

A more detailed report is available. For a copy please use the contact details overleaf.

## The Consultation

The consultation ran from the 13th March to the 28th April 2017. Engagement opportunities included:

- A consultation survey
- Email/ postal feedback
- Discussions and focus groups

Public, private and the voluntary and community sectors were contacted.

**4,000+**  
contacts invited to comment

**25** meetings and events attended

## Priorities

**1** Target actions and resources on economic opportunities

**2** Enable businesses to grow and succeed

**3** Deliver infrastructure to support growth

**4** Meet skills needs and people's aspirations for work

**5** Promote Shropshire to investors

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

## Responses

**68** responses

**26** detailed written responses

**46** survey responses

(4 wrote to us and completed the survey)



## Survey Respondents

**22** men **15** women **9** not stated

**35** White British **11** not stated

**29** employed **9** retired **8** other

**39** local residents

**21** employed in Shropshire



## Priority Feedback

- There is overall support for all of the priorities. On average 29 of the survey respondents (63%) agree with all of the priorities.
- Very few people disagree with the priorities (on average only 5 people).
- Priority 4 was the most popular (32 agree or strongly agree).
- Priorities 5 and 6 were not quite as well supported (27 people agree or strongly agree with each priority).

## What people like

- Recognition that quality of life and the environment contribute to economic growth.
- The ambition to enhance natural capital.
- Understanding that good digital connectivity is essential.
- The inclusion of creative industries as a growth sector.
- The inclusion of local place infrastructure within priority 3.
- The focus on skills, employment and under-employment.
- Recognition of external influences and out of county partnerships.
- Understanding that Shropshire Council has an important role to play in setting and promoting the county's economic vision.



## What people asked for

- A stronger focus on tourism
- Further consideration of agriculture and farming.
- Inclusion of green and blue infrastructure.
- Inclusion of micro businesses, community businesses and social enterprise.
- Start ups added to priority 2.
- Even stronger emphasis on partnerships and bottom-up community led economic influence.
- Recognition that good public transport is also essential for economic growth.
- More creative solutions to maximise opportunities of an aging population (beyond volunteering).
- Improving Shropshire's image and that of Shropshire Council for the benefit of both visitors and investors.



## Common Themes

Dominant themes within all the comments received included:



The role tourism should play in Shropshire's economy.

Maximising the natural environment and assets and the role of green infrastructure.



The contribution public transport makes to economic growth.



The importance of digital connectivity.



Maximising available opportunities for the benefit of Shropshire.



Balancing needs - rural v urban, local business growth v external investment



## Example comments

"Shropshire 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 Peak District..."



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

"We feel the community will respond to a greater public show of dynamism, innovative ideas, accessibility, positive PR...."

"Overall it is a very good document."

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

## Contact Us

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

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