

Much Wenlock Town Council
Evolving the Town Council Action Plan

Activity	Commitment, Progress and/or Recommendation	Plan or Policy or Initiative being implemented	Delivery mechanism - funding and resources
Major Projects			
Affordable Housing scheme	Collaborative working with community-led initiative (with Shropshire Housing group) agreed September 2015	Neighbourhood Plan and Shropshire Core Strategy	Shropshire Housing Group community support and grants; Shropshire Council affordable housing contributions budget £119k (sums per plot and per dwelling £3k to community)
Management and enhanced use of the Guildhall/Buttermarket.	Some exploratory work regarding repainting walls of Buttermarket and the Town Council has discussed the possibility of an HLF bid. <i>A working group (taking relevant expert advice) will consider this in greater depth, building on previous work/studies and set out proposals for its long-term maintenance, improvements and enhanced use. This will include a consultation with the community on the proposals and options.</i>	Town Council Action Plan. Obligations as owner of the listed building and making best use of the asset for the community <i>The Guildhall is now registered as an Asset of Community Value.</i>	Town Council own dedicated maintenance funds (£28.7k – Balfours survey); potential Heritage Lottery Fund and other bids <i>*There is only £1,000 in the 2015/2016 budget assigned to the Guildhall + a ring-fenced grant of £3,000.</i>
Gaskell Ground: Encourage increased use of the Gaskell Recreation Ground (by casual users and organised events)	The Gaskell Recreation Ground Management Committee is already considering improved use of the Ground. <i>The Town Council will have a clear agreement with the Gaskell Recreation Ground Management Committee of the plan for enhancing use by March 2016. The Town Council has agreed to take on the youth club/path/pavilion subject to resolution of legal and technical matters which are being addressed by legal advisors.* No longer applicable</i>	Town Council Action Plan	Town Council dedicated budget for the Gaskell Ground plus £41,632 s106 funds with Shropshire Council. <i>Finance & Resources Committee agreed, in principle, that all s106 monies be allocated for drainage works on the Gaskell Recreation Ground (minute no: 9 dated 29 March 2016)</i> <i>The Town Council has declined Shropshire Council's offer.*</i>
Acquire and develop use of the Youth Club building, footpath and cricket/sports pavilion*	<i>Prior to completion of the take over the Town Council will discuss devolution of the management of the youth club to the charity and redevelopment options for the pavilion with the sports/cricket clubs. No longer applicable</i>		
Shropshire Council Community hub and other potentially devolved facilities	Shropshire Council aim to devolve running of library and other facilities to community volunteers. The Town Council has previously been offered and rejected open spaces at Hunters Gate and Railway Walk. Other facilities such as the Museum and the library may also be considered and Shropshire Council operate several car parks in the town. This reform of service delivery is driven by budget constraints. <i>The Finance & Resources Committee will take the opportunity to have an 'in the round' discussion with Shropshire Council, brokered by Cllr David Turner, to consider a package of community facilities/budgets for the benefit of the town. No longer applicable</i>	Neighbourhood Plan, Place Plan; retention of community facilities. <i>The Town Council has agreed to fund library services for a period of 7 years.</i>	The success of this will depend on transfer of assets and associated funding plus commitment of volunteer time and support within the community; potentially this could mean a significant change of ways of working for the Town Council. <i>The Town Council has agreed that a small working group should be established comprising Cllr. David Turner, Cllr. Yvonne Holyoak, Cllr. Bert Harper, and Cllr. Graham Edgcumbe Venning. No longer applicable</i>

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Other Projects			
Increase the use of the Corn Exchange market area.	<p>Town Council has agreed to make the Corn Exchange and Buttermarket free to significant town driven events such as the Festivals. The Town Council has sponsored Food Fairs in June, July, August and September 2015; a contribution to enliven the town.</p> <p><i>These Fairs will continue as planned, delivered by the Town Clerk with support from Councillors. The Finance & Resources Committee will review success.</i></p> <p><i>No longer applicable. Food markets have been replaced by craft markets.</i></p>	Town Council Action Plan	<p>Fairs - Town Clerk with agreed funding of £xxx net spend to date.</p> <p>Income foregone from not renting facilities is likely to be £xxx?</p> <p><i>**</i></p> <p><i>Stall holders are charged £11 for one table and £19 for two tables - average is derived in income from participating stall holders is £160 per Fair</i></p> <p><i>No longer applicable.</i></p>
Visitor Marketing; better market the town, its unique character and amenities plus intelligence gathering (e.g. monitor and measure visitor numbers) to inform future action	<p>New town maps have been produced by the Chamber of Trade and Friends of the Museum. The Olympian Trail has also been updated and a new version is shortly to be released for younger people. 'Countryman' magazine taken photos of the Guildhall which will be promoted in a future edition.</p> <p><i>Publicity opportunities will be taken as they emerge.</i></p> <p><i>The Town Council will offer £500 from its grants budget to the Chamber of Trade as a commission to undertake further marketing to and monitoring of visitors (subject to general agreement of proposals and evaluation of success/failure).</i></p> <p><i>The Town Council has paid for a full-page advert in a publication entitled "Welcome to Shropshire" which promotes the town and its offer.</i></p>	Town Council Action Plan	<p>Town Council grants fund - £500 in 2016/17; Chamber of Trade to deliver.</p> <p><i>The Town Council has already given a grant of £50 to the Chamber. A further £450 is included in the 2016/2017 budget.</i></p>
Cemetery Chapel	<p>Town Council owns the cemetery chapel and has supported a community-led feasibility study with report due later this Autumn.</p> <p><i>The Town Council will continue to support the community to bring the building back into use.</i></p>	<p>Community initiative</p> <p><i>***</i></p> <p><i>Instigated by the 'Friends of the cemetery'</i></p>	<p>Town Council staff time to help support delivery by community representatives/leaders</p> <p><i>****</i></p> <p><i>Town Clerk has already dealt with the grant provider and architect assigned to draw up plans. Plans are now complete.</i></p>
Influencing activity			
Address traffic and parking issues in the town and the parish in the round, and seek solutions that improve road safety	<p>The Town Council's priorities have been submitted to Shropshire Council.</p> <p><i>The Council will continue to make proactive submissions and support the efforts of Shropshire Council to deliver solutions; the Town Clerk will report quarterly with feedback from Shropshire Council/Cllr Turner.</i></p> <p><i>Consideration of planning applications should</i></p>	Town Council Action Plan Neighbourhood Plan	Staff time

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	carefully consider the likely impact of development.		

Neighbourhood Plan			
Other Neighbourhood Plan objectives (e.g. employment site)	The Neighbourhood Plan Monitoring Panel will review progress across all Neighbourhood Plan objectives as well as housing delivery/numbers. No longer applicable	Neighbourhood Plan and Shropshire Core Strategy	To be discussed with Shropshire Council **** The Panel's Terms of Reference will need to be revised. No longer applicable
Flood Management	The Community Flood Action Group takes the lead on pressing Shropshire Council and the Environment Agency (with Severn Trent) to deliver the agreed solutions and progress the proposed natural solutions approach. The Town Council will seek monthly updates from Shropshire Council via the Much Wenlock Community Flood Action Group. No longer applicable. The Town Council's Planning & Environment Committee has taken responsibility for the establishment of a new community flood action group.	Neighbourhood Plan	Shropshire Council, Environment Agency.

At a meeting of the Finance & Resources Committee held on 20 October 2015 the following priorities were agreed:

ACTIVITY	PRIORITY
Management and enhanced use of the Guildhall/Buttermarket	1
Increase the use of the Corn Exchange market area. A Plan needs to be developed.	2
Address traffic and parking issues in the town and the parish in the round, and seek solutions that improve road safety. A Plan needs to be developed.	3

Increased use of the Gaskell Recreation Ground (by casual users and organised events). Acquire and develop use of the youth club building, footpath and cricket/sports pavilion. It was agreed that this priority should be removed following the Town Council's decision not to accept Shropshire Council's offer of the youth club building and associated land. (Minute no: 12 dated 26 January 2016) TO BE DELETED	2
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