



## Ellesmere Town Council Strategic Plan 2021 -2025

Ellesmere Urban Parish is the area managed by Ellesmere Town Council. It is situated in North Shropshire, has an electorate of 3336 (2022 electoral role) and a population of 4275 (2021 Census).

Ellesmere Town Council is made up of **12** Councillors, who are elected or co-opted to represent the community, make decisions, and take the lead on them for the benefit of the community that they serve.

Ellesmere itself was first settled by ancient Britons. The area has 9 Meres (glacial lakes), with the town being situated next to 'The Mere', the largest of the 9, and one of the largest in England outside of the Lake District. The Mere was created by the retreating Ice Age and subsequent melt water some 10,000 years ago. Covering over 48 hectares (that's over 70 football pitches!) and some 19 metres deep, the Mere provides a home to an abundance of birds and wildlife all year round.

A castle was built in the 11<sup>th</sup> century of which only earthwork now remains. The Mere contains an artificial island, constructed in 1812 from soil dug out to make the gardens at Ellesmere House. It was later named Moscow Island, as Napoleon's defeat in Russia took place in that year. Nowadays herons along with cormorants' nest in the tops of the trees on Moscow Island, they can be viewed via video camera from The Boathouse restaurant.



Two of the greatest early canal engineers helped to build the Ellesmere Canal. William Jessop (1745 -1814) the senior engineer designed and planned the canal; and Thomas Telford (1757-1834). Thomas Telford was based at Beech House on the canal junction in Ellesmere, which is where he designed amazing structures such as Pontcysyllte Aqueduct, often known as the 'River in the Sky', it is still the highest and longest aqueduct in Britain.

Originally the new canal waterway was known as Ellesmere Canal it was intended to link the River Mersey where Ellesmere Port (formally known as Netherpool), and the River Severn; but when the canal company ran out of money the original Ellesmere Canal was split into three: the Montgomery Canal, the Shropshire Union Canal Main Line Canal and what eventually became known as the Llangollen Canal.

The canal maintenance yard was built in 1805-06, everything needed for the maintenance of boats was made there such as ironwork for the boats, lock gates, lifting bridges, handrails for the tunnels and horse were also reshoed there by the blacksmiths. Lock gates were still being made at Ellesmere Boat Yard up until 1962. The historic buildings include a dry-dock and forge and the workshop is still used today to make items such as paddles, stop-planks and access gates for the canal banks.



## Introduction

### Purpose of this Strategic Plan

This Strategic Plan assists the Council to make key decisions which will help it to achieve its aims and objectives which are intended to improve the quality of life for the people it serves. These planned activities form the basis for setting future budgets based on the council's core values:

**Community**  
**Environment**  
**Economy**

The Council is responsible for ensuring that business is conducted in accordance with the law and proper standards; and that public money is safeguarded and properly accounted for, used economically, efficiently, and effectively.

### Reason for this Strategic Plan

This Plan is a strategic guideline for the Council to work within, in order to deliver the aspirations of local residents and the community within a planned budget and timeframe.

This Plan is a 'live' document that will evolve through community engagement and will assist Councillors to make decisions in the best interests of those they serve. The Members' Code of Conduct policy serves the purpose to impose sound ethical standards on individuals who are in public office.

As a 'live' document this Strategic Plan will be monitored and updated regularly to demonstrate progress.

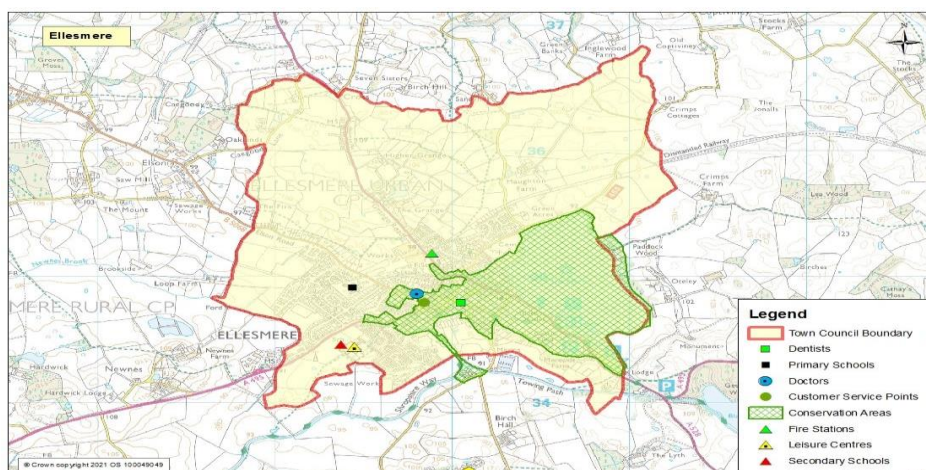
### Community Involvement in the Strategic Plan Process

To ensure that this Strategic Plan adequately represents the best interests of the urban parish, members of the local community are invited to participate in its development. This Plan is the Council's main source of communicating its actions and welcomes comments from community members to help shape and hopefully be a part of how the Plan evolves.

### Monitoring the Strategic Plan

This Strategic Plan will be reviewed by the Town Council on a regular basis, at least annually, so that progress can be monitored. It will be updated as actions are completed and where progress is impeded the council will consider what actions are necessary and whether further work is required.

As a 'living' document this Plan will be regularly reviewed to show progress and ensure it is up to date.



VALUE	TOPIC	ACTION	OBJECTIVE	TIMESCALE	BUDGET
COMMUNITY	Community Engagement	Website - Ensure it is kept up to date and complies with WCAG 2.1.	<ul style="list-style-type: none"> <li>Compliance</li> <li>To improve communication between the town council and residents and businesses by: Promoting the activities of the council. Informing resident about local and county wide issues.</li> <li>Improving the effectiveness of the Town Council.</li> <li>Publish Planning Applications on Facebook.</li> </ul>	Ongoing	Town Council Administration & Website Budget.
		Town Council meetings.	<ul style="list-style-type: none"> <li>Publish agendas, supporting information and minutes on website as per legal requirements.</li> <li>Post agendas on notice boards as per legal requirements.</li> <li>To publish information about the council's decisions as per legal requirements and encourage members of the public to attend council meetings and participate in the public session.</li> <li>Receive updates on what is happening at Shropshire Council.</li> <li>Continue to work on the Ellesmere Place Plan.</li> </ul>	Ongoing	Town Council Administration Budget/Salaries  Included in Clerk's duties.
		Local Council Award Scheme	<ul style="list-style-type: none"> <li>Ensure that the council meets the minimum criteria to apply for the Foundation Award again.</li> </ul>	Ongoing	Costs Foundation £80, Quality £100 & Quality

			<ul style="list-style-type: none"> <li>To work towards 'Quality' and 'Quality Gold' Awards.</li> </ul>		Gold level is £200.
	Community Engagement	<p>Newsletters/Press Releases/Social Media</p> <p>Council Surgeries and Public Consultations.</p> <p>Annual Reports</p> <p>Supporting groups and events</p>	<ul style="list-style-type: none"> <li>To provide a regular update about the council's activities and other information of local interest for local circulars such as Mere News and the Parish magazine, social media, newspapers and local radio.</li> <li>To communicate and spread information quickly.</li> <li>To enhance other means of communication.</li> <li>To give residents an opportunity to meet and engage with council to share ideas or raise concerns.</li> <li>Encourage local Customer Service from Shropshire Council.</li> <li>To provide an Annual Report that includes a Chairman's Report for the past year and how the Council has spent its money.</li> <li>To provide grants for local voluntary groups and the wider community.</li> <li>Increase council presence /volunteering and or participating at local events.</li> </ul>	<p>As and when needed.</p> <p>Annually</p>	<p>Review grant awarding policy and set a new budget for 2023/24.</p>

			<ul style="list-style-type: none"> <li>• Arranging the donation of Town Christmas Tree.</li> <li>• Supporting Remembrance Sunday by providing refreshments for the parade.</li> <li>• Provide Christmas lighting for the town.</li> <li>• To continue to support the youth by delivering a youth café at Ellesmere Town Hall.</li> <li>• To increase social capability, independence and resilience within the community.</li> </ul>	<p>Annually</p> <p>Annually</p> <p>Annually</p> <p>Annually</p>	<p>2022/2023 £100 Poppy Wreath and Refreshments budget.</p> <p>Current budget £5,250. New contract required for 2023/2024.</p> <p>£5,032.00 in ear marked reserves.</p>
	Community Facilities/Assets	Ellesmere Town Hall – Installation of a new Roof	<ul style="list-style-type: none"> <li>• To improve the building and its amenities for use by local groups for community functions.</li> <li>• Work with Structural engineers and other contractors to provide a new roof.</li> <li>• Raise money to fund a new town hall roof.</li> </ul>	2022/2023 2023/2024	£65,000 in ear marked reserves.

		To improve, maintain and enhance council assets and services for the benefit of community use.	<ul style="list-style-type: none"> <li>To be able to provide assets and services for use by local residents.</li> <li>Keeping assets and services well maintained should keep running costs lower.</li> <li>To discuss asset transfers with Shropshire Council.</li> <li>To consider future use of the Land to the rear of Berwyn View.</li> </ul>	Annually	
				2023/2024	
				2023/2024	Look at available funding once a project has been identified.
			<ul style="list-style-type: none"> <li>Continued support with Ellesmere Rural Parish Council/Cemetery Working Group and investigate jointly providing additional Burial Land for Cemetery use.</li> </ul>	2023/2024	Budget and funding options will be considered when suitable land has been identified.
		Mobile and Broadband Signal.	<ul style="list-style-type: none"> <li>To support the provision of good mobile broadband signal within the community.</li> </ul>	Ongoing	No budgetary implications.
		Maintain Town Benches	<ul style="list-style-type: none"> <li>Produce a maintenance and improvement plan for implementation to ensure the town benches are well maintained.</li> </ul>	2022/2024	Current budget for street furniture £500

VALUE	TOPIC	ACTION	OBJECTIVE	TIMESCALE	BUDGET
ENVIRONMENT	Local policing	<ul style="list-style-type: none"> <li>Request police reports from the Safer Neighbourhood Team for town Council meeting.</li> <li>Publish details of police reports in minutes.</li> <li>Continue to provide and maintain the town with CCTV and purchase new equipment in consultation with Ellesmere Safer Neighbourhood team as the town expands.</li> </ul>	<ul style="list-style-type: none"> <li>To help reduce crime and the fear of crime.</li> </ul>	Monthly	No budgetary implications.
	Health and Wellbeing	<ul style="list-style-type: none"> <li>To support and help promote local health and wellbeing.</li> </ul>	<ul style="list-style-type: none"> <li>Health benefits for all ages in the community.</li> <li>To support people having access to social care, health care and good living standards.</li> </ul>	Annually	£5,000 in ear marked reserves and match funding available from the PCC.
				Ongoing	No budgetary implications.

	Local Affordable Housing	<ul style="list-style-type: none"> <li>To encourage and promote adequate affordable housing and health provision.</li> </ul>	<ul style="list-style-type: none"> <li>To support residents by working with local housing associations to encourage that any local affordable housing be ringfenced for local people.</li> </ul>		
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VALUE	TOPIC	ACTION	OBJECTIVE	TIMESCALE	BUDGET
	Traffic, Transport & Highways issues.	Publish information on the Town Council's website and on social media.	<ul style="list-style-type: none"> <li>To assist people to report highways issues directly to Shropshire Council (the highway authority).</li> <li>To chase issues reported SC Highways and ensure they are dealt with in a timely manor.</li> <li>Investigate public transport and future transport possibilities.</li> </ul>	Ongoing.	No budgetary implications.
	Promote Parking Improvements	Work with Shropshire Council to aid delivery of more parking.	<ul style="list-style-type: none"> <li>Encourage Shropshire Council in the delivery of more parking and a coach park.</li> <li>Promote safer parking.</li> </ul>	Ongoing	No budgetary implications.
	Traffic calming schemes.	<p>Ensure that road safety issues are included in the Place Plan for Ellesmere Urban and that sufficient funding is allocated.</p> <p>Install 2 VAS signs, one at the Mereside and one on Grange Road.</p>	<ul style="list-style-type: none"> <li>To seek solutions to speeding and improve road safety.</li> <li>Explore the 20's Plenty Campaign further.</li> </ul>	Annually.	Apply to the PCC for funding towards the VAS signs already purchased.



		20's Plenty public consultation.			
	Planning & future development within the Ellesmere Urban area.	<ul style="list-style-type: none"> <li>Respond to planning applications and policy review representing the views of the local community.</li> <li>Councillor and clerk training.</li> <li>Collaborative working with Shropshire and other Council Officers and other stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>Understanding planning policy and ensuring infrastructure needs for the community.</li> <li>To continue to comment on all key strategic planning and consultations that affect the town to ensure that, through the Town Council, the views of the local community form part of the decision-making process.</li> <li>Investigate the viability of producing a Neighbourhood Plan.</li> </ul>	Ongoing	<p>No Budgetary Implications.</p> <p>Cost of training.</p> <p>£500 in Cllrs training budget for 2022/23.</p> <p>£700 in office training budget for 2022/23.</p>
	Public engagement	<ul style="list-style-type: none"> <li>Encourage residents to respond to consultation to ensure their views are taken into consideration.</li> </ul>	<ul style="list-style-type: none"> <li>Ensuring infrastructure meets the needs of the community.</li> <li>To ensure the Parish Council's responses are based on material planning consideration.</li> <li>Better environment and Carbon footprint reduction by maintaining local assets as environmentally friendly as possible.</li> <li>Regular monitoring and updating of the Place Plan to the needs of the community.</li> <li>Maintain floral planting around the town and try to seek sponsorship/</li> </ul>	Ongoing	Neighbourhood fund is currently in earmarked reserves.

	Shropshire Verges Project	<ul style="list-style-type: none"> <li>For the working group to research ways for the Town Council to deliver the project.</li> </ul>	<ul style="list-style-type: none"> <li>Greener Environment, develop the project throughout 2023/2024.</li> </ul>	2023/2024.	£350 budget requested to be considered earlier in 2022.
<b>ECONOMY</b>					
<b>TOURISM &amp; EVENTS</b>	Shopping and places of interest.	Work with Shropshire Council, Ellesmere Chamber of Commerce, businesses and other partners to support the local economy.	<ul style="list-style-type: none"> <li>To promote and sustain economic development and support the 2<sup>nd</sup> phase of the business park to encourage local working with less commuting.</li> <li>Campaign for higher education, training and jobs for local residents.</li> <li>Continue to hold the Market Rights and support leaseholders of Ellesmere Market Hall.</li> </ul>	Ongoing.	No budgetary implications.
<b>Visitor attractions</b>	Promoting Ellesmere	<p>To encourage Shropshire Council to create net gain for the Mere.</p> <p>Shropshire Council to support the upkeep of the mere to make it more attractive to visitors.</p> <p>Work with Ellesmere Chamber of Commerce and any other stakeholders to</p>	<ul style="list-style-type: none"> <li>To improve and enhance local leisure facilities and promote them.</li> <li>Promote the town to increase the footfall and support the economy.</li> </ul>	<p>Ongoing.</p> <p>Annually.</p>	<p>No budgetary implications.</p> <p>Consider a budget for 2023/2024.</p>

		deliver promotion of Ellesmere.			
<b>Community</b>	Community Engagement.	Food & Fuel Poverty	<ul style="list-style-type: none"> <li>Provide information to support residents through the food and fuel poverty crisis.</li> </ul>	Ongoing.	Requests may be received through grant funding £6,000 has been allocated for grants for 2023/2024.