

HOLLINSWOOD & RANDLAY PARISH COUNCIL
STRATEGY AND PRIORITIES
5 YEAR ACTION PLAN – From 2023 to 2028

OUR VISION

To improve the quality of life for residents and visitors to Hollinswood & Randlay Parish, which includes Stafford Park, and to create a safe, welcoming, sustainable and neighbourly place to live, work and visit.

OUR PRIORITIES

At the Strategy Day, held on 8th October, members considered the questionnaire responses and evidence from the current year and it was agreed that there are no changes required to the Priorities for 2023/24.

- To ensure that we keep the Climate Change Agenda in mind when considering all aspects of our work.
- To ensure that community safety remains high on our agenda
- To enhance our locality with the Landscape Management Team and planting schemes.
- To work in partnership with groups and organisations of all ages and abilities to ensure best value and to encourage health and wellbeing is fostered throughout the parish
- To provide community buildings that are available to provide a wide range of activities
- To facilitate and organise community events in order to foster a friendly, vibrant and welcoming atmosphere throughout the parish.
- To improve communication with the whole community, partners and businesses using multiple, innovative and engaging methods.

PRIORITY	STATEMENT	2023/24	2024/28
The Council	Councillors, Staff and Volunteers	Continue the Training Strategy for Members and Officers Encourage Councillors to feed back at Full Council meetings so that all members benefit from the training and information events Enhance the knowledge of the Councillors with particular reference to the staff and their roles and responsibilities	Continue professional development for staff and councillors. Share good practice. Maintenance schedules to be available. Monitor and review all parish assets annually.
	Funding	Ensure all aspects of our work are included in the Budget in order to achieve the Parish Strategy. Monitor expenditure regularly including payments against budget. Investigate grant opportunities for all activities.	Monitor expenditure regularly including payments against budget. Investigate grant opportunities
	Equipment	Ensure funding available for annual maintenance and repairs. Regularly monitor and evaluate current equipment	Ensuring funding available to enhance and upgrade where necessary
	Subscriptions and Affiliations	Membership of SALC, SLCC, Allotment Society to continue. Consider others, only as required and in line with current projects and the Parish Strategy. Investigate affiliations to support the work of SNAC / FoHRV Find useful health & wellbeing organisations and consider membership / affiliation	Consider other Memberships for the benefit of the Parish Council and Community as required.

	Policies	Ensure all our work is regulated under GDPR and FOI. Continue to support the work of the officers to ensure that all regulations are always adhered to and reviewed regularly. F & A Committee to regularly monitor the policies. Members to be aware of other policies, such as the Social Media Policy and the Acceptable Use Policy.	Review policies annually Ensure updates from Government are included
	Risk Management	Ensure that the staff and councillors are aware of the importance of risk management and related risk assessments, policies and procedures. Update the Risk Management Policy and all associated policies and procedures, annually. Support Volunteers to ensure that they are safe, with all the necessary policies and insurance in place to cover them.	Update the Risk Management Policy and all associated policies and procedures annually.
Keeping in Touch	Staff and Councillors – communicating with partners and the community	Always practice appropriate and effective ‘people skills’ Ensure that staff and councillors are aware of the Code of Conduct and that the reputation of the Parish Council is taken into consideration at all times. Keep in mind the commitments in the Civility & Respect Pledge. Councillors will re-affirm their commitment to the Code of Conduct at each Annual Meeting.	Continue to promote the high standards of the Parish Council at all times, this includes the staff and councillors, plus volunteers.
	Website	Regular website updates are essential. Work to ensure that the website is easily accessible with effective search engine and compatible with all phones, tablets and PCs. The website must be compatible to the Transparency Code and Accessibility Guidelines. Ensure that Facebook is regularly updated for sharing. Members are committed to sharing the information to promote activities and good news stories.	Ensure a budget is available to update and enhance the website. Widen footprint to other social media
	Corporate Parish Identity	Ensure that all documents are produced with a corporate identity, using Calibri as the Font with an appropriate colour scheme which will complement our logo and is in line with Accessibility Guidelines. Ensure funding available for uniform. Offer Councillors, volunteers and friends opportunity to purchase items (PC to fund the logos)	
	Newsletters	Continue to work towards an online version, create a database and provide printed copies when requested. Copies to be available in the schools, local shops, doctors etc.	Consider the most effective way of communicating with local residents. Continue to promote the use of the e-newsletter
	Calendars	To produce an environmentally-friendly printed version and investigate more cost-effective options. Ensure the design encourages residents to keep these and use the dates as reference. Also to include Councillor contact details and useful numbers (to ensure cost-effective) (maybe not in 2023 due to elections)	Annually consider the needs of the community as trends change – remembering that not everyone uses the internet.

	Councillors dedicated areas of the Parish	Identify an area for each Councillor in order to deliver publications, promote the work of the Council, undertake surveys (such as streetlights) and discuss the specific needs of the area	Consider additional opportunities for this scheme.
	Parish Council Screens	Ensure most effective use. Have a maintenance Contract in place. Link Councillor to check accurate and current material. Ensure indoor screens are off when the building is not in use and ensure any screen-savers are appropriate. Add timers for energy efficiency.	Ensure they are in good working order and always up to date.
	Noticeboards	Ensure current and up to date. Have a maintenance contract in place Material regularly checked to ensure up to date on screens and noticeboards	Ensure budget is available for upgrades and replacements.
	Meet Your Councillors	Consider alternative ways to undertake a Meet Your Councillor event. Local Centres Estate Walks Coffee Mornings Social event before meetings What's APP Group for residents Charity Events	Consider alternatives and think of new ideas
	Link Councillors	Support the Council's priorities. Encourage Link Councillor Meetings with the Clerk and Staff Encourage councillors to be more involved in the day-to-day issues of the Parish Council Re-affirm Link councillors	Enhance the roles of Link Councillors.
	Harder to Reach Groups	Ensure all information available in a variety of formats – social media, written, website etc. Ensure residents know of translation options. Offer face to face meetings for the more vulnerable groups	Build up a database of useful contacts.

Community Safety	Work with the Police and Community Action Team.	<p>Keep in mind the vulnerability (and perception of). Continue to use and share the results of the surveys</p> <p>Work closely with police and other agencies to identify and support vulnerable residents.</p> <p>Support the work of ROC and other groups at Hollinswood and Randlay.</p> <p>Be aware of areas of asb and support the communities where necessary.</p> <p>Work towards additional staff and resources as funds available from grant applications</p> <p>To continue buying into the Community Action Team initiative led by TWC.</p> <p>To continue to buy in the Vador Camera but to ensure it is sited appropriately for best effect.</p> <p>Encourage attendance at the Meet Your Councillor events and arrange partnership community awareness days.</p> <p>Hold Pride in your Community events and activities.</p> <p>Support local NW schemes and introduce new schemes across the Parish.</p> <p>Encourage partnership working, including local businesses.</p> <p>Build on the excellent work of PC Evans and her team.</p> <p>Undertake locality surveys of residents throughout the year.</p> <p>Continue weekly meetings for police and staff, plus walkabouts.</p>	<p>Repeat the survey to understand the extent of ASB / drug related local issues</p> <p>Work to provide greater educational awareness on the harmfulness of illicit substances</p> <p>Continue to work with SNT, CAT and NW</p> <p>Appreciate the role of the PC Officer and Team and keep invitation to attend our meetings live</p> <p>Host more events, with the safer stronger communities team.</p>
	Be aware of areas of ASB.	<p>Increase support for rehabilitation and community integration groups.</p> <p>Encourage dog-spray and work with the community champion awareness scheme. Publicise free poo bag effectively on Facebook, newsletter, website and our buildings' screens etc</p> <p>Add poo bag dispensers and enable free access to dog poo bags at our centres.</p> <p>Display more posters (with details of fines) around the estates</p> <p>Support local groups such as NA and AA, to ensure the facility is affectively used and we, as a parish, are supporting local people in this discreet way.</p>	<p>Continue to promote good practice and remind residents of the risks to health and life of dog fouling in open spaces.</p> <p>Continue to host specialised events and sessions to support our community.</p>
	Fear of being unsafe on streets	<p>Organise and support more self-defence type classes both at Randlay and Hollinswood.</p> <p>Encourage a more visible police presence around the Parish and at our events.</p> <p>Extend the estate surveys to include our local groups and organisations, such as Chit Chat, Craft & Natter etc.</p>	
	Be aware of Scams	<p>Improve awareness and what to look out for.</p> <p>Share scam alerts on facebook and the website (and the residents what's app group when available)</p> <p>Encourage specialist support groups to attend the coffee mornings and parish council meetings and events.</p> <p>Encourage victims to report all forms and scale of scams (even if unsuccessful). Provide a means for victims to report issues.</p>	<p>Keep awareness of such scams on people's minds and talk to our regular user groups.</p>

	Work with our schools	Support the school staff with the promotion of asb issues, such as scams, dangers of vapes, awareness of strangers etc. Support the Council's Crucial Crew initiatives Encourage the police to attend the School Council meetings with the Clerk and Staff	Regularly attend school events and school council meetings
	Tree Safety for pedestrians	Encourage regular walk-about with the tree officer and link councillors. Ensure all risks are identified and that the report is forwarded to the appropriate company, organisation or officer for action. Identify the area at risk and make the community aware. The Council, and community, to report unsafe trees or branches on My Telford App – keep the community informed of risk areas. Support the community whenever possible, but we are aware of the limited officer time available when this is the responsibility of another organisation.	Ensure Fo HRV are aware of the commitments and liability issues and concerns and that relevant and appropriate levels of funding are included in future budget
	On street parking	CAT team to action offenders. Attend Bus User Group to ensure good relationship with Arriva and TWC and other public transport providers. Encourage residents to report poor parking to police and CAT team. Investigate areas for additional safe parking within Hollinswood and Randlay estates. Investigate residents' parking control areas, especially near schools. Increase 'residents only' parking signs to raise awareness Encourage on drive parking by communicating with residents and visiting with CAT and WMP to discuss the offences that are caused as well as the inconvenience and safety aspects. Incorporate the safety aspects of Neighbourhood Officer and Clerk's role within the street walks with SNT.	On-going as required Create more safe parking with T&W estates Work to create residents control areas Work to support more reliable bus services.
	Parking outside of schools	Work with the school and TWC to introduce special measures to reduce the number of cars and therefore reduce the risks of accidents. Encourage police and CAT attendance at school time whenever possible Support the schools with individual safe route to school plans, include volunteer walk leaders Work with the primary school teams, to create posters (made by the children) to publicise the importance of slowing down near schools at Randlay and Hollinswood.	On going Continue to try new initiatives, involving the children from both schools.
	Walking Bus	Councillors acknowledged that the school staff were unlikely to cooperate or support a walking to school schemes for both primaries. But would like to encourage volunteer participation so as not to rely on school staff.	Continue to support the Walking Bus Initiatives

	Hollinswood & Randlay Local Centres	Encourage the continuation of promoting appropriate delivery parking / drop off locations	On going
	Bus Stop at Hollinswood Local Centre	Reconsider the most appropriate locations for bus stops on Dale Acre Way near to the shops and school, for safety of users, pedestrians and drivers	Work with TWC Transport Officers
	Street Lighting	Ensure an annual nighttime survey is conducted and recorded to share with the Lighting Authority. Report faults as and when required. Street lighting – economy – check timers and LED usage Make sure branches and leaves are not in front of streetlights	Annual audit as a minimum.
	Traffic Issues & Speeding	Ensure funding is in the budget for on-going provision of this essential scheme. Monitor effective locations for the SIDs in our Parish Raise awareness of ‘appropriate speeds’ not always the recommended speeds. Identify new locations for SIDS and purchase another.	Consider additional sites if required Speed Limit v appropriate speed to travel Investigate SIDS with number plates recognition Encourage attendance by the Road Safety Partnership on Dale Acre Way, Randlay Avenue and Stirchley Avenue.
	Raise awareness	Consider speed cushions in more estates instead of speed humps Get the speed humps repaired when damaged Consider if inconvenience to traffic is worthwhile Encourage rumble strips on roads instead of humps – would need to undertake a survey of local residents due to the noise that is evident from rumble strips.	Work with TWC to prevent access to some routes used.
	Motorbike - illegal use on footpath and noise	Encourage mobile CCTV and police bikes with the Road Safety Partnership in defined areas Encourage residents to report issues directly to police with details on 101 at the time to ensure data is logged	
	Charging Points	Further Investigate car charging point at HLC and RCC only to be considered if grant funding becomes available – HRPC already on TWC list to provide points, when their scheme is active. Include in Planning Application consultation responses that car charging points should be provided in new homes	Install but make chargeable. Work to change local plan to include chargers in developments as a requirement.
Enhancing our Locality	Value our green and open spaces	Support & enhance all green and open spaces. Hold Community events to celebrate and respect the spaces. Encourage developers to be aware of the need for appropriate planting and areas of green and open space. Consider green roof concept i.e, bus shelters	Continue to apply for funding wherever possible to enhance current facilities and upgrade as and when possible.
	Enhance the Parish	Make our Parish one to be proud of Support Friends of Hollinswood & Randlay Valley and Friends of Dunsheath Woods Encourage local residents to enhance areas near to where they live Work to ensure that there are local green spaces, within estates, where planters, benches, soft surface games can be encouraged. Promote and support the Street Champion Scheme. Work closely as a team, providing support and equipment Arrange drainage scheme at The Muddy	Continue to work with and support local Street Champions Plant trees at the Muddy, bring the MUGA back into use, investigate tennis courts at the top of the muddy

		Investigate tennis courts at the top of The Muddy Consider Best Business Frontage Award (including Stafford Park) flowers etc.	
	Flats - ground maintenance	Work with TWC and WHG to identify land ownership and continue to offer the services of the Parish Council Encourage effective enforcement Investigate compulsory purchase of areas of concern	Extend the project to paint the garage doors to further enhance the area.
	Rubbish and fly tipping around the flats and Bin Provision	Encourage Telford and Wrekin to advertise location of recycling centre with map including link to multi language QR Code – consider incentives if people use the centres. Continue parish walks with the CAT team and identify hot-spots for the CAT to address and include on the action plans More bins to be provided	Identify areas for TW Enforcement to use as target areas, using cameras where possible to obtain evidence.
	Flat Issues Flat parking Randlay flats	Confirm ownership and address conditions with owners.	
	Capgemini Bridge area unsightly	Confirm ownership of the area Raise possibility of knocking down bridge with T&W [including risk assessments] cut back trees and bushes around the area to clean up area	
	Allotments	Ensure the allotments are used to full potential. Make this a site to be proud of. Social events (for tenants) with guest speakers Encourage tenants to provide for the community fridge	Upgrade the paths and drainage.
	Landscape Management Team	The council will continue to support the provision of the van and consider options for lease / purchase Continue good response times. Work with TWC and Idverde, with regular officer meetings, to ensure no duplication.	Possible donation of old van to charitable organisation at end of life Consider electric van in the future
	Randlay Local Centre	Encourage regular information updates for the community. Work with new owner of remaining site, but also support all businesses within both Local Centres Improve footpath by shops work with T&W shop owners and care home Encourage shop owners to display hanging baskets Consider installing a bench	.Further enhance Randlay Local Centre – as has happened at Hollinswood
	Footpaths	Create a right of way map for the parish, working with Ramblers and TWC Rights of Way Officer, also work with Telford T50. Councillors to undertake a review of footpaths. Continue to keep high-use paths, particularly through Randlay Valley and The Muddy, free of obstructions and safe to use. Maintain cycle paths Include footpath survey in light survey (can be done at the same time)	Look to increase footpath provisions depending on need.

	Play Areas	<p>Councillors will support the further development of the plan to enhance flat play areas. Ensure regular maintenance continues Promote the areas and encourage local resident to be eyes and ears. RCC outdoor play area replace flooring – review if this is needed asap</p> <p>Support the provision of outdoor gym equipment and keep in mind the requirements of RoSPA.</p>	Enhance provision as and when possible.
	Street Furniture	<p>Continue to increase the assets for the benefit of local residents. Use grant funding, and fund-raising ideas.</p> <p>Liaise with the community for ideal locations.</p>	Continue to enhance the areas with further assets of community value.
	Achieving carbon neutrality by 2030	<p>Having established our carbon footprint, regularly monitor to assess improvement. Add pledges to Facebook and Website Invite Green groups to Parish events Organise an annual Zero30 (need to consider a new name for the event) Link with other centres for ideas of carbon reduction Build and implement carbon reduction plan Create a Parish statement for inclusion in all Planning Application consultation responses. Continue to promote the “LED”swap system in conjunction with businesses</p> <p>Establish opportunities to share with local businesses Establish links to brainstorm ideas to reduce carbon footprint Incorporate carbon neutrality into residents’ meetings Establish working groups in the community Encourage the installation of electric car chargers.</p> <p>Work towards the provision of solar panels and batteries for Randlay Community Centre.</p>	<p>Implement and extend our carbon reduction plan Plan offset for residual emissions Annually check carbon footprint</p> <p>Expand “LED” swap to the rest of the Parish</p> <p>Share opportunities with local centre business</p>
Working in partnership	Encourage partnerships	<p>Enhance existing partnerships Encourage new partnerships Continue to investigate options and benefits at all times</p>	
	SNAC	<p>Councillors are extremely proud of the progress made to date. Remain aware of the Council resources needed to support this further. Support staff, councillors and volunteers with relevant training and information. Create a realistic timescale for SNAC to become a self- sustained organisation.</p> <ul style="list-style-type: none"> • Create format/ scope for the group • Employ a Support Worker • Management team <p>Actively promote SNAC and what it can provide for SEND families and guests. Introduce a Storytime Group</p>	<p>Use grants and fund raising ideas Consider extending the Pavilion</p> <p>Sunken trampoline and wheelchair swing</p>

	Stafford Park Companies	<p>Enhance the links already established</p> <p>Encourage them to share our newsletter, electronically, with staff</p> <p>Encourage Stafford Park staff as volunteers in the community (working with TWC Street Champions)</p> <p>Introduce a best kept frontage Award.</p>	Identify future partnerships
	Schools	<p>Further enhance the good relationships now in place.</p> <p>Use the benefits of Governor Representation at both schools</p> <p>Clerk and Staff to continue to engage with teachers and attend school events whenever possible</p> <p>Encourage Councillor participation in their work schemes</p> <p>Support the School Councils and invite to the Parish Council</p>	<p>Continue to support their initiatives and continue the close working relationships with both schools.</p> <p>Hope to enhance the partnership with the secondary school, too.</p>
	Friends of Hollinswood & Randlay Valley and Friends of Dunsheath	<p>Offer help and support for activities and events.</p> <p>Keep main routes clear and accessible.</p> <p>Offer trails and other ways to encourage more people to walk through and appreciate our open spaces.</p> <p>Apply for grant funding and offer matched-funding from the budget if required.</p>	
Community Buildings – provision for all generations	The importance of venues for all residents and guests	<p>Ensure varied use of all buildings, available for all ages.</p> <p>Ensure the buildings are clean, tidy, safe and welcoming.</p> <p>Keep in mind the Councils Health & Wellbeing priority.</p> <p>Agenda and encourage appropriate uses.</p> <p>Use the subsidised rates, as and when appropriate.</p> <p>Monitor each centre budget regularly – working towards cost-neutral wherever possible.</p> <p>Support all groups, especially Luncheon Clubs, Chit Chat, Craft & Natter etc.</p> <p>Encourage use by SNAC and family support groups, also police and neighbourhood watch.</p> <p>Keep councillors and residents updated on activities in centres via emails, Facebook, website, screens and notice boards</p> <p>Publicise facilities availability via screens website using booking system.</p> <p>Confirm football pitch maintained and promote its availability.</p> <p>Continue to encourage diverse and inclusive groups to use our centres.</p> <p>Introduce a regular coffee morning at HNC, working with Hollinswood Primary School to support harder to reach families and use the opportunity to promote all that is available around the area.</p> <p>Commence Warm Welcome Hubs in November 2022. Apply for funding for games etc.</p>	<p>Ensure programme upgrades, maintenance and redecoration at all centres.</p> <p>Maybe increase the frequency if popular by demand.</p>
	Randlay Valley Car Park	<p>Advertise the opening hours and show where alternative parking is for when it is closed.</p>	<p>Optimise use of car park with minimal financial costs to enable use by Randlay Valley and Town</p>

			Park visitors as originally intended.
	Provision for older people	<p>Ensure a range of activities and groups are available.</p> <p>Promote Useful Contacts</p> <p>Use Telford WellBeing</p> <p>Attend events, to create a relationship to establish the support required by our local residents</p> <p>Promote an online register of support for local residents. Printed copies available on request.</p> <p>Support health care providers wherever possible.</p> <p>Continue subsidised rates wherever necessary.</p> <p>Encourage Active Lifestyle Agendas.</p> <p>Work to understand local health and wellbeing needs.</p>	
	Provision for Special Needs	<p>Enhance the work of SNAC to ensure support for all residents, and visitors, with varying needs, offering venues and one-to-once support / group work by working with partners and carers.</p>	Update leaflet – make electronically available
	Provision for younger people	<p>Continue and support Wednesday Wizards</p> <p>Look to enhance and expand the provision for other age groups.</p> <p>Start a Storytelling Group.</p> <p>Consider training and support sessions, working with Landau, TCAT, TWC and other partner providers.</p> <p>Work towards the employment of a support worker (with SNAC)</p>	Continue to enhance the provision for young people and teenagers, also to support anyone with special needs.
	Ethnic and other groups	<p>Inform ethnic groups and encourage involvement in our activities – offer to attend or meet with them</p> <p>Offer translation of written material</p> <p>Provide online links to professional support groups, linked to individual cultures.</p> <p>Support the Council's International Day, when appropriate to do so.</p> <p>Offer alternative languages for our communications – volunteer translators</p>	Continue to promote our willingness to have an all-inclusive community.
Community Events	Diary of events	<p>To publish and maintain an annual diary of events providing for all ages and abilities within the community</p> <p>Recognise the importance of community events, but ensuring that they are value for money and include community benefits, with information and support for the local residents.</p> <p>Ensure that all residents are included wherever possible.</p> <p>Encourage as many Councillors as possible to be involved in the planning and at the event.</p> <p>Organise events at Hollinswood, the Pavilion, in Randlay Valley and at Randlay Community Centre</p> <p>St George's Day / May Day Fun Day</p> <p>Games and Activity event SNAC Activity Day</p> <p>Green Day (supporting FoHRV) Remembrance</p> <p>Christmas Events</p> <p>Christmas Float depending on review (maybe not every year)</p> <p>Warm hubs – information to be in calendar</p> <p>Include Coronation events and support individual street parties</p> <p>Events procedure and training requires formalisation – all done whilst working with ESAG to ensure legal requirements are met.</p> <p>The Clerk to provide a step-by-step guide for event organisation.</p>	Hold an International Day in 2024 to including refugees