



Community Led Plan - Household survey Summary Report



April 2020



A survey was sent out asking people what topics they wanted the plan to focus on. We received 878 valid surveys from a total of 2,440 households (a 36% return – which is very good for such an exercise).

A large number of returned surveys (490) were from households with only people aged 65 plus living in them. This reflects the fact that a high percentage of elderly people live in Church Stretton.

It is natural for people to have different perspectives of what is important, depending on their own personal circumstances. A Community Led Plan needs to understand the perspective of different groups within the community, e.g. families with children & people of working age.

As well as analysing the full sample, we also analysed survey responses from households with children and from households with young adults aged 18-24 to help us understand their perspective.

What are people's top priorities?

People were asked to score on a scale of 1-8 on those topics they wanted us to concentrate on in the Community Led Plan? Most people scored 5 plus on all of these, indicating people think they are all important.

We then calculated a total for each topic, (where a score of 1 counted as 1, 2 counted as 2 up to 8 counted as 8) and from this we could see which topics people considered **the most important**.

We discovered that the following topics are a top priority **for all three groups** (full sample, households with children and with young adults)

- **Countryside & Nature** e.g. Shropshire Hills AONB, wildlife, woodland
- **Local shops, businesses and traders**
- **Community Facilities e.g. leisure centre, library, swimming pool**

Other topics which scored highly were:

- **Health & Social care** - a top priority for the full sample and households with children.
- **Activities for the involvement of young people** - a top priority for households with children and young adults
- **Outdoor leisure facilities e.g. parks, playgrounds, sports facilities** - a top priority for households with children
- **Housing and Job Opportunities** - a top priority for households with young adults.
- **Transport** - a top priority for households with young adults and full sample
- **Community services e.g. Mayfair, Good Neighbours** - a top priority for the full sample.



People's top priorities



Countryside & Nature



Local shops, businesses and traders

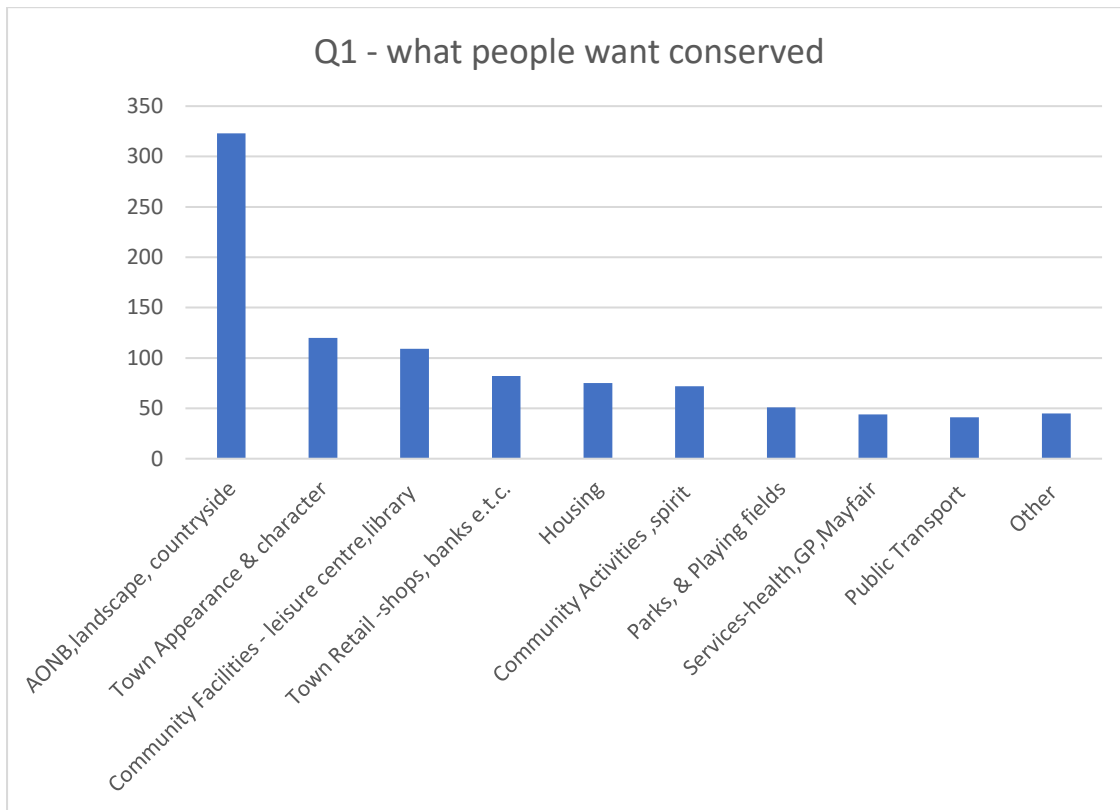


Community Facilities

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What do people most want to conserve?

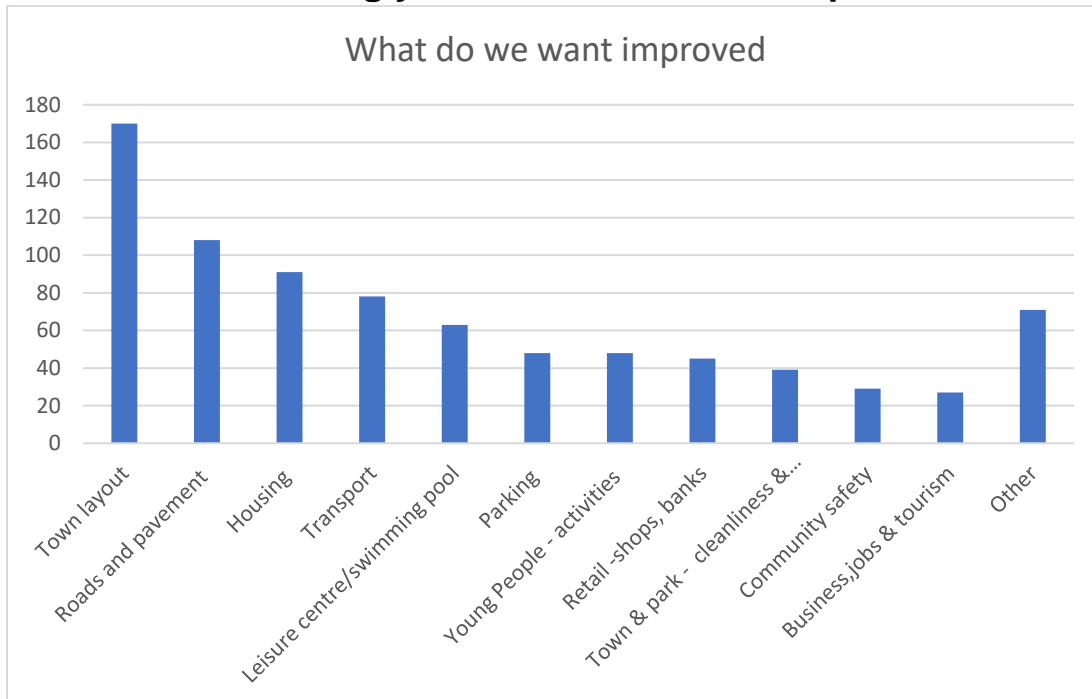


People were asked what they most wanted to conserve. The majority of people again mentioned the beautiful landscape around us and the Area of Outstanding Natural Beauty.

Other topics frequently mentioned included Town Appearance, Community Facilities - leisure centre, library etc., Town Retail - shops, banks, Housing, Community Activities & spirit, Parks & Playing fields, Services - health, Mayfair & Public Transport.



What is the one thing you most want to see improved?



People were asked what they most wanted to improve. Many comments came back about improving the town layout. This broad category included various suggestions regarding traffic flow, traffic calming and widening pavements as well as improving the High Street, Burway Road garage area and the A49 traffic lights. Any proposals to change the layout in town would have to consider traffic flow, traffic calming measures, pavements and parking and how these interact with each other as well as any potential benefits or disadvantages to residents, traders and visitors.

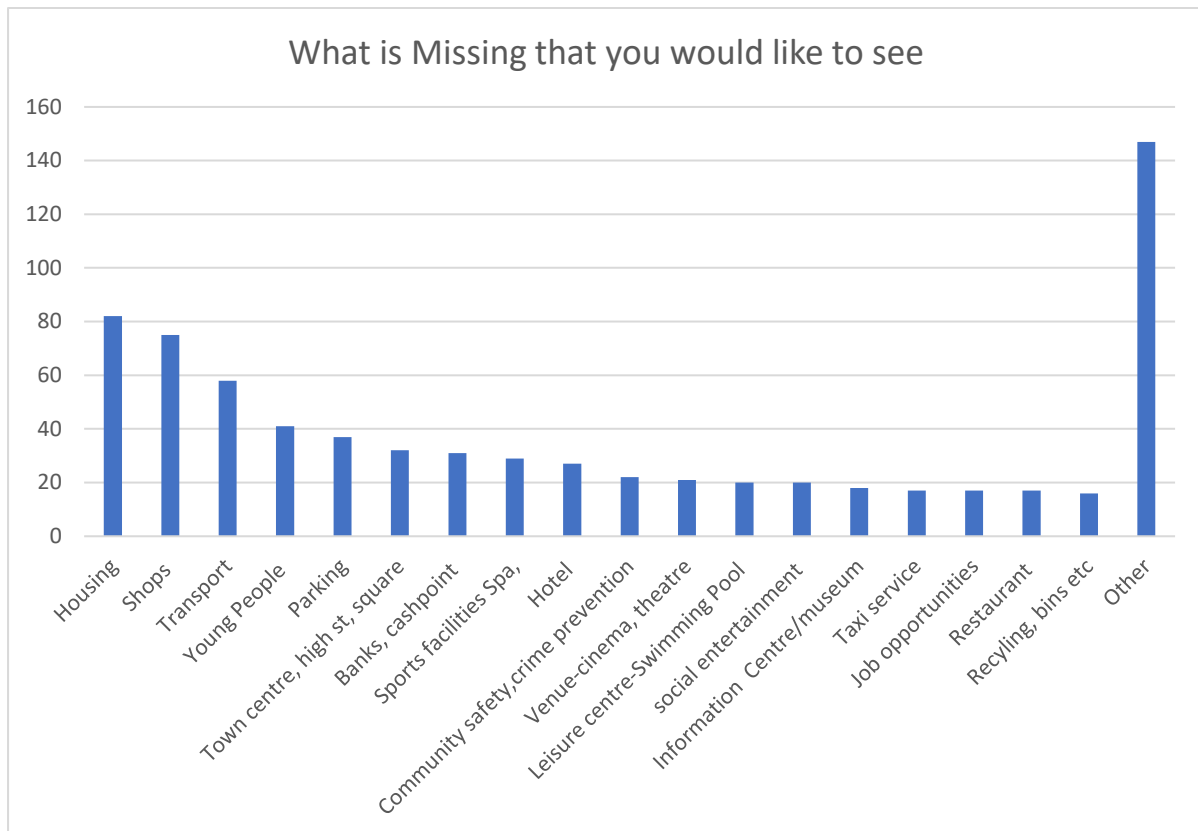


Other topics frequently mentioned included:

- **Housing** - need for affordable housing to rent or buy, as well as houses for local families with children wanting to move up the ladder.
- **Transport** - more frequent service as well as more affordable
- **Leisure centre/swimming pool** - want facilities upgraded.
- **Activities for young people** -, improving facilities in the town park and having somewhere for the young to go indoors as well as outdoors.
- **Town Retail Shops, Banks** - a wider range of shops as well as more affordable ones
- **Town & Park appearance & cleanliness** - improving the appearance, removing litter and dog excrement.
- **Community Safety** - wanting more visible presence of the police, speed limits and parking rules enforced,
- **Jobs & Tourism** - more job opportunities, improving the town to encourage tourism



What is missing in the Strettons that you would like to be made available?



There were many comments relating to housing, shops, transport, activities & support for young people, parking, and the town centre which were similar to the views expressed in the previous question on what needs improving.

There were also suggestions for:

- **Sporting facilities** - e.g. squash court, skate board park, outdoor gym equipment for adults, BMX track in the park,
- **Hotel** - to increase tourist accommodation and help support the local economy.
- **Cinema/theatre** - a better venue for films, theatre
- **Leisure centre-swimming pool** - extend its facilities e.g. spa, hydrotherapy, cafe
- **Social Entertainment** - a wider range of social opportunities for specific groups e.g. singles, working age, intergenerational as well as more community events e.g. carnival, Christmas street market, music festivals.



What happens next?

We originally intended to have a public meeting to feedback our results and encourage people to work with us on progressing the Plan. However, this is not possible because of the current restriction on people meeting during the coronavirus pandemic.

Until these restrictions are lifted, we will continue to meet and communicate as a committee through an online meeting space and also via email to continue with background work. We will also set up some smaller working groups to look at some of these specific areas and explore how we might take them forward. Please think about areas you might like to help with once it is possible for people to meet again.

However, we have to recognise the impact Covid-19 is currently having on our lives and the possible long-term impact it will have for the community. The Community Led Plan when it is complete will need to give us a viable way forward in whatever climate we find ourselves in.

In the meantime, it is worth reflecting on how the things we value in Church Stretton are helping us at this difficult time. This includes the wonderful response of our local shops who are providing essential provisions and delivering goods to people isolated at home. It also includes the Mayfair Community Centre who continue to support the most vulnerable and many individual members of the local community who are volunteering their time.

NB The full analysis report of this survey is on our website at <https://www.strettonsCLP.org.uk/>

