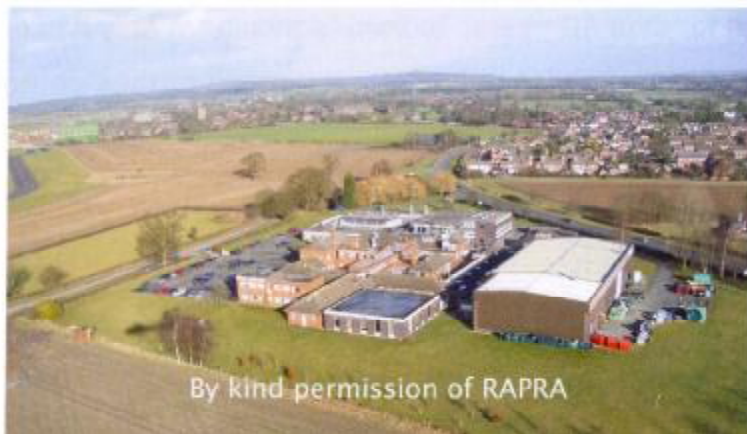


BUSINESS QUESTIONNAIRE RESULTS



Profile

Almost all of businesses within the Parish responded to the Parish Plan Business Questionnaire (PPBQ). The two predominant business groups were Agriculture/Horticulture and Retail including car sales, Catering/Public House/Hotel; Service Providers and other businesses were also represented. 37.8% of the businesses that responded were agricultural.

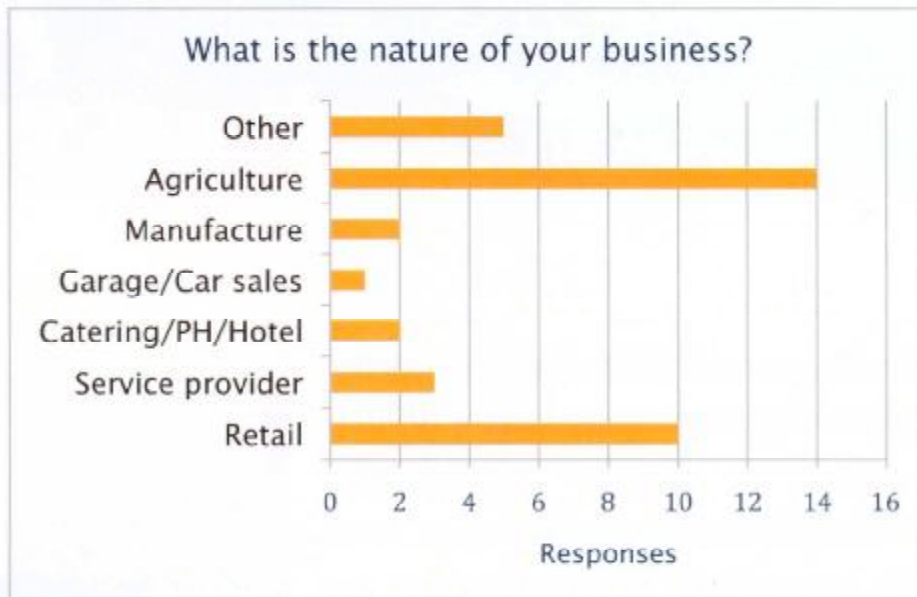


Apart from the obvious exception of the RAF base and RAPRA, there is little demand for extensive commercial development in Shawbury, but there are many small businesses, some of which are very successful and provide useful local services to the community and are a source of employment. Indeed, from the PPBQ, 28.1% of

businesses employ from within the Parish and 65.2% employ locally (i.e. Parish, Wem and Shrewsbury). Unlike other parishes, Shawbury Parish has a significant and varied business community offering employment to people from within the Parish and from outside.

Business development and diversification

Different businesses have very different requirements and there are economic forces affecting them, which reach well beyond our boundaries. Agriculture, for example, still a mainstay of the rural economy has adapted to commercial pressures by reducing labour and increasing investment in infrastructure, equipment and machinery. A few redundant buildings have been converted to dwellings or commercial properties. Local shops of course face competition from the big supermarkets.



The PPBQ asked businesses how long their business had been in the Parish. It was heartening to see the results, which show that 67.6% of businesses are well established having been present in Shawbury Parish for over 10 years. Indeed "agriculture" only had one business which was less than 10 years old; the tendency being that farming passes on from one generation to another.



It was most encouraging to note that, at the time of the survey, the vast majority (91.7%) of returns indicated that their businesses planned to either expand or remain the same, with only one anticipating closure. The main area of anticipated growth was in the Retail/Other areas. 42.9% of businesses confirmed that the RAF base (a major employer) is essential/important to their business. However, there is a marked split between retail/other and the agricultural sector with 63.6% and 7.7% respectively.

Employment and training

With regards to employment most businesses had three or fewer full or part-time employees. However, five had more than ten employees. Recruitment, as has been mentioned previously, was mainly from the local area, but few if any employees were recruited from the families of personnel serving at the RAF base – The PPSG has informed the RAF base of this fact.

When asked about the employment of young people, only 22% stated that they received some support and advice. Almost 30% of businesses stated that they would be prepared to offer “work experience” to young people, with a further 20% needing more information. These offers were spread across the Retail/Other and Agricultural section of the business community.

How many people do you employ?					
Employment	0-3 people	4-6 people	7-10 people	More than 10 people	No answer
Part time	22	5	1	5	4
Full time	22	8	2	5	0

Transport

The PPBQ asked businesses how their employees travelled to work. Almost all employees used private cars and a few cycled to work, but none used public transport. When asked about public transport in the Parish, 44.1% felt that it was either “poor” or “wholly inadequate” with a further 50.0% rating it as merely “adequate”. This may well go some way to explain why returns indicated that no employees in the Parish utilise public transport to get to work.

Traffic



Whilst businesses felt the volume of traffic through Shawbury village did not have a direct effect on their businesses, they favoured additional measures to control traffic speed. They preferred the use of electronic speed warnings or a reduction of the speed limit to 20 mph rather than physical calming measures such as speed humps. Improvements for pedestrians, a crossing at the shops and an improved footway past the Elephant and Castle PH were considered a priority.

Shawbury by-pass

The response on the subject of a Shawbury by-pass was mixed, with 54.1% of the businesses feeling that a by-pass would effect their business but 45.9% felt the by-pass would have no effect or would help/improve their business. Within the Retail/PH/Hotel sector, it was felt that 43.5% of businesses would be seriously affected and 13.0% affected by a by-pass, presumably as they would lose the passing trade.

What effect would Shawbury by-pass have on your business?				
Business	Seriously affect my business	Effect my business	Have no direct effect on my business	Would help/improve my business
Agriculture	5	2	4	3
Retail/Other	10	3	8	2
Total	15	5	12	5

Law and order

On the issue of law and order and Police presence within the Parish, 57.1% of businesses felt that the Police presence was poor, with a further 40.0% rating it as only adequate. Only one business considered it to be excellent. On vandalism and the effect this has on their business, 28.6% of agricultural businesses and 39.1% of retail/other businesses were adversely affected. From the results of the household PPQ, vandalism and a police presence are areas of concern for the community and are included in the Parish Plan Action List. The PPBQ also asked if litter and dog fouling adversely affected business and 39.1% of the retail/other sector and 14.3% of the agricultural sector say this is a problem for them.

Farming

The predominant areas of agriculture in the Parish were arable (33.3%), mixed farming (40.0%) and livestock (sheep, pigs and chickens) at 26.7%. While there are beef cattle in the Parish, returns did not list dairy as a main source of income. When asked about selling produce direct to the public, 50.0% of farmers do this regularly or occasionally. As regards where they generally sell their produce, 57.1% sent their produce all over the country and exported. The remainder either sell locally, or sell locally to be transported further afield or sell to a supermarket/retail chain. When asked about Government and Council support to farmers, there was a strong feeling with 71.4% feeling it was poor. There



had been some development of redundant farm buildings within the Parish and others were under consideration. Again, some farms had undertaken some form of diversification including letting shooting/fishing rights, developing tracks for mountain biking/rally cross, horticulture, farm shop and growing renewable energy crops.

THE WAY FORWARD

Implementation, monitoring and review of the Parish Plan

The publication of this Plan is not the end of the Parish Plan process, but the beginning. A huge amount of work has gone into the preparation of this Plan, but the greatest challenge will be in its implementation. A great many issues and priorities have been raised by the Shawbury community to improve the quality of life for all residents. The Shawbury Parish Plan represents the views of Shawbury and its people.

The Shawbury Plan must be adopted and endorsed by Shawbury Parish Council to ensure that it influences the local authority and decision-makers whose actions have an impact on life in Shawbury. If the Plan is to achieve its targets, it will require a high level of continuing commitment by Shawbury Parish Council to monitor its progress. The Parish can complete some initiatives in the Plan internally, whilst others require a partnership with other bodies to progress. Shawbury Parish Council will also play a key role in motivating community groups and volunteers, opening a dialogue with funders and partners and drawing attention to the achievements and successes.

Actions in the Plan will not happen overnight. Some may never happen; some may be changed as circumstances change. Some of the issues identified in the Action Plan have been, or are in the process of being tackled.

The Parish Plan is a working document that will need to be reviewed and updated periodically.

Thanks

Shawbury Parish Plan Steering Group would like to record its grateful thanks to the Community Council of Shropshire for its advice and support during this process and RAF Shawbury for its assistance in printing literature etc.

We would also thank all those who contributed and provided the much needed finance to support this process – The Community Council of Shropshire, The Midcounties Co-operative (Co-operative Community Funding) and Shawbury Parish Council.

Finally, thank you to all those volunteers who gave their time to help and to the parishioners who have filled in the questionnaire, answered questions or provided information.



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ACTION LIST

Issue	Objective	Action by whom	Timescale
1. Adult Education and leisure classes	Introduce more activities/classes such as computer/ IT (various levels), foreign languages, art/painting/sketching, crafts and dance/keep fit. Time of day and venue could influence the availability/take-up. Consider leisure classes for young people such as judo, karate or dancing.	Shropshire Council (SC) Adult Education, Village Hall Committee, RAF Shawbury (fitness).	Within 1 year
2. Use of Village Hall	Consider activities/events to encourage increased community use of the Hall and seek possible funding for an Event Co-ordinator.	Village Hall Committee/ Shawbury Parish Council Working Party	Within 6 months
3. Community events	Arrange the 2009 bonfire and the event over future years (subject to local support). Consider/pursue other initiatives that will encourage community involvement.	Shawbury Parish Council	Within 6 months
4. Recreation Ground Facilities	New play area for young children and POD/shelter provided. Provide more seating and investigate/introduce a fitness trail.	Shawbury Parish Council	Within 18 months
5. Youth Club	Seek volunteers to supervise the introduction of a Youth Club at the Village Hall.	SC Youth Service, Shawbury Parish Council, Village Hall Committee	Within 6 months
6. Fishing	Lease for the Moat field allows, under permit from the Parish Council, fishing of the River Roden. Support Angling Group that has been set up to develop/fish a local pond.	Shawbury Parish Council	Within 6 months
7. Public Seating	Investigate suggestions for additional seating in the Parish.	Shawbury Parish Council	Within 18 months
8. Drop-in Tea/ Coffee Shop	Seek volunteers to run a drop-in coffee/tea shop at the Village Hall or Church.	Village Hall Committee/ Shawbury Parish Council Working Party or Church	Within 1 year

Issue	Objective	Action by whom	Timescale
9. Access for People with Disabilities	Set-up Shawbury Access Group (SAG) to investigate issues on access in its broadest terms. Make representations to businesses, SC Highways, Countryside Access, etc. through Parish Council.	Shawbury Parish Council	Within 6 months
10. Public Toilets in Village Centre	Investigate/provide toilet facilities in village centre - Stand alone facility with charge, arrangement to use facilities at "Elephant & Castle" or Village Hall.	Shawbury Parish Council	Within 6 months
11. Parish Council	Parish Council to promote itself and work. Consider having "portfolio holders" within Council who are responsible for certain functions. Parish Council now has its own website and is working towards Quality Council status.	Shawbury Parish Council	Within 6 months
12. Bus Service	Seek improvements to the bus service - Earlier/later service and improved frequency. (Note that it is not just community but businesses who feel the service is inadequate). Review number and location of bus stops in Shawbury village.	Shawbury Parish Council, SC Public Transport	Within 2 years
13. Cycling	Investigate suggestions for cycle routes within the Parish, particularly between Shawbury and Edgebolton and north-south route through village. The latter should encourage cycling and walking to/from schools. Review/improve cycle parking provision at public establishments/spaces, shops, businesses, schools etc. within the Parish.	Shawbury Parish Council, SAG, SC Transportation	Within 1 year
14. Signing to Car Park	Improved signing to car park and RAF Shawbury.	Shawbury Parish Council, SC Traffic.	Within 6 months

Issue	Objective	Action by whom	Timescale
15. Street Lighting	Produce and promote a programme for street lighting work within Parish. Investigate suggestions for street lighting, particularly Bridgeway, A53 Edgebolton and Church Close.	Shawbury Parish Council SC	Ongoing
16. Pavements	SAG to investigate suggestions for improvements to pavements. From feedback, Church Close was the most recorded area of concern, followed by Church Street, "Elephant & Castle", Bridgeway and A53 (Mytton to village).	Shawbury Parish Council, SAG, SC Highways	Within 6 months
17. Highway Maintenance	Refer community's concern about road maintenance (pot holes) in the Parish to SC. Flooding on Church Street by the Village Hall needs resolving, as does the flooding of the A53 by the river bridge.	Shawbury Parish Council, SAG, SC Highways	Within 1 year
18. Pedestrian Safety	Provision of a pedestrian crossing on the A53 at the village centre. Liaise with Simon's Garage about the position of the sign. Introduce 'Quiet Lanes' on some country lanes. Improvements required to narrow footway at "Elephant & Castle" and footway on Church Street.	Shawbury Parish Council, SAG, SC Traffic	Within 6 months
19. Traffic Issues	Investigate concerns about speeding traffic and the "Elephant & Castle" access onto the A53.	Shawbury Parish Council, SC Traffic	Within 1 year
20. Measures to reduce Traffic Speed and improve Road Safety	Seek the introduction of vehicle activated speed indicator signs. Consider 20mph zones in built-up/residential areas, lower speed limits and HGV weight limits.	Shawbury Parish Council, SC Traffic	Within 1 year

Issue	Objective	Action by whom	Timescale
21. Shawbury By-Pass	Given the narrowness of the A53 at the village centre, the volume of traffic and the number of goods vehicles, pursue the reduction in traffic by the construction of a by-pass.	Shawbury Parish Council, SC	Within 6 months (Ongoing)
22. Police Presence	Increased Police presence to deter crime, anti-social behaviour (vandalism and graffiti) and criminal damage. People felt unsafe in the area of the Village Hall, car parks, playing field and church/cemetery area. Enforcement of speed limits and laws on dropping litter.	Shawbury Parish Council, Police	Within 6 months
23. CCTV	Introduce CCTV at strategic points in the village, in particular the area mentioned in 22. above.	Shawbury Parish Council, Police	Within 6 months
24. Control on Alcohol Sales	Police to contact local premises selling alcohol. Introduction of alcohol free zones.	Shawbury Parish Council, Police	Within 6 months
25. Better consultation between Police and local people	Improve communication/dialogue between community and Police – Would be helped if there was a greater Police presence as mentioned in 22. above. Parish Council to monitor crime statistics for the Parish.	Shawbury Parish Council, Police	Within 6 months
26. Housing	Identify areas and agree housing needs for the Parish. Consider producing a "Parish Design Statement".	Shawbury Parish Council, SC	Within 1 year

Issue	Objective	Action by whom	Timescale
27. Litter	Reduce litter/rubbish around the Parish, particularly around the recreation ground, shops/take-aways, Village Hall area, main road/verges and "Elephant & Castle" car park/grassed area. Extra bins/regular emptying of bins has been initiated by the Parish Council. Promote/arrange litter picks by community with school involvement.	Shawbury Parish Council, SC Highways, Schools	Within 1 year
28. Dog Fouling	Make dog owners aware of their responsibility and encourage the community to report offenders. Review legal notices around the village.	Shawbury Parish Council, SC Environmental Maintenance	Within 1 year
29. Circular Walks	Parish Paths Partnership (P3) for Shawbury now formed. Review existing footway and footpaths in Parish and highlight missing links for potential circular walks.	Shawbury Parish Council, SAG, P3, SC Countryside Access	Within 3 years
30. Landscaping	Consider locations for planting, shrubs, trees etc. in the Parish together with possible areas of seating. Parish Council has as a first step provided raised planters at 'gateways' into Shawbury.	Shawbury Parish Council	Within 2 years
31. Shawbury Moat	Continue with the tidy-ups and seek the improvements mentioned in the PPQ.	Shawbury Parish Council, Shawbury Moat Project Group	Within 1 year
32. Recreation Ground and Moat Area	That these areas remain as public open spaces.	Shawbury Parish Council	Within 6 months
33. Field behind the Glebelands	That the area be obtained/maintained for public use.	Shawbury Parish Council	Within 1 year

Issue	Objective	Action by whom	Timescale
34. Uniformed Groups	Promoting the work of such groups. Perhaps representatives of the uniformed groups might be invited to the schools to inform children of their work.	Uniformed Groups/Schools	Within 6 months
35. Cycle Training	To ensure that young children within the Parish receive cycle training.	Primary Schools, SC Road Safety.	Within 1 year
36. BMX Bike Track	Investigate the possibility of providing a dirt bike track for young children on the Recreation Ground.	Shawbury Parish Council	Within 1 year
37. Support and/or Advice for School Leavers	Review support and advice given when going on to training, apprenticeships and finding a job.	Thomas Adams School	Within 6 months
38. Transport Issues	Investigate if financial assistance or grants are available to help young people being transported to facilities. See comment in 12.	Shawbury Parish Council, SC Youth Service	Within 6 months
39. More Facilities/ Things to do for Young People	Use of facilities on RAF base. (It is understood that the RAF are seeking to develop this further). Youth/Social Club - See comment in 8. Consider having someone on the Parish Council designated as a 'Youth' Councillor?	Shawbury Parish Council, SC Youth Service, RAF Shawbury	Within 1 year
40. Encourage Business	Encourage new and existing businesses within the Parish.	Shawbury Parish Council	Within 1 year
41 Work Experience	Advise local schools/youth service that some businesses will offer and some may consider work experience.	Thomas Adams School, SC Youth Service	Within 6 months
42. Training/ Jobs	Support for businesses to get young people on training or first jobs.	Shawbury Parish Council, Youth Employment Agency	Within 6 months
43. Loss of Passing Trade	See comments in 21. Discuss concerns from some areas of the business community (retail and catering businesses within the village) over what a by-pass would do to their trade.	Shawbury Parish Council, SC	Within 6 months (Ongoing)
44. Support to Farmers	Provide assistance/support where possible to agricultural businesses. Refer issues to local authority/government.	Shawbury Parish Council, SC	Within 6 months