV consultation in Shrewsbury.

This toolkit provides advice and information on how to raise awareness and promote the CCTV consultation to your audiences.

The toolkit also provides you with a range of communication materials including, articles, and social media messages for you to use and cascade to your staff, residents that you support, organisations that you work with, and the wider community.



Background

Shropshire Council must make £62.5m savings from its budget this year to survive financially and as part of its plans towards this, a public consultation on how it runs and funds CCTV monitoring in Shrewsbury town centre has now opened.

Shrewsbury is the only Shropshire town where the council funds and runs a 24/7 monitored CCTV service.

However, to close its budget gap, the council is reviewing non-mandatory services such as CCTV provision in Shrewsbury and exploring how it can provide these more efficiently.

Our Medium-Term Financial Strategy, agreed in February, identifies a £334,000 saving through a new model for Shrewsbury town centre CCTV monitoring and out of hours emergency call handling.

As members and representatives of your communities and respective organisations, your insights into this and support can make a significant difference.

We urge you to take part in the consultation process and share your perspectives on the proposals. Your feedback will help us balance the need for safety with the financial challenges we face.

Moreover, we ask for your help to promote this consultation using networks that you may have and to help spread the word, for example on social media or websites. to ensure a diverse range of voices are heard. This is a simple toolkit with suggested assets to help you to do so.



Press release

Please use this copy for newsletters, websites, staff intranets and any other appropriate communication channels you use.

Consultation opens on changes to Shrewsbury CCTV provision

To help Shropshire Council make £62.5m savings from its budget this year to survive financially, a public consultation on how it runs and funds CCTV monitoring in Shrewsbury town centre has opened.

Shrewsbury is the only Shropshire town where the council funds and runs a 24/7 monitored CCTV service.

However, to close its budget gap, the council is reviewing non-mandatory services and see if it can provide these more efficiently.

Its budget plans are for £62.5m in savings in 2024/25 and all non-statutory services are under review. The Medium-Term Financial Strategy, agreed in February, identifies a £334,000 saving through a new model for Shrewsbury Town Centre CCTV monitoring and out of hours emergency call handling.

Have your say

The consultation sets out a number of options for consultation which will run until **4 September**. To give your view go to www.shropshire.gov.uk/cctvshrews.

The council's preferred option would retain 24/7 CCTV coverage but cease round the clock active monitoring of CCTV with staff prioritising out of hours emergency calls for key council services.

Under the preferred option, Police would still be able to acquire footage to help investigate crimes and some live monitoring would remain on a "best endeavours" basis as and when staff are not handling out of hours calls and active monitoring of specific events agreed with police such as Shrewsbury Town "derby" home match days, funded by partner grants.

Currently, Shropshire Council wholly funds the costs to staff and run CCTV monitoring for Shrewsbury. In other towns in Shropshire, CCTV is run and funded by the town or parish council. These arrangements are a legacy of arrangements when Shropshire Council was formed in 2009.

The council is also seeking £40,000 a year from partners for the cost to maintain the CCTV network, which to date has been met by Shropshire Council.



Other options being consulted on include working with partners to develop CCTV volunteer monitoring, although this would be unlikely to provide a 24/7 monitoring service, while partners could also fund extra CCTV staff to provide more active monitoring capacity.

Councillor Robert Macey, Cabinet member for culture and digital, said:

“We face a very difficult financial situation, due to rising costs and the growing demand for our services particularly social care, which accounts for £4 in every £5 we spend.

“If we are to survive financially, we must review all non-statutory services we provide, such as CCTV monitoring and look at how we can do this more efficiently or in some cases stop altogether.

“Our preferred option would keep CCTV in Shrewsbury town centre and continue to support police investigations and the safety of residents and businesses while making a significant savings by altering how we monitor CCTV, helping us becoming financially sustainable.

“This is one of a number of very tough decisions that we do not want to make but we have to if we are to survive financially.”

If you cannot access the survey online, you can go to one of our Libraries or Shropshire Local in Ludlow and Shrewsbury, who can assist you.






Drop in event

A drop in consultation event for businesses is planned for 2 September at the Shropshire Local unit in the Darwin Shopping Centre in Shrewsbury from 5pm to 7pm.

Social media

We have included social media message below and created a digital asset for you to publish via your social media channels.

Alternatively, you can share our messages by following us at [@shropcouncil](#) (X/Twitter) [@shropshirecouncil](#) (Instagram) and Shropshire Council on [Facebook](#), [LinkedIn](#) and [NextDoor](#).

Facebook/LinkedIn/Nextdoor	Twitter	Image
<p> Calling Shrewsbury residents and businesses!</p> <p>Have your say on the future of CCTV monitoring in Shrewsbury town centre. Your input is crucial as Shropshire Council strive to make £62.5m savings while ensuring the safety and security of our community.</p> <p> What's changing? The council is reviewing non-mandatory services, including the 24/7 monitored CCTV service, to find more efficient ways to operate within their budget constraints.</p> <p> Preferred Option: The council maintains 24/7 CCTV coverage but no longer provide round-the-clock active monitoring. They would prioritise emergency calls and provide monitoring on a "best endeavours" basis and continue providing evidence for police investigations.</p>	<p> Calling Shrewsbury residents and business!</p> <p>Have your say on the future of CCTV monitoring in Shrewsbury town centre. Your input is crucial as Shropshire Council strive to make £62.5m savings while ensuring the safety and security of our community.</p> <p>Take part at: www.shropshire.gov.uk/cctvshrews.</p> <p>#ShrewsburyCCTV #CommunitySafety #PublicConsultation</p>	 <p>The image is a digital asset for social media. It features a colorful illustration of a town street scene with people walking, a person on a bicycle, and a car. The Shropshire Council logo is in the top left corner. A green banner at the bottom contains the text: "Have your say on CCTV monitoring in Shrewsbury town centre. Go to: www.shropshire.gov.uk/cctvshrews".</p>



💡 **Other Options:** The council are exploring volunteer monitoring and seeking partner contributions for the CCTV service.

🗣️ **Have Your Say:** Share your thoughts on the proposed changes.

🔗 For more details and to participate in the survey, visit www.shropshire.gov.uk/cctvshrews.

Closing date is 4 September 2024

#ShrewsburyCCTV #CommunitySafety
#PublicConsultation

Contact us

If you have any queries with regards to this toolkit, please contact communications@shropshire.gov.uk.

Many thanks for your support.



Shropshire
Council