



Welshampton and Lyneal Parish Council

Strategic Plan 2025 – 2029

A Vision for a Thriving Rural Community

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.

Local councils are the democratic body representing the residents of the parish and share many characteristics with local community groups, charities, or active citizens, but their nature as the first tier of government for their communities make them unique and distinct. Through their democratic mandate, ability to raise a precept and the legislation that governs the transparency of their processes and finances, they hold a unique position and legitimacy within their communities. The best local councils go above and beyond their legal obligations, demonstrating efficiency and transparency in all their work and continuously seeking opportunities to improve and develop even further.

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

This Strategic Plan adopted by the Parish Council at its meeting on 10 December 2025 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.



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Introduction

What is a Council Strategic Plan?

It is a statement of the Council's vision for the Parish, its **vision, 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 Strategic Plan is to give Welshampton and Lyneal Parish residents, businesses, and community groups 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 Strategic 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 Strategic 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 strategic themes 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 development of the strategic themes 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.

The Strategic and Business Plans are 'live' documents which the Parish Council will update regularly, enabling it to track and monitor its progress against the key themes. Because the Plans will be publicly available, residents will also be able to monitor progress.

Community Involvement in the Strategic Plan process

To ensure that the Strategic Plan truly represents the Parish's best interests, the Parish Council will invite the local community to participate in its development and will seek views formally through periodic questionnaires and informally through face-to-face conversations, for example at Parish Council surgeries.

Vision Statement

To nurture a vibrant, sustainable, and connected parish community that cherishes its rural heritage, protects its natural environment, and fosters the wellbeing of its residents through active engagement, effective governance, and enhanced local facilities.

Our Values

- **Community** - Fostering inclusivity and collaboration among residents.
- **Sustainability** - Protecting our natural environment and heritage.
- **Transparency** - Ensuring open and honest communication.
- **Respect** - Valuing diverse perspectives and acting with civility.
- **Stewardship** - Managing resources responsibly for future generations.

The Parish Council is committed to the Civility and Respect Pledge, adhering to its Code of Conduct and the Nolan Principles in public life.

Strategic Themes

A Positive Parish with a Vibrant Community

Aim

To strengthen community spirit and promote Welshampton and Lyneal as a welcoming and vibrant parish.

Objectives

- Support existing community groups and work with existing communities and new housing developments to become part of the same 'community.'
- Improve information and promotion of local facilities, services, activities, and landmarks to encourage local tourism encourage economic development.
- Support community events such as fetes and seasonal celebrations at the Parish Hall.
- Recognise and promote volunteer contributions to the Parish.
- Encourage local residents to participate in any strategic planning consultations which impact the Parish.
- Liaise with the Police on reducing crime and anti-social behaviour in the Parish.
- Address highways concerns of residents and businesses and seek solutions.

Environmental Sustainability

Aim

To protect and enhance the Parish natural environment, including its meres, mosses, and wildlife, while promoting sustainability

Objectives

- To understand, celebrate and protect the local landscape and have a say in its future management.
- Raise awareness of biodiversity and its importance.
- Support capacity in other organisations where appropriate.

- Assist the restoration and the creation of habitats and resilient ecological networks.
- Promote tree planting and biodiversity under the Tree Charter
- Maintain and enhance green spaces and walking routes.
- Support conservation efforts for the Meres and Mosses within the Parish.

Arts, Leisure, and Heritage

Aim

To enhance and maintain community facilities and celebrate the Parish heritage.

Objectives

- Support and work with Welshampton Parish Hall Management Committee regarding the maintenance and development of facilities for the benefit of parishioners.
- Investigate need for new facilities to promote social interaction, sport, and leisure.
- Preserve settlements' rural identity.
- Promote and celebrate local heritage including sites of local interest.

Health, Wellbeing and Happiness

Aim

To promote the health and wellbeing of residents through accessible facilities and community initiatives.

Objectives

- Maintain access to the countryside.
- Retain access to quality health and social care services.
- Maintain and promote walking routes to encourage physical activity.
- Develop initiatives to engage young residents in community activities.
- Ensure parishioners do not experience 'rural isolation' and to maximise existing transport arrangements.
- Support groups addressing loneliness and social inclusion.
- Support organisations serving Parish residents to improve health and wellbeing.
- Reduce crime and to help parishioners and businesses feel better protected against crime.

Delivering Good and Effective Governance

Aim

To ensure the Parish Council operates transparently and effectively to serve the community.

Objectives

- Improve communication between the Parish Council and residents and businesses.
- Be a strong voice for residents and businesses.
- Increase influence / coordination in matters that impact on Parish.
- Review the way in which the Parish Council considers and makes responses on planning applications.
- Improve effectiveness of Parish Council
- Ensure Council delivers value for money.
- Ensure Council's assets are adequately maintained.
- Robust financial practices and transparency

Budget Implications

Theme	2026/27		2027/28		2028/2029	
	CAPITAL	REVENUE	CAPITAL	REVENUE	CAPITAL	REVENUE
Theme 1 A Positive Parish with a Vibrant Community						
Increase impact of Community Grant Scheme	Within Grant budget of £7,500		Within Grant budget of £4,500		Within Grant budget of £5,000	
Support and work with Welshampton Parish Hall Management Committee regarding the maintenance and development of facilities for the benefit of parishioners.	Within Grant budget of £7,500		Within Grant budget of £4,500		Within Grant budget of £5,000	
Support existing community groups and work with existing communities and new housing developments to become part of the same 'community'.	Within Cmmnty Actions budget of £6,600		Within Cmmnty Actions budget of £4,100		Within Cmmnty Actions budget of £4,500	
Improve local infrastructure.	Within Cmmnty Actions		Within Cmmnty Actions		Within Cmmnty Actions	

Theme	2026/27		2027/28		2028/2029	
	CAPITAL	REVENUE	CAPITAL	REVENUE	CAPITAL	REVENUE
	budget of £6,600		budget of £4,100		budget of £4,500	
To improve information and promotion of local facilities, services, activities and landmarks to encourage local tourism.		Within Cmmn-ctn budget of £6,000		Within Cmmn-ctn budget of £4,000		Within Cmmn-ctn budget of £4,500
Encourage local residents to participate in any strategic planning consultations which impact the Parish.		Within Cmmn-ctn budget of £6,000		Within Cmmn-ctn budget of £4,000		Within Cmmn-ctn budget of £4,500
Parish Resilience and Emergency Planning Guide		Within Cmmn-ctn budget of £6,000				
Theme Total	£20,100		£12,600		£14,000	
Theme 2 Environmental Sustainability						
Raising community awareness		Within Cmmn-ctn budget of £6,000		Within Cmmn-ctn budget of £4,000		Within Cmmn-ctn budget of £4,500
Theme Total	£6,000		£4,000		£4,500	
Theme 3 Arts, Leisure and Heritage						
Preserve settlements' rural identity.		Within Cmmnty Actions		Within Cmmnty Actions		Within Cmmnty Actions

Theme	2026/27		2027/28		2028/2029	
	CAPITAL	REVENUE	CAPITAL	REVENUE	CAPITAL	REVENUE
		budget of £6,600		budget of £4,100		budget of £4,500
Theme Total	£6,600		£4,100		£4,500	
Theme 4 Health, Wellbeing and Happiness						
To be assessed						
To be assessed						
Theme Total						
Theme 5 Delivering Good and Effective Governance						
Seek training opportunities, etc		Within Training budget of £300		Within Training budget of £400		Within Training budget of £500
Theme Total	£300		£400		£500	
Total	£20,400		£13,000		£14,500	