

Economic Growth Strategy Consultation 2017 Feedback Report



May 2017

Feedback and Insight Team, Commissioning Support, Shropshire Council

1. Methodology

Developing a clear economic vision and strategy is a key milestone in setting out the Council's ambition to grow the local economy. This is one of the key objectives of the Council's corporate plan 2016/17 to 2018/19. The consultation on the draft Economic Growth Strategy ran from the 13th March to the 28th April 2017. The consultation was posted on Shropshire Council's consultation portal and included a range of background information and research reports.

Engagement opportunities included:

- A consultation feedback survey
- Email feedback options for more detailed comments
- Presentations and discussions at meetings and events
- Workshops and focus groups

The main stakeholder groups targeted within the consultation period and invited to comment included:

- Local businesses
- Business partnerships and support bodies, including Shropshire Business Board
- Partnerships and providers of learning, skills and employment opportunities
- Rural and environmental partnerships
- Public Sector bodies
- Town and Parish Councils
- Housing providers
- Voluntary and Community Sector organisations (including social enterprise)
- Shropshire Council Elected Members and Officers
- Members of the public

25 face to face meetings and presentations were delivered during the consultation period to ensure key partner organisations and stakeholders were aware of the opportunity to comment. 21 more formal invitations to participate within the consultation were issued in order to ensure key local networks and organisations were engaged in the process. Some of the networks such as the Council's database of business contacts, Local Nature Partnership, Shropshire Association of Local Councils, Shropshire Voluntary and Community Sector Assembly and Federation of Small Businesses have a good reach across the county. Communications were sent out to in excess of 4,000 individual contacts.

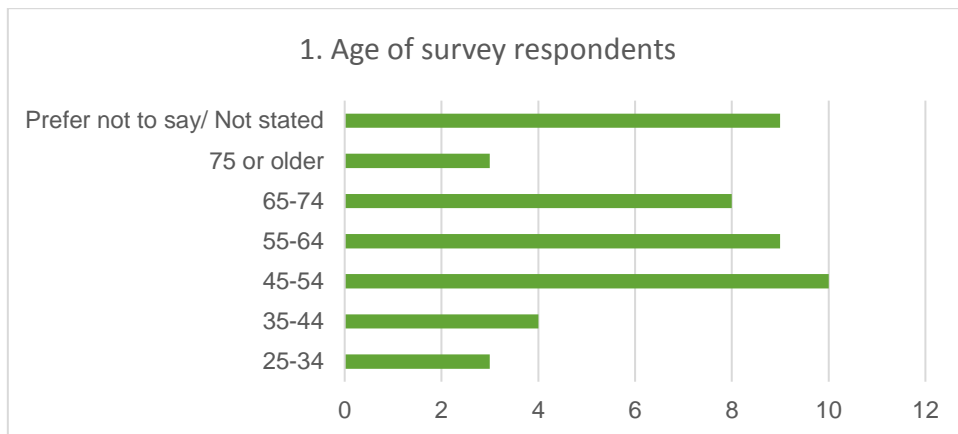
2. Consultation respondents

46 surveys and 26 detailed written responses were provided as part of the consultation on the Draft Economic Growth Strategy (there were 68 individual respondents (4 wrote to us and completed the survey). Although relatively small in number, the quality of the responses was high and suggests that a great deal of thought was put into the comments provided. Comments were lengthy and well considered.

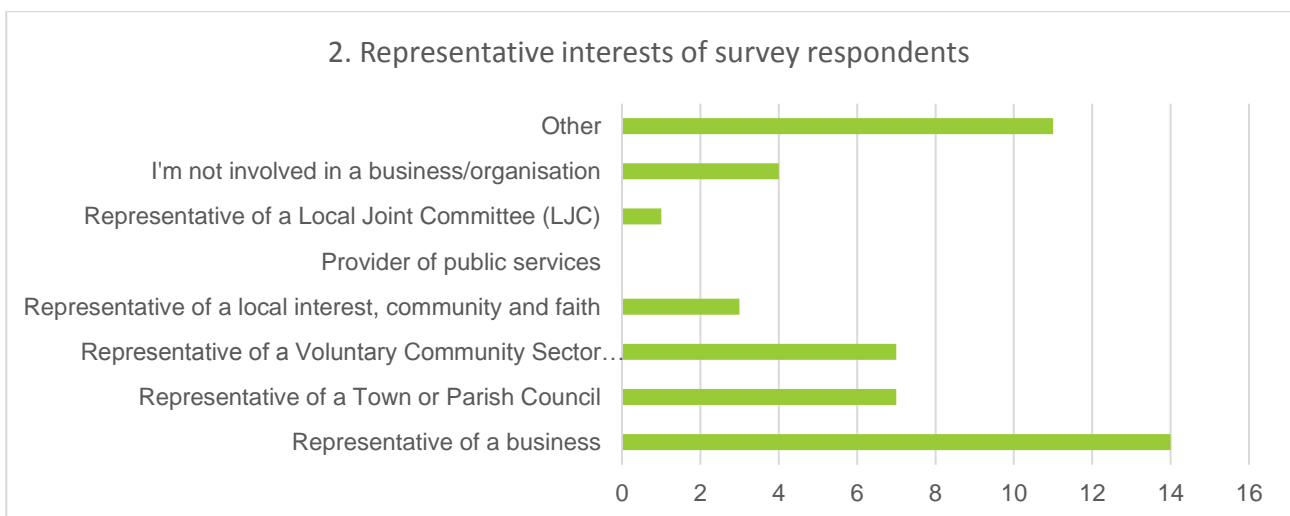
The profile of the 46 survey respondents is described below:

- 22 (48%) of the respondents were male and 15 female (32%). The remainder did not provide a gender.
- 76% (35) of the respondents were White British and the remaining respondents did not state an ethnic background.
- 63% of the survey respondents are employed (29) and 20% retired (9).

- 39 of the 46 survey respondents are local residents in Shropshire and of the 46, 21 are also employed in the area.
- The chart below highlights that there were a mix of age groups within the survey sample.

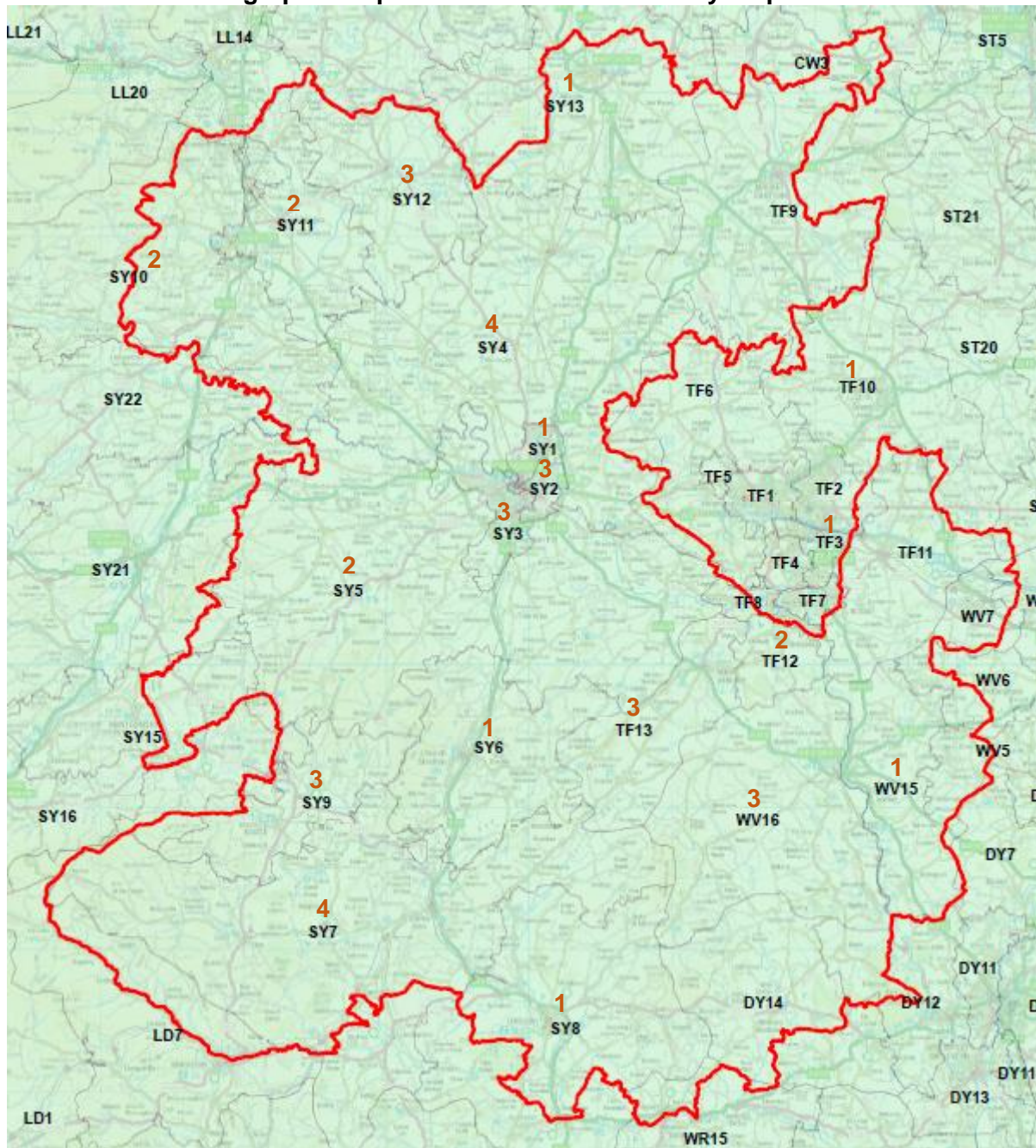


- The survey respondents have mixed backgrounds with some business representatives, some voluntary and community sector respondents and some town and parish councils (see chart 2 for all categories). 14 of the 46 respondents were representing a business.
- Of the respondents, 4 are from large businesses, 1 from medium, 6 from small and 26 from micro businesses (this includes the voluntary, community sector bodies and town and parish councils). The survey response was too small to analyse responses by business sector.



- The map highlights the areas survey respondents are from. Numbers relate to the high level post code areas e.g. SY1, SY7 (just visible on the map below). The number in orange just above the postcode label is the number of respondents from that area.

Geographical spread of consultation survey responses



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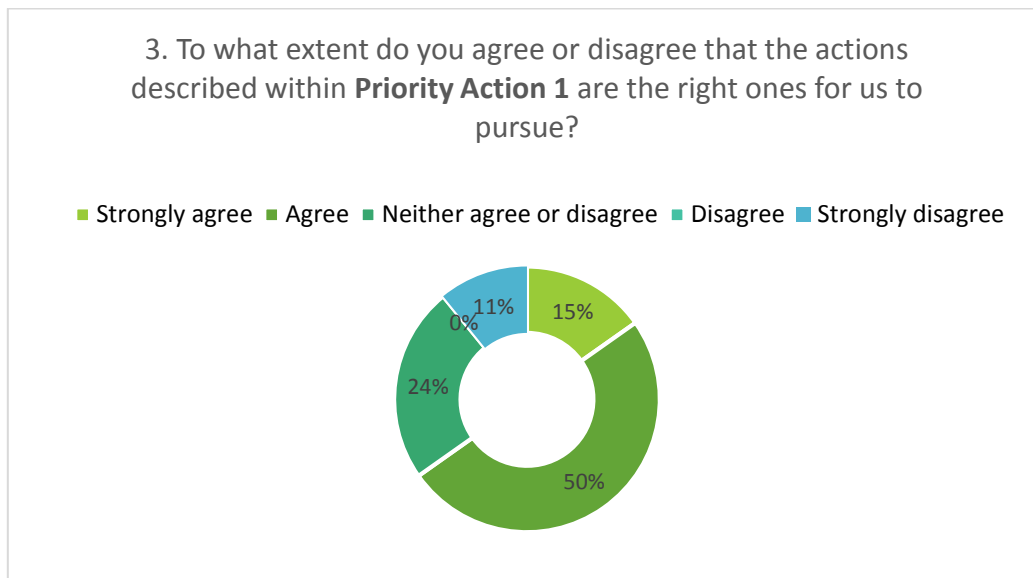
Please note that the pie charts below and charts above only relate to the 46 survey respondents. The 26 detailed written comments have been incorporated into the summary of the main themes and into the example comments.

Priority 1: Target actions and resources on Economic Opportunities

Priority Feedback

Overall 59% of the survey respondents (30 people) agreed with priority 1, 28% had no opinion and 13% (5 respondents) strongly disagreed. It is not clear from the feedback why the 5 respondents strongly disagree with the priority but the comments provided suggest that respondents would like

to see other priorities included within the strategy. The main themes mentioned are listed below and examples of the feedback are provided.



Main Themes

Common themes within the survey comments were:

- The importance of building strategic partnerships.
- The need to balance partnership working with a recognition that the economic needs and aspirations of Shropshire may differ from our partners in more urban areas.
- The importance of investing in community and quality of life/wellbeing to promote economic growth.
- A request for more emphasis on tourism.
- Requests for more emphasis on creative industries as a sector for development.
- Requests for more focus on protecting and enhancing the natural environment.
- Calls for a much stronger emphasis on the agricultural sector.
- Comments highlighting the importance of employment and skills
- The need for business support for both small businesses and those working over a larger geographical area. (Types of support requested included exporting and building links beyond Shropshire at regional, national and international scales).

Example Comments

Strategic location and economic relationships

“..it is surprising that there is no reference in the Strategy to the Shropshire Hills Area of Outstanding Natural Beauty (AONB). In this regard, the farming industry receives little attention in the Report but, like many other industries, it may need significant support to cope with the Brexit outcome.”

“With the significance that the agricultural sector has it is a serious omission not to include recognition and required measures that will be necessary to support an industry that covers 80% of the County and inter-relates with so many other business sectors.”

Major employment sites and growth corridors

“If Shropshire is to benefit from developments such as HS2 it needs to create its own particular offer, especially as there may be an excess of high quality sites coming on stream closer to HS2, rather than replicating what is available at better locations near the HS2 Northern Gateway station”.

“The housing element focuses quite heavily on land developmentincreased supply has, historically, failed to lower the cost..... The role that housing associations play must not be omitted and ignored: if Shropshire attracts employment opportunities through careful usage of employment land, then it makes sense to recognise that Shropshire average wages are going to force people into high-rent "buy to let" accommodation owned by investors outside the county who contribute little to council resources. This will not make Shropshire attractive, and will not attract long-term employment.”

Target growing and under-represented sectors

“The income generated from tourism supports the economic viability of often rural communities through additional spend in local services and amenities such as shops, pubs, restaurants and local transport.”

“There should be more attention given to the importance of tourism to the county - it is worth some £500 million.”

“The last survey commissioned by Shropshire Council in 2011 showed that some 14,700 jobs were supported by the visitor economy and the sector was worth over £1/2 billion p.a. This sector has grown not shrunk since then. Shropshire has a distinct visitor offer more should be made of it.”

“The most deeply rural location in Shropshire could become a haven for certain relatively high tech, IT supported jobs, alongside employment for artisans, artists, horticulturists and other more "traditional" rural jobs. The growth strategy should recognise the potential of remote rural areas.”

“This rural town also attracts art & artisans, skilled crafts people and horticulturalists who want to live in beautiful, rural areas and do not need big workforces and good transport links.”

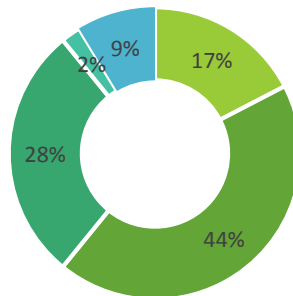
Priority 2: Enable businesses to grow and succeed

Priority Feedback

61% (28) of the consultation survey respondents agreed, or strongly agreed, with priority 2 (a very similar proportion to the support shown for priority 1). 11% (5 people) disagreed or strongly disagreed with the priority. The summary and example comments help to demonstrate the issues the survey respondents would like to see as a priority.

To what extent do you agree or disagree that the actions described within **Priority Action 2** are the right ones for us to pursue?

■ Strongly agree ■ Agree ■ Neither agree or disagree ■ Disagree ■ Strongly disagree



Main Themes

Common topics and issues covered within the feedback included:

- A suggestion that the needs of 'start-ups' need to be considered within this priority area.
- The importance of considering community focused businesses and social enterprises.
- The need to grow partnerships and understanding of economic influence beyond the Business Board and existing partnerships.
- Provision of support for very small businesses including workspaces, business parks (examples provided included creative industries, food producers etc.)
- Suggestions that the Strategy should focus to a greater extent on the rural nature of the county and promoting growth in rural communities in addition to towns and along main routes.
- The importance of tourism for Shropshire and use of local assets.

Example Comments

Start-ups

"[The Strategy] perhaps fails to recognise the importance of start-up businesses and the support that these need e.g. access to start up units."

"Include start-up under enabling businesses to grow and succeed."

"Start-ups: why is there a focus on supporting existing businesses, and no mention whatsoever of start-ups? My own analysis, in the recent past, has shown that Shropshire lags significantly on start-up activity.The emphasis of the Council and the LEP on 'job creation' does not always help, as often it is capital investment that is required rather than the creation of jobs. Rather than always focusing on existing firms bidding for funding to create jobs, there should be some emphasis on investing in machinery, technology, R&D, and start-up firms that can displace unproductive old firms, 'zombie firms', etc. LEPs and funding pots: It is an eternal source of frustration that most of the funding pots available via the LEPs and the Council are structured in favour of larger, existing firms, universities, etc. I have ideas for projects, including some that would fit brilliantly in the LEP profile, improving productivity, etc. but because these funding pots require bids to be of a minimum amount - in the hundreds of thousands, and matched - I cannot access them. All I'd want is a few grand!.."

Community and Small Businesses

“As the majority of businesses in Shropshire are small, it is essential that the Council maintains a strong working relationship with the Federation of Small Businesses (FSB). The impact of Brexit and potential loss of EU funding is of great concern to many small businesses. The action plan needs to address how this support and funding will continue to be provided. Also, most of the funds and grants are for B2B which often excluded very small businesses so a scheme to support B2C is needed.”

“Support and nurture community businesses too. They are becoming an increasingly important deliverer of services. They are being required by necessity to become more commercial in their approach and support for them would be beneficial to all.”

Competitiveness and Growth

“...support for the rural economies should not be confined to encouraging diversification and must include a focus on improving the competitiveness and quality of rural businesses.”

“Surprised not to see any reference to micro businesses i.e. sole traders - a significant and growing contribution to the local economy. The strategy needs to address the need to enable these people - many of whom will increasingly be home based - to be in the same physical place at the same time, complementing the need for virtual connection. The strategy also needs to recognise the need to encourage, grow, retain and develop entrepreneurial talent within a knowledge-based economy.”

“Connectivity is key to economic competitiveness and can provide a resilient platform for economic growth.”

“Important to realise that high tech industries don't necessarily need to be within easy reach of fast road & rail lines, HS2 or the motorway corridors. Super-fast broadband, good mobile phone coverage and skilled people can develop businesses in deeply rural places.”

Influence of Shropshire Council

“...ill-considered planning applications which purport to help economic growth are being approved without understanding -or caring about-their long term impact. The number of jobs they appear to generate are few and the environmental damage significant. This will be counter-productive if the council wishes to develop tourism...”

“Enable” is the operative word, remembering that businesses, largely, want public sector stakeholders to act as enablers and not be too interventionist.”

“There are many B&B's, hotels, self-catering and visitor attractions across the county that play a critical role in ensuring Shropshire is an attractive place to visit for pleasure, VFR and business. Have these been included?”

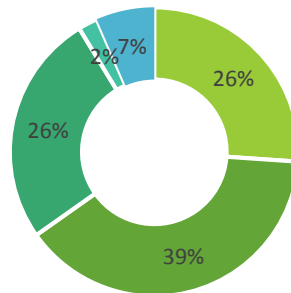
Priority 3: Deliver Infrastructure to support growth

Priority Feedback

65% (30 people) strongly agree or agree that delivering infrastructure to support growth should be a priority. 9% disagree or strongly disagree (4 consultation respondents).

To what extent do you agree or disagree that the actions described within **Priority Action 3** are the right ones for us to pursue?

■ Strongly agree ■ Agree ■ Neither agree or disagree ■ Disagree ■ Strongly disagree



Main Themes

Under this priority there were many similar comments and suggestions. Most comments covered one or more of the following key issues:

- Agreement over the importance of broadband.
- Highlighting the need of strong mobile phone signals across the county.
- The importance of public transport and good rail links.
- The need for investment in road infrastructure beyond the main routes.
- The suggestion of a greater focus on all kinds of green infrastructure (including waterways, cycle routes, footpaths etc.)

Example Comments

Transport Infrastructure

“Reductions in public transport routes act as a barrier to movement and growth. Community transport across the County is currently being seen as a 'safety net' to transport those who are being marginalised by the cuts. It is important that we take a more 'total transport' approach including ALL forms of transport to best meet the needs of people accessing services and also travelling to work.”

“Pant and Llanymynech by-pass should be included in road planning, as part of the major north-south border link.”

“HGV transport is essential for agriculture and many rural businesses. Farmers use a variety of routes across the county from the M54 down to minor lanes. Investing in major routes will have many benefits for the county as a whole, however the needs of the minor road network must also be recognised and investment and upkeep must continue.”

“While effective rail links to other parts of the UK and Europe are essential, the strategy makes no mention of how public transport will enable customers to move freely within the county - unless there are plans to re-establish the pre-Beeching rail network? - With an aging population is this an opportunity to revitalise the bus network?”

Digital Connectivity

“In a large rural county like Shropshire we need access to modern smart digital technologies, particularly to proper fibre broadband coverage, and to mobile phone coverage, throughout the

County. There is also a greater need for decent public transport coverage if we are to move towards a low carbon economy.”

“Broadband/Digital connectivity is rightly highlighted as 'a must have' for all businesses and communities. Why is improving public transport not included in this section? Why is maintaining the public realm not covered i.e. car parks, roads, toilets etc.”

“Access to high quality, high speed and affordable broadband and mobile connectivity is essential for businesses and local communities. There is an urgent need to offer immediate alternative solutions for not-spot areas that offer an equivalent service and that are affordable.”

“Shropshire Council could look into the provision of Broadband via satellite for those who live in ‘not spots’ throughout the county. Digital connectivity is not a ‘nice to have’ it is now a necessity.”

“Existing SMEs and new developments can take advantage of their proximity to green/blue infrastructure to become more resilient and successful. Over the past decade, the Trust [Canal & River Trust] has been actively involved in the roll out of super-fast broadband along its canal network and in partnership with Sky Network Services has installed 577km’s of fibre optic cable within its towpaths. We believe that the Trust’s network of towpaths should be used to support the rollout of broadband network services to provide connectivity to urban and rural SMEs and communities.”

Utilities Capacity

“The supply of energy also needs to be considered in a framework of cheaper energy bills that can assist the competitiveness of industry as well as helping to reduce fuel poverty. The waterways of the wider region contain enough thermal energy to provide 200MW of energy, equivalent to heating 100,000 homes. By planning for the use of thermal energy in new developments (using heat pumps) and upgrading existing networks as and when appropriate, energy supplies can be more resilient, local and sustainable.....The Trust [Canal & River Trust] welcomes the action to update the infrastructure plan”.

Housing

“The generation who are embarking on adult life are more likely to be in debt and their ambitions to get on the housing ladder are less likely to succeed. There is no evidence that an insatiable quest for growth will remedy their prospects.”

Local Place Infrastructure

“It needs to be infrastructure to the right sites. Location with everything is key.”

“Rural communities and businesses have been and continue to be adversely affected by bank branch closures. Online banking is also dependent upon access to good connectivity. There is evidence that where areas lose a bank, lending to small business also falls, on average by 63%.”

“Improved visitor signage is something that could be considered an important element of Shropshire's infrastructure.”

“Place plans potentially have an important role to play in identifying local infrastructure requirements and what is intended to be done about them. These seem to have gone off radar and getting this process back on track should be a high priority.”

“In terms of local place shaping ... environmental solutions should be developed and owned by the communities benefiting from and impacted by them. Instead of top down process, we support innovation and the co-creation of ideas, encouraging local ownership and governance.”

“...a working town centre reduces car journeys for shopping and entertainment. There is little point in developing ‘business parks’ on the periphery of the historic market towns of Shropshire, if the core of the town is failing.”

“...there needs to be greater recognition that Town Councils will have to play an increasing role in economic development. In order to take up this responsibility, they will need support from Shropshire Council in the training of staff and councillors and in the provision of information, such as directories of local businesses, so that they can work in partnership with those businesses, facilitate networking and/or supportive resource centres and incubator units, possibly linked to incentive schemes.”

Green Infrastructure

“.....infrastructure development should be as green as possible, with priority given to increasing alternatives to the car, especially the bicycle - public transport that enables greater numbers of cyclists to take their bikes further afield, and space on public roads for those that want to cycle longer distances. Cycling in towns should also be more positively supported - towns are more pleasant places to live and work the fewer cars there are.”

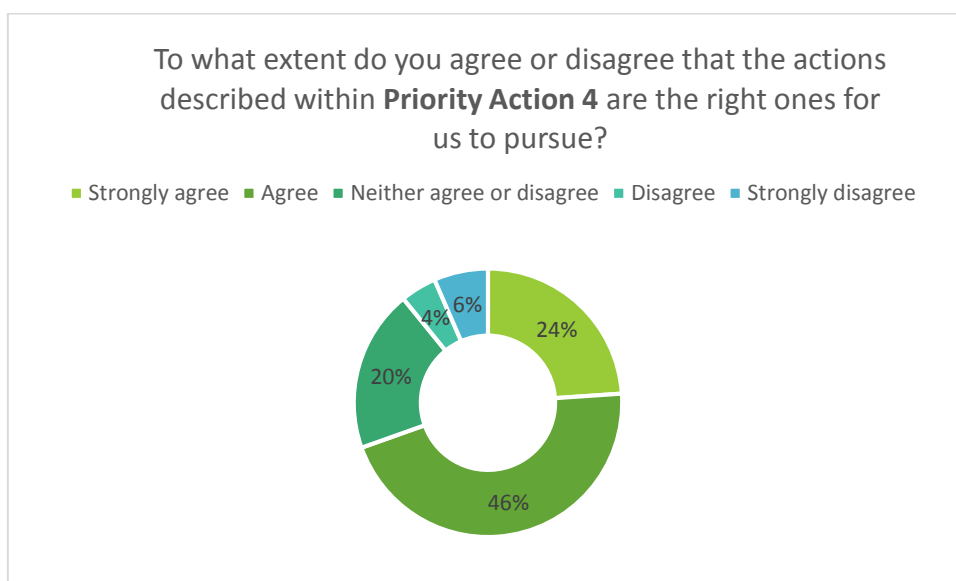
“We note the strategy’s three objectives and draw the council’s attention to the role of multi-functional green infrastructure (GI) and natural capital in contributing to the achievement of each.”

“Enhancing natural capital makes good practical economic sense and [we] would welcome the incorporation of how we use and improve our stock of natural capital into the approach for upgrading the County’s infrastructure.”

Priority 4: Meet skills needs and people’s aspirations for work

Priority Feedback

The survey feedback for priority 4 is very similar to the feedback against the other priorities but a very slightly larger proportion agree with the priority. 70% (32) of the consultation survey respondents agree or strongly agree with the priority: meet skills needs and people’s aspirations for work.



Main Themes

The comments against this priority highlighted a lot of support for this element of the strategy and suggested strong feelings that this area is an important one to succeed in. There were not many consistent themes highlighted under priority 4 (Meet the skills needs and people's aspirations for work) but those commonly mentioned included:

- Comments on the development of the 'right kind' of skills development for Shropshire.
- Ensuring that transport infrastructure and public transport are in place to enable access to employment opportunities.
- Suggestions that volunteering and skills sharing are going to be important for Shropshire (including eagerness to support development of the Skills Plan).
- Concerns that solutions need to be found to encourage the more active economic participation of older people. Including a common suggestion that the aging population needs to be considered in more detail in relation to economic growth and that there could be opportunities beyond volunteering.
- A focus on ensuring that younger people do not feel the need to leave the area for employment.
- The important role the Council has in influencing the direction of travel and partnership involvement in implementation.
- The importance of quality of life and the environment.

Example Comments

Skills Needs

"...the availability of a skilled workforce in a location can also be a key factor driving growth and investment and I would like to see more specific actions around identifying locally available skill sets and labour market strengths."

"It is all very well moving forward in the digital age, but there are a number of skills shortages in the heritage area too e.g. thatching, lime mortar mixing and building etc. Business growth can be achieved by enabling people to develop these traditional and much needed skills too."

"More attractive places to live and work are likely to attract mobile, highly skilled, entrepreneurial professionals in an internationally competitive market for the best skills."

Aging Population

"Yes. Skilled people will leave the rural areas of Shropshire unless action is taken to secure high quality jobs - or help them to deliver high tech businesses. This will lead to enclaves of elderly and socially dependant people in the small towns such as Bishop's Castle."

"Shropshire Council should be trying to make sure that its rural towns and areas – and it is a very rural county – do not stagnate and become middle class, middle age enclaves where anyone below the age of 50 has to leave to make a living".

"This area is achievable and the aims are respectable. But it seems obvious that the other priority actions run a high-risk of being counter-productive to this one. For example – the difficulty with the ageing demographic of Shropshire and the problem of (marginally) over-skilled and (significantly) under-employed skills base and how this is a serious threat to [the] outflow of people and young people, yet actions in other areas such as housing and the focus on major business, will run counter to these aims. It's important to recognise such risks from lack of coherence in Shropshire's plans, and to make this priority action 4 much clearer about how it will achieve its aims and how it will mitigate the risks."

“Long term, we could follow in the footsteps of much of the rest of rural England and become a retirement/holiday centre. This future is not at all attractive to those who live and work here and is avoidable.”

Partnerships for Skills

“Many of the visitor attractions in Shropshire are reliant on volunteers to help deliver their business and charitable aims. They need more volunteers to help them deliver all the great work we do, Shropshire Council should be working with charities and not for profit organisations to promote the wider volunteer opportunities across Shropshire to rate payers. Shropshire Council is the one who has the biggest reach to promote these opportunities.”

“I think an acknowledgment of cross-border collaboration potential is needed here. There are significant resources available in the FE, HE and adult training sectors in Telford and Wrekin and Wolverhampton which have the potential to assist in building the skills base of Shropshire.”

“We believe there needs to be a truly meaningful liaison between businesses and schools/colleges.The Council can play a key role in facilitating this initiative.”

Accessibility

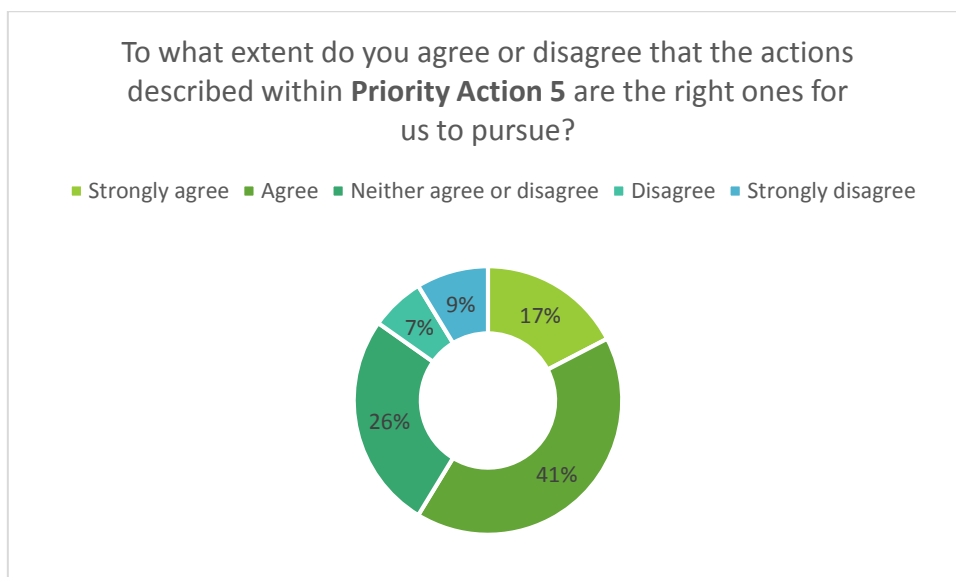
“The contradiction in this priority is lack of transport skills; create new jobs by all means but how are low income/young people supposed to get there-e.g. new Tesco in Tenbury Wells with no means of people in Ludlow who would like to work getting there. Other actions-public transport links between market towns.”

“Transport is seen as a barrier to work for many people. Reductions in public transport routes act as a barrier to movement and growth.”

Priority 5: Promote Shropshire to investors

Priority Feedback

The proportion of the consultation survey respondents agreeing or strongly agreeing with priority 5 was 58% (27 people). 16% or 7 people disagreed or strongly disagreed.



Main Themes

Many of the main themes highlighted under this priority reflect the themes highlighted under previous priorities and included:

- Balancing the need for investment/development with the importance of protecting the natural environment.
- Recognising the needs of the rural communities within Shropshire and considering suitable investments in less accessible locations.
- Considering investments that will maximise on Shropshire's unique assets.
- Requests to recognise the contribution rural businesses (and particularly farmers) make in maintaining the environment.

Example Comments

Environment and Visitor Economy

"Shropshire has long been short-changed by central government, which has particular needs as a sparsely-populated rural area. It has failed to establish a distinctive identity, either nationally or internationally, which may partly explain this lack of national investment. It has the landscape to match the Lake District and Peak District but it has lacked county-co-ordinated marketing and key infra-structure...."

"The development of the visitor economy needs to have a higher priority, promoting Shropshire to a wider audience both in the UK and abroad."

"Much more should be done to promote Shropshire as a tourism destination for history, food and drink industries."

"If you are attracting businesses by using the countryside as an attractive backdrop it would be ironic to ruin it for everybody by over development and inappropriate development. We need the kind of investors that are right for the county - not just right for the investor. Businesses investing in Shropshire should respect all that makes the county unique, not just ride roughshod over our countryside and towns."

Local Investment and Partnerships

"Encourage local stakeholders to be part of the promotional push to attract investors ...the dynamic business owners, the first rate colleges, the active community action groups etc. This on top of our natural environmental benefits as a beautiful place to live and work. Our Buy-From business is already playing an active role, along with others, in promoting a stronger, joint approach to Tourism AND Hospitality which is also relevant here."

"Many farming businesses make considerable and long term investments in maintaining environmental and landscape features. These combine to create a landscape that has a wide economic benefit for communities and other businesses alike. The strategy should acknowledge this investment and recognise that it can only be made by profitable farming businesses."

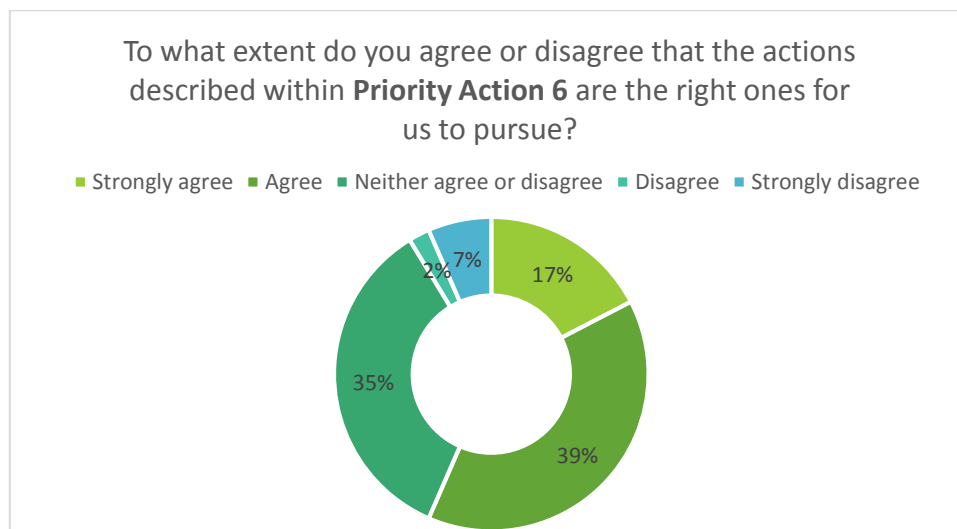
"Don't ignore the domestic investment opportunities - they are easier to exploit than many overseas. Adopt a professional marketing approach to promoting the County to inward investors."

"Investment in locally owned businesses to serve the local community should be prioritised. Small businesses can't compete with national and multinational businesses."

Priority 6: Build our reputation as a Council that is 'good to do business with'

Priority Feedback

27 people (56%) responding to the consultation survey expressed their support for priority 6 by agreeing or strongly agreeing that Shropshire Council should "build our reputation as a Council that is 'good to do business with'".



Main Themes

Overall there were fewer comments against priority 6 than there were for other priorities but there were three common messages throughout:

- Respondents feel that the Council has a lot to do to improve its reputation.
- There were suggestions that the Council needs to communicate more effectively.
- People feel that the Council has a very important role to play and recognise the ability of the Council to influence others and support the development of partnerships.

Example Comments

"Shropshire's role as a county "good to do business with" must not just be about development land. That's short-term thinking which won't last long and won't tilt the playing field in Shropshire's favour. The ambitions for agri-tech are good, but the strategy needs to be clear that this focus must be more than just 'tech + agri' with a focus on buying products from existing agri-tech conglomerates. With vision and leadership Shropshire's action plan could be truly science-based, future-looking, eco-sustainable, leading-edge, agri-tech through Harper Adams and University Shrewsbury and linked with Cheshire's universities. Shropshire should also be "good for business" with start-ups, microbusinesses, arts and youth organisations and Shropshire has assets here that must not be overlooked in this plan."

"Sadly, I think the Council does not currently have a good enough reputation within the wider community. This is misplaced to some degree but partly resulting from a PR issue. We feel the community will respond to a greater public show of dynamism, innovative ideas, accessibility, positive PR. In fact, the very qualities that best businesses display. Business, as well communities, MUST respect the skills, experience and achievements of the Council in order to want to engage with the Council. A business to business interaction in many ways."

"I have lived in Shropshire for 20+ years. I do not think the Council's reputation has ever been so bad. Big, non-local businesses with no concern for local people or our precious environment may

have a different opinion. Action-build a reputation that puts environment and local people before profit.”

“Shropshire Council's role in promoting and supporting business is currently virtually invisible to the broader public. I think it should shout louder about what it is doing!”

“Haven't seen evidence that Shropshire Council is "good to do business with." This needs greater publicity.”

“The Council will certainly need to raise its game if it is going to compete with more dynamic and focused authorities for business the same applies to the LEP. There is a real danger than Shropshire will be simply subsumed into the WMCA and ignored.”

Other comments

The following comments are examples of the comments made within the open section of the consultation survey:

“Investing in quality of life and wellbeing of communities and place, considering it fully when policy decisions are taken, will help to attract and retain the best talent and keep people healthy which in turn will support long-term sustainable increases in productivity and growth.”

“Shropshire is still primarily an agricultural county. Should this be given more emphasis?”

“How much growth is appropriate? This is an important question that needs to be addressed in such a rural county. Support local small businesses first. I read little about sustainability here.”

“Local services are appalling. Economic growth should not be a priority. What is the point of increased economic growth if you can't get to work because there is no bus service (for example)?”

“Full attention must be paid to Brexit to mitigate against potential downsides for the county. We all know that many local businesses are already struggling in the face of rising costs from abroad as sterling falls. Support for local manufacturing, and exporting is vital. Buy-from would welcome this. We are already helping some of our Buy-from Shropshire producers to export to USA and Ireland via our own business links. We are an approved partner of the DIT and hope that this partnership will soon prove fruitful and further extend our ability to help local small producers to export. We note that the Council already has strong links with the DIT and Buy-From would like to work with the Council to help to promote Shropshire overseas.”

“The strategy is beautifully written but unfortunately peppered with jargon. While the section entitled 'Vision' provides useful context it does not contain a Vision i.e. a single sentence of a 'future world' that people will aspire to, be inspired by, and perspire to achieve! For example, NASA vision in the early 60's was to put a man on the moon.”

“Overall it is a very good document. It can go even one more level to be verbalized into a vision but [with] a clear step change.”

Contact Us

For more information please contact Shropshire Council's Commissioning Support Unit.

📄 **Website:** <http://new.shropshire.gov.uk/information-intelligence-and-insight>

✉ **Email:** commissioning.support@shropshire.gov.uk 📞 **Telephone:** 01743 258524

To contact Shropshire Council's Economic Growth Service use the following details:

📄 **Website:** <https://www.shropshire.gov.uk/> and <http://www.investinshropshire.co.uk/>

✉ **Email:** business@shropshire.gov.uk 📞 **Telephone:** 01743 257777