



Our Place Programme

Shrewsbury Town Council's Involvement

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Local & National Policy Context

- Public services under pressure
- Budgetary constraints – only half way through period of “fiscal consolidation”
- Demand pressures
- Increasing expectations
- New technology
- Need to think radically about service delivery
- How can we help people to help themselves





The Rationale for Our Place

- Public Sector Partners have been hard hit by “fiscal consolidation” (Shropshire Council £80m; West Mercia Police £31m)
- Some Public Sector Partners already enjoy some elements of collaborative working
- There have been identified financial benefits of working together
- It makes sense
- Willingness for Partners to work together





Shropshire
Fire and Rescue Service



West Mercia
POLICE



SERVING - PROTECTING - MAKING THE DIFFERENCE



SHREWSBURY
BUSINESS
IMPROVEMENT
DISTRICT



Other Relevant Agencies/ Organisations



- Shrewsbury Town Centre Residents Association
- Shrewsbury Shopping Centre
- Shrewsbury Bus Station & Arrive Buses
- Shrewsbury Train Station & Arriva Trains Wales
- Registered Social Landlords
- Shropshire Clinical Commissioning Group
- Shrewsbury Churches
- The Ark & the Big Busk





Benefits of Joint Working

- **Fiscal** – Savings to the Tax Payer
 - Eg less admissions to A&E
- **Economic** – Savings to the Individual/Business
 - Eg Increased Footfall/Spend
- **Social** – Benefits to Society
 - Eg Civic Pride, Improved Public Realm



Aim of #TEAMSHREWSBURY



To develop an enhanced co-ordinated approach amongst various stakeholders to addressing anti-social behaviour, creating a safer environment and encouraging visitors to visit, dwell and ultimately spend; utilising respective stakeholders strengths we intend for this approach to be proactive involving local people and the business community.





Collaborative Outcomes

- Creation of TEAM SHREWSBURY across all partner agencies
- Better sharing of data, experiences & intelligence
- Better understanding of problem to be tackled
- Utilisation of collective assets to meet the town's needs
- Inform the Shrewsbury Place Plan of Community Priorities
- Co-locating of like-minded operatives across various agencies
- Break Barriers to change
- Establishment & use of effective communication tools
- Involving community in solving local problems
- Faster Community Response
- More Productive role for the Local Joint Committees
- Better value for money



Intended Impacts

- People feel safe 24/7 in Shrewsbury
- Reduce the public perception of crime & ASB
- Community that polices itself
- Improved public realm
- Better visitor/resident experience
- More footfall/spend
- Better local/national perception of Shrewsbury
- Improved health of community/individuals
- Vibrant economy (day-time & night-time)

Role of the Town Council & Elected Members



- Town Council is the organisation of consistency
- Link between local community and the public sector organisations
- Local knowledge – they know their patch, the local personalities and their local issues
- Sit on many Local Groups
- Have key leadership role





Operationalising Our PLace

- Get things happening on the ground
- Speak partners' language
- Build the evidence base & share data
- Work with Decision Makers
- Be flexible / Avoid un-necessary bureaucracy
- Develop an Operational Plan with specific Action Plans within





Key Areas of Focus

- Inappropriate Car-parking, Driving & Cycling
- Misuse of Drugs in Public Places
- Begging & Busking in the Town Centre
- Alcohol & Drugs Misuse in the Night-time





What have we learnt from exercise.

- Buy in at Senior Level
- Operational willingness to delivery
- Right personalities around the table that will drive delivery
- Understanding public sector working, hierarchy, decision making
- Value in all singing on-message
- Power of social media
- Town & Parish Councils have a key role to play in Place-Shaping
- This is a project that can be replicated elsewhere





What can the sector learn from this.

- Parish & Town Councils can be the drivers of a Place-Shaping Agenda
- NALC & SLCC need to look at how the various Parish & Town Council led Our Place Projects can be developed as best practice
- How do we advocate the success of these & develop the capacity, trust & confidence in the sector





Additional information

<http://mycommunityrights.org.uk/our-place/>

<http://locality.org.uk/projects/place/>

