

Date: Thursday, 12 July 2018

Time: 10.00 am

Venue: Shrewsbury/Oswestry Room, Shirehall, Abbey Foregate, Shrewsbury, Shropshire, SY2 6ND

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PLACE OVERVIEW COMMITTEE

TO FOLLOW REPORT (S)

6 Shrewsbury Big Town Plan (Pages 1 - 8)

To receive an update report on the progress with the Shrewsbury Big Town Plan

Contact: Gemma Davies, Head of Economic Growth, Tel 01743 253869

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Officer and Date

Place Overview Committee

12th July 2018

Item

6

PROGRESS WITH THE SHREWSBURY BIG TOWN PLAN AND THE DEVELOPMENT AND DELIVERY OF GROWTH STRATEGIES FOR THE KEY MARKET TOWNS

Responsible Officer Gemma Davies, Head of Economic Growth
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1. Summary

- 1.1 This report advises Place Overview Committee of the progress made with the Shrewsbury Big Town Plan and the development and delivery of growth strategies for the key market towns. The key market towns are defined as Ludlow, Market Drayton, Shifnal and Cosford, Oswestry, Bridgnorth and Whitchurch.
- 1.2 These strategies are at different stages of development, with the final draft of the Shrewsbury Big Town Plan being considered by Cabinet on 25th July 2018.

2. Recommendations

- 2.1 Place Overview Committee continue to support the Economic Growth function of Shropshire Council as it remains an active, lead partner in the Big Town Plan alongside Shrewsbury Town Council and Shrewsbury BID to coordinate the action planning and implementation of the development opportunities detailed within the Big Town Plan.
- 2.2 Place Overview Committee agree to the approach adopted to produce the key market town growth strategies and the timescales in place for their delivery.

REPORT

3. Risk Assessment and Opportunities Appraisal for the Shrewsbury Big Town Plan

- 3.1 The Shrewsbury Big Town Plan incorporated the views obtained from residents, visitors and businesses during the broad Public Consultation that took place in September 2017. There has been additional engagement with public sector parties, business representatives and a number of organisations with specific interest in

Shrewsbury through a series of workshops, a 'masterplanning week' and an on-going Big Town Plan Team (Steering Group). The on-going support and commitment of these stakeholders will play an important role in taking the Big Town Plan forward and its subsequent delivery.

- 3.2 Given the nature and scale of proposed development opportunities within the Big Town Plan a high-level Equality and Social Inclusion Impact Assessment (ESIIA) will be undertaken to align with the consultation due to take place over the summer and form part of the final document that comes back to Cabinet. Further, more detailed, assessments will be made for individual projects forming part of the subsequent action and delivery plans.
- 3.3 Evidence to date from the public consultation that took place in September 2017 has been collated, and analysed by Shropshire Council's Feedback and Insights Team and used to inform the Big Town Plan Framework Plan. Having this data ensures that we are showing 'due regard' to the needs and views of our population groups when developing and implementing policy and strategy and when commissioning, procuring, arranging or delivering services.

4. Financial Implications for the Shrewsbury Big Town Plan

- 4.1 It is anticipated that through the collaborative approach that has been taken so far future costs incurred in the creation of further action and delivery plans will be met by a number of partners and explore a number of sources, ensuring financial responsibility does not lie solely with Shropshire Council.
- 4.2 Upon Shropshire Council identifying a commercial opportunity through the Big Town Plan Framework, or anticipating the need to be directly involved in the delivery of a scheme or project a full financial appraisal will be undertaken and subject to the governance and approval processes of the Council.

5. Shrewsbury Big Town Plan Report

- 5.1 This Plan is the outcome of a collaborative process that has successfully brought together business representatives, elected Members, educational establishments and public-sector officers to create a collective vision and strategy, to help guide Shrewsbury's future. It sets the aims, aspirations and vision for Shrewsbury now and for the future.
- 5.2 Its purpose is to become an investment prospectus where individuals and organisations looking to invest in Shrewsbury have a clear idea of the town's vision, aspirations and development opportunities – and how they can be part of that. It also provides a strong statement for residents, employers and visitors to Shrewsbury of how they can expect their town to develop over time, and how that growth and change is being planned, coordinated and communicated.
- 5.3 LDA Design, urban designers and masterplanning experts, were appointed on behalf of Shropshire Council, Shrewsbury Town Council and Shrewsbury BID on 26th January 2018 following a joint tendering process. Their brief was to provide an illustrative masterplan and opportunities, creating a visual representation from the

insights obtained from the extensive public consultation and engagement that has taken place to date.

- 5.4 The Big Town Plan and its vision and framework in its current format seeks to layout key themes and principles that will see positive and considered change in the development and subsequent vitality of Shrewsbury, the county town of Shropshire over the next two decades.
- 5.5 The key themes and principles (with associated spatial plans) within the Big Town Plan have been developed following extensive consultation which has included:
- An initial workshop in July 2016 to identify and shape key themes, attended by 30 stakeholders;
 - An intensive public consultation over 3 weeks from 8th September to 29th September 2017 in a 'Pop-up shop' at 80 Wyle Cop in the town centre to capture residents, visitors, public interest groups and businesses views that would ultimately shape the illustrative masterplanning process. Over 5,000 visited the consultation and 2900 views, desires, concerns and aspirations were captured. An Insights Report summarised the findings and was utilised by LDA Design in the creation of the Big Town Plan.
 - LDA Design facilitated a 'Masterplanning Week' from 19th March to 23rd March 2018 that involved 50 plus organisations and stakeholders that identified priorities and provided insights, and knowledge to shape the spatial principles. Attendees were representatives of Councils, developers and agents, business and voluntary groups. Example attendees were the Environment Agency, Shrewsbury Colleges Group, Help the Aged and the Wildlife Trust.
- 5.6 In addition, there has been significant elected Member involvement including:
- The Portfolio Holder for Economic Growth has been actively involved and engaged throughout the process.
 - Active engagement with Place Overview Committee who undertook a walking tour of the town and held a workshop on 19th March 2018 with the Director of LDA Design during the masterplanning week.
 - At the final presentation of the Masterplanning Week in March 2018 the Portfolio Holders for Economic Growth, Highways and Transport, Culture and Leisure and Planning and Housing were present alongside the Leader and Chief Executive of Shropshire Council, and Shrewsbury and Atcham MP Daniel Kawczynski.
 - Member visioning sessions took place on 2nd and 4th July 2018 to consider both the Big Town Plan and the Shrewsbury Shopping Centres.
- 5.7 The Big Town Plan provides further guidance on achieving a number of strategic policy objectives set out in the adopted Local Plan. It is derived from the Shrewsbury Vision, a masterplan vision for the town that informed policy in the Local Plan (The Core Strategy and SAMDev Plan).

In particular, Policy C2 of the Core Strategy specifically references the Shrewsbury Vision and draws key policy elements of the integrated approach and to ensure the balance and co-ordination required and Policy S16 of the adopted SAMDev Plan identifies key areas of change in the town.

The Big Town Plan is therefore considered to be in conformity with the objectives and policies of the Local Plan, and whilst the Big Town Plan itself does not form part of the statutory Development Plan for the area, it does provide important guidance on the implementation of policies CS2 and S16. Further to the proposed consultation on the final version of the Big Town Plan and the subsequent agreement of Cabinet, the principal of using the Big Town Plan as a material consideration in decision making on relevant planning applications can be established. The degree of weight that can be attached the Big Town Plan will depend on the individual circumstances.

- 5.8 In regards to the next stages for the Shrewsbury Big Town Plan, taking on board the engagement activity detailed in 5.5 and 5.6, Shropshire Council's economic growth function will co-ordinate with Shrewsbury BID and Shrewsbury Town Council to undertake the 3-week public consultation exercise as a collective. It will take place over the summer and will provide a physical presence in the town centre over a number of days, notably in one of the council-owned shopping centres alongside a presence on Shropshire Council's consultation web portal. It will encourage partners to also publicise the consultation via their engagement channels, and all parties who were involved in the LDA Design facilitated 'masterplan week' will be re-engaged and encouraged to comment and endorse the content that will appear in the finalised plan.

6. Development and delivery of growth strategies for the Key Market Towns Report

- 6.1 Following the launch of Shropshire's Economic Growth Strategy 2017-2021 in October one of the key target actions identified was the development of a local growth strategy for each of our key market towns. These documents will sit beneath the framework of the overarching Strategy with the purpose of them being to set out Shropshire Council's economic delivery plan within these key localities, as well as being a proposition type document which will encourage growth and attract new businesses and investment into the area.
- 6.2 The work will cover our seven key market towns with Shrewsbury being covered by the Shrewsbury Big Town Plan (see section 5) which is currently being undertaken as a separate piece of work.
- Oswestry
 - Whitchurch
 - Shifnal & Cosford
 - Bridgnorth
 - Market Drayton
 - Ludlow
- 6.3 The intention is not to duplicate what we have already. These strategies will be focused on the delivery of economic growth and will be informed by and fully

aligned with other strategies and documents already in existence such as the following;

- Place Plans – These plans identify investment and infrastructure need in the community.
- Planning Policy - Local Plan Review work (especially the Settlement Strategies), together with any neighbourhood plans/visions etc. These take into consideration housing and employment land requirements and specify allocations.

6.4 An action plan is also being produced to sit alongside the Economic Growth Strategy for Shropshire which will set out all the actions contained within it, the development of growth strategies for each of our key market towns being one of them.

6.5 Economic Growth Officers, with the support of the Community Enablement team are leading the development of these plans, working closely with key stakeholders to prepare these documents.

6.6 Market Town Profiles will help to inform this work
<https://shropshire.gov.uk/information-intelligence-and-insight/facts-and-figures/area-profiles/market-town-profiles/>

6.7 Framework for the development of a Local Growth Strategy

- Full support and collaboration with the local elected Member
- Initial engagement with Town Council to propose the development of the strategy and issue of template to gather information ahead of workshop session.
- Workshop session for representatives of all of these local councils plus the Shropshire Councillors.
- Any interest generated from smaller market towns who will be supported with access to the format and best practice from the larger towns.
- Workshop for the business community

6.8 Proposed content and design

- Introductory narrative pen portrait which the town council and adjacent parish councils can feed into through the engagement sessions. This could include photos, quotes etc.
- Reference to the county wide strategy – wider context of Shropshire's ambition
- Links to the factual information we already have about the area – market town profile, census, Place Plan priorities, Local Plan Review, local community led plans.
- The local opportunities for economic growth and investment.
- A description of what is being done to address any local challenges/barriers to growth
- Identification of key delivery partners
- The document will include information about existing businesses, social enterprises and skills providers.
- Address the priorities outlined in the overarching Economic Growth Strategy but at a local level.

- 6.9 The timescale to have the six local economic growth strategy (LEGS) complete is November 2018.

7. **Conclusions**

- 7.1 Shropshire Council's Economic Growth Strategy 2017-2021 has three key objectives of supporting and growing new and existing businesses, attracting inward investment and developing and retaining talent and skills. Shrewsbury is well-placed with its assets, development opportunities and its outstanding quality of life to deliver on all of these. The aspirations of the Big Town Plan align with the Economic Growth Strategy, as will the Local Economic Growth Strategies for the key market towns.
- 7.2 The Big Town Plan provides further guidance on achieving a number of strategic policy objectives set out in the adopted Local Plan. It is derived from the Shrewsbury Vision, a masterplan vision for the town that informed policy in the Local Plan (The Core Strategy and SAMDev Plan). In particular, Policy C2 specifically references the Shrewsbury Vision and draws key policy elements of the integrated approach and to ensure the balance and co-ordination required.
- 7.5 Economic growth function will also co-ordinate and continue to disseminate the Shrewsbury Big Town Plan, and the Local Economic Growth Strategies to all areas of the Council who have a key involvement in economic growth, ensuring a collaborative council-wide approach.
- 7.6 Economic growth function will co-ordinate with Shrewsbury BID and Shrewsbury Town Council to undertake the 3-week public consultation exercise as a collective. It will take place over the summer and will provide a physical presence in the town centre over a number of days, notably in one of the council-owned shopping centres alongside a presence on Shropshire Council's consultation web portal. It will encourage partners to also publicise the consultation via their engagement channels, and all parties who were involved in the LDA Design facilitated masterplan week will be re-engaged and encouraged to comment, further endorsing the finalised plan.
- 7.7 In taking forward the Big Town Plan the action and delivery plans will be developed alongside the Local Plan Review, the Local Transport Plan and the Shrewsbury Place Plan. Further integration between these documents will be maintained alongside Health and Wellbeing, and Culture and Leisure services to embed the principles of the Big Town Plan to develop Shrewsbury and put people at the heart of our town.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

Cabinet Member (Portfolio Holder)

Cllr Nic Laurens

Local Members for Shrewsbury Big Town Plan

Peter Adams, Dean Carroll, Nat Green, Kevin Pardy, Ioan Jones, Julian Dean, Ted Clarke, Pam Moseley, Hannah Fraser, David Vasmer, Alan Mosley, Peter Nutting, Nic Laurens, Jane McKenzie, Keith Roberts, Tony Parsons, Harry Taylor

Appendices

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