WEM TOWN PLAN

Wem Town Appraisal 2004 results

Wem Youth Survey 2004 results

Wem Town Plan Action Plan 2007



WEM TOWN PLAN STEERING GROUP

Background and introduction to Wem Town Plan

In 2003, it was decided to form a Town Appraisal Committee with volunteers from organisations in the Town that included the Town, District & County Councils. The idea was to find out how the people of Wem saw the future of the Town, their likes and dislikes, their needs and aspirations.

A questionnaire was formulated covering specific topics in order to gather information that we felt would be useful in putting together a picture of the needs of our community. This was delivered to every household in the Town. In order to engage the young people of the Town and to collect their views we also produced a youth questionnaire.

We had a very pleasing return rate of 730 questionnaires and were surprised to see how the two sets of results showed similar responses on many issues. In order to follow through the responses, three public displays were held in the Co-Op, Senior Club and the Town Hall where again there was much interest and more views were put forward. From these results it was decided to go forward and produce a Town Plan.

Unfortunately, the timing of the final results of the surveys and workshops coincided with two major events that seriously affected the wider community; the closure of the swimming pool and the closure of the town hall. Concentration of effort on the reinstatement of these two valuable community amenities meant that the production of a Town Plan was delayed and not until early 2007 did the steering group have the opportunity to begin putting together the final plan document.

My thanks go to the Appraisal Committee for its hard work and commitment in delivering this plan.

Councillor Nancy Wilson Chairman – Wem Town Appraisal Steering Committee

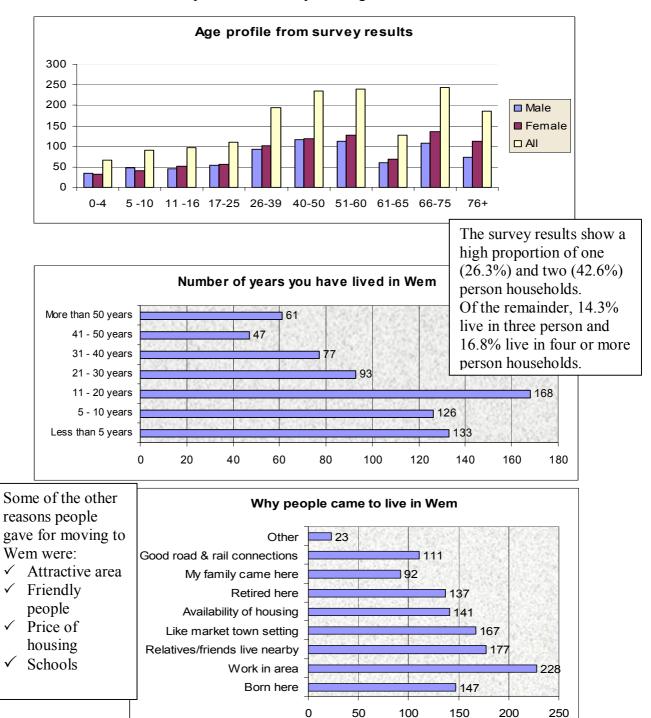
A potted history of the Town

Wem is a small market town with a population of just over 5000 in the heart of North Shropshire. It has a rather interesting history including association with the infamous Judge Jeffreys, essayist William Hazlitt, painter John Astley and of course the famous women of Wem in their red petticoats who repulsed the royalist forces under Lord Capel. Wem is also the home of the sweet pea introduced by William Eckford. Since 1988, Wem has been the home of the annual Eckford Sweet Pea show which brings people from all over the country to the Town. Wem also hosts an annual carnival on the first Saturday in September and this brings many visitors to the Town. On the surface, Wem may appear a quiet town but it really is a hive of activity with many diverse clubs and organisations for all ages from the young to the older members of the community.

1. Town profile and household section

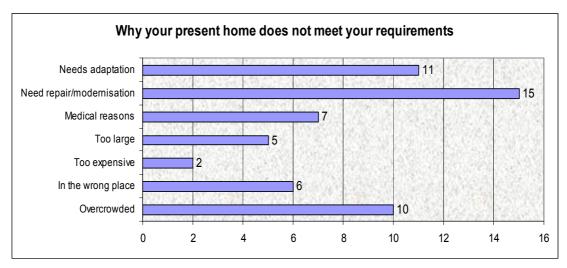
The 2001 census tells us that Wem has a population of 5,142 of whom 53% are aged between 20 and 64 and 25% are over 65. The figure for residents over 65 is higher than comparative figures for North Shropshire and for the West Midlands generally.

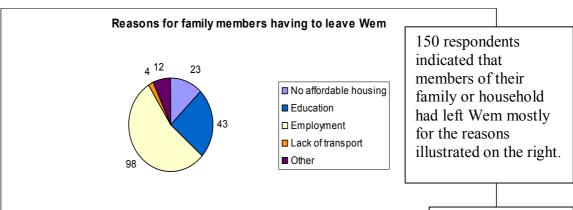
Our survey was carried out in 2004 and prompted a total of 730 useable replies from 2306 households. This represents a useful percentage return of 31.6%.

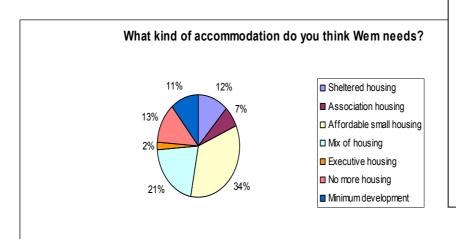


2. Housing

Nearly 658 (92%) of 717 respondents considered that their present home met their household needs. Of the 59 (8.2%) who responded negatively the following chart illustrates the reasons for this:



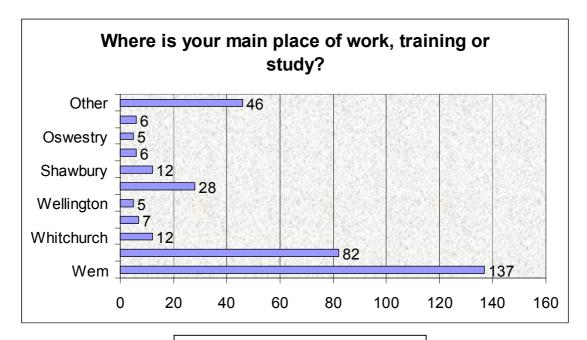




20 respondents had live-in members of the family currently seeking accommodation. 42 anticipated the situation arising in the next 5 years. 24 had family members currently moved away but wanting to return.

3. Employment and Training

Our survey shows that Wem is the main place of work, training or school for most people with Shrewsbury and Telford coming second and third. Given that only 346 households responded to this question the implication is that a significant number are not working, training or studying.



Other places mentioned included London (3), Birmingham (3) and Ellesmere (3).

Barriers to employment included lack of local employment opportunities. Less important were lack of information/advice, lack of the right type of experience, lack of access to transport, disability or ill health and lack of the right type of qualification or training. Childcare provision and cost were also identified as issues worthy of note.

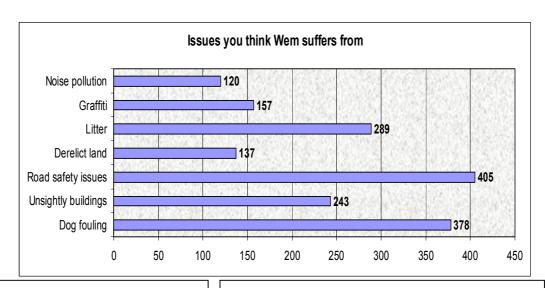
Other barriers to employment included;

- Ageism.
- Restrictions on access to advice/help for example opening hours.
- Low paid area.
- Suitable jobs with parent hour
- Carers for disabled child

3. Wem Community

We asked whether people felt part of the community of Wem. An overwhelming majority of 85% (598) responded positively. Of those 15% (106) who did not answer yes, a variety of reasons were given. The main difficulty was in fitting in with the longer term residents of Wem. Other reasons included being too busy with work to socialise, family commitments or living outside Wem town.

We asked which of a number of problems you considered that Wem suffered from. 639 responses told us about 1749 options.



Dog fouling.

Drawell and area was mentioned 83 times, the recreation ground 55 times, Mill Street and area 27 times. Alleyways in general were also mentioned for example Pyms Road to High Street and alleyway between New Street and the Brewery.

"More dog bins needed Mill Dam path... Adams field... Alleyways around Wem"

Litter.

Hot spots were identified as the Recreation ground and outside shops/takeaways. However, 65 respondents felt that litter was an issue in the town generally.

"All over town and pathways...
Outside takeaways...
Full litter bins"

Road safety issues.

Total of 405 responses identified several concerns.

Too many HGV/large vehicles – 34 responses Speeding – 34

Need for more crossings – 15

On street parking - 11

Traffic calming needed – 4

Too much town centre traffic - 8

Hot spots mentioned were:

High Street (with 110 mentions on various issues); Maund's corner; Mill Street/High Street junction; High Street/ New Street junction.

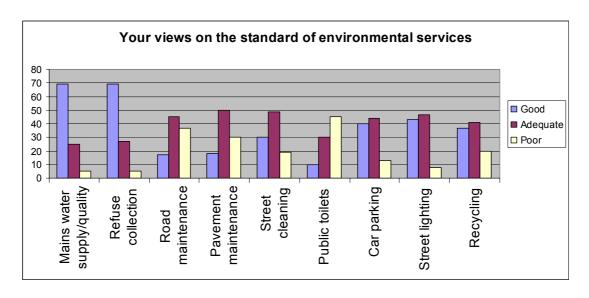
"Too much traffic all over Wem...in narrow streets.. Too many trucks... Too many blind spots...poor visibility because of on street parking...Dangerous narrow bends...Narrow footpaths" Unsightly buildings were identified as an issue for High Street and Mill Street. The Mill and its environs were most often mentioned as a significant issue regarding derelict land. Other areas of dereliction identified included the railway station and the back of the Co-op.

Graffiti, although identified as a problem, was not mentioned as extensively as litter. Key areas for graffiti were the new railway bridge and the Drawell area.

Noise pollution was an issue to many respondents, particularly related to traffic.

Standards of environmental services

Respondents had clear views on the services enquired about and made a large number of further comments, the most frequent of which are illustrated in the boxes below.



"More recycling...more policing...not enough dog bins...
no parent/toddler spaces near shops...free parking good for town...another
supermarket...better exit from main car park...pavements could be better...recycling
(bins) emptied more frequently...shopping facilities are poor...toilets should remain
open longer...toilets poor due to vandalism...traffic mounts pavement...very poor
quality water"

Recycling

A total of 113 recycling related comments covered several issues including re-useable polypropylene sacks, door step/kerbside recycling of paper/newspaper, irregular emptying of glass/paper banks, more recycling bins needed, requests for facilities for recycling a wider range of items for example aluminium foil, increased frequency of collections and supply of green boxes for collection.

Improving Wem

A very large number of suggestions were made as to what needs to be done to improve Wem. Most often mentioned were:

- ✓ Another supermarket
- ✓ Bypass/one way system
- ✓ More shops
- ✓ Traffic calming/control
- ✓ More police

Community recreation space was also considered to be an issue:

"Town lacks a thriving town hall that caters for ALL age groups... some night life other than pubs...more entertainment...picnic area opposite the Mill...greater use of the town hall for quality events...better leisure facilities e.g. gym...astro turf pitch"

Play space

80% of respondents considered that Wem had enough open space for children to play. Of the 20% who felt that more play space was needed the following suggestions were put forward:

- ✓ Play areas
- ✓ Later housing lacks play space
- ✓ Open areas/parks,
- ✓ Include facilities for teenagers
- ✓ Develop the River Roden area.

Respondents also made specific reference to the need for facilities for older young people:

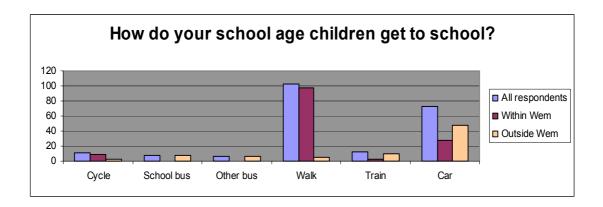
"Youth centre...make (Wem) more young people friendly...something for the teenagers...places for the young to be entertained or to entertain themselves...more things for young people to do...more meeting places for youngsters...activities for young people...more facilities for youths"

Local elections

A substantial 87% of respondents claimed to vote regularly. Of those who do not vote the reasons given included not knowing enough about the candidates, not interested or not wanting to vote, not having enough time to vote or not being able to see any changes (as a result of the elections). Lack of interest seemed to be the over riding factor in not voting.

4. Transport

Our survey asked about methods of travel to school and how people could be encouraged to walk or cycle more and sought to establish how dependent people were on their own car. It went on to find out how satisfied people were with public transport and what could be done to improve it.



Of those who lived within Wem most walked to school.

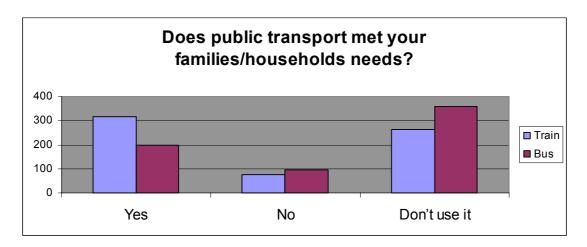
1 person travelled by scooter and 1 by taxi.

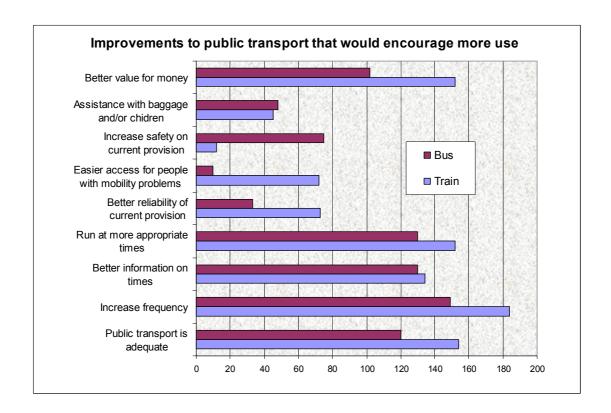
Most of the respondents who live outside Wem travel in by car.

Factors that would encourage people to walk or cycle were stated as:

- ✓ Cycle lanes/tracks/paths
- ✓ Less traffic/slower speeds/safer roads
- ✓ Better pavements

Public transport





The top four factors for improving services applied to both train and bus services. These were:

- ✓ Increase frequency
- ✓ Better value for money
- ✓ Run at more appropriate times
- ✓ Better information on times (of services)

General comments about transport or traffic related issues were dominated by the following concerns:

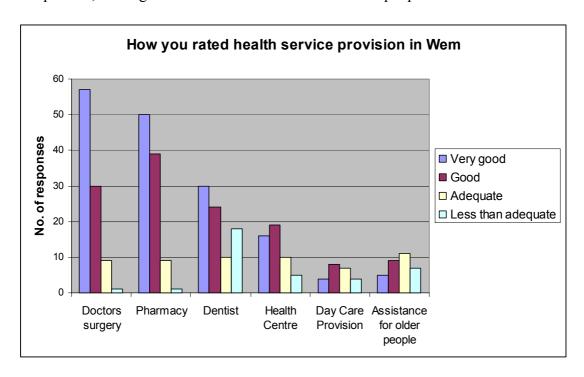
- ✓ Too many heavy goods vehicles using the town
- ✓ Speeding cars and boy racers
- ✓ Improved bus and train services needed
- ✓ The need for a bypass
- ✓ Congestion
- ✓ Illegal or inconsiderate parking

5. Health and Social Care.

The survey shows that 81 (12%) of the 693 respondents to this section are registered disabled with 132 (23%) of the remainder having a health problem that affects day to day living. 37 people cared for an older person who was not able to care for themselves and 52 people were directly responsible for the care of a person with a disability or long-term illness.

The survey invited people to rate the health services available in Wem. The doctors' surgery and pharmacy facilities were rated as very good/good. Whilst the rating for dental care is generally good, 18% of respondents rate the service as less than adequate.

In the comments section provided for those who chose 'less than adequate' the lack of NHS dentists was mentioned 99 times. Clearly this is an important issue. Other comments related to difficulties in parking at the Health Centre, the lack of a receptionist, waiting times and lack of facilities for older people.



"Better access to health centre open barrier!...not enough facilities for older people...more assistance to elderly from voluntary organisations...more NHS dentists needed...too many small very good homes for the elderly closed...now have to go further away from friends/family"

Other health services that respondents thought were needed in Wem:

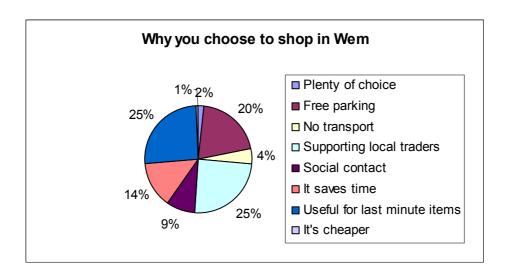
- Crisis centre/day centre for mental health sufferers
- ✓ Young people's drop in centre
- ✓ Ambulance station
- ✓ More opticians
- ✓ Multi-purpose facility/healthy living centre
- ✓ Chiropody service
- ✓ Mini casualty/minor injuries service
- ✓ Older peoples services/nurse/drop-in/homes
- ✓ More child care/nursery provision
- Facilities aimed at people with learning difficulties

6. Shops

According to our survey out of the 670 respondents to the question "Are you happy with the shops in Wem?" 40% were happy; 52% were unhappy; 8% gave no opinion. Responses to the other questions in this section are illustrated below.

708 respondents gave 905 replies as to where they did their main shopping. The chart on the right illustrates the replies given. 16 other venues were mentioned with Telford having the highest number at 18. Catalogues, home delivery and the internet were also mentioned.





People shop in Wem for:

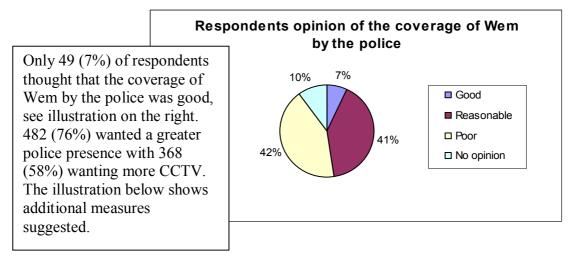
- ✓ Do-it-yourself items
- ✓ Electrical items
- ✓ Flowers
- √ Hardware/ironmongery
- ✓ Papers
- ✓ Petrol
- ✓ Pharmacy
- ✓ Post Office

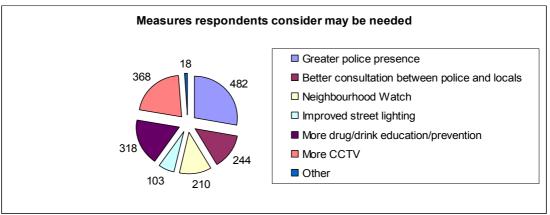
The two key reasons for choosing to shop in Wem were:

- ✓ Useful for last minute items
- ✓ Support for local traders.

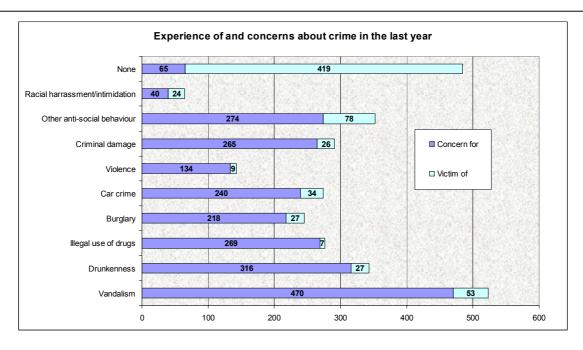
Free parking was also an important influence. Neither price (cheapness) nor choice identified as factors influential in choosing to shop in Wem.

7. Crime and Safety





In the past 12 months 419 (71%) respondents stated that they had not been victims of any of the crimes listed in the question. The graph below illustrates the crimes given and numbers of responses.



8. Sports and leisure

In answering questions about the provision of sports facilities 539 respondents (85%) felt that Wem was well provided for. 147 out of 531 respondents (28%) say they have to go outside Wem to access their sports facilities with many locations mentioned. 177 (59%) respondents said that they were not interested in sporting leisure activities and 302 respondents did not take part in sporting leisure activities

Those who felt more facilities were needed suggested the provision of:

- ✓ A good gym
- ✓ A better swimming pool
- ✓ An all weather sports pitch.

Specialist facilities such as squash courts and a bowling alley were mentioned by a small number of people.

From 669 responses 42% said they attended clubs or societies in Wem. These included:

- ✓ Probus Club
- ✓ United Services
- ✓ Women's Institute
- ✓ Flower Club
- ✓ Bowling Club
- ✓ Garden Club
- ✓ Tennis Club
- ✓ Rotary

Views on social facilities varied by the age group they were aimed at:

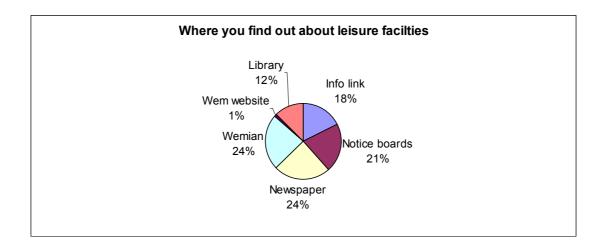
Under 16's – Poor/reasonable 17-25's – Poor/reasonable

26 – 60's – Reasonable

Over 60's - Reasonable/good

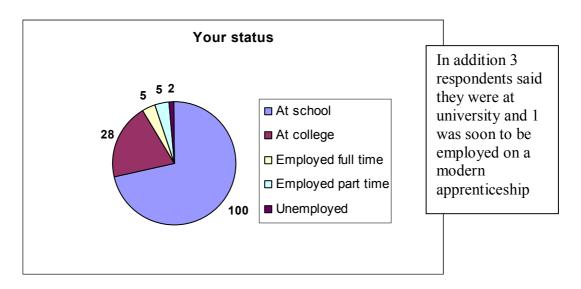
Suggestions for clubs/societies not provided but wanted were:

- ✓ Arts & crafts
- ✓ Athletics
- ✓ Dancing
- ✓ Golf
- ✓ Toddler groups
- ✓ Youth Club (extension of service)
- ✓ Aerobics
- ✓ Book club
- ✓ Camera club
- ✓ Film club
- ✓ Local history
- ✓ Model railway
- ✓ Pilates
- ✓ Tai Chi
- ✓ Quilting
- ✓ Squash/badminton
- ✓ Women's football



9. Wem Youth Questionnaire

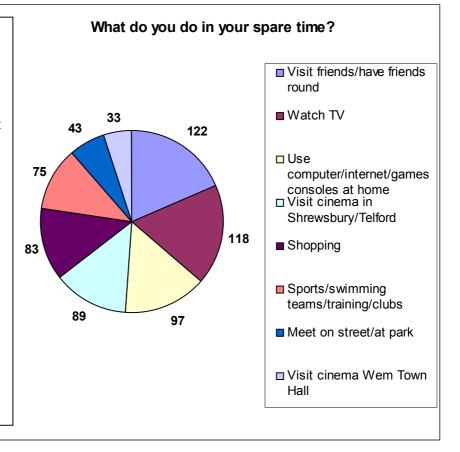
The youth questionnaire was distributed at the same time as the main questionnaire and attracted 140 replies. Of the respondents 61 (44%) were male and 80 (56%) female. In terms of age groups the highest percentage returns came from 14 and 15 year olds, (13% and 11% respectively) and 5 returns (4%) gave no indication of age.



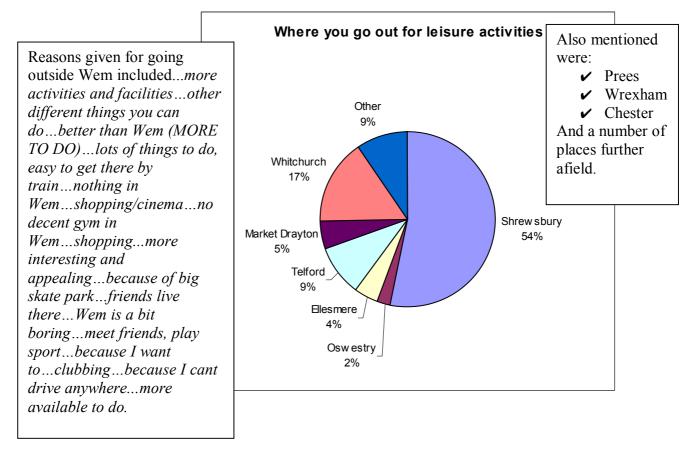
The top 8 answers to the question "What do you do in your spare time?" are illustrated in the graph on the right.

Other answers given were:

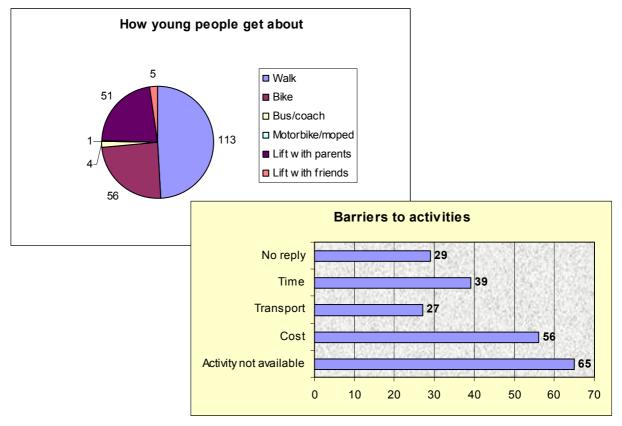
- ✓ Skateboarding
- ✓ Ten Pin Bowling
- Scouts/guides other uniformed organisations
- ✓ Youth groups
- ✓ Church activities/services
- ✓ Use computer games elsewhere
- ✓ Horse riding
- ✓ Football training Shawbury
- ✓ Karate club at Wem social club



The top 7 answers to 'Where do you go out for leisure activities are illustrated below:

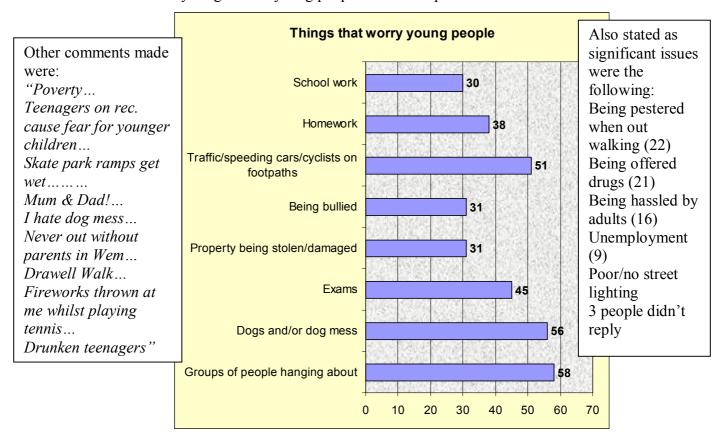


Our survey asked how young people got about and what stopped them doing the activity they wanted to do. The following charts illustrate the responses we received:



Wem Town Plan July 2007

We asked if anything caused young people worries or problems:



The question 'Is there anywhere in Wem you feel unsafe?' produced a range of answers: The recreation ground was mentioned15 times especially the area around the toilets: The Co-op car park was mentioned by 6 people: The area around Cordwell Park by 3 people. Generally the comments indicated that many young people were nervous of walking in town either late at night or in the dark. With regard to places young people are not allowed to go to (by parents/carers), similar venues were mentioned e.g. the rec. especially at weekends or after dark and the Co-op car park. Also of special note here is the railway, the River Roden and the pub.

"Mates and me don't like the toilets...down alleys, the rec. on weekends...co-op car park at night, lads in cars...anywhere at night where groups tend to hang out"

Young people felt that Wem's bad points fell into the following categories:

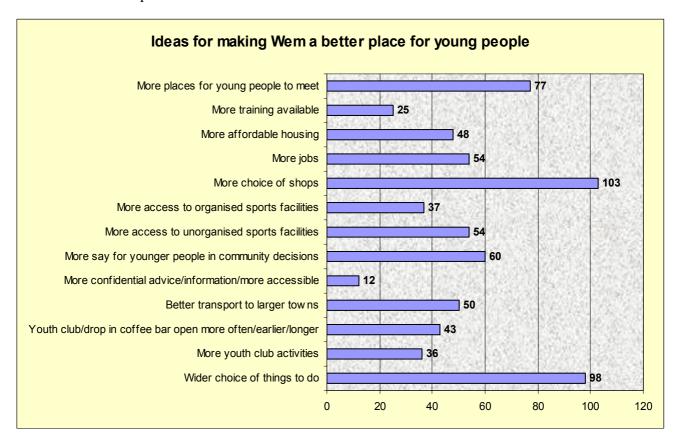
Amenities – Very few shops, little evening entertainment, not much to do and not many places to go, nothing to do for teenagers/young people, not enough choice of shops, nowhere for teenagers to hang out, don't like having to go to Shrewsbury for things, cost of shopping in Wem, not enough places for 16-18 year olds and don't like youth club, too many pubs not enough activities.

Environment – Dog mess on rec. and pavements, too much litter, not enough bins, graffiti, scruffy.

Community - no police about, gangs, druggies, drunks at the weekend, public toilets are disgusting.

Traffic - a lot of really fast traffic coming down the road when I'm walking to school, too many heavy lorries and traffic, joy riders

We asked what young people thought would improve Wem, the illustration below shows the top 13 answers:



Other suggestions included:

McDonalds, MVC, Virgin, KFC, Game Another supermarket, gift shops, model car shop, more choice at library esp.

DVD's & video, shoe shops

BMX dirt jumps, dirt ramp for bikes, internet café would be good, more parks.

"there are so few safe places to meet...more affordable activities...teenage accessories (make-up etc.)"

Young people felt that Wem's good points fell into the following categories:

Atmosphere/Community spirit – *Quiet, small & friendly, community spirit, safe/nice place to live*

Local Activities/facilities – Swimming pool, activities at school, Saturday football, park, play area tennis courts, shops/supermarket, the Treacle Mine, places to eat and meet, cinema.

Transport – To different towns by train/bus, station, easy transport to Whitchurch/Shrewsbury, easy to get around, can walk pretty much anywhere, trains are quite frequent

Wem Town plan – Action Plan

Action / task (Low cost or Local action)	How it will be done	Priority	Timescale	Lead Responsibility	What do we need?
Wem Town Plan					
Celebrate Town Appraisal findings	Organise an event	High	Autumn 2007	Town Council Appraisal Steering Group	Venue and refreshments costs. Invitations to community and public services.
Information and communication with residents	Distribution of brochure Website links	Medium	Autumn 2007	Appraisal Steering Group	Website update
Wem Community					
Recycling issues	Tidy up recycling areas	High	Immediate	NSDC	Raise awareness
Improving Wem	Partnership working with Wem Economic Development Forum	High	Ongoing	Wem Economic Development Forum	
Improve and develop play space	Gain funding to provide additional equipment and improve play areas.	High	2008	Town Council North Shropshire District Council	Partnership working with North Shropshire Play Partnership (inclusion in Big Lottery bid) Housing developers

Action / task (Low cost or Local action)	How it will be done	Priority	Timescale	Lead Responsibility	What do we need?	
Litter and dog-dirt bins	Local campaign Young people involved in posters/flyers creation and distribution Look at providing more dog dirt bins	High	Potential for immediate action	Town Council Schools NSDC	Partners to co-ordinate campaign via Keep Wem Tidy Group. Consult with NSDC on measures to be taken including Dog Warden involvement.	
Transport			<u> </u>			
Increasing frequency of services	Extend local services	High	Ongoing	Shropshire Access Partnership Shropshire County Council (SCC)	Partnership working with private sector and voluntary sector providers e.g. North Shropshire Community Transport Ltd., North Salop Wheelers	
Encourage walking and cycling within Wem	Provision of cycling park facilities. Investigate potential for designated cycle lanes and cycle paths.	Medium	Ongoing	Town Council SCC	Work with NSDC & SCC on initiatives and opportunities.	
Health and Social Care						
Drop in centres for younger/older people.	Ongoing work with service provider partners. Opportunity through Wem Town Hall Project	Medium	Review 2008	Town Council to monitor	Partnership working with Youth Service and Age Concern. Senior club/Senior Citizens forum input. Town Hall Steering Group	

Action / task (Low cost or Local action)	How it will be done	Priority	Timescale	Lead Responsibility	What do we need?
Provide better facilities and access for those with mobility issues.	Carry out disability access audit. Provide information leaflet/guide for residents. Improve physical access to service providers.	High	Review in 2008	PCT Town Council Patients focus groups	Lobbying and working with PCT and health service providers.
Crime and Safety					
Encourage better consultation between police and residents. Encourage reporting of crimes to police.	Through PACT meetings and the Crime Prevention Panel	High	Ongoing and review in 2009	West Mercia Police Crime Prevention Panel	Renew CCTV system Pilot 'No calling Zone' scheme Promote and support Neighbourhood Watch Schemes
Sports and leisure					
Improve facilities	Development and expansion of existing facilities	Medium	Ongoing	Wem Sports and Social Association Town Council	Partnership working between the two lead bodies.
Support local organisations (existing providers) and activities	Activity survey Financial support Membership on management/governing bodies Promotion of activities.	Medium	Ongoing	Town Council	Visioning work with local organisations and providers. Information on activities, times, cost. Support recruitment of volunteers to set up and run groups.

Action / task (Low cost or Local action)	How it will be done	Priority	Timescale	Lead Responsibility	What do we need?
Reinforce support for and need for community venues	Support for the development and provision of community buildings e.g. Town hall Support for new initiatives via Regeneration Strategy	High	Ongoing	Town Council	Partnership working with and support for : Wem Town Hall Steering Group Wem Town Hall Community Trust
Young People's Issues	8				
Tackling	Work with Community Support Officer to address concerns	High	Ongoing	Town Council Youth leaders Community Support Officer NSDC via Community Safety Partnership	Co-ordination and support. Allocation and implementation of alcohol free zone
Housing					
Town Design Statement	Produce a Town Design Statement that will influence future building and the style of the town. Have document adopted as supplementary planning guidance	High	Review in 2008	Town Council in partnership with NSDC Civic Society	Commitment to Plan Steering group to lead survey and production

Action / task (Strategic action)	How it will be done	Priority	Timescale	Lead Responsibility	What do we need?		
Employment and traini	Employment and training						
Provision of employment land/properties	Through the implementation of the Wem Economic Regeneration Strategy.	High	Ongoing	Wem Economic Development Forum	Allocation of employment/business zones Input from SCC, NSDC and private sector partnerships.		
Access to information about jobs and training	Provision of information point(s)	High	Ongoing	Town Council NSDC	Information on training and job opportunities provided at easily accessed venue		
Housing							
Provision of low cost housing	Through NSDC's corporate priorities.	High	Ongoing	NSDC	Capital receipts through sale of housing stock. Local needs survey. Empty property survey to establish suitability for repair/refurbishment.		
Wem Community							
Road safety issues	Audit of traffic and traffic speed	High	2007	SCC as part of Local transport plans PACT partnership	Audit of traffic volume and speed Commitment to implementation of traffic calming at identified hot spots e.g. 20mph zone through town centre. Installation of more pedestrian crossings at identified 'hot spots'.		

Action / task (Strategic action)	How it will be done	Priority	Timescale	Lead Responsibility	What do we need?
Employment and traini	ng				
Provision of employment land/properties	Through the implementation of the Wem Economic Regeneration Strategy.	High	Ongoing	Wem Economic Development Forum	Allocation of employment/business zones Input from SCC, NSDC and private sector partnerships.
Environmental services	Improvements in recycling service and commitment to kerbside collections	High	2010	NSDC/ Shropshire Waste Partnership	Delivery of waste partnership strategic plan
Transport					
HGV issues Congestion issues Parking issues	Through SCC transport plan, decriminalisation and enforcement strategy	High	Ongoing	PACT Parkright SCC via Local Transport Partnership	Signage Continuing PACT input Route varying initiatives
Shops					
Improving choice and range of shops	Through Wem Economic Regeneration Strategy and input of Economic Development Forum members	High	Ongoing	NSDC	Incentives, publicity and lobbying

Sources

Wem Town Appraisal Wem Youth Questionnaire

Acknowledgements

Wem Town Appraisal was carried out with help and support from:

Wem Town Council North Shropshire District Council Shropshire County Council Community Council of Shropshire Wem Youth Club Wem Senior Club Wem Chamber of Commerce Thomas Adams School St Peters School Wem Civic Society Wem Churches Together North Shropshire Voluntary Action

Wem Sports and Social Association Analysis of questionnaires: Sandra Haves and Dr Paul Custance of

ruralconsultancy.com Harper Adams University College

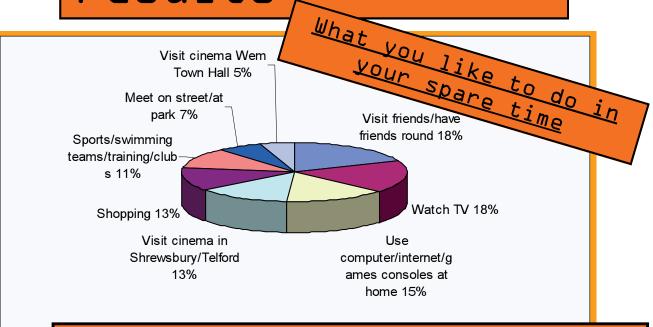
Preparation of final document: Karen Jones

In conclusion:

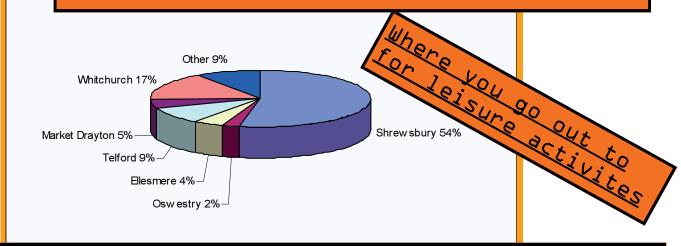
"This Town Plan will form the basis of the community's needs for the future and will be used to assist the various public bodies in planning to meet those needs. I am grateful to the people of Wem for supporting the process and letting us know their views on the many issues we raised with them. My appreciation and thanks go to all those involved in its preparation and delivery."

Councillor Nancy Wilson Chairman – Wem Town Appraisal Steering Committee

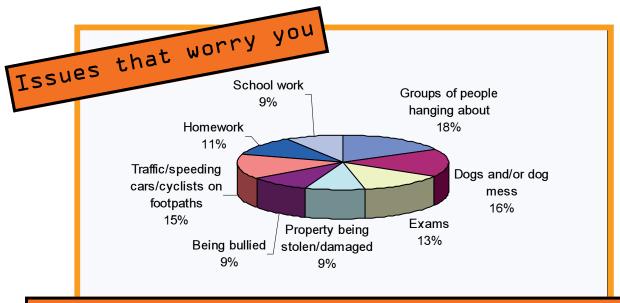




The top & answers to the question "What do you do in your spare time?" are shown in the graph. Other answers given were: Skateboarding, Ten Pin Bowling, Scouts/guides other uniformed organisations, Youth groups, Church activities/services, Use computer games elsewhere, Horse riding, Football training at Shawbury, Karate club at Wem social club.



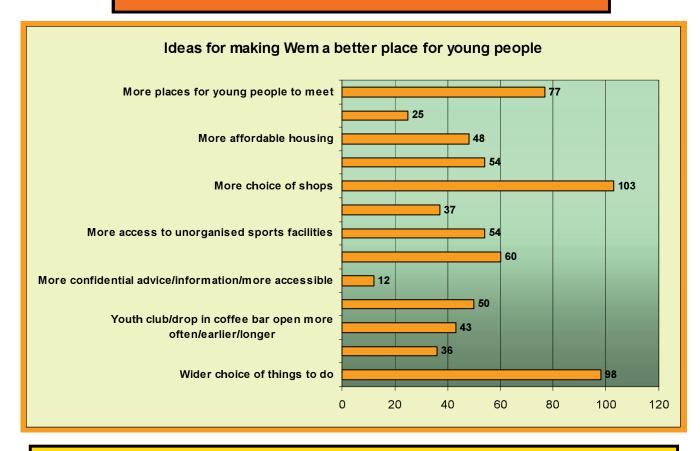
Reasons given for going outside Wem included... more activities and facilities...other different things you can do...better than Wem (MORE TO DO)...lots of things to do: easy to get there by train...nothing in Wem...shopping/cinema...no decent gym in Wem...shopping...more interesting and appealing...because of big skate park...friends live there...Wem is a bit boring...meet friends: play sport...because I want to...clubbing...because I cant drive anywhere...more available to do.



Other comments made were:

"Poverty...teenagers on rec. cause fear for younger Children...Skate park ramps get wet...Mum & Dad!...I hate dog mess...Never out without parents in Wem...Drawell Walk...Fireworks thrown at me whilst playing tennis...Drunken teenagers"

Your ideas for improving Wem



If you are interested in any of the above, or have some ideas of your own, don't hesitate to contact us at Wem Town Council: email info@wem.gov.uk or telephone Councillor Nancy Wilson on 01939 233563.