HOLLINSWOOD & RANDLAY PARISH COUNCIL

VISION, PRIORITIES AND STRATEGY

5 YEAR ACTION PLAN 2027 – 2032

Hollinswood & Randlay Parish Council – Strategy 2027–32: Five Year Action Plan

INTRODUCTION	This is the general direction set for the Parish Council to achieve our aims in the future. A strategy is about integrating organisational activities, whilst allocating the resources to meet the council's objectives. It is our well-defined roadmap, that confirms our vision and details our priorities – it bridges the gap between 'where we are' and 'where we want to be'.
VISION	To enhance 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.
PRIORITIES	At the council's Strategy Day in September 2026, members considered the questionnaire responses and evidence from the current year and agreed the following priorities for 2027/32 (in no particular order): • To ensure that community safety and security remains high on our agendas. • To enhance our locality with high quality maintenance and planting schemes undertaken by our Landscape Management Team and to ensure that work within Randlay Valley and The Muddy continues for the health and wellbeing of our residents. • To facilitate and organise community events in order to foster a friendly, vibrant and welcoming atmosphere throughout the Parish. • To provide community buildings that are available to provide a wide range of activities for all ages and abilities. • To ensure effective communication with the whole community, partners and businesses using multiple, innovative and engaging methods. • To ensure that we keep the Climate Change / Zero 30 Agenda in mind when considering all aspects of our work.

HOLLINSWOOD & RANDLAY PARISH COUNCIL | FIVE YEAR ACTION PLAN 2027 – 2032				
STRATEGIC PRIORITY	**KEY ACTIONS**	**LEAD / SUPPORT**	**TIMEFRAME**	**SUCCESS MEASURES**
1. Security	• Advertise local SNT contacts on screens. • Encourage police attendance at meetings. • Explain that more reports logged will generate more action. • Confirm anonymity for 101 reporting. • Encourage sign-ups to Police Matters & Neighbourhood Watch. • Suggest simpler reporting methods. • Continue reporting on MyTelford.	Clerk and Councillors, supported by Parish Warden, SNT, Telford & Wrekin Council and residents.	Launch in Year 1; reporting, walkabouts and follow-up ongoing throughout 2027–32.	• Reporting guidance published and promoted. • Regular walkabouts completed; issues logged and tracked. • Improved lighting and visibility at priority sites. • Evidence of responses to parking and ASB reports. • Resident confidence in reporting and response improved.

	• Walkabouts with Councillors & Telford & Wrekin. • Produce a user guide for MyTelford. • Improve lighting surveys. • Leaflets with contact info at shops. • Continue reporting issues to SNT. • Ensure dropped kerbs are included in planning permissions. • Report anti-social parking with photos. • Involve the enforcement team.			
2. Green Spaces	• Encourage biodiversity – No Mow May, avoid over-cutting. • Create a Green Space Management Plan. • Continue partnership with Telford & Wrekin Council. • Improve drainage; address flooding across Ashmead, Wrekin and Brookside. • Cut overgrown bushes. • Continue bench project; audit and repair benches. • Monitor bin locations; encourage reporting of overflowing bins; suggest smart bins; report damaged bins. • Explore Muddy Field potential; protect Muddy Field; encourage use through policy change. • Install picnic benches in the Valley. • Seek Village Green status for Randlay Village Green. • Update the Randlay Valley plan; support FOHARV; encourage tree spotters. • Accept resilient free trees; assist with planting. • Monitor out-of-hours tree cutting; advertise out-of-hours cutting.	Parish Warden and Clerk, supported by Councillors, Telford & Wrekin Council, FOHARV, volunteers and community groups.	Baseline audits and Management Plan in Year 1; priority works Years 1–3; protection, planting and maintenance ongoing to 2032.	• Green Space Management Plan adopted. • Priority defects recorded and resolved. • More usable seating and accessible paths. • Fewer overflowing bins and unmanaged areas. • Biodiversity and tree-resilience actions delivered. • Progress on formal protection of key green spaces.
3. Events	• Continue inviting under-represented sectors of the community.	SNRC/SME Coordinator and Councillors,	Annual diary and volunteer	• Calendar published on time each year.

	• Seek performers from diverse cultures. • Use school and Stafford Park contacts to reach further members of the community . • Secure sponsorship from local companies for evwnts. • Budget and review costs after every event. • Limit yearly events / rotate major events. • Ensure Councillors attend where possible. • Create a yearly events diary in advance. • Build a volunteer group to support events beyond councillors and staff • Alternate event formats – e.g. bingo, dual Christmas events. • Ensure event names reflect both Hollinswood and Randlay.	supported by staff, schools, community groups, volunteers and local businesses.	recruitment from Year 1; cost and attendance review after every event; programme refined annually to 2032.	• Broader and more equitable participation across the Parish. • Active and growing volunteer pool. • Sponsorship secured where appropriate. • Attendance and cost data used to shape the programme. • Events reflect the diversity and geography of the Parish.
4. Buildings	• Maximise building use to reduce running costs – e.g. 3D tours, advertising. •Further Investigate battery storage. • Ensure value for money across all buildings. • Continue looking for grants. • Ensure medium- to long-term maintenance is built into the budget. • Continue use of screens andframes; move Randlay screen; improve building area on website to make it easier to find. • Use bus stops, weekly calendar and posters; encourage groups to share posters; make more use of Instagram. • Investigate external support to run or help run social media. • Add "come in" or welcome signage at both Hollinswood and Randlay centres.	Clerk and Building Leads, supported by Caretaker, Councillors, user groups, contractors and grant partners.	Usage, accessibility and cost review in Year 1; signage and information improvements in Year 1; capital and energy measures phased across Years 2–5.	• Higher and more balanced building use. • Clearer access and opening information at all centres. • Accessibility issues reduced. • Planned maintenance budget in place. • Grant applications submitted; energy or running-cost improvements delivered where viable. • Buildings welcoming and moving towards self-financing.

	• Explore window in outside wall at Randlay to improve visibility of office and make welcoming • Advertise opening times on calendar; consider displaying daily times. • Improve doorway signage.			
5. Communication	• Maximise screen positions across the Parish; adopt simpler method of updating screens. • Update and delete media / information when no longer relevant. • Consider including a survey in the newsletter about better communication • Ask groups about communication preferences at Christmas events, Chit Chat and community events. • Review website usability; make events and key information easier to find. • Resolve issues with translating PDF posters; explore accessible formats. • Make more use of Instagram and other social media channels. • Investigate external support to run or help manage social media. • Promote the printed calendar; encourage residents to keep and use it.	Clerk and Communications Lead, supported by staff, Councillors, community groups and an external provider if approved.	Channel audit and content standards in Year 1; website and screen improvements Years 1–2; monitoring and refinement ongoing to 2032.	• Current, accurate information across all channels. • Fewer screen outages; screens better positioned. • Easier access to key website information. • Resident feedback collected and acted upon. • Growth in reach and engagement. • Clear process for publishing and removing content.
6. Zero 30	• Improve communication of Zero 30 to address misinformation and lack of understanding. • Keep sharing cost benefits, energy-saving ideas and tips with residents and groups. • Link to comparable communities – e.g. Bishop Castle – who have achieved community-wide cooperation. • Undertake a thermal audit of parish buildings; hold public climate meetings with schools where feasible.	Clerk and Councillors, supported by Building Leads, schools, community partners, technical advisers and funding bodies.	Communications and baseline review in Year 1; building measures and community activity phased through 2027–32.	• Public updates issued; community understanding of Zero 30 improved. • Baseline energy information established for parish buildings. • Funded improvements delivered where viable. • Cost and carbon effects reported annually. • Climate considerations recorded in all relevant decisions.

	• Assess investment options, payback periods and grant availability; implement where viable. • Address perception of expense through transparent reporting of costs, savings and benefits. • Acknowledge where carbon reduction is currently too cost-prohibitive and plan for future opportunities.			

This Action Plan will be reviewed and updated quarterly by the Full Council. An annual public progress report will be published. Progress is subject to available resources and partner engagement.