



# Cleobury Mortimer Town Council Annual Report 2019/20



LOCAL COUNCIL  
AWARD SCHEME  
QUALITY GOLD

# Cleobury Mortimer Town Boundary



# Chair's Introduction



A welcoming community  
proud of its historic past  
that looks forward  
to a thriving and sustainable  
future.



This year has seen the Town Council deliver new facilities for the town. Councillors and Officers have worked with the community and volunteers to deliver these. A new Outdoor Gym is now in the park as well as a refurbished and improved children's play area by the Primary School. The Dog Exercise Enclosure, Bike Trail and Wildflower Meadow, were also new additions in the last year. These new and improved facilities should help strengthen our community and have been achieved largely using grant money and without putting up the local tax rate (precept). A Food Bank is now in operation to help local families in crisis, running at the Market Hall on Friday mornings.

It is also the year that we have been recognised by the National Association of Local Councils with a Gold Award for Quality - for our community involvement and delivery for residents. We seek to engage with the community in many ways – through our monthly council meetings, and via our website and social media. Volunteers are at the heart of this achievement and I would like to thank you all, as well as our hard-working staff.

There is still much we would like to do. We work with and challenge Shropshire Council, our local Police and other agencies to make living in Cleobury the best experience we can ask for. Residents have helped us develop a vision for Cleobury and we are trying to deliver this. Thank you for your continued support.



# Vision for Cleobury 2036

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Developed at the Town Plan Meeting January 2018

- ❖ People of all ages live happily and enjoy a strong sense of community and the security that this brings
- ❖ There is a state of the art community hub that meets the needs of all sectors of the community
- ❖ The age profile of the community will be balanced because suitable housing will be available for people and families in all phases of their lives
- ❖ There is a well-connected public transport system that allows people of all ages and mobility to travel on foot or by bus on safe, convenient and direct routes
- ❖ Access to the beautiful countryside is available to all with good connections between rural and urban areas



# Neighbourhood Plan – Vision for Cleobury 2036 (cont)

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- ❖ There is a prosperous local economy that meets the needs of the town and surrounding villages and that provides well-paid local jobs, including working from home
- ❖ The town centre is vibrant and meets the needs of local people so that they are not forced to travel long distances to access services
- ❖ Mental and physical health is good for all members of the community because there are ample opportunities to exercise, meet others, and obtain specialist support when it is required
- ❖ There is energy self-sufficiency and the opportunity to benefit from renewable sources of energy and cleaner energy including vehicle charging points
- ❖ Green spaces are improved and enhanced, and local trees of importance are protected.
- ❖ Tourists will visit and contribute to the local economy



# Infrastructure Improvements

A wildflower meadow in Queen Elizabeth's II Park



We wanted to make a bigger feature of our parkland area. Our survey of the town revealed a high level of interest in ecology, the green environment and walking. Our nearby Wyre Forest Council are established leaders in wildflower meadow management, which gave us a cost effective solution sourced locally.

## Bike Trail Rules

You helped us build it  
—  
Please keep it safe and  
tidy



All Bike riders and spectators use this trail at their own risk.  
The Town Council accepts no responsibility for any injury,  
theft or damage caused whilst using this track.

- Do wear a cycle helmet
- Do only ride when other people are present for your own safety
- Please report any damage or misuse to the council office (see number/location below)
- Do take away your litter with you - or leave in the bin provided if available
- Don't damage the trees, strip bark or remove branches.
- Don't build any new humps or dig any new holes or cut any new paths.
- Don't leave any litter – treat this as you would your own house or garden.

If the trail is changed or damaged it may result in closure  
for health and safety reasons.

Need identified when young lads were trying to build their own mini jump in the park woodland area.

A useful way of making best use of our parkland wooded areas that already needed thinning out and managing.

Identified working group including local Bike trailers, kids and parents and youth group.

Consultation at Annual Town Meeting and Primary School Expo

Quantitative support confirmed by a town wide survey.

Site constructed by volunteers for minimal cost.

# Infrastructure Improvements



Need identified by local dog walking groups who had sight hounds or needed to train young dogs.

Consultation at Annual Town Meeting, Primary School Expo and via a survey.

Coverage in the Shropshire Star and Cleobury Clarion.

Very well received by dog owner community. Makes good use of our parkland.

# Infrastructure Improvements



Due for completion in  
June/ July 2020

Idea emerged from  
Parent groups who  
were involved in  
selection of equipment

Consultation at annual  
town meeting and  
primary school Expo

Funded largely by grant  
applications, some  
fundraising and some  
council asset  
replacement funds.

## Outdoor Adult Gym in Queen Elizabeth II Park



- Project originated from a youth group initiative picked up by the Council
- Qualitative research groups and a quantitative survey proved need and support
- Grant funding sought for the majority of costs
- Promoted in the Shropshire star and Cleobury Clarion
- Used by old and young, sporty and not so active

# New Voluntary Service



## **CLEOBURY FOOD BANK**

### **Examples of items that can be donated:**

Tea, coffee, UHT milk, sugar, squash/juice, baked beans, spaghetti, tinned meals, soup, dry pasta, pasta sauce, rice (ideally boil in the bag), tins of meat, tinned fruit, tinned fish, tinned tomatoes, tinned sweetcorn, tinned carrots/peas, tinned potatoes/smash, cereals, jam, honey, peanut butter, tinned pudding, custard, treats (biscuits/chocolate), pet food, soap, body wash, toothpaste, shampoo/conditioner, sanitary products.

If you are interested in volunteering at the Food Bank please contact the Council Office on 01299 271154

**Open Fridays**

**10-12**

**(From Oct 25<sup>th</sup>)**

**Upstairs Room**

**Market Hall**

**Cleobury Mortimer**

**Donation Points:**

**Severn Hospice  
Shop**

**Cleobury Library**

**Market Hall**

**St. Mary's Church**

**St. Elizabeth's  
Church**

**Donations of non-  
perishable and  
canned foods, pet  
food and toiletries  
welcome**

Need identified because we found out that Cleobury residents were attending foodbanks in nearby towns and incurring costs and difficulties of travel – given poor bus service.

Launched in October and building momentum.

Potential clients identified through schools and voluntary support groups

# Neighbourhood Plan 2020-36

- A Plan for Cleobury's Future that will go to referendum in 2020 and become law and part of Shropshire's Local Plan
- It lays out local policies that local people want to preserve Cleobury's heritage, meet our housing and business development needs as well as provide new green space, trees, habitats and footpaths.
- The plan has been widely consulted and tried to balance the needs of existing residents, the need for development and the availability of land provided by land owners for development.
- The plan, developed by a broad based team of volunteers and approved by the Town Council, still has some hurdles to go through.

# Crime Reduction Group



We have provided or continue to support:

- CCTV cameras installed to reduce anti-social behavior, to prevent/detect crime
- 12 more CCTV cameras were fitted in 2018 and final 5 in 2020 to bring total to 32 – Grant aided + community and Council support.
- A CCTV plan that offers a technology with number plate recognition (ANPR) around all entrances and exits to the town.
- A number of crimes have been solved thanks to this system and also used to support insurance claims.
- Smartwater signage and marking of household goods to deter theft. New Households get a welcome pack including smartwater.



# Cleobury Festival – June 2019

A day organised by a volunteer committee with Council support to celebrate the creative talents and interests of the people of Cleobury

- Arts and Crafts in the Market Hall
- Health and Wellbeing at Lacon Childe School
- A fun dog show and stalls
- Sports, Blue light services
- Community Groups, food and drinks stalls
- Jugglers, Dance Groups and Archery



# Dementia Friendly Town



## What we have done so far

- Raised awareness with a steering group of community volunteers
- Made over 350 Dementia Friends – people who have attended an awareness session about dementia – Delivered a Dementia services leaflet
- Raised funds via Run Cleobury's 10k event
- Engaged with businesses around the town such as Hobsons Brewery, St. Mary's Church and other towns who are Dementia Friendly or are striving for it

## What we are aiming for

“A town where people with Dementia are understood, respected and supported, confident they can contribute to community life. In a dementia friendly community people will be aware of and understand dementia and people with dementia will feel included and involved and have choice and control over their daily lives”

- People can find their way around and be safe
- Maintain social networks so they can continue to belong
- Access local facilities such as banks, post offices shops, café's and pubs

## Completed

- Achieve Gold Quality status for the Town Council
- Projects asked for by the public last year and now done:-  
Bike trail, Dog training area, Outdoor Gym equipment, Wildflower meadow, Play area. All done with Grants and not putting precept up.
- Tree management in Skate park and other areas from a risk report. All done.
- Completion of changing old concrete streetlights to LED.
- Establishing a Food Bank for those in need.
- Covering all the main areas of Cleobury with CCTV cameras for complete coverage.
- Kept pushing Shropshire Council to get new streetlighting in the Talbot yard.
- Last CCTV cameras fitted to cover all blind spots giving good coverage of all areas.

## In Progress

- Completion of new Play area
- Change remaining streetlights to LED
- Keep pushing to get the Talbot yard resurfaced
- Looking at lighting for the QEII area by Skate park
- Safety measures at Newbridge corner



# Annual Town Meeting 2019

## Over 140 people attend Expo or Annual Meeting

### Community Champion Award 2019

For the person or organisation over the last 5 years has gone the extra mile to promote a sense of community, social inclusion and care or who has represented our community positively to the outside world. (Cleobury and adjoining Parishes)

**Winner: Kate Pearce and Sarah Barnsley**

**Runner Up: Cleobury & District First Responders**

### Business/Organisation Champion Award 2019

For the person or organisation who has done the most to promote business/organisations in Cleobury, excel at or within their organisation over the last 3 years. They must be based in the Parish or adjoining parishes and employ a significant number of Cleobury Employees.

**Winner: Hobsons Brewery**

**Runner Up: Mawley Milk**

### Environmental Champion Award 2019

For the person or organisation who has done the most in the last year to promote the protection of the environment in the last 3 years. Promoting others to engage with the environment. (Cleobury and adjoining parishes)

**Winner: Kit Smith**

**Runner up: Mawley Farm**



# Using Social Media and E-mail Communities

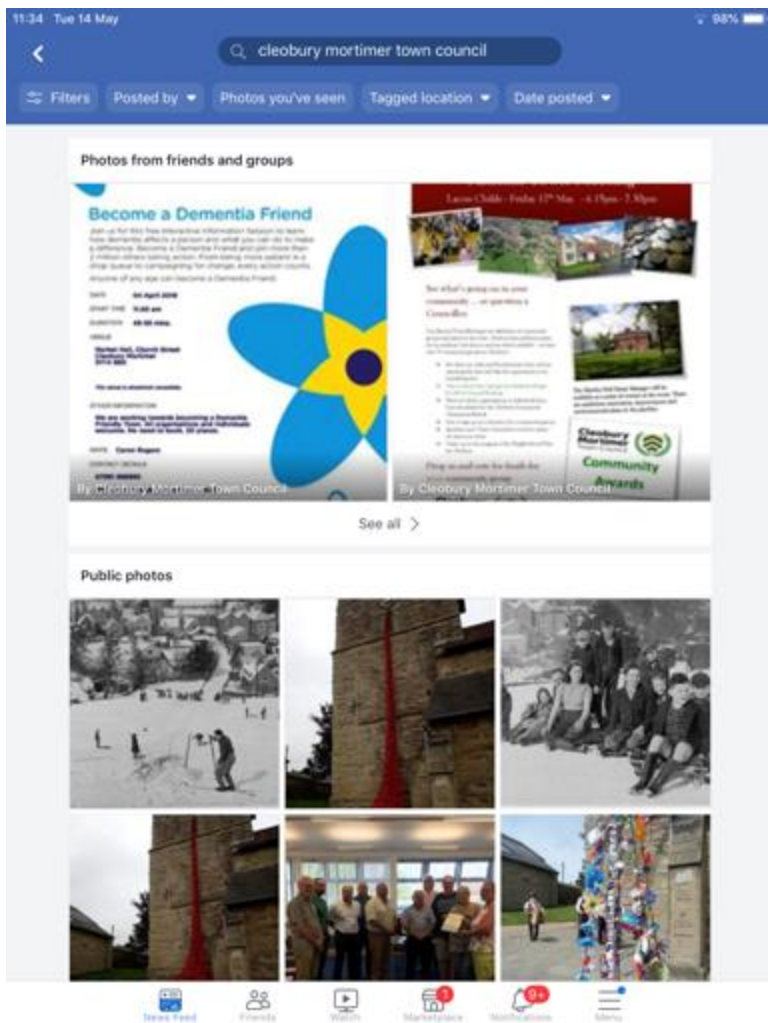


Town Council Facebook is being used to drive web traffic , promote events and develop community.

It also serves to quickly alert the community about concerns and closures.

Networks of E-mail communications, within GDPR guidelines, also help spread the word.

Post	Reach	Engagements
Road Works	1,948	475
Become a Dementia Friend	1,081	57
Annual Town Meeting	1,018	71



# Christmas Lights



A team of local tradesmen, Councilors, staff and other volunteers help put up the **Christmas trees and lights.**



# Projects we would like to support in 20/21



- Improved safety and traffic management around the Primary School
- Measuring Cleobury's Carbon Footprint
- Identify an action plan for Cleobury to get to net zero carbon by 2030
- Reduction of single use plastics within the town
- Improved traffic Management at Newbridge
- Lighting in the Q E II Park area
- Starting a rolling replacement of Streetlights to LED
- Continuing to improve the annual Cleobury Festival with new ideas. Need volunteers.
- Looking to improve the look of the Wells
- Improve the Christmas lights with new additions.



# Financial Summary 2019/20

## Financial Summary 2018/19

	15/16 Actual	16/17 Actual	17/18 Actual	18/19 Budget	18/19 Actual*
<b>Income</b>					
Precept	96,500	110,000	110,000	112,200	112,200
Other Income	30,892	31,386	27,883	72,700	42,923
<b>Total Income</b>	<b>127,392</b>	<b>141,386</b>	<b>137,883</b>	<b>184,900</b>	<b>155,123</b>
<b>Expenditure</b>					
Salaries + Travel/Training	35,281	45,613	47,155	61,500	57,520
Office costs - rent, rates, supplies	5,706	5,823	7,909	7,000	5,740
Capital Projects	48,095	20,015	25,799	60,000	0
Parks, Cemetery and Churchyard	5,476	10,127	6,459	16,700	10,152
Asset Maintenance, Lighting, CCTV & Community Projects	11,259	26,947	14,105	36,950	63,394
Fees & Subs, VAT	14,082	16,448	8,907	6,300	15,834
Donations to Community	4,046	3,293	2,790	5,000	3,036
<b>Total Expenditure</b>	<b>123,945</b>	<b>128,266</b>	<b>113,124</b>	<b>193,450</b>	<b>155,676</b>
<b>Net Total</b>	<b>3,447</b>	<b>13,120</b>	<b>24,759</b>	<b>-8,550</b>	<b>-553</b>
<b>Reserves</b>	<b>115,649</b>	<b>128,769</b>	<b>153,528</b>	<b>111,450</b>	<b>152,974</b>

Notes:

\* Audited Accounts

1. Precept is a charge per household, through Council Tax
2. Community Infrastructure Levy, Grants, Cemetery Income, Donations
3. Place Plan projects paid for through Community Infrastructure Levy
4. Love Lane Play Area, Playing Field, Cleobury Park, Cemetery, Churchyard and Memorial Garden
5. Wells, Toilets, Bus Shelters, Street Lighting, CCTV, Festival, WWI, Christmas
6. Held for earmarked projects, working capital and contingencies

## Notes:

Precept: Income from Council tax based on number of households.

Reserves: Held for long term projects or contingency against the unforeseen.

More details at:

[https://www.cleobury.org.uk/blog/?page\\_id=1049](https://www.cleobury.org.uk/blog/?page_id=1049)

# Your Town Council Staff Team

Matt Sheehan  
Town Clerk



Dorothy McBride  
Finance Officer



Roger Potter  
Groundsman + Maintenance

Derek Pead  
Maintenance

Teresa Ray  
Cemetery Administrator

# Your Town Councillors



Debbie  
Brown  
Chair



Geoff  
Hainsworth



Alexander  
Smith



Andy  
Goold  
Vice Chair



Paul  
French



Liam  
Roberts



Toby  
Kirkby



Jon  
Bodenham

Neil  
Tysall



For more information go to: [WWW.Cleobury.org.uk](http://WWW.Cleobury.org.uk)

In February 2020 Cleobury Town Council was awarded Gold Quality Status, one of a small number of Councils nationally that have achieved this. It is awarded for having good and effective policies and procedures and engaging with the residents to deliver quality and value.

Cleobury Town Council  
Cleobury Country Centre  
Love Lane  
Cleobury Mortimer  
Kidderminster  
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Tel: 01299 271154



**Cleobury  
Mortimer**  
Town Council

