



Welshampton and Lyneal Parish Council

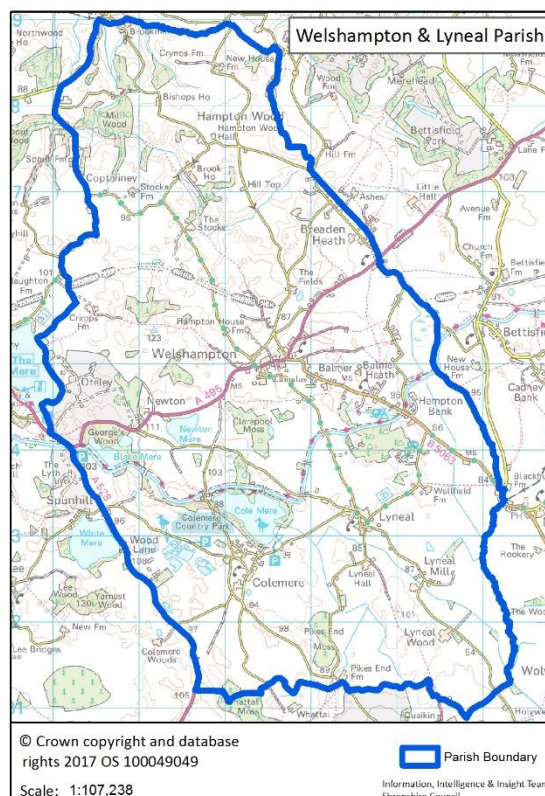
Business Plan 2021 – 2025

The Parish of Welshampton and Lyneal is located in the northern part of North Shropshire countryside between the historic market towns of Whitchurch and Ellesmere. Over the years, like many others, the parish has seen its fair share of change; from a thriving homestead for the farming community to a much more diverse population. Yet despite these changes it still manages to retain the pleasant nature of a typical Shropshire parish.

The Parish Council serves the communities of Welshampton, Colemere, Lyneal, Breadon Heath, Balmer Heath and Newton and is represented by nine councillors.

This Business Plan builds on the Parish Plan 2015 which refreshed the actions identified from the Parish Plan 2008 and the on-going requirements for maintenance of Parish infrastructure and assets. A refresh of the 2015 is planned for 2021/22

This Business Plan adopted by the Parish Council at its meeting on 14 July 2021 will allow the Parish Council to make key decisions with its resources to achieve its objective to improve the quality of life of Parish residents.



Clerk: Carole Warner,
Orchard Cottage,
Rowe Lane,
Welshampton,
Ellesmere, SY12 0QB
Tel. 01948 710672
email: clerk@welshamptonandlyneal-pc.gov.uk
www.welshamptonandlyneal-pc.gov.uk



Introduction

What is a Council Business Plan?

It is a statement of the Council's vision for the Parish, its **purpose, values, objectives** and **key priorities**.

It is not intended to be a traditional 'Parish Plan' which sets out aims and ambitions that are delivered by the community and partners as a whole. Rather it is a document that sets out what Welshampton and Lyneal Parish Council itself can achieve, either directly or by trying to increase its influence on the relevant delivery body, such as Shropshire Council or West Mercia Police.

The aim of the Business Plan is to give Welshampton and Lyneal Parish residents a clear understanding of what the Parish Council is trying to achieve and how it intends to deliver this. It details what the Parish Council intends to focus on over the next four years. The Business Plan will be used each year to plan activities and set the budget for the coming year.

Why has the Parish Council decided to produce a Business Plan?

Having an agreed strategy will provide a framework for the Parish Council to work within, enabling it to operate in a more consistent and co-ordinated way. The on-going development of the Business Plan will be based on community engagement and involvement which will allow the Parish Council will become more confident and proactive in its decision-making.

At the same time, the Business Plan will help the local community to have a better understanding of what the Parish Council does and also to clarify what it doesn't do; in other words, to explain what issues fall under the responsibility of other delivery bodies such as Shropshire Council, National Health Service or the West Mercia Police.

It is a 'live' document which the Parish Council will update regularly, enabling it to track and monitor its progress against the key priorities. Because the Business Plan will be publicly available, residents will also be able to monitor progress.

Community Involvement in the Business Plan process

To ensure that the Business Plan truly represents the Parish's best interests, the Parish Council will invite the local community to participate in its development. While there has been similar consultation in the Parish in the past this was felt to be out of date for the purpose of on-going development a Parish Council Business Plan.

Monitoring the Business Plan

Evaluating progress against the list of activities which make up the 'Action Plan' (Appendix 1) will take place at Parish Council meetings. It will consider the Business Plan themes and will seek to understand the progress made, where further work is needed and if there are any blockages to progress. The whole Business Plan will be reviewed annually and updated to keep the document relevant and up-to-date.

The Business Plan will be available on the Council website.

Our Business Plan will continue to be the main way of telling you what we are doing to meet the needs of the community. It's a two-way conversation. Please tell us what you think about it. We welcome your comments. If you require any further information that would help you understand what we are trying to achieve, please let us know. We can also provide additional information on the issues raised in the Plan.

It is our intention to review the Business Plan regularly, publish progress and make any changes considered necessary as a result.

Theme 1 Parish Council Governance

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED ¹
To improve communication between the Parish Council and residents and businesses	1.1 Continue to review and improve website	On-going	
	1.2 Continue with a Parish newsletter	On-going	Yes
	1.3 Review use of social media	Short term	
	1.4 Maintain links with local press	On-going	
	1.5 Summary of meeting decisions / initiatives on website	On-going	
	1.6 Continue with an Annual Report	On-going	Yes
	1.7 Consider Councillor Surgeries	Medium term	Possible
To improved effectiveness of Parish Council	2.1 Review training needs of both Councillors and Clerk	Annually	Yes
	2.2 Maintain Local Council Awards Scheme standards.	On-going	
	2.3 Carry out performance review of Council and Clerk	Council 2 Yearly Clerk Annually	
To ensure Council delivers value for money	3.1 Regular review of expenditure against Budget	On-going	
	3.2 Review of ways of working	2 Yearly	
To increase influence / coordination in matters that impact on Parish	4.1 Invite representatives of outside agencies to address the Council on key matters of interest (both to Council meetings and round table discussions)	On-going	
	4.2 Appoint representatives to appropriate external agencies and committees	On-going	
	4.3 Attend relevant conferences and meetings	On-going	Yes
To ensure Council's assets are adequately maintained	5.1 Produce and action maintenance plan.	Medium term	Yes
To increase impact of Community Grant Scheme	6.1 Continue to fund Community Grant Scheme	On-going	Yes
	6.2 Increase active promotion of the Community Grant Scheme.	Short term	

¹ Specific Budget Headings not Clerk's time

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED ¹
	6.3 Review impact of Grants provided and review Policy	Annually	

Theme 2 Leisure and Community

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED
To support and work with Welshampton Parish Hall Management Committee regarding the maintenance and development of facilities for the benefit of parishioners.	1.1 Work with Welshampton Parish Hall Management Committee to apply for grants to upgrade building.	On-going	
	1.2 Ensure Council representatives on Committee provide feedback and identify where Council assistance could be used.	On-going	
To investigate need for new facilities to promote social interaction, sport and leisure.	2.1 Consult with the community to identify any evidence of demand and interest and pursued if supported.	Medium term	Possible
	2.2 Investigate the need of permanent playing areas which are open to all.	Long term	Possible
	2.3 Install seating/picnic tables at 'stopping off' points for walkers and visitors.	Medium term	Yes
To support existing community groups and work with existing communities and new housing developments to become part of the same 'community'.	3.1 Work with Shropshire Council, community groups and other bodies to promote activities.	On-going	
	3.2 Recognise the work carried out by groups and individuals on a voluntary basis through the Community Service Award	Short term	Yes
To consult with the community to identify local needs and views which can be addressed by constructive council action.	4.1 Consult and engage with the community paying particular attention to the diversity of the community.	On-going	Yes
To ensure Broadband and Mobile Phone infrastructure is of a level to enable the community to fully access these services.	5.1 Lobby Shropshire Council and other bodies to ensure all avenues to improve services are investigated and actioned.	On-going	

Theme 3 Parish Appearance, Environment, Public Services and Safety

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED
	1.1 Signpost reporting of problem areas of dog fouling to Dog Warden.	On-going	

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED
To keep roads and lanes clean for the enjoyment of parishioners and visitors.	1.2 Encourage parishioners to report incidents of littering and fly-tipping to Shropshire Council	On-going	
	1.3 Publicise enforcement penalties	On-going	
	1.4 Work with community groups to carry out litter picks.	On-going	
To understand, celebrate and protect the local landscape and have a say in its future management.	2.1 Work with Shropshire Council, Shropshire Wildlife Trust and other bodies to run a series of projects to document the heritage of the area and instigate local management plans	Medium term	Possible
	2.2 Work with partners to investigate whether additional planting of native trees/shrubs would be of benefit to wildlife and preserve the landscape.	Long term	
	2.3 Work with land and property owners to encourage regular maintenance to keep hedges, verges, trees and waterways in good order.	Long term	
	2.4 Pursue links with regional, national and international bodies which are concerned with the natural environment and heritage.	Long term	
To preserve settlements' rural identity.	3.1 Provide signage that depicts the heritage, history and culture of the villages they represent.	Short/Medium term	Yes
To improve local infrastructure.	4.1 Improvements to Stocks Lane Car Park	Short/Medium term	Yes
To resolve residents' concerns with drainage in Welshampton and the close vicinity	5.1 To consult with residents to identify scope of problem.	Medium term	
	5.2 To work with Shropshire Council, Environment Agency and Welsh Water to identify possible solutions	Medium term	
To reduce crime and to help parishioners and businesses feel better protected against crime.	6.1 Work in conjunction with the police and other services to promote the various 'Alert' and 'Watch' services, and the Police and Communities Together (PACT) initiative.	Short term	
	6.2 Continue to work with West Mercia Police to share information on local crime and safety issues. This includes inviting the Local Neighbourhood Team to monthly	On-going	

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED
	Council meetings and forwarding any enquiries and concerns to them.		
To ensure in a diverse and rural parish, local solutions to emergencies are in place to support county and national plans.	7.1 Publicise and periodically review local community emergency plan.	Annually	
To lead the community on issues related to the environment and climate change	8.1 Work with local groups	Short Term	
	8.2 Investigate ways of reducing carbon emissions on a household basis.	Short Term	
To ensure Colemere Countryside Park is accessible to all and well maintained	9.1 Work with Shropshire Council to obtain funding for projects.	On-going	
	9.2 Report to Shropshire Council issues of maintenance and monitor repairs.	On-going	

Theme 4 Highways, Transport and Access

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED
To address highways concerns of residents and businesses and seek solutions.	1.1 Work with Shropshire Council to understand planned highways maintenance works.	On-going	
	1.2 Work with Shropshire Council to identify critical areas for winter gritting.	On-going	
	1.3 Forward any complaints about highways maintenance to Shropshire Council	On-going	
	1.4 Identify redundant and poorly maintained road markings and signage and report to Shropshire Council	On-going	
	1.5 Work with Shropshire Council to extend 30mph limits on lanes in Welshampton	Short term	
	1.6 Identify road safety issues and gather evidence for West Mercia Police PCC grant application.	Short term	
To seek solutions to speeding traffic	2.1 Report specific incidents to the Police and Shropshire Council.	On-going	
	2.2 Review areas of concern in the parish and work with Shropshire Council and Police to seek solutions	On-going	
	2.3 Investigate support to setting up Community Speed Watch groups	On-going	

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED
	2.4 Investigate/monitor local and county groups (eg Shropshire Council Agricultural Reference Group)	Short term	
To improve safety for pedestrians within the centre of Welshampton	4.1 Provide pedestrian crossing along the A495.	Short/Medium term	
To ensure parishioners do not experience 'rural isolation' and to maximise existing transport arrangements.	5.1 Promote existing Community Transport Schemes.	Medium term	Possible
	5.2 Work with Shropshire Council to investigate options available with existing arrangements.	Medium term	
To maintain access to the countryside	6.1 Investigate the creation of Parish Path Partnership Group	Medium term	Possible
	6.2 Work with Shropshire Council to ensure full access is maintained.	On-going	

Theme 5 Economy and Tourism

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED
To improve coordination both between Parish businesses and between businesses and Parish Council.	1.1 Improve liaison with local businesses	Medium term	
	1.2 Encourage and facilitate coordinated initiatives.	Medium term	
	1.3 To work with all public access building owners, businesses and committees to seek the provision of additional public services.	Short term	
To encourage economic development.	2.1 Work with Shropshire Council, businesses and other partners to encourage development.	Medium term	
To consider options for proactively targeting specific new businesses which meet the needs of local residents and support the economic sustainability of the Parish.	3.1 Work with Shropshire Council, businesses and other partners to consider options	Medium term	Possible
To improve information and promotion of local facilities, services, activities and landmarks to encourage local tourism	4.1 Work with local businesses and groups to investigate the possibility of producing a local visitor offer which describes the variety of facilities and services available in the Parish and to consider the best ways to promote.	Medium term	Possible
	4.2 Create a series of visitor itineraries relating to local landscape, villages and surrounding countryside.	Medium term	Possible
	4.3 Promote on the Parish website.	Medium term	

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED
	4.4 Review Welshampton Walks	Short term	Possible

Theme 6 Housing and Health

OBJECTIVE	ACTIONS	TIMESCALE	BUDGET REQUIRED
To continue to comment on all key strategic planning documents and consultations that affect the Parish ensuring the Parish Council's knowledge and understanding of the local context is taken into account in decisions.	1.1 Work with Shropshire Council and other partners to ensure documents and consultations are fully understood.	On-going	
	1.2 Ensure residents are consulted to ensure parishioners views are known.	On-going	
To encourage local residents to participate in any strategic planning consultations which impact the Parish.	2.1 Publicise consultation through the Council's communication methods.	On-going	
To review the way in which the Parish Council considers and makes responses on planning applications.	3.1 Review training needs of Councillors.	On-going	Possible
	3.2 Ensure responses are robust and clear.	On-going	
To retains quality health and social care services	4.1 Work in partnership with the relevant statutory and voluntary bodies, groups and agencies to ensure health and social care services meet residents' needs and expectations.	On-going	

Budget Implications

ACTION	2022/23		2023/24		2024/2025	
	CAPITAL	REVENUE	CAPITAL	REVENUE	CAPITAL	REVENUE
Theme 1						
1.2 Continue with a Parish newsletter		Newsletter budget of £1,500		Newsletter budget of £1,500		Newsletter budget of £1,500
1.6 Continue with an Annual Report		Within newsletter budget of £1,500		Within newsletter budget of £1,500		Within newsletter budget of £1,500
1.7 Consider Councillor Surgeries				To be assessed		

ACTION	2022/23		2023/24		2024/2025	
	CAPITAL	REVENUE	CAPITAL	REVENUE	CAPITAL	REVENUE
2.1 Review training needs of both Councillors and Clerk		Training budget of £300		Training budget of £400		Training budget of £500
2.2 Maintain Local Council Awards Scheme standards.		Expected to be within existing budget allocations		Expected to be within existing budget allocations		Expected to be within existing budget allocations
4.3 Attend relevant conferences and meetings		Within training budget of £300		Within training budget of £400		Within training budget of £500
5.1 Produce and action maintenance plan.				To be assessed		
6.1 Continue to fund Community Grant Scheme		£2,500		£3,500		£4,500
6.2 Increase active promotion of the Community Grant Scheme.		To be assessed				
Theme Total		£4,300		£5,400		£6,500
Theme 2						
2.1 Consult with the community to identify any evidence of demand and interest and pursued if supported.				To be assessed		
2.2 Investigate the need of permanent playing areas which are open to all.						To be assessed
2.3 Install seating/picnic tables at 'stopping off' points for walkers and visitors.			To be assessed			
3.2 Recognise the work carried out by groups and individuals on a voluntary basis through the Community Service Award	£100		£125		£150	
4.1 Consult and engage with the community paying particular attention to the diversity of the community.		To be assessed				
Theme Total	£100		£125		£150	
Theme 3						
2.1 Work with Shropshire Council, Shropshire Wildlife Trust and other bodies to run a series of projects to document the heritage of the area and	To be assessed					

ACTION	2022/23		2023/24		2024/2025	
	CAPITAL	REVENUE	CAPITAL	REVENUE	CAPITAL	REVENUE
instigate local management plans						
3.1 Provide signage that depicts the heritage, history and culture of the villages they represent.	To be assessed		To be assessed			
4.1 Improvements to Stocks Lane Car Park	To be assessed					
Theme Total						
Theme 4						
5.1 Promote existing Community Transport Schemes.			To be assessed			
6.1 Investigate the creation of Parish Path Partnership Group			To be assessed			
Theme Total						
Theme 5						
3.1 Work with Shropshire Council, businesses and other partners to consider options			To be assessed			
4.1 Work with local businesses and groups to investigate the possibility of producing a local visitor offer which describes the variety of facilities and services available in the Parish and to consider the best ways to promote.			To be assessed			
4.2 Create a series of visitor itineraries relating to local landscape, villages and surrounding countryside.			To be assessed			
4.4 Review Welshampton Walks	To be assessed					
Theme Total						
Theme 6						
3.1 Review training needs of Councillors.		Within training budget of £400		Within training budget of £400		Within training budget of £500
Theme Total						
Total	£100	£4,300	£125	£5,400	£150	£6,500