



## Community Led Plan - Household Survey



## Full Analysis Report

**Date April 2020**

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Thank you to all the residents of the Strettons who took time to input their thoughts to the household survey carried out in Jan 2020 to inform the development of a Community Led Plan for the Stretton's.

This reports on what aspects of living in the Strettons people want to conserve, as well as topics which people frequently mentioned as in need of improvement.

A shorter summary report is also available on our website.

The analysis of this survey was carried out in February 2020 before the coronavirus pandemic meant many local retailers as well as community facilities had to be temporary closed to reduce infection rates.

It is unclear at this moment what the long-term impact of coronavirus will have on local businesses, community facilities and the local economy. These will need to be considered when developing the Community Led Plan.

**CLP Steering Group**

**Date: 18<sup>th</sup> April 2020**



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## Introduction

Over the next two years, the Community Led Plan Steering Group will be producing a Community Led Plan (CLP).

A survey was sent to 2,440 households in the Strettons asking them score their priority for 18 different topics on a scale of 1 to 8, where 1 is not important and 8 is extremely important.

They were also asked a further three questions

- Q1) What is the one thing in the Strettons you most want to see conserved?
- Q2) What is the one thing in the Strettons you most want to see improved?
- Q3) What is missing in the Strettons that you would like to be made available?

This is an analysis of their responses. It will be used to help decide which topics to focus on in developing the plan.

A total of 885 CLP surveys were returned. Seven surveys had postcodes outside the Stretton area and were discarded. This left 878 surveys returned out of a total of 2,440 households which is a 36% return.

## Peoples priorities

103 surveys returned were from households with children, of which

- 72 had at least 1 child age under 12
- 48 had at least 1 child aged 12-17

52 surveys were from households with at least 1 adult aged 18-24

347 surveys were from households with at least 1 person of working age (18 -64)

490 surveys were from households with only people aged 65 plus living in them

This shows the full sample has a high representation from elderly people. Church Stretton has a higher percentage of people aged 55 or over compared to Shropshire and England.

**People will have different priorities depending on their circumstances.**

**A Community Led Plan needs to understand the priorities of different groups within the community**

People were asked to indicate their priorities by giving a score of 1- 8 on a list of 18 topics, where 1 is not important and 8 is extremely important.

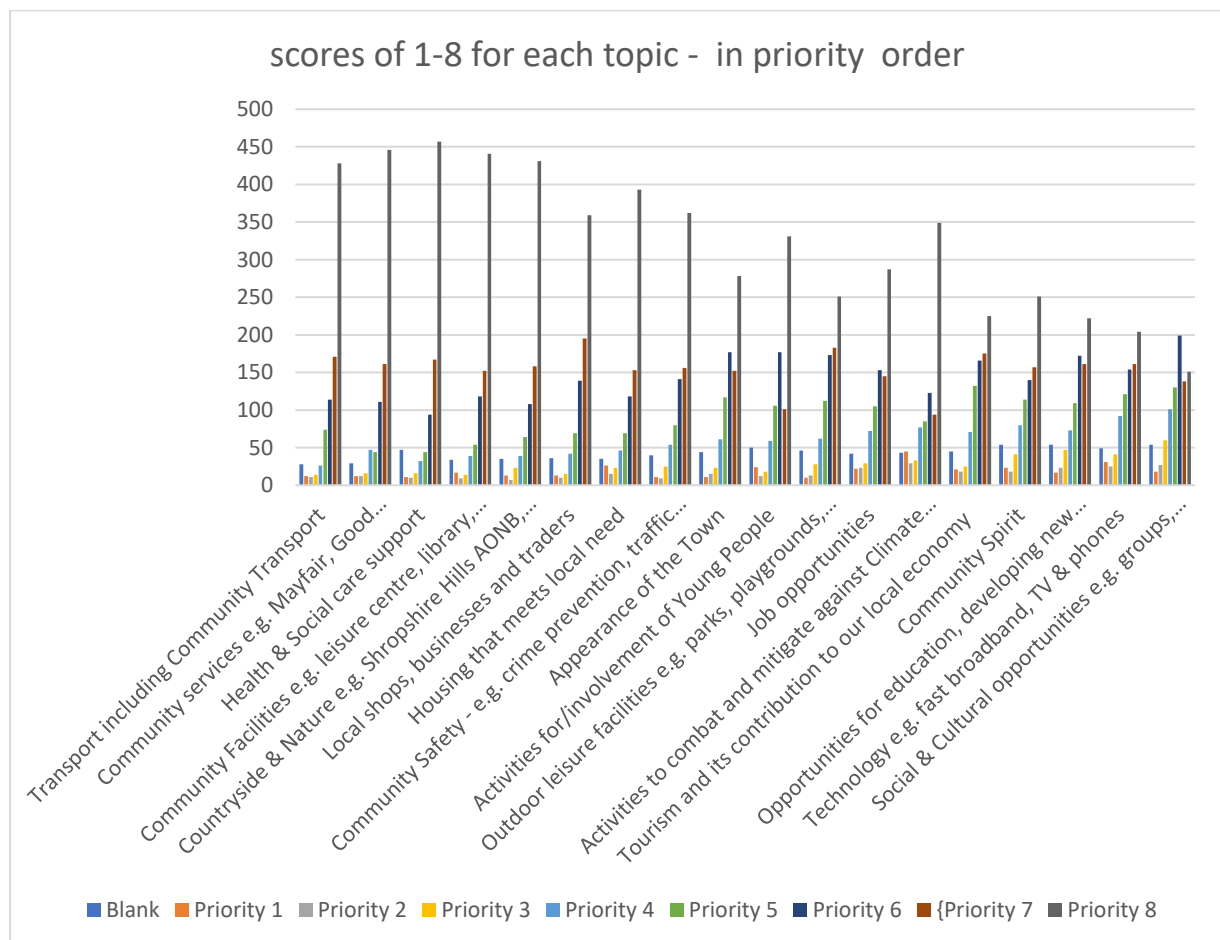
We decided to not only analyse the full sample, but also looked at the priorities of

- Households with children aged 0-17
- Households with young adults aged 18-24

Most people thought all topics important and very few people gave scores of less than 4 for any of them. People frequently gave topics a maximum score of 8.

To calculate which were most important, we totalled the score people had given for each topic, where a priority 1 scored 1 point, priority 2 scored 2 points ..... up to priority 8 scoring 8 points.

## Analysis - full sample



## Top Priorities

Analysis of the full sample showed the **top 6 priorities** for households are

- Transport, including Community Transport
- Community Services e.g. Mayfair, Good Neighbours
- Health & Social Care Support
- Community Facilities e.g. leisure centre, library, swimming pool
- Countryside & Nature e.g. Shropshire Hills, AONB, wildlife, woodland
- Local shops, business and traders

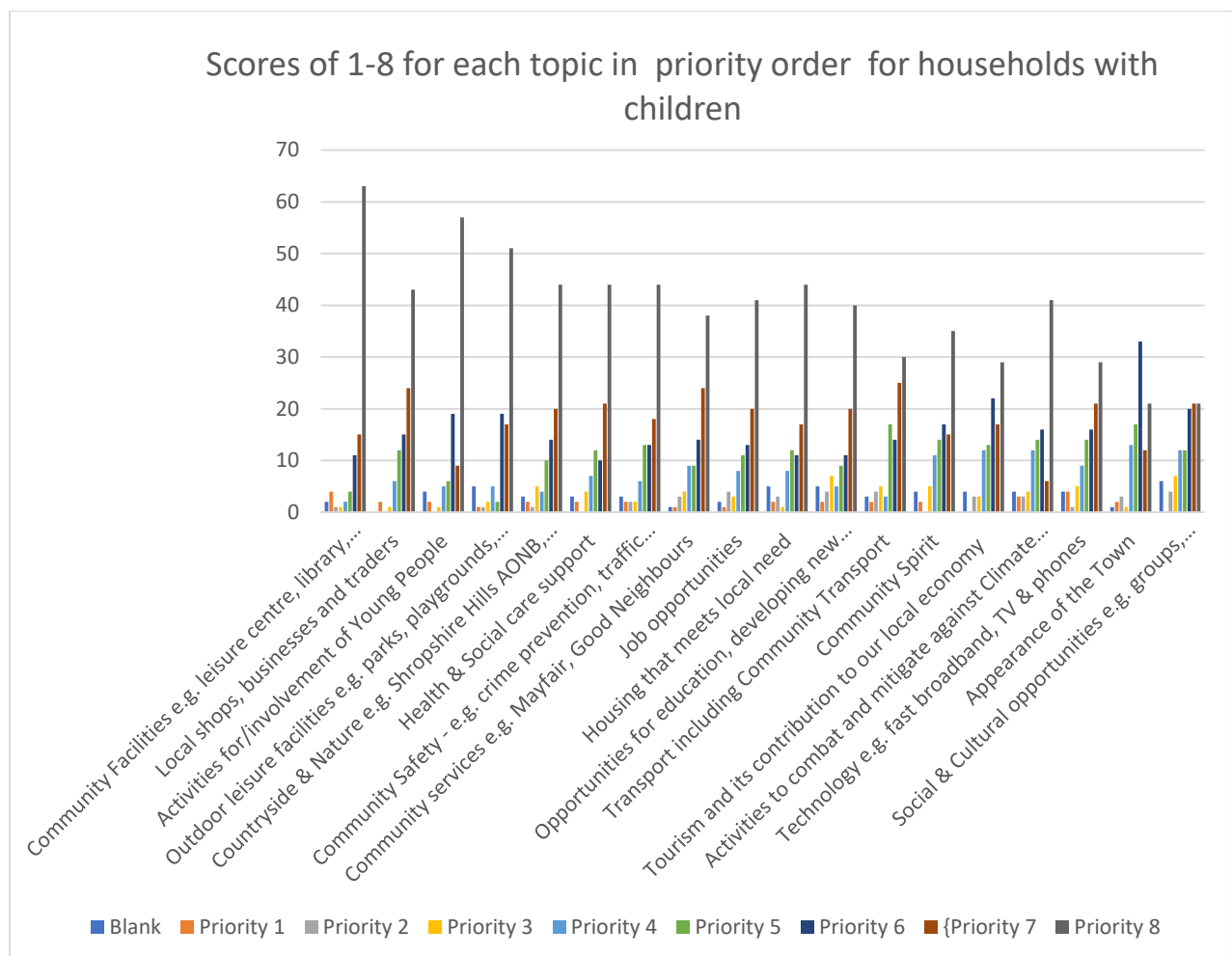
The **lowest priorities** for households are



- Activities to combat and mitigate against Climate Change
- Tourism and its contribution to our local economy
- Community Spirit
- Opportunities for education, developing new skills & life- long learning
- Technology e.g. fast broadband, TV & phones
- Social & Cultural opportunities e.g. groups, societies

Appendix 1 shows full list of People's weighted priorities from the full sample

## Analysis - households with children



Analysis of surveys from households with children aged 0-17 showed **their top 6 priorities** are

- Community Facilities e.g. leisure centre, library, swimming pool
- Local shops, businesses and traders
- Activities for/involvement of Young People
- Outdoor leisure facilities e.g. parks, playgrounds, sports facilities

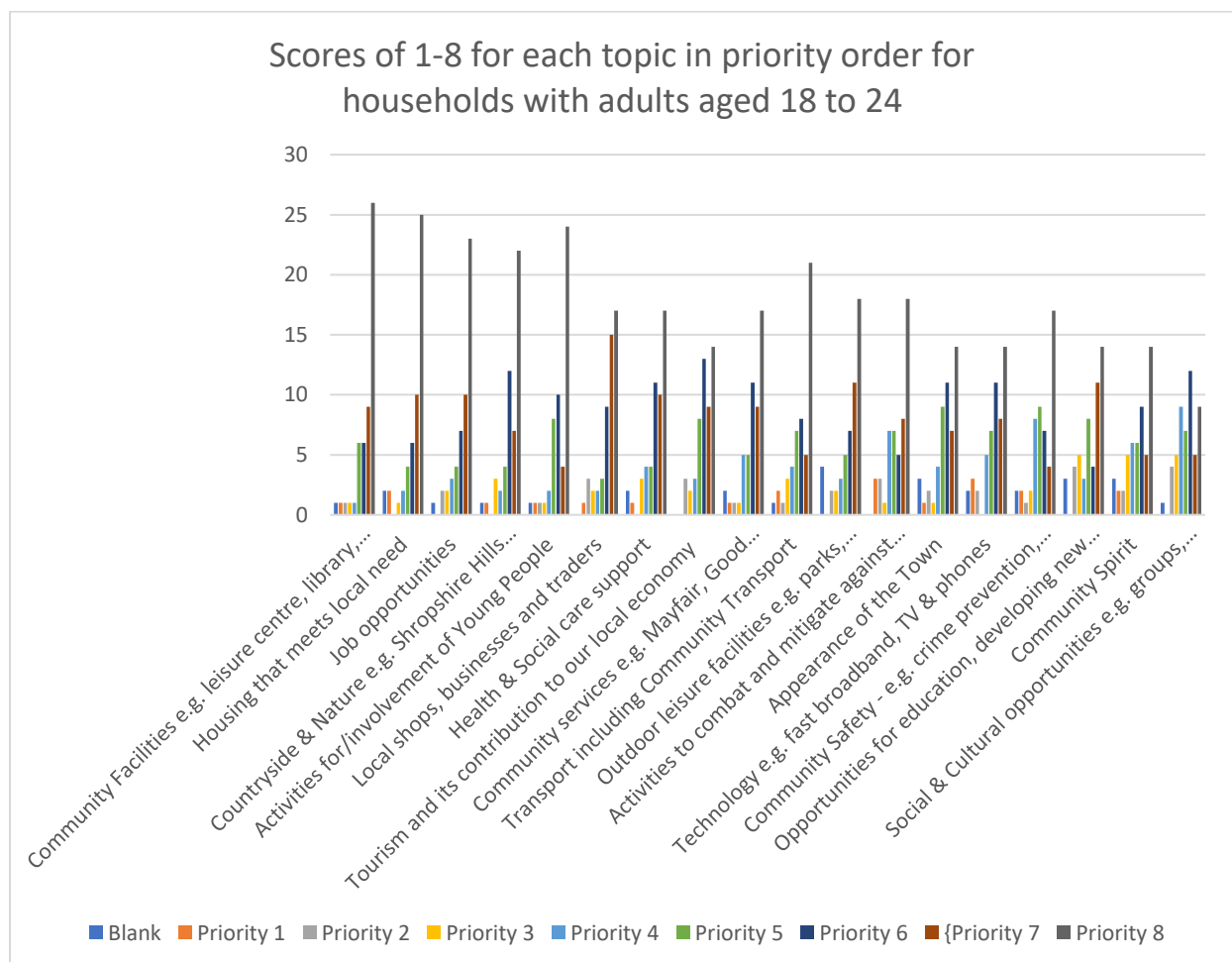
- Countryside & Nature e.g. Shropshire Hills AONB, wildlife, woodland
- Health & Social care support

**Their lowest priorities** are

- Community Spirit
- Tourism and its contribution to our local economy
- Activities to combat and mitigate against Climate Change
- Technology e.g. fast broadband, TV & phones
- Appearance of the Town
- Social & Cultural opportunities e.g. groups, societies

Appendix 2 shows full list of Peoples weighted priorities from households with children

## Analysis - households with young adults



Analysis of surveys from households with young adults aged 18-24 showed **their top 6 priorities** are

- Community Facilities e.g. leisure centre, library, swimming pool





- Housing that meets local need
- Job opportunities
- Countryside & Nature e.g. Shropshire Hills AONB, wildlife, woodland
- Activities for/involvement of Young People
- Local shops, businesses and traders

Their lowest priorities are

- Appearance of the Town
- Technology e.g. fast broadband, TV & phones
- Community Safety - e.g. crime prevention, traffic reduction, disabled access
- Opportunities for education, developing new skills & life-long learning
- Community Spirit
- Social & Cultural opportunities e.g. groups, societies

Appendix 3 shows full list of Peoples weighted priorities from households with Young Adults aged 18-24

## **Comparison of household's priorities**

**The following three topics appeared as a top priority when looking at all three analyses.**

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

Activities for involvement of Young People appears as a top priority in the analyses of households with children and that for households with young adults aged 18-24

Health and social care appear as a top priority in the full sample analysis and the analysis of households with children.

Transport, including Community Transport & Community Services e.g. Mayfair, Good Neighbours appears as a priority in the full sample only.

Outdoor leisure facilities appear as a top priority for households with children only

Housing and jobs are a top priority for households with young adults aged 18-24 only

**The following three topics appeared as a low priority in all three analyses.**

- Community spirit
- Social & Cultural opportunities e.g. groups, societies
- Technology e.g. fast broadband, TV & phones

The following topics appear as a low priority in the full sample analysis and that of households with children

- Activities to combat and mitigate against Climate Change
- Tourism and its contribution to our local economy



However. Tourism & its contribution to our local economy got a relatively high mark (8) from the sample of households with young adults, possibly because jobs are a high priority for this group and tourism helps provide local jobs.

Opportunities for education, developing new skills & life- long learning appear as a low priority in the full sample analysis and that of households with young adults aged 18-24

Appearance of the town was a low priority in the sample of households with children and that of households with young adults aged 18-24. However, appearance of the town got a relatively high mark (9) in the full sample.

Community safety was a low priority for the sample from households with young adults. However, this topic got a relatively high marks (8 & 7) in the full sample and that of households with children.

## What is the one thing in the Strettons you most want to see conserved?

Answers were given in 786 out of 878 (90%) surveys.

Though people had been asked to enter just one thing, many had put more than one topic in their answer. Peoples comments were subdivided into different categories and the number of times each category was mentioned totalled.

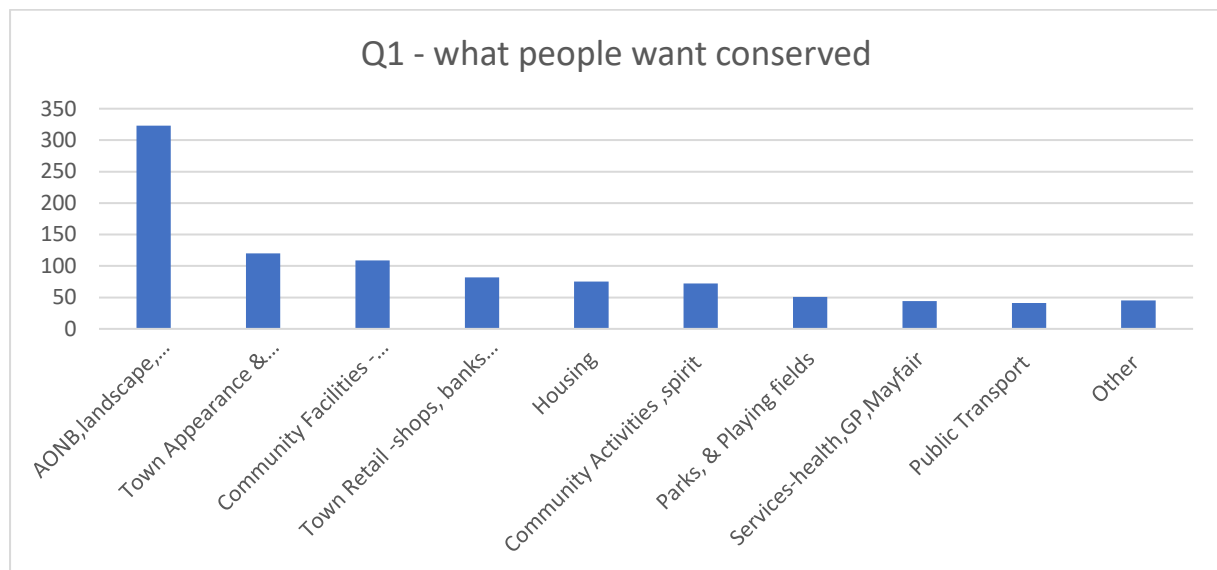


Table1 What do we want to conserve

Topic	Total Mentions
<b>AONB, landscape, countryside</b>	322
<b>Town Appearance &amp; character</b>	120
<b>Community Facilities - leisure centre, library e.t.c</b>	108
<b>Town Retail -shops, banks e.t.c.</b>	82
<b>Housing</b>	73
<b>Community Activities &amp; spirit</b>	73
<b>Parks, &amp; Playing fields</b>	53
<b>Services-health, GP, Mayfair</b>	44
<b>Transport</b>	41
<b>Other</b>	45



## AONB, landscape, countryside

By far the most response to this question related to the AONB and surrounding country side. This was mentioned 322 times, 41% of all the comments made.

Many comments made reference to needing to protecting the landscape of the hills on both side of the valley, the woodlands & nature reserves, as well as the green belt areas in the valley separating little Stretton and All Stretton from Church Stretton

Below is a selection of comments.

Preserving the boundaries of our AONB. To conserve the Natural Beauty of the Area for future generations.
The beautiful landscape for the benefit of residents and tourists.
Countryside and nature e.g. Shropshire Hills, AONB and wildlife.
Tourism is our heart; therefore, we need to ensure that the hills/walks are preserved intact. That is what they come for. The Country must not be spoiled by housing/commerce etc.
Rectory Fields and Woods
The green and open spaces which surround this town.
The Distinction Between the Strettons so Each One Maintains its Own Identity.
Wild Life and Trees.
Family farms that surround the Hills, which have helped to create and manage the Long Mynd and surrounding Countryside.

One person included a reference to Houseman's poem

### **Into my heart an air that kills**

From yon far country blows:  
What are those blue remembered  
hills,  
What spires, what farms are  
those?

That is the land of lost content,  
I see it shining plain,  
The happy highways where I  
went



## Town Appearance & Character

This topic was mentioned 120 times which is 15% of comments made.

Many comments included wanting to preserve the character and appearance of the town. Also mentioned was the importance of preserving the trees and green spaces in town as well as preserving historic buildings.

Below is a selection of comments.

Town's beautiful setting is key. Buildings should be in keeping with the town's character, i.e. modest and unpretentious
The old character of the shops, houses and buildings.
Appearance of the town and surrounding areas.
The well organised attractive town centre must be conserved.
The character of the town and surrounding countryside.
Attractiveness for locals and to attract visitors.
The treescape and the visual character of the town.
The open spaces and tree which seem to be built on or planning applications submitted, which will spoil the natural beauty and charm of a historic town and tourist attraction.
Tree Canopy round the Town.
Protecting green Spaces around The Town.
Rectory Wood and Our Lovely Church Yard.
Old Buildings and library.
Historic buildings
The old character of the shops, houses and buildings.

There were conflicting comments about Market Square - with some people wanting to preserve it as it is and others wanting to develop it for pedestrians only.



## Community Facilities - leisure centre, library etc.

This topic was mentioned 108 times which is 14% of comments made.

There were frequent mentions of both the swimming pool and the library, with some people wanting both to be conserved. This is not surprising as Shropshire Council has proposed withdrawing some funding for these, and is asking the town council and local community to help fund them. They are therefore both seen by the community as being 'Services at Risk'.

The school was also occasionally mentioned and one person mentioned reduction in equipment for local emergency services.

Below is a selection of comments.

Services like Library and Pool.
Would be nice to see the swimming pool remain.
Library, Closely Followed by Swimming Pool.
Services which support the School - e.g. pool and library.
Swimming Pool.
Leisure centre and swimming baths.
Library & facilities for the young.
Schools and Facilities for Young People.
The library, though this is a very difficult question as all of the above are important for the community and its future.
Library, Swimming Pool etc. The School Most Important.
No reduction on the personnel, appliances and equipment of our local emergency services - Fire and police.





## Town Retail - shops, banks etc.

This was mentioned 82 times which is 10% of the comment received.

Many people appreciated the range of shops in town especially the independent shops. Some people mentioned the importance of retaining a bank, pharmacy and the market. There was recognition of the impact shops have on local employment, tourism and reducing peoples need to travel out of town. People did not want any more charity shops in the town.

Below is a selection of comments

The Shops and the variety of Traders and the Market.
Local businesses as without them the other elements will cease to thrive. Good shops encourage tourists and businesses to provide work for young people.
The shops in Church Stretton. They provide a good range of independent retailers and cover all daily needs.
A vibrant shopping centre with a range of independent shops - encourage local residents to use them!
The Preservation of the Area as a AONB. We welcome Visitors, and positively encourage them, so the Town must be able to keep it's individual Shops and eating places without exorbitant eats.
Banks and Post Office.
The High Street Shops and Business. without them, the Town will die, Charity Shops, alone will not do.
Conserving the Range of Quality Shops is Vital to the Well Being of Church Stretton. without the Shops the Choices will be more need to move away, increase Travelling out of Town (already difficult by Bus), or increased use of delivery Services.
Healthy local businesses. So much more falls out of a vibrant local economy - local people shop local, job creation/employment opportunities and so on.

## Housing

This topic was mentioned 75 times which is 9% of comments received.

Many people mentioned that building on the hills on either side of the valley, would have a detrimental effect on the AONB, landscape and tourism. People were keen to retain the existing town boundaries and develop on brown field sites within the town rather than on green field areas. Some people specifically mentioned their opposition to developing houses on Snatchfields and the area around Gaerstone farm - proposals included in the recent Shropshire Council local plan. People wanted the green fields between Little Stretton, All Stretton and Church Stretton preserved so they don't merge into one.



There were also objections to large mass developments of housing, building very large under occupied houses and there is a desire to build on small brownfields areas

One suggestion was to pursue National Park status

Below is a selection of comments

No more houses built on the upper sides of the Valley.
New buildings should be unobtrusive and avoid getting in the way of the views - from the hills down to the town, from the town up to the hills, and across the valley.
Preservation of the current boundaries - especially the division between the 3 Stretton settlements (All Stretton, Church Stretton and Little Stretton)
The limitation on Green & Brown Field development - this is a AONB and that is our biggest asset to preserve.
All areas of land - green field sites such as Snatch Fields. Building/housing should only be on brownfield sites within the town.
The current housing boundaries. i.e. no more development of fields.
Use of Brown sites for building houses.
Size - not enlarging the number of expensive Houses what people within the Strettons cannot buy.
Trees and open hills, free from development. No houses should ever be built on the lower slopes of the hills, as this would ruin the beauty of the area which attracts so many tourists. If this was ever allowed to occur, then development would gradually extend up the hills and completely change the special character of Church Stretton. If this happened it would most likely destroy the Church Stretton tourism industry, which is so important to the region. The beauty of our wonderful town and surrounding hills is vitally important to the health and wellbeing of Church Stretton's residents and the thousands of visitors who flock to this area for their little piece of escapism. Trees must be conserved, for their beauty and their importance to help mitigate against climate change.



## Community activities, spirit

This topic was mentioned 72 times in comments which is 9% of comments received.

Most of the comments mention the desire to retain the community spirit. The importance of living in a friendly community with a good volunteering spirit and wanting to preserve a rural life was also mentioned. Some mentioned wanting to retain the events taking place in the area such as the arts festival.

Below is a selection of comments.

The feel of the community
Community Activities and Spirit.
It's size and friendly, Caring Community Spirit.
Its character and friendliness of inhabitants.
Community Spirit.
Live music/Social Events/Arts Festival etc
Encouraging volunteering spirit and supporting Mayfair etc
Rural Life. Town and Villages Small and Friendly.
The fantastic Community Spirit which extends from Toddlers groups in Library, good Schools, Leisure and Activities for Adults, including the Elderly and finely amazing Support Groups Mayfair, and wonderful Medical Centre and Staff. finely it's Wonderful Surrounding Countryside.

## Parks & Playing Fields

This topic was mentioned 51 times in comments which is 6% of comments received.

People variously mentioned wanting to retain the playing fields, the town park, children's play areas and recreation grounds

Below is a selection of comments

Playing Fields/Football and Cricket Fields/
Playing Fields - Park.
Children's Play Areas.
Good parks for young children and also for teenagers (skating).



## Services, health, GP, Mayfair

This topic was mentioned 44 times in comments which is 6% of comments received.

The health and wellbeing centre and the Mayfair community centre were mentioned in almost all of these comments.

Below is a selection of comments

Mayfair.
Medical Centre and Mayfair Clinics. including H & W B Centre
Local Surgery and Mayfair Facilities.
Community Service to Preserve the Incredibly Friendly Community Spirit as exemplified by Mayfair etc.
Mayfair is good resource for Older generation.
Community Services e.g. Mayfair.

## Transport

This topic was mentioned 41 times in comments which is 5% of comments received

The Bus, Train, Ring & Ride & Shropshire Hills Shuttle Service were all mentioned.

Below is a selection of comments

Transport - Bus Services, train services and community transport.
The station and adequate rail service to Shrewsbury and beyond! VERY IMPORTANT to me (and others I would imagine)
Ring and Ride. railway Services. Bus Service.
Transport including transport to hospitals.
Shropshire Hills Shuttle Bus must be retained and could be extended to School Summer Holidays.



## Other

There were 45 comments that did not fit into any of the above categories.

Tourism was mentioned 17 times, mainly about the importance of tourism to the town. However, one comment was unhappy about overcrowding as a result of tourism. 7 comments were about the school and another 7 about young people.

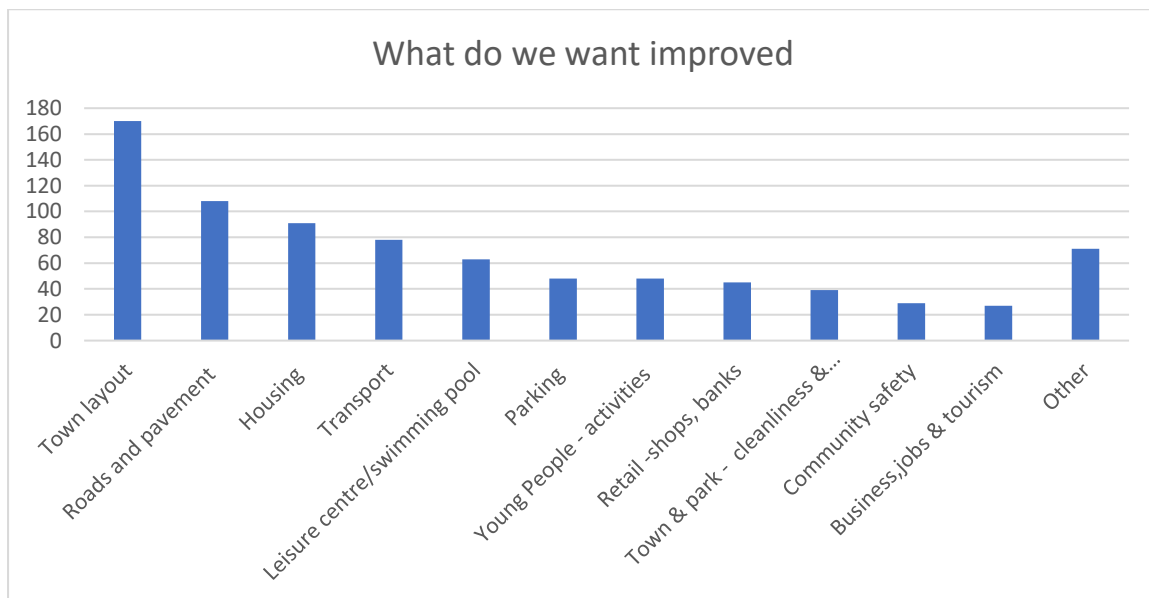
Below are some of the comments.

Tourism is our heart; therefore, we need to ensure that the hills/walks are preserved intact. That is what they come for. The Country must not be spoiled by housing/commerce etc.
Tourism - this is the life blood for the Town - should include conservation of key assets - AONB, Market Town etc.
Conservation of the surrounding Landscape. Not only for personal reasons but also to protect the Local Economy which is dependent on Tourism.
The Stretton Hills - too many Visitors are encouraged by The National Trust - the Valleys esp. Carding Mill are overcrowded & damaged by cars & coaches.
Schools and Facilities for Young People.
Something for the youngsters to attract and retain them. There seems to be very little for teenagers 13-15 and young adults 16-24 years.

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

Answers were given in 771 out of 878 surveys - that is 88% of surveys returned.

Though people had been asked to enter just one topic, many had put more than one topic in their answer. Peoples comments were subdivided into different categories and the number of times each category was mentioned totalled.



**Table 2 - What do we want to improve**

Topic	Number of times mentioned
Town layout	170
Roads and pavement	108
Housing	91
Transport	78
Leisure centre/swimming pool	63
Parking	48
Young People Activities	48
Retail -shops, banks	45



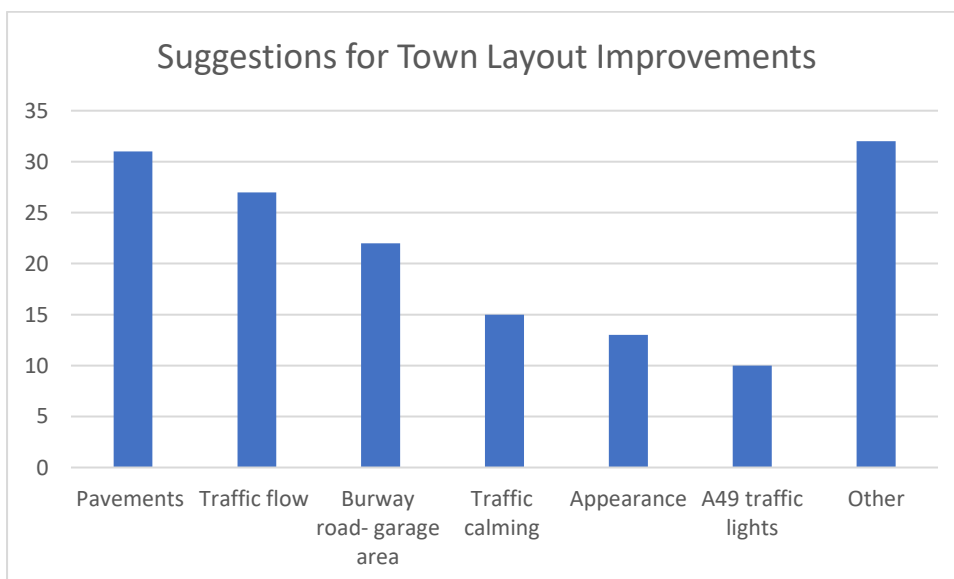
<b>Town &amp; park - cleanliness &amp; maintenance</b>	39
<b>Community safety</b>	29
<b>Business, jobs &amp; tourism</b>	27
<b>Other</b>	71

## Town Layout

Suggested improvements to town layout was mentioned the most frequently, a total of 170 times or 22% of the surveys with answers. This broad category included suggestions regarding traffic flow, traffic calming and widening pavements as well as improving specific areas of the town.

Any proposals to change the layout in town would have to consider traffic flow, traffic calming measures, pavements and parking and how they interact with each other as well as its potential impact on visitors to the town.

Comments within this category were further broken down into separate sub-topics.



The High St and market square area was mentioned 66 times. This included various suggestions including widening pavements, making the traffic one way, making it car free and making the square an attractive seating area.



Below are some of these comments

The traffic system, especially Main Street. One way would be good - and improvement to market area could be achieved.
The Safety of People Walking around The Square. Narrow Paths. Consider making Traffic One Way.
Town Square - to become a Pedestrian Area, rather than a Car Park. Buses could be routed round Easthope Road perhaps.
Town to be more Pedestrian Friendly - the High Street is difficult with Pushchairs. Prioritise Pedestrians over cars.
The Square. Architecturally pleasant - should be used as a pleasant flowered seated area. Not to be used as a Car Park. Elderly shoppers often need a ten minute - sit down!

More general comments about pavements around Church Stretton were made 31 times.

This included comments about people parking on pavements as well as suggestion for improving footpaths in some parts of the Strettons.

Below are some of these comments

For the pavements to be made safe and suitable for wheelchair, buggies and pedestrians. This could reduce the number of accidents and fatalities.
Access on our pavements for pam, buggy's, wheelchair access. Selfish parking is a continuous problem, e.g. Essex Road, Lawley Close, Ley Gardens. Cars blocking where there is no room at side of house.
Safe Walking for the elderly - In particular A Pavement (continuous) through Little Stretton to Link with Pavement further down Ludlow Road. It need only be 1 person wide, but given the speed cars go through Little Stretton it would give us Elderly some security.
Pedestrian access around the Town. Church Stretton is a walking town yet cars dominate. Potential improvements: A wider Pavement in the High Street, another or better sited Pedestrian Crossing on Sandford Avenue i.e. closer to the top, a decent Footpath from the Battlefield Estate Area to the Town.
Footpaths for Prams - Can't Take the Baby Anywhere! Gritting in the Winter



There were 27 comments relating to traffic flow and 15 about wanting to introduce traffic calming measures.

Below are some of the comments

Parking should be minimised, especially the Road that runs past The Town Council Offices, gets busier by the day and sometimes it could be quite dangerous. It would be better if a One-Way System could be operated.
Pedestrianisation of Church Stretton and effective traffic flow and excessive vehicle speed problems.
Traffic management by introduction of a clockwise circulatory system, giving opportunity to widen footpaths and improve pedestrian access.
Car Parking and Traffic Management. Looking at the introduction of 'One Way' Systems.
Managing speeds on roads with no pavements.
Traffic Calming Measures Need Improving.
Traffic Restrictions - Speed Reduced to 20 MPH. No Cycling on Pavements.
An Integrated Traffic Management System. e.g. Speed Limits (including enhancements) Parking and Pedestrian Consideration.

The area at the bottom of Burway Road where there is currently an unsightly garage and carpet store was mentioned 23 times.

Below are some of the comments

The untidiness of the carpet shop and surroundings in the Burway Road.
Demolish the carpet shop building at the bottom of Burway Road and build apartments for young people.
Burway Road - Carpet Shop/Garage - A Local disgrace! Area opposite Hollybush café on Burway Road - looks a total eyesore.

There were also 13 suggestions on how to improve the general appearance of Church Stretton.



Below are some of the comments

Church Stretton Centre, Its Starting to look tired.
I would love to see more money put into the Town - It's the Tourists that help to keep Stretton alive. We need to have more flowers, the area around Traffic Lights made to look inviting, The Parks improved so they are inviting and interesting. Other towns do better, Broseley and Shifnal.
The appearance of the Happy Shopper/Post Office, to be compatible with other parts of Sandford Avenue.

Ten people commented on the traffic lights, where Sandford Ave crosses the A49 being unsafe as well as unattractive

Below are some of the comments

The A49/Sandford Avenue junction to make it safer.
The entrance to Church Stretton from the A49, The road is appalling and it is taking too long to repair. Also make the traffic light area more attractive.
Traffic Lights on A49/Sandford Avenue. If they were one direction at a time i.e. all traffic from North going Left/Right/Straight on followed by st etc. there would be less crossing of vehicles and less frustration and less accidents
Improvements in Road Safety - Reduction in traffic and Traffic Speeds and more consideration for Cyclists and Pedestrians. traffic calming on A49 especially on Shrewsbury side of A49 - It is very dangerous for Children to cross at the Traffic Lights, when so many vehicles 'jump ' the Lights.
Traffic directed down A49 to enter Church Stretton at the Traffic Lights rather than creating rat runs through All & Little Stretton. Move the brown C.M.V. sign directing traffic through All Stretton.

#### **Various other suggestions for improvements were made including**

- Making sure hedges overhanging footpaths are cut back more regularly
- Improving footpath between Shrewsbury Road and Madeira Walk so people can avoid walking on the road at the entrance to Carding Mill
- Signs to slow cyclists down
- Improvements to public toilets

Below are some of these comments

Enforcement of owners of hedges to cut them back from overhanging footpath space, especially on bus routes and main roads.
A49 road - there's the Path I walk my Kids to School on from Swains Meadow - Hedge and Trees need cutting back, as I find my Children are going further to road edge of Path - due to Trees and Hedges.
To improve the footpaths in Sandford Avenue, especially at the top going towards Hazler Road where there is none.
Footpath between Shrewsbury Road and Madeira Walk - this is dark & tricky underfoot and I would like to see it more passable with user-friendly steps & railings on both sides so it can be used by older people and as a short-cut to Madeira Walk & Carding Mill valley, avoiding the dangerous corner at the bottom of the Valley & Shrewsbury Road.
Signs for cyclists to increase their awareness of the need to slow down and give way when approaching pedestrians out walking on the Shropshire hills, in shared spaces, or crossing roads around the town.
Public toilets at Lea's Meadow - toilet paper dispenser often difficult to use, flush not working well, unfriendly seats

## Road and pavement maintenance

Comments relating to road and pavement maintenance were made in 108 surveys, which is 14% of the surveys with an answer to this question. Pot holes and poor road maintenance was mentioned the most. Other comments were made about drainage and icy paths.

Below are some of the comments

1.Road Improvements - Pot holes, Pavement Resurfacing.
public realm and routine highways (paths and roads) maintenance for safe all-weather access for older people and young, able and disabled. They are uneven, have multiple trip hazards, are dirty/scruffy and down-at-heel.
Road surface and car park surface maintenance. The railway bridge road has a number of pot holes and cracks and the white lines has disappeared in the large Co-op car park.
Some Street Lighting and Salting Paths when icy.
The drainage and potholes in some of the roads and lanes is appalling.
Condition of the highways, especially access from the A49 into town.
Measures which provide a safe environment for pedestrians, wheelchair users and cyclists. e.g. treating potholes, icy pavements, parking on pavements, traffic calming measures etc.

## Housing

Housing was mentioned in 91 surveys which is 12% of the surveys with an answer to this question. 62 of these referred to the need for affordable housing - both to buy as well as to rent. Affordable housing for young people and first-time buyers was frequently mentioned, but also houses for local families with children wanting to move up the ladder.

There were suggestions of using brown field sites to build affordable housing.

There was mention of housing previously built for local families as affordable housing which had now been bought up by private landlords who charge high rents. People wanted council or housing association properties built which would not be bought by private landlords.

Second homes were also mentioned as preventing local people from being able to afford housing in the area. People wanted houses for local people rather than large expensive houses which only people from outside the area could afford.

Below are some of the comments

Affordable housing for younger people near local transport and maintaining transport links to reduce car usage.
More small Houses and Flats, 1,2 and 3 Bedrooms, so people can move out when they grow up and begin to move up the ladder, maybe when they start a Family so that the starter Homes are freed up.
More affordable housing for our young people and fewer expensive developments
Affordable Housing. Not expensive Homes.
Affordable Housing on Brown Field sites. (i.e. housing that will continue to be affordable)
The Area (Once Planned for New Affordable Housing) Currently a Carpet Shop and Industrial Units.
Fair rents and overseeing of 'Landlords' Present affordable Housing bought by the wealthy as a means of income not by the Young Families it is aimed at.
Less expensive House, Builds None, Housing Association To buy and Rent
Affordable/Council Housing, particularly for young people.
The opportunity to provide housing for 1st time buyers has been missed, Swains Meadow and Ascot Close etc are now on the open market and there were no houses provided for 2nd time buyers so that families could move on. We have too many big, expensive new builds and too many wealthy retired people moving into the Strettons
Involvement of younger generations of working-class families on local initiatives and affordable mortgage to buy open market housing. Older generations from elsewhere are pushing local younger generations away.



## Transport

78 of the surveys mentioned the need to improve transport which is 10% of the surveys returned with an answer to this question.

Comments were made about both the bus and train service, in term of frequency as well as affordability and the desire to have more trains stopping at Church Stretton.

There were also comments about encouraging children to cycle to school and improving cycling facilities.

The A49 was also mentioned as a death trap.

Below are some of the comments

Transport links - both in terms of frequency and affordability of public transport. There are so fewer trains then there have been in previous years and busses don't seem to run much beyond five.
Public transport - bearing in mind that constant road closures mean that the 435 Bus service is constantly being disrupted and is probably losing passengers as a result.
Public transport. Increase the number of stopping trains. Reduce the fares. Bus fares could be subsidised and reduced for regular users.
More frequent Bus service, available on Sunday's and Evenings.
The railway service to this town! Especially early morning for students and workers and middle of the day (4 hour gap!)
Number of trains that stop at Church Stretton, including considering a shuttle service between Shrewsbury and Hereford during the periods when Transport for Wales seem to have decided that as we are in England we don't deserve a service. This would stop at every station, thereby reducing car usage and so contributing to target environment traffic and pollution.
Provision for temporary cycle storage in town centre.
Improving and encouraging safe walking and cycling to the Schools.
Not Stretton itself, but when, oh when is the County Council (or GOV.) going to do something about the Death Trap A49.
Again, hard to choose. But maybe transport, both public and private are not in a good position. No integration of bus and train, and the roads are disgraceful: A49 frequently closed either by design or accident and minor roads deteriorating to a dangerous degree.

## Leisure centre/swimming pool

This was mentioned 63 times, which is 8% of the surveys returned with an answer to this question. The swimming pool had been frequently mentioned in Q1 as something people wanted to conserve. However, there is also recognition that the leisure centre, and in particular the swimming pool, is in urgent need of upgrading. There was also a desire for it to be open more frequently and one comment about its affordability.

Below are some of the comments.

The Swimming Pool brought back from the dead!!
Future-proofing of the swimming pool. I missed it so much when it was closed recently - missed the exercise and social contacts.
The leisure facilities - the swimming pool opening and changing rooms improved.
The Swimming Pool improved for the disabled.
The swimming pool, e.g. the old building itself needs attention and the plant room needs upgrading.
Leisure centre access (opening hours for those that work mid week, lack of access at weekends) Quality of poolside changing is poor and encourages people to travel elsewhere.
More reasonably priced pool and gym facilities. I live on a state pension and cannot afford it.
the swimming Pool - Underused because it is Outdated, lacks Modern Facilities, is 'grubby' and unappealing. It does not need 'sprucing up' - it needs replacing! Swimming is a vital skill and a particularly good form of exercise for Older People, yet we have a pool that few people want to use. What a Waste!
Leisure activities need to be improved for all ages to use and enjoy.

## Parking

Parking was mentioned 48 times which is 6% of the surveys returned with an answer to this question.

Many people wanted free parking for locals. Other mentioned difficulties some residents have to park in front of their house. There was also concern about Shrewsbury Road and the overcrowding which takes place with tourists visiting Carding Mill during the summer months in the summer

Below are some comments.

Stop locals paying in the Car Park.
Free parking for one hour at Co-op.
Parking Areas. Park Spaces for Housing (e.g. Essex Road)
Traffic control, and parking regulations. My street has become a Car Park, family and friends can rarely stop by my house.
Cars Parking in Shrewsbury Road between Lutwyche Road and Churchill Road, causing Hold-Ups and Danger, Needs Yellow Lines.
More disabled parking, look at the age group and people in Street
Car parking in the summer months, open the school car park at weekends for a small fee to support the school
Tourism depends on unspoilt natural landscapes but also threatens it - so I would urge the steering group to prioritise management of tourist impact. E.g. stopping car parking in Cardingmill Valley, not allowing bikes in organised groups etc.

## Activities & Opportunities for Young People

Young people were mentioned 48 times which is 6% of the surveys returned with an answer to this question. Many comments related to wanting more activities for young people, improving the facilities in the town park and having somewhere for the young to go indoors as well as outdoors. There was also a concern about drugs being sold to youngsters in the community. There was also the occasional comment about wanting more cross generational activities.

Below are some comments.

Activities for Young People - Youth Club Skate Park, Astro Turf, Swimming Pool.
Things for youngsters to enjoy, youth club.
More activities for younger people needed. So far we have 2 parks. Mayfair Youth Club was a fantastic part of the Community - a place for young people to be in a safe environment and feel that they are Listened too. There are no activities for Children aged 10 -16.
More facilities and opportunities to ensure the young have safe and enjoyable ways to develop social and other skills indoors and outdoors. Skate park? Equivalent of "Shed" for teenagers, repair workshops etc.
Support for young and disabled people. Prevention from criminals using Church Stretton as a stop off to sell drugs to young teenagers.
More Cross generational Activities, activities which people of working age can participate in. We need to attract and retain Younger People and families. We have a lot of activities

for older Retired People, and quite a lot for Children/Young People, but many exclude those in work by their timing. We need to make activities accessible to all to prevent segregation by age or other characteristic.

## Town Retail Shops, Banks, e.t.c

The retail sector was mentioned 45 times which is 6% of the surveys returned with an answer to this question. Different opinions were expressed within this.

There were frequent comments saying people wanted fewer charity shops and more independent shops. There was also recognition of the relationship between having good shops, encouraging tourists and creating local jobs.

However, there was also comment about finding the shops too expensive for people less wealthy or living on benefits.

The Coop received criticisms about its range of good and affordability. However, one person wanted to replace the Coop with Waitrose, which is not going improve its affordability! This suggest a difference of perspective linked to personal income.

Below are some of the comments

Reduce number of Charity Shops, so that real businesses that provide paid jobs can move in.

Less Empty Shops and less Charity Shops.

More independent retailers and ensuring shops do not remain empty or the High Streets becoming Charity Shop avenues.

More incentives to attract new businesses and jobs, retain existing traders.  
The retailing sector of Church Stretton to provide jobs and increase tourism.

Better Shopping for not so rich people.

Diversity & competitiveness in the Shops/Trade. The Co-op providing the main grocery outlet is expensive & is alright for the wealthy people who have come here to retire, young families & those on benefits struggle, so will go without or shop on-line taking trade away, the number of Charity Shops has spoilt the Town & it has out priced its self. Before the Town dies we need Farmers Markets' & Pop Up Shops etc.

replace Co-op with Waitrose.

## Town & Park - facilities & cleanliness

39 comments about maintenance of the town area including the town park which is 5% of the surveys returned.

Topics commonly mentioned included improving the town park facilities, and problems of litter and dog owners not removing their pet's excrement.

Below are some of the comments

The park. May be the beds could be 'adopted' by carers. Variation and individuality could make it more attractive, a bit like the station beds.
Town park - to have the play facilities (crazy golf, tennis courts) open at the weekend and particularly in the school holidays
The park, such a lovely place, needs money spending, paths are in a dreadful state, can not understand only open until about 4pm, surely workers would use facilities in the evening. Lovely tennis courts, hardly see anyone playing. Could volunteers look after the facilities during the weekend and evenings. Local school boys might help. Even pay people, some people might be glad of a small amount. We could all contribute.
The Playground in the Town Park. The equipment is old. Its muddy underfoot & there isn't anywhere to Park nearby. there should be a car Park with access off the A49. The Dog Poo (Open Bin) moved away from the Bench in the Little Park near the Rail Bridge.
The maintenance of Rectory Gardens and Town Park - both enjoyed a great deal. But suffering because of the high level of footfall.
Cleaner streets/parks e.g. Dog dirt and rubbish
Also people picking dog mess. I have 2 dogs and people who don't pick it up and ruin for other people.
`Cleanliness - dog excrement particularly litter in Cardingmill Valley and on Ragleth
Clear up the litter, especially all along A49 and the Ludlow Road - and various other places.
STREET AND VERGE/HEDGEROW LITTER AND LITTER AWARENESS AMONG RESIDENTS



## Community Safety

29 comments related to community safety, which is 4% of the surveys returned with answers to this question.

This covered lack of visible presence of the police, wanting to see speed limits enforced, crackdown on parking on pavements, concern about drug dealers coming into town and young people in the hostel in Cunnery Road receiving insufficient support/supervision.

Below are some of the comments

The Visible Presence of the Police and the police Station to be manned.
Policing and drug prevention.
Monitoring of speeding, not by a Volunteer band but by the authorities - Police & Council. The speed that most drivers go through the whole area is appalling. Hence the worry about the speeding I risk my life getting in and out of my drive.
20mph through the town should be enforced (just watch for 5 mins, 50% go 30-40) and extended to all residential roads.
Safety on pavements for disabled. Crackdown on parking on pavements, particularly a problem on Ludlow Road.
Drug situation, County lines and dealers coming from (especially Craven Arms) to sell/deal drugs.
Not sending homeless criminals/people with special needs to a hostel in Cunnery Road there is insufficient support/supervision - its not fair on the people in the Hostel or town residents.

## Jobs & Tourism

This received 27 comments which is 4% of the surveys returned with answers to this question.

People wanted more job opportunities, including well paid jobs and opportunities for training in technical skills. There was also a desire to encourage tourism including having an indoor tourist attraction and also making the town look better to encourage more tourists to visit.





Below are some of these comments.

Opportunity for local businesses to provide training to improve employment. Particularly in new technical skills.
Entrepreneurial workspace provided in town where young people can work collectively. Example: WEWORK rental, shared space.
More incentives to attract new businesses and jobs, retain existing traders.
Secure, long term and well paid employment for young people.
Support and development for Local Businesses and encouraging Tourism.
More indoor tourist attraction, particularly at weekends and during holiday season.

## Other

There were 71 other comments that did not fit into any of the previous topics. This included 13 wanting to see improvements in health and social care

The increase of medical facilities to correspond with an increase in population over the next 10 years
faster and improved emergency services healthcare
Social Care. There is currently little or no availability from ANY of the care agencies operating in The Stretton's
Waiting times at the Doctors Surgery.

and 11 related to 'green' initiatives

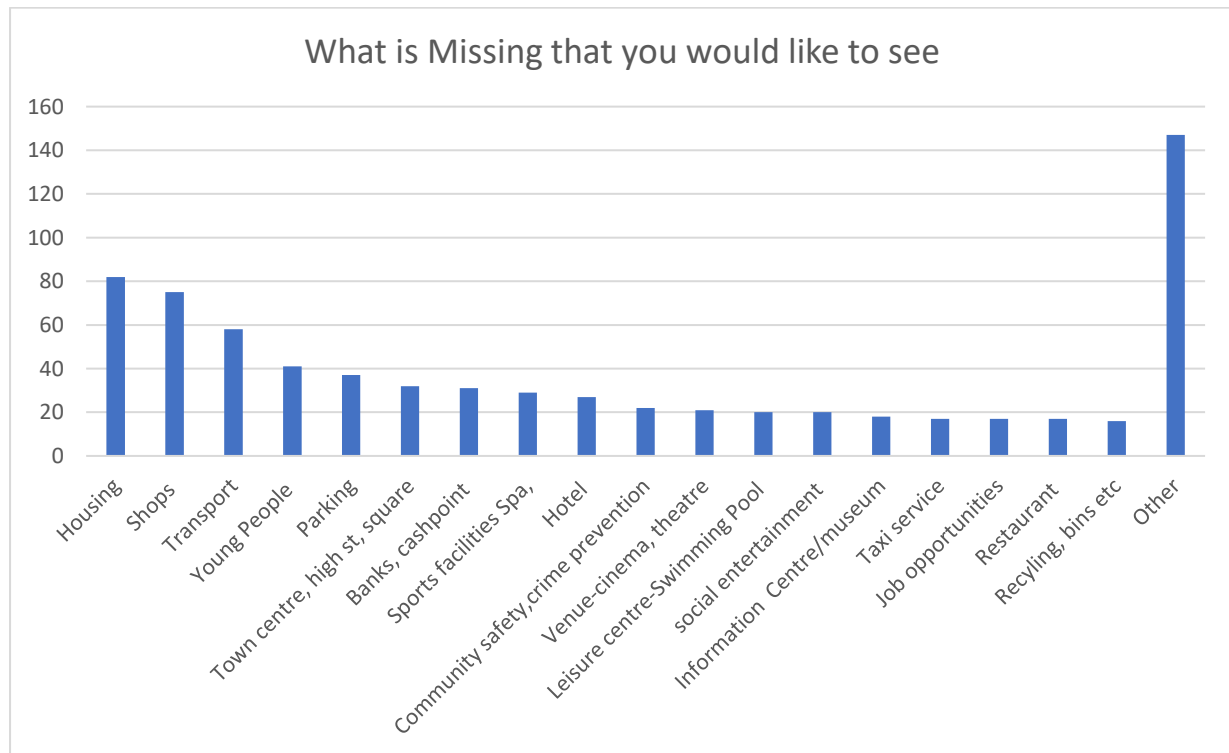
Encouragement and Help for Residents & Visitors to reduce their Carbon Footprint and use of plastics as far as possible e.g. Electric Car Charging Station? Pressure on Shops to reduce Plastic Packaging (esp. Co-op) Reducing Street Light Usage when & where safe.
Make the Strettons a bonfire free zone to improve air quality. Bonfires often contain toxic plastic waste and smoke and pollutants tend to collect in the Valley.
Community action to mitigate against climate change.

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

Answers were given in 680 out of 878 surveys - 77% of surveys returned.

A large number of different suggestions were made. Some were on topics that had already been raised in Q1 and Q2. Though people had been asked to enter just one topic, many had put more than one topic in their answer. Peoples comments were subdivided into different categories and the number of times each category was mentioned totalled.

The topics most frequently mentioned were housing, shops, transport and Young People.



**Table -3 What is missing that you would like to see**

Topic	Number of Mentions
Housing	82
Shops	75
Transport	58
Young People	41
Parking	37
Town centre, high st, square	32

Banks, cashpoint	31
Sports facilities Spa,	29
Hotel	27
Community safety, crime prevention	22
Venue-cinema, theatre	21
Leisure centre-Swimming Pool	20
Social entertainment	20
Information Centre/ museum	18
Taxi service	17
Job opportunities	17
Restaurant	17
Recycling, bins etc	16
Other	147

## Housing

Housing had the most mentioned with 82 comments, which is 12% of the surveys returned with answers to this question.

In 10 surveys people had already mentioned housing in their answer to Q2, but in the remaining 72 surveys they had not.

This means that 163 (91+72) households mentioned housing either in Q2 or Q3 - which is 19% of all households returning a survey.

Again the need for more affordable housing was mentioned the most frequently- 50 times in answers to Q3.

Below are some of the comments.

Affordable Housing
Affordable Flats/Housing to keep Young People in Our Community - Absolutely Vital to the Survival of The Strettons.
Accessible affordable housing for people who want to live and work in the Strettons.

Second stage housing was mentioned 11 times.



Below are some of the comments.

Housing that people in the middle can afford - e.g. employed people but not very high salaries (£150k-£200k bracket).
Houses in the price bracket between 250,000 and 400,000 so people who are in affordable homes can move up the property ladder and free up affordable homes for others. Don't need more executive homes which are only afforded by people moving into the area not locals or affordable homes which are full of non locals anyway.
More housing for families. e.g. 3 bedrooms if persons home more than 1 child, why should they have to move away. This happens to people have who have boy and girl so can't share a bedroom.

Housing for retired people was also mentioned as a means to free up large properties for other people. Some mentioned not wanting to expand housing into the countryside. There were also comments about wanting planning policy to change to support building housing that is needed, rather than supporting large expensive developments.

Bungalows for old agers who wish to downsize.
Flats for the Old - Affordable.
Retirement Homes not Flats.
I would like a proper Elderly accommodation solution so that People move out of Housing they can no longer afford or have ability to look after thus releasing Family Housing encouragement to develop various properties into Flats, definitely we should avoid at all costs expanding into our Beautiful Countryside.
Conversion of some vacant Properties from Business to Housing for Local People.
More small bungalows (1/2 Bedroom) with manageable Gardens to allow people to downsize/Free up larger Houses.
A planning policy that reflects true local needs and is not driven by Shropshire Council and national government.
Affordable housing, more housing for elderly and young. Not expensive developments which seem to be on hold e.g. Leasowes. Although 8 affordable homes are included - when will they be available

## Shops

There were 75 comments about shops from the 680 answers to this question - a total of 11%. A large number of these (31) were related to supermarkets. This again reflected people's different perspectives, some wanting cheaper goods while others wanting a better range of quality goods. Some people wanted a new supermarket in Church Stretton but it unlikely that the population size is sufficient to make having two supermarkets sustainable.

Below are some of the comments

A sensible supermarket - Coop is good but expensive.
I would like to see the Coop back up its ideas, so that I don't feel the need to go to Sainsbury's on a regular basis and I am one of many who feel that way. Otherwise, I support local businesses as much as I can.
An alternative source of main shopping other than the Coop. Other than having to travel either Meole Brace (i.e. Sainsburys/or the other way to Craven Arms to Harry Tuffins. The present Co-op needs some healthy competition! It doesn't need to be a cheaper store (i.e. Aldi, Lidl) but a good quality well known one - which should not impact on our local independent local shops which are such a unique asset to our lovely town - but another source of main shopping. Perhaps on the outskirts of town
Competition in Food Shopping i.e. Co-op/Aldi etc.
A cheap Supermarket - Lidl, Aldi.
A Decent Small Supermarket that Ideally Bans All Plastic!

Nine comments were about the need for a shop in Church Stretton that sold cheaper clothing, clothing for young people, underwear and household goods.

There were also 7 comments wanting greengrocer in Church Stretton. A few people expressed a general comment wanting to see a wider choice of shops in Church Stretton.

Below are some of the comments

Improvement in shopping, especially clothing stores, such as T.O.P.S which only lasted 2 years and then closed down.
Affordable Clothing Shops, Younger availability (Sports etc)
Another Clothes Shop -especially one that sells underwear.
Farmers Market. Fruit and Veg Shop, selling un-packaged goods.
The ability to buy more fresh fruit and veg for one person. There are a lot of people living on their own
Wider choice of Shops, especially Food Shops.

## Transport

There were 58 comments about transport, which is 9% of the surveys returned with an answer to this question. Transport also appeared as a topic in the answers to question 2.

These were similar comments to those made in Q2 around frequency of both bus and rail services as well as affordability. People wanted to see more services in the evening and at weekend. There was a request for the Ring and Ride service to be extended to evening and weekend. There was also requests for a bus shelter.

Better Transport - my Daughter lived at Home last year but had a job in Telford. It was impossible to get there on Public Transport to start work - the morning at 8.15, and took 2-3 hours to get home, yet was only 20 miles away. Until she passed her driving test it was very difficult and she relied on lifts/goodwill to get there.
Better weekend Public Transport.
Regular, frequent, inexpensive buses and trains
Evening Transport to and from Activities, Films etc.
More shelter for bus stop passengers (if practicable).
1. Cheaper train fares to Shrewsbury, encourage people to use the train. 2. limited Sunday bus service.
Accessible local transport outside Ring and Ride hours, more local taxi service and car hire/car share schemes to cut down on car use.
FREQUENT PUBLIC TRANSPORT between 'Villages' and Church Stretton
Weekend Ring/Ride if possible.
Community transport - In evening (to be able to attend occasional Eve. Events) Local Bus Service in the Evenings, up until 9 PM or maybe 10 PM. If not then a proper Taxi Service.
Bus Shelter with Seats in Beaumont Road.

## Activities for Young People

There were 41 surveys (5%) returned with answers relating to activities for young people. These were similar to the comments made under Q2.

Below are a few of them.

Youth services/ Activities - Youth Club or a safe place to go see friends/ do homework/escape home life. Many young people are seen hanging around the streets or down the park & get a bad name for themselves - some people feel intimidated.
Activities/A Safe Place for Young Adults. Youth Club?
Parks with amenities for young people (skateboarding/cycling track) and youth centre open weekly with events and workshops. A community food garden to educate young people.
Playground need a bit of work and something for the young people to do.
Improvements to the usage of the park, the playing fields and the pavilion to provide activities for people of all ages from children to retirees. Improved play activities for children, more use of the pavilion as perhaps a social club for teens.

## Parking

There were 37 comments (5%) about parking, similar to the answers to Q2. As well as the desire for free parking people mentioned wanting improved parking for disabled people and resident parking permits

Below are some of the comments

Free Parking for Residents.
Residents' Parking Permit at better rates than Public.
Free Parking for Residents in main Car Park to 1 Hour.
Improve parking around The Town, consider free parking on certain days to encourage shoppers into Town. Less Parking on the roads - Free Parking spaces at Station Coach Park.

## Town Centre/High Street

There were 32 surveys (5%) returned with comments relating to the town centre and the High Street. Many of these were similar to the comments people had made in answers in Q2.

Below are some of these comments.

Wider Pavements in High Street. Lion Meadow Car Park marked and surfaced.
Maintaining local businesses/recreational facilities in the centre of Stretton to encourage locals and visitors to use them.
Cycle and Pedestrian Friendly Routes in the Town.
Pedestrian-only Market Square and High Street
Pedestrian crossing moved to between a little higher than Wrights and Barclays Bank.

## Banks/cashpoint

There were 31 (5%) comments about banking and cashpoints mainly wanting more than 1 cashpoint or better banking facilities in town

Below are some of these comments.

Closure of the Banks has been detrimental to the older residents. Banking facilities are essential.
Another Bank or Another ATM At Least!

## Other topics

There were many more topics which were mentioned less than 30 times.

### Sporting facilities

29 (4%) comments about sporting facilities including wanting a squash court, skate board park, outdoor gym equipment for adults, BMX track in the park.

Somewhere for younger children to use their bikes, scooter, skate boards etc that is safe
BMX Track in the Park. Astroturf Pitch.
All Weather Sports Pitches. e.g. Hockey. Football.





## Hotel

There were 27 comment about the need to increase tourist accommodation within the town to help support the local economy.

Below are some of these comments.

A Hotel. The Denehurst, Sandford and The Hotel have all gone now and no access to The Longmynd Hotel anymore. We need Visitors and many people prefer the amenities and experience of a reasonable sized Hotel rather than only B+B.
--

Places to Stay - There Are Not Enough Places for Tourists to Stay in The Strettons Anymore.
---

A good Hotel. i.e. No available location for a Wedding Reception. dinner dance. Conventions .etc. (the Longmynd - Sandford - Denehurst - Stretton Hall. All these have closed) Theses gave work to many locals & brought much needed money to the Town.
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## Crime prevention

There were 22 comments about crime prevention. These mentioned wanting more visible police presence as well as speed cameras.

Visible Policing.
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A regular 'foot patrol'-based community officer in the villages (or a regular police person!)
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A manned police station, open to the public, fully functioning and operational once again.
--

Speed Cameras; Sleeping Policemen. bobbies on The Beat!
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## Cinema/theatre

21 comments expressed the desire to have better facilities in Church Stretton to support a cinema and theatre.

Cinema/Theatre - independent, classic, big name stuff on show 3 nights/days a week.
---

A Decent Venue for Films, Concerts etc. Sylvester Horne is not up to standard.
--

Arts Centre including Cinema and Theatre.
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Small Cinema Screen.
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### Leisure centre-swimming pool

There were 20 comments mainly relating to wanting to improve the leisure centre and swimming pool or extend its facilities

Swimming Pool & Spa.
Accessible hours swimming pool with steam room or sauna.
A hydro therapy pool, developed in conjunction with the present pool for rehabilitation of patients of all ages after accidents, operations etc.
Café at the swimming pool. A social meeting place for parents waiting for children having swimming lessons.

### Social Entertainment

There were 20 comments relating to wanting to have a wider range of social opportunities

Another Social Club for elderly & youngsters, for Bingo to Table Tennis, Disco's,/Snooker/Dominoes/Darts. Nobody in Stretton does this.
More activities - e.g. Fete's (Carnival, green), Music, summer & Christmas Street Markets, We need to bring the town alive, as it's not now, I have been here over 17 years, when I first came so much was happening to be involved in.
Places for single people to socialise. Different ages require differing situations.

There were many topics which attracted less than 20 comments, including the following

- A Better Tourist Centre to Support Visitors
- A Museum/Visitor Centre
- A taxi service - especially in the evenings
- More local jobs at all skill levels so that people don't have to drive to work.
- A decent quality restaurant open in the evenings.
- More Public Recycling Points.
- Cycle Routes where Families can ride.



## Conclusion

People were asked to priorities different topics. Their priorities were analysed for the whole sample, for households with children and for households with a young adult aged 18-24 residing.

They were also asked

- Q1) What is the one thing in the Strettons you most want to see conserved?
- Q2) What is the one thing in the Strettons you most want to see improved?
- Q3) What is missing in the Strettons that you would like to be made available?

The table overleaf shows topics that were marked a top priority in the household analysis of people's priorities - or were frequently mentioned in answer to the subsequent questions on the survey

### A priority - but not in need of improvement

The following topics are one's people say are important to them so they want to conserve them, but do not think they need improving.

**It is important the Community Led Plan considers the long-term sustainability of these, alongside any plans for improvements, as they are extremely important to the local community.**

#### **Countryside & Nature e.g. Shropshire Hills AONB, wildlife, woodland**

This appears as a top priority from the full sample, households with children and for households with Young Adults. This topic received far more responses than any other from the question 'what we most want to conserve'. (322 or 41%).

Many comments made reference to the need to protecting the landscape of the hills on both side of the valley, the woodlands & nature reserves from development, as well as the green belt areas in the valley separating little Stretton and All Stretton from Church Stretton.

People wanted the beautiful landscape preserved both for residents and tourism. Tourism is recognised as important for creating job opportunities and supporting the local economy. Many made comments expressing concern about the beauty of the countryside being spoiled by housing/commerce developments.

#### **Health & Social care support**

This topic was a priority for the full sample and the analyses for households with children. It was also occasionally mentioned as something that people want to preserve.

Table comparison of household priorities and topics people frequently mentioned

Topic	Priority	Conserve	Improve	Missing
<b>Countryside &amp; Nature</b> e.g. Shropshire Hills AONB, wildlife, woodland	Full* Children** YA***	Most Important		
<b>Community services</b> e.g. Mayfair, Good Neighbours	Full	Y		
<b>Health &amp; Social care support</b>	Full Children	Y		
<b>Community activities, spirit</b>		Y		
<b>Activities for/involvement of Young People</b>	Children YA		Y	Y
<b>Community Facilities</b> e.g. leisure centre, library, swimming pool	Full Children YA	Y	Y -swimming pool	
<b>Housing that meets local need</b>	YA	Y-sensitive development	Y-affordable housing	Y affordable housing
<b>Local shops, businesses and traders</b>	Full Children YA	Y	Y - more variety	Y - more variety, banks/cashpoint
<b>Transport including Community Transport</b>	Full YA	Y	Y frequency	Y frequency
<b>Outdoor leisure facilities e.g. parks, playgrounds, sports facilities</b>	Children	Y parks & playing fields	Y	Y
<b>Job opportunities</b>	YA		Y	
<b>Appearance of the Town</b>		Y	Town layout, road maintenance& parking, cleanliness	Y parking

\*Full - results from full sample

\*\*Children - results from sample of households with children

\*\*\*YA - results from sample of households with young adults - aged 18-24



However, it is rarely mentioned in answers to Q2 what needs to be improved or Q3 what is missing.

### **Community services e.g. Mayfair, Good Neighbours (**

This topic was a priority for the full sample. This topic was mentioned 44 times (6% of comments) to the question Q1 what do we want to conserve.

Many of these comments mentioned the importance of preserving the Mayfair community centre which provides many vital services e.g. Day Care, Ring & Ride, Meals on wheel, carers support, befriending, respite services.

However, this topic is rarely mentioned in answers to Q2 what needs to be improved or Q3 what is missing.

### **Community Spirit**

Though not a priority in the household analysis, this topic was mentioned 72 times in question about what people most want to conserve which is 9% of answers received.

Most of the comments mention the desire to retain the community spirit. The importance of living in a friendly community with a good volunteering spirit and wanting to preserve a rural life was also mentioned. Some mentioned wanting to retain the events taking place in the area such as the arts festival.

## **A priority and needs improving**

The following topics appeared as important and needing improving.

### **These might be ones to consider for action within the Community Led Plan**

#### **Activities for Young People**

This was a top priority for households with children or households with young adults aged 18-24. There were 48 (6%) comments relating to this in answers to Q2 - what needs to be improved - and 41(5%) relating to this in answers to Q3 on what is missing you would like to see.

These comments related to wanting more activities for young people, improving the facilities in the town park and having somewhere for the young to go to, both indoors as well as outdoors.

### **Community Facilities e.g. leisure centre, library, swimming pool**

This appears as a top priority from the full sample, households with children and for households with Young Adults and mentioned 108 times (14% of comments) in answer to Question 1 - what to you most want to conserve.

This included frequent comments about peoples wanting both the swimming pool and the library as facilities to be conserved.

In answers to Q2- (mentioned 63 times, 8% of comment) on what needs improvement, there were frequent references to the need to upgrade the swimming pool as well a desire for the leisure centre to be open to the public more frequently.

In Q3 there were 20 comments with suggestions to enhance the facilities at the leisure centre e.g. Sauna, café. Hydrotherapy.

### **Housing that meets local need**

This was a top priority for households with young adults aged 18 - 24.

This topic also appeared with many comments in answers to all three subsequent questions.

In answer to Q1 (mentioned 75 times, 9% of comments received) - people were keen to retain the existing town boundaries and develop on brown field sites within the town rather than on green field areas. They wanted housing built that did not have a detrimental effect on the AONB, landscape and tourism. People wanted the green fields between Little Stretton, All Stretton and Church Stretton preserved so they don't merge into one.

In answer to Q2 (mentioned 91 times, 12% of comments received) and in answer to Q3 (mentioned 82 times, 12% of comments received) the most frequent comments were the need for affordable housing - both to buy as well as to rent. Houses for local families with children wanting to move up the ladder was also mentioned.

There was mention of housing previously built for local families as affordable housing which had now been bought up by private landlords who charge high rents. People wanted council or housing association properties built which would not be bought by private landlords.

People frequently mentioned **not** wanting anymore large expensive houses built in the area.

### **Job & Business opportunities**

This was a top priority for households with a young adult aged 18-24 and also mentioned in Q2 (27 comments which is 4% of comments returned) as something that needed improving.

People wanted more job opportunities, including well paid jobs and opportunities for training in technical skills. There was also a desire to encourage tourism including having an indoor tourist attraction and also making the town look better to encourage more tourists to visit.

### **Local shops, businesses and traders**

This appears as a top priority from the full sample, households with children and for households with Young Adults



This was mentioned 82 times (10% of the comment received).in answer to Q1 - what do you want to be conserved.

Many people appreciated the range of shops in town especially the independent shops. Some people mentioned the importance of retaining a bank, pharmacy and the market. There was recognition of the importance of retaining the shops has for local employment, tourism and reducing peoples need to travel out of town.

The retail sector was mentioned 45 times (6% of comments) in answer to Q2 what needs to be improved and in Q3 there were 75 comments (11%) on this topic.

### **Different opinions were expressed relating to local shops.**

There were frequent comments saying people wanted to have less charity shops and more independent shops.

.A large number of comment (31) were related to supermarkets. Some people wanted the Coop to have a wider range of products - similar to Sainsbury or Waitrose. Others found the Coop too expensive and wanted a cheaper supermarket such as a Lidl or Asda.

Some people wanted a second supermarket in Church Stretton but this is unlikely to be sustainable because of the small population in and around Church Stretton.

Some people wanted shops in town selling cheap clothing and a greengrocer.

There were also comments asking for more than one cashpoint in town and about the importance of retaining the last remaining bank in town.

**These comments illustrate the need to have a balance of shops, some for local people to buy their shopping and others to encourage visitors to the area, to help support the local economy.**



## **Transport including Community Transport**

This is a top priority for analyses of the full sample and that of households with young adults.

This topic was mentioned 41 times (5%) in answer to Q1 - what do we want to conserve. Comments mentioned the important of the bus, train, Ring & Ride and shuttle bus service.

There were 78(10%) of comments on this under Q2 - what do we want to improve. People wanted to see more services in the evening and at weekend and for the service to be made cheaper. There was a request for the Ring and Ride service to be extended to evening and weekend. There was also requests for a bus shelter.

There were 58 comments (9%) in answer to Q3 - what is missing. People wanted to see more services in the evening and at the weekend. There was also a request for the Ring & Ride to be extended to evening and weekend. There was also a request for a bus shelter.

## **Outdoor leisure facilities e.g. parks, playgrounds, sports facilities**

This was a top priority for households with children.

This was mentioned 51 times (6%) in answer to Q1 - what do we want to conserve. This related to the playing fields, children play areas and outdoor recreation spaces.

The town park facilities were mentioned 39 times in answer to question 2 what do we want improved. This related to improving the town park facilities and problems of litter and dog owners not removing their pet's excrement.

There were also 29 comments made in answer to Q3 - what is missing - wanting additional sporting facilities including a squash court, skate board park, outdoor gym equipment for adults, a BMX track in the park.

## **Also needs improving**

### **Town Appearance /layout**

The Town appearance and layout was not rated as a high priority in analysis of people's priorities - but did receive a large number of comments in subsequent questions.

This topic was mentioned 120 times (15%) under Q1 what do we want to conserve. Many comments included wanting to preserve the character and appearance of the town. Also mentioned was the importance of preserving the trees and green spaces in town as well as preserving historic buildings.

This topic received the most comments under Q2 - what needs to be improved - a total of 170 times (22% of the comments). Similar comments were also made 32 times (5% of comments) in answer to Q3. It included many suggestions regarding improving the Market Square area, widening pavements, improving traffic flow, introducing traffic calming





measures, improving the area at the bottom of Burway road, improving the general appearance of the town and improving the layout at the A49/Sandford Ave traffic lights.

Many people wanted free parking for local people. Some mentioned difficulties faced by some residents wanting to park in front of their house. There was also concern about Shrewsbury road and the overcrowding which takes place with tourists visiting Carding Mill during the summer months in the summer

Maintenance of roads and pavements and cleanliness were also were frequently mentioned.

Any proposals to change the layout in town would have to consider traffic flow, traffic calming measures, pavements and parking and how they interact with each other as well as its potential impact on visitors to the town.

## Appendix 1 - Total Sample: Peoples priorities

Topic	Weighted Priority
Transport including Community Transport	5855
Community services e.g. Mayfair, Good Neighbours	5853
Health & Social care support	5816
Community Facilities e.g. leisure centre, library, swimming pool	5803
Countryside & Nature e.g. Shropshire Hills AONB, wildlife, woodland	5774
Local shops, businesses and traders	5662
Housing that meets local need	5577
Community Safety - e.g. crime prevention, traffic reduction, disabled access	5554
Appearance of the Town	5289
Activities for/involvement of Young People	5285
Outdoor leisure facilities e.g. parks, playgrounds, sports facilities	5255
Job opportunities	5197
Activities to combat and mitigate against Climate Change	5123
Tourism and its contribution to our local economy	5097
Community Spirit	5019
Opportunities for education, developing new skills & life- long learning	4976
Technology e.g. fast broadband, TV & phones	4860
Social & Cultural opportunities e.g. groups, societies	4674

## Appendix 2- Households with children priorities

Topic	Weighted Priority
Community Facilities e.g. leisure centre, library, swimming pool	712
Local shops, businesses and traders	691
Activities for/involvement of Young People	688
Outdoor leisure facilities e.g. parks, playgrounds, sports facilities	680
Countryside & Nature e.g. Shropshire Hills AONB, wildlife, woodland	661
Health & Social care support	661
Community Safety - e.g. crime prevention, traffic reduction, disabled	657
Community services e.g. Mayfair, Good Neighbours	656
Job opportunities	651
Housing that meets local need	640
Opportunities for education, developing new skills & life- long learning	622
Transport including Community Transport	621
Community Spirit	618
Tourism and its contribution to our local economy	611
Activities to combat and mitigate against Climate Change	605
Technology e.g. fast broadband, TV & phones	602
Appearance of the Town	598
Social & Cultural opportunities e.g. groups, societies	572

## Appendix 3: Households with young adults aged 18-24 priorities

Topic	Weighted Priority
Community Facilities e.g. leisure centre, library, swimming pool	347
Housing that meets local need	339
Job opportunities	338
Countryside & Nature e.g. Shropshire Hills AONB, wildlife, woodland	335
Activities for/involvement of Young People	334
Local shops, businesses and traders	331
Health & Social care support	318
Tourism and its contribution to our local economy	317
Community services e.g. Mayfair, Good Neighbours	316
Transport including Community Transport	315
Outdoor leisure facilities e.g. parks, playgrounds, sports facilities	310
Activities to combat and mitigate against Climate Change	305
Appearance of the Town	296
Technology e.g. fast broadband, TV & phones	296
Community Safety - e.g. crime prevention, traffic reduction, disabled access	293
Opportunities for education, developing new skills & life-long learning	288
Community Spirit	276
Social & Cultural opportunities e.g. groups, societies	273