



**KETLEY PARISH
COUNCIL
BUSINESS PLAN
2025 - 2027**



KETLEY PARISH COUNCIL

BUSINESS PLAN

CONTENTS:

1. Executive Summary	3
2. About Ketley Parish Council	3
3. Vision, Mission & Values	4
4. Objectives [2025-2027]	4
5. Community Needs Analysis	4
6. Planned Projects & Services	4
7. Governance & Structure	5
8. Financial Plan	6
9. Monitoring & Evaluation	6



KETLEY PARISH COUNCIL

BUSINESS PLAN

Ketley Parish Council Business Plan [2025-2027]

1. Executive Summary

Ketley Parish Council serves the residents of Ketley, providing services, facilities, and events that support wellbeing, inclusivity, and community pride.

This business plan sets out the Council's priorities for the next 2 years, identifying key projects, financial plans, and the ways in which the Council will work in partnership with residents, local organisations, and businesses to achieve our goals.

Key Goals:

- Strengthen community engagement through events and activities for residents.
- Maintain and improve local facilities.
- Ensure financial sustainability and value for money.
- Promote inclusivity, wellbeing, and environmental responsibility.

2. About Ketley Parish Council

Ketley Parish Council is in the first tier of local government and comprises of 2 wards, Ketley Ward and Beveley Ward.

There are eleven Councillors in total, nine of whom were elected by the voters on 4 May 2023, two by co-option. One Councillor was co-opted at a later date with a by-election taking place in May 2025 (following resignations). All eleven Councillors will serve until the next election in May 2027.

Ketley Parish Council plays a vital role in representing the interests of the local community and by working together we can improve the quality of life and local environment for everyone.

Individual Parish Councillors cannot make decisions alone, but they can bring local issues to the attention of the Council. By engaging in constructive debates and commenting on proposals, Parish Councillors can ensure that the different views and needs of local people are represented when decisions are made by the Council on behalf of the community.

Ketley Parish has a population of approximately 5,270.

Ketley is characterized by its strong historical connection to the iron industry, exemplified by the former Ketley Ironworks and William Reynolds' canal and inclined plane engineering feats.

Ketley offers residents a blend of community life with amenities like Ketley Paddock Mound, a nature reserve on a former industrial site, and good accessibility to the M54 motorway for employment and transport links.

Ketley offers various facilities and services including the Ketley Community Centre, Rose Manor for over-55s with on-site cafe and supported living, and many local businesses. Residents are invited to events hosted by the Parish Council such as the over 65's Christmas dinners, the annual Coach Trip, various seasonal events for children, and much more. In Ketley, we have lots of open spaces available for residents to explore, including the Millenium Nature Reserve, alongside the many parks dotted around the Parish.



KETLEY PARISH COUNCIL

BUSINESS PLAN

3. Vision, Mission & Values

Vision

“To make Ketley a vibrant, inclusive, and sustainable community where residents feel supported, connected, and proud to live.”

Mission

“To deliver services, events, and facilities that meet the needs of our community, working in partnership with residents and stakeholders, while ensuring transparency and value for money.”

Values

- Community-first
- Transparency
- Inclusivity
- Sustainability
- Partnership working

4. Objectives (2025–2027)

1. Increase opportunities for residents of all ages to engage in community life.
2. Maintain and improve council-owned facilities and green spaces.
3. Support young people and families through targeted initiatives.
4. Promote environmental sustainability in all council activities.
5. Manage council finances responsibly and transparently.

5. Community Needs Analysis

- Overview of challenges faced by residents (e.g., cost of living, social isolation, youth engagement).
- Summary of consultation/feedback findings – another consultation to be held towards the end of 2025.
- Identified priorities such as speeding on Mossey Green Way, anti-social behaviour in Millenium Village, parking on Waterloo Road and Broadway. The Council plans to address these issues by reporting them to the relevant agencies, working with those agencies to establish a plan to eradicate the issues, and ensuring residents are continually consulted and updated with all progress made.

6. Planned Projects & Services

Community events:

- Kids Halloween Party
- Over 65's Christmas Dinners
- Kids Christmas Party
- Youth Club – weekly
- Annual Easter Egg Hunt
- Prom Pop-Up
- Ketley Fun Day
- Residents Coach Trip



KETLEY PARISH COUNCIL

BUSINESS PLAN

Improvements to parks, play areas, and public spaces:

- Installation of a play-gym at one of the already established parks
- Chasing up TRO's issued by Telford and Wrekin Council that have yet to be completed
- Community Action Team to continue litter picking in public spaces
- Residents to continue reporting dog-fouling hotspots to the Clerk in order for targeted enforcement action to be undertaken

Partnerships with local groups, schools, and charities:

- Ketley Parish Council have a strong, on-going partnership with Meadows Primary School
- The Community Centre is host to a wide range of local groups who continue to recruit members within the Parish, which continues to raise the profile of the Parish Council
- Local groups who use the Community Centre continue to work with, and raise money for, their chosen charities

Environmental initiatives (tree planting, recycling schemes, energy efficiency):

- The Solar Panel installation at Ketley Community Centre has already saved the Parish Council a considerable amount of money, and we are planning to expand on this initiative by purchasing additional batteries
- Ketley Parish Council has previously planted 500 trees in the area and will look for further opportunities to identify additional appropriate sites
- Organised community litter picks have taken place in the Parish alongside Safer Stronger at Telford and Wrekin Council
- Ketley Parish Council and Meadows Primary School have worked in conjunction to litter pick within the school grounds

Communication improvements (website, newsletters, community forums)

- Staff at Ketley Parish Council have been working hard to update the website and make it more user friendly
- Newsletters will continue to be distributed to all residents 4 times per annum (Spring, Summer, Autumn, Winter)
- The Parish Council intend to host a Consultation for residents to attend, raise issues, and provide feedback at least once per annum

7. Governance & Structure

Councillors:

- There are eleven Councillors in total, nine of whom were elected by the voters on 4 May 2023, two by co-option. One Councillor was co-opted at a later date with a by-election taking place in May 2025 (following resignations).

Staff:

- There are two members of staff who work full time in the Parish office – the Clerk and the Deputy Clerk.
- The Community Centre employs three members of staff – one full time, and two part time.



KETLEY PARISH COUNCIL

BUSINESS PLAN

Committees:

- **Finance & General Purposes Committee:**
 - This Committee is made up of seven of our eleven Councillors and a Committee Meeting is held on the second Wednesday of every other month (excluding August)
- **Staffing Committee:**
 - This Committee is made up of five of our eleven Councillors. Meetings are only held as and when necessary
- **Appeals Committee:**
- The Appeals Committee is made up of five Councillors out of our eleven, and there is no one on the Staffing Committee who also sits on the Appeals Committee. Meetings are only held as and when necessary

Decision-making processes:

All items that require a decision to be made are taken for a full discussion to the relevant meeting in line with the Ketley Parish Council standing orders.

Partnership working with other local authorities, organisations, and volunteers:

- The Parish Council works closely with Telford and Wrekin Council to provide effective and cohesive services to residents
- Staff and Councillors regularly network with other Parish Councils to share ideas and best practices
- Regular meetings take place with the local Policing team to share information and improve community safety
- Our Community Centre manager has recurring liaison with the groups who are consistent users of the rooms within the Community Centre
- The Parish Council have an open line of communication with TACT who we work with frequently, supporting the arts, and the provision of entertainment at events
- The Parish Council is able to provide grants to community groups who provide services that benefit the residents of Ketley

8. Financial Plan

- Current budget and income sources (precept, grants, etc.).
- Projected expenditure for key initiatives.
- Funding opportunities (grant applications, sponsorship, fundraising).
- Strategy for ensuring financial sustainability.

9. Monitoring & Evaluation

- Key performance indicators (KPIs):
 - Attendance at events
 - Resident satisfaction (via surveys)
 - Usage of council facilities and the amount of revenue generated
 - Budget management (staying within set limits)
- Annual review and reporting mechanisms (Annual Parish Meeting, newsletters, website updates).