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TRANSPORTATION

Road Safety Education

Achievements

- Bikeability Cycle Training – 1,200 pupils trained to level 2 (year 6).
- Primary educations – Delivered road safety scenario at four Crucial Crew / Safety Scene events 3,300 year six pupils attended.
- Road safety presentations delivered to colleges, secondary schools, primary schools, nurseries and cubs and brownie groups.
- 2,000 pupils in 10 Schools received Theatre in Education, Baron Chance & the Invisible - that promotes road safety messages to Junior age children.
- Stepping Out pedestrian training delivered to 1,500 pupils in 37 schools.
- Never Saw the Day, theatre production was delivered in 15 schools/colleges, which covers messages aimed at pre driver related issues including peer pressure.
- Developed a new initiative for secondary schools - "Wheels" road shows – which involves partnership working with agencies including, West Mercia Police, Shropshire Fire & Rescue and the Safer Roads Partnership.
- 570 Driver assessments have been undertaken.

Key Issues

- Driver Training – a renewed focus on driver training to maintain downward trend in road traffic casualties.
- Young drivers and motor cyclists – two key focus areas based on casualty statistics and an excellent opportunity to work with partners. Trialling the Safe Driver qualification with William Brookes school (years 10 & 11).
- Speed enforcement - through the safer roads partnership this remains focused on casualty reduction at specific sites but the partnership is now looking to put some of its enforcement time to community concern enforcement where speeds are excessive but there isn't necessarily a collision problem.

Public Transport

Achievements

- Successfully launched the single (equalised) concessionary fares policy for Shropshire Council following the move to a unitary authority.

- Increased patronage on ShropshireLink by 50% (Jan to Dec 2009).
- Completed six month review of Rural Transport Strategy and developed a comprehensive Marketing and promotional strategy to be delivered over next 12 months.
- Allocated annual grants to Community Transport Schemes and concessionary fares reimbursement. Given assistance to Shrewsbury Dial-a-Ride in undertaking a necessary and fundamental business review. Worked with Church Stretton Dial-a-Ride and Bridgnorth Community Bus on a replacement vehicle policy which will see new vehicles in their fleet from February 2010.
- Management of Community Car Scheme brought in house (Passenger Transport Services) to allow greater control over management and reimbursement.
- Improvements to bus stop infrastructure at a number of locations within the county and worked with parish councils to implement new bus shelters.
- Under took a comprehensive review of Bus Services in Ludlow. Developed a revised network for delivery in early 2010.

Key Issues

- ShropshireLink – deliver marketing strategy to increase patronage and reduce trip subsidy levels.

Transport Planning

Achievements

- Route 45 Bridgnorth to Ironbridge Cycle path, part of route completed.
- Eastern Oswestry cycle and footpath scheme, including Meadows School, Cabin Lane, Unicorn Road and Harlech Close.
- Launch of the Cycle Shrewsbury programme and publicity – drawing on additional external funding of over £2 million.
- Completion of School Travel Plans at 100% of maintained schools ahead of target.
- Delivered Safer Routes to School programme, including schemes in Oswestry, Broseley and Ludlow.
- Developed new policies for Speed Management Strategy.
- Initial development work on LTP3.

Key Issues

- Local Transport Plan 3 – to be completed by March 2011. Building on LDF and Community Strategy and picking up issues such as economy, climate change, health, safety and security, equality of opportunity and quality of life and specifically what these mean for Shropshire people.

- Speed Management policies – complete current programme to introduce policies for villages, rural and urban areas.
- North West Relief Road – moving to public consultation in late Spring 2010.
- Delivering a Sustainable Transport System – involved in 4 regional studies and leading on a study – Shrewsbury / Hereford / Telford - to examine how best to manage the increase in demand for movement associated with growth within the context of the need to minimise CO2 emissions and bring wider economic benefits.

Highways Development Control

Achievements

- Provided technical highway comments on four alternative new supermarket proposals for Oswestry.
- 95% of local land searches and land change enquiries from Local Land Charge Searches responded to within 48 hours.
- 80% of planning related enquires, formal planning applications responded to within 15 days.
- 80% of formal consultations on major planning applications responded to within 20 days.
- Prepared section 38 agreements and completed 95% of road adoptions (s.38) within 14 working days of receipt of final necessary information to conclude adoption process.

Key Issues

- Improve management of the definitive highway network information – move from a hard copy map to GIS.
- Introduce new Highway Design Guide.
- Review procedures with Planning Management for commenting on planning application once IDOX is fully operational.

DEVELOPMENT MANAGEMENT

Achievements

- Development Management is a large service with over 90 staff in 9 teams in five office locations. It administers time sensitive processes with a large number of customers groups, the service is dependent on the functionality of an integrated IT system, the accessibility of data and records and the confirmation and understanding of business processes both for those employed by the service, and customers who use the service.
- Identified procedures for customer engagement throughout the development management process to include guidance on:-
 - pre-application advice – provide in a timely and effective manner that meets the needs of the customer

- consultation/notification, develop a centralised validation team, ensure that all properties can be correctly identified through the Local Land & Property Gazetteer (LLPG)
 - determination with procedures for public speaking, site visits, committee meetings and a scheme of delegation
- Undertaken consultation meetings with stakeholders including agents, civic amenity groups, parish and town councils and Members. Briefings with each planning committee and further briefings with the chairmen have all contributed to the shape of the service and helped to identify key service drivers.
- A close working relationship with the ICT team has been essential towards facilitating the implementation of a new integrated IT system throughout from April 2009. Established a Data Group for the Land and property Project and managed the recovery of performance in key areas affected by transition.
- Provided training for all members of area planning and strategic planning committees.
- Provided a programme of training (ongoing) for Parish & Town Councils.
- Developed an accessible and integrated online planning register.

Key Issues

- Engage with IDeA Peer Review visit on 11 – 13 May.
- Continue to understand customer needs and satisfaction and development the service around that; feeding into Directorate Transformation.
- Raise awareness through best practice, design review, building for life and Awards schemes.
- Establish a Land & property Data Group to coordinate business priorities with the ICT systems and Data Migration and agree and implement a data migration strategy from legacy systems and records to an integrated single system.
- Establish a mechanism for reporting performance on Development management and enforcement activities to Planning Committees, Scrutiny Committee and Portfolio Holder.
- Establish service level agreements with internal consultees to galvanise the Development Management “one-stop-shop” model.
- Agree pilot projects for Stakeholder engagement in Ludlow, Shrewsbury and Oswestry.
- Identify opportunities for service modernisation, enhancing customer experience, people investment and efficiencies through the Development Services Directorate Transformation Programme.
- Determine major applications for retail development in Oswestry and Energy from Waste facility at Battlefield in March and April, respectively.

Achievements

- Regional Spatial Strategy Phase 2 review - Attended Examination in public in capacity as Rural Renaissance policy lead and for Shropshire. Awaiting Government response to Panel Report.
- RSS Phase 3 review - Again providing RR policy lead on Critical Rural services prepared a Policy Recommendation paper to take forward with new single integrated strategy.
- Sustainable Community Strategy - Have twin tracked consultation with Core Strategy and fed into revised SCS to provide necessary development hooks for Core Strategy. (very pleased with outcome)
- Housing Strategy - Adopted by Council in February following much collaborative work, now on track via the West Housing Market Area to refresh for April 2010 and rewrite as sub regional strategy with Herefordshire by April 2011/12
- Affordable Housing Guidance - Single unified interim policy adopted in July 2009 and already applications forthcoming and 7 completions for single plots since April.
- Core Strategy etc - With a revised timetable agreed by Cabinet and signed off by GOWM we have been through the Issues and Options stage and Preferred Strategy Stage this year and published the draft final plan on time securing an additional 25k for doing so. Member briefings completed and SAMDev ready for publication on 2 April.

Key Issues

- Inspection of Strategic Housing during April.
- Representations on Core Strategy are open and a submission made to Planning Inspectorate in July to be followed by a hearing in public, a binding Inspectors Report and adoption by the LAA deadline in March 2011. Site Allocations and Development Management DPD involves a long community engagement exercise concerning rural settlements - Hubs and Clusters and their service needs, this will involve at least sixteen major tour dates based on market towns and key centres.
- The Rural Engagement process is an intense and resource hungry exercise with up to twenty events planned over six months.
- Responding to the requirements of the JSIB in terms of supporting the strategy for the West Midlands, policy development, monitoring and conformity issues without the previous financial support.
- Doing all we can to maximise Planning Reward Grant.

ENVIRONMENT

Natural Environment

Achievements

- Shropshire Biodiversity Action Plan co-ordination - Public involvement with biodiversity has been improved with a 'species a month' publicity slot on BBC Radio Shropshire and a web-based feedback form provided to allow members of the public to report their wildlife sightings.
- National Indicator 197 – Improving local biodiversity - Currently, Shropshire has 840 Local Sites designated for biodiversity or geological importance. Together with partners of the Local Wildlife Sites Partnership, we are gathering information, designating and de-designating local sites, and providing management advice to private landowners. Our

target of 15% of these sites with appropriate management by the end of March 10 has already been exceeded by 3%.

- Biodiversity and Landscape advice to development and other services - The Service has further developed its advisory support to development management on biodiversity and landscape issues. Comments and advice have been provided on over 450 applications in the last 6 months. The service also advises on the Council's sites and developments.
- Community Tree Scheme - Shropshire residents will be receiving their free trees on the 6 March 2010. Some 160 requests from residents for free trees are currently being processed. Maelor Nursery generously supplies 5000 free trees, and this year have included a further 5000 free hedge plants too. Shropshire Council has provided 5000 trees. Volunteer Tree Wardens have been supporting the coordination of the scheme. The community tree scheme puts 15,000 trees back into Shropshire's landscape, mitigating the impact of trees lost as a result of our tree safety survey programme.
- Tree Preservation Order designations - There have been 12 new TPO designations since September 2010, protecting amenity trees for Shropshire residents.
- Hedge Removal Notices/ Conservation Area Notices/ TPO applications - 10 removal notices have been investigated, 198 notices for works to trees in conservation areas have been received, and 84 applications for works to TPO trees have been processed.
- Shropshire Council's Tree Safety Policy - Consultation with SC directorates has taken place and the policy is being amended to reflect feedback, before being considered for adoption by Council.

Shropshire Hills AONB Partnership

Achievements

- Partnership Membership Review completed, with new Chair and Vice Chairs, and 5 new members. Regular meetings of various sub groups.
- Grant Giving - First 5 Project grants signed for **LEADER in the Shropshire Hills**. £66,000 awarded to 23 projects under AONB Sustainable Development Fund.
- Rivers and Woodlands Project under way giving landowner advice and securing land managements agreements.
- Farmer engagement project with landowner visits and successful events run on sheep electronic ID, and meat marketing and collaboration with Bishop's Castle Abattoir.
- Buy local Initiative - Currently 74 members of the Sustainable Business Scheme with five marketing events successfully run.
- Shropshire Hills Events and Visitor Guide 2010 published.

Key Issues

- Formal Council Approval of AONB Partnership governance documents is needed, including revised Terms of Reference, partnership Agreement updated Planning Protocol.

Historic Environment

- Higher Level Stewardship - As a statutory consultee on all HLS applications we have responded to 48 applications since 1 April 2009 – this is an 80% increase on the same period last year. In addition management plans have been produced for a range of sites that are on the English Heritage Monuments at Risk register e.g. Caynham Camp near Ludlow and a small motte and bailey castle at Hockleton Farm.
- Shropshire Aerial Survey - Members of the Historic Environment Team are progressing the second year of a three year aerial survey of archaeological sites funded by English Heritage. The survey will help to identify previously unknown archaeological remains and help in the future management Shropshire's Scheduled Ancient Monuments.
- Historic Environment to development management and other services - The Historic Environment Team provides specialist building conservation and archaeological advice to planners, highway engineers, community services and property staff of Shropshire Council allowing the authority to make informed decisions in all areas of its influence where heritage is a consideration.
- Community Working - HE staff have acted as consultants/advisors to a number of community based heritage trusts such as the Ludlow Town Walls Trust, The Titterstone Cleve Heritage Trust and The Shropshire Mines Trust allowing those organisations to develop their role and secure significant external funding. Advice and participation in Parish Council and Local Joint Committee meetings provides direct community engagement with complex and often topical issue.
- Community Education - HE staff have delivered many training courses in conservation related subjects such as the use of lime in building repairs, the repair of timber framed buildings and basic historic building maintenance. These courses have been delivered through formal course structures at Acton Scott Historic Working Farm and informal lectures to specialist interest groups around the County. Staff have also participated in media features relating to heritage such as Countryfile and The Victorian Farm.
- International Profile - In partnership with organisations such as The National Trust, The Leonardo Lifelong Learning Programme, The Ministry of Culture Slovenia, The Mihai Eminescu Trust Romania, Shropshire Council has achieved an international respect for its pragmatic approach to conservation which it has shared with these organisations.
- Professional Engagement - Strong working relationships have been established with key stakeholders in the heritage sector such as architects, surveyors and land agents in order to provide an open dialogue and shared decision making in providing strategies for the long term care and conservation of Shropshire's unique heritage.
- Participation in local engagement pilots, beginning with Ludlow and including Shrewsbury and Oswestry.

Key Issues

- Changing Team culture to reflect the needs of the constructive conservation approach outlined in PPS15.
- Increased delegation of responsibility for the historic environment from English Heritage.

- Responding to a legacy of problematic sites and buildings with complex planning histories which were unresolved by the previous District authorities.

Traffic Management and Regulation

Achievements

- Consolidation / rationalisation of the on street Traffic Regulation Orders (TROs) across Shropshire.
- Moving all the existing TROs onto ParkMap an integrated system for developing, setting up and managing all TROs.
- Continuing developing schemes in line with the Village Speed Limit Policy.
- Managing the customer enquiries and increased level of expectations of the public which had been driven by the extended consultation process.
- Set up a new traffic signal contract which runs from 1 April 2010, included in this will be remote management for some sites so that faults are identified immediately and the timings can be assessed and adjusted remotely.

Key Issues

- Consolidation / rationalisation of the off street traffic regulation orders across Shropshire including the season tickets, permits and waivers for residents and businesses.
- Ensure that that the ParkMap TRO information is available to all stakeholders, Shropshire Parking Services, Notice Processing Office, all highways staff and Mouchel, our engineering services consultant.
- Move the temporary TROs (road closures) onto ParkMap.
- Continuing the Village Speed limit policy; however the emphasis will be on review of the schemes already placed before doing new ones. This is in line with the policy which requires a review after three and twelve months and traffic engineering carried out if the speeds have not reduced. Alongside this will be an effort to improve the liaison with the police at the earlier stages of consultation.
- Continuation of the Civil Parking Enforcement review to deal with the main issues highlighted by Members and the public.

Environmental Maintenance (Street Cleaning & Grounds Maintenance)

Achievements

- Association of Public Service Excellence (APSE) completed a service wide satisfaction survey. The information generated allows benchmarking against other authorities, and also provides areas for improvement in the way services are delivered, the improvement

areas are defined by resident's town and parish council and the general public who took part in the survey. A further survey will be completed late this year to track progress.

- Introduction of hand-held PDA's for Environmental inspections, over 4,500 inspections are undertaken every year. The use of the PDA's was congratulated by DEFRA, and DEFRA are referring other local authorities to us, as DEFRA is keen to see other authorities utilise this method. It also provides an efficiency saving of approximately one month per year of a Technical officer's time.
- Initial performance management of the service is of a high standard, and is akin to top quartile for NI 195. (street cleansing), and for NI 196 (fly tipping), a report was well received at the Development Services Scrutiny Committee in relation to the services outcomes and performance by this committee.
- Review of Mechanical Sweeper fleet now complete and the service is awaiting delivery of new vehicles. The sweepers will have a significant impact upon cleanliness, sweepers range from pavement equipment up to 18 tonne vehicles that will roam continuously across the county for 12 hours a day over 6 days per week. Further there will be an anticipated reduction on carbon footprint (50%) from the older fleet due to new design engines and more efficient use.
- Introduction of Street Cleaning Wardens (Bridgnorth, Ludlow, Oswestry and Wem and associated areas) these appointments have been made and staff have either started or are awaiting final CRB clearance for starting. 5 new full time street cleaning posts have been advertised and are being short-listed for use in the county, 10 full time (summer seasonal staff) are being appointed to work in town centres and tourist areas over the summer period - arrangements all in place.
- All operational staff have now completed training to NVQ level 2 in street cleaning, NVQ level 3 for Team leaders and supervisors is being investigated for probable roll out to staff. Other numerous training courses have been completed.
- Service standards are agreed and in place, and being utilised by the Customer Call Centre to aid customer assistance.
- Combining with Highways to tackle winter maintenance problems such as gritting , snow removal.
- Working in Partnership with Keep Britain Tidy (KBT) to develop improvements to quality of life and street cleaning for local residents - this is a national pilot with 5 other local authorities.

Key Issues

- Developing the new contractor and arrangements for street cleaning in the South west, once the Veolia contract expires in September 2012.
- A review of county wide public conveniences is ongoing.
- Increased liaison with Waste Management with regard to hot spot areas and reducing left side waste.
- Preparing the service for new contract arrangements in the future.

Highway and Winter Maintenance

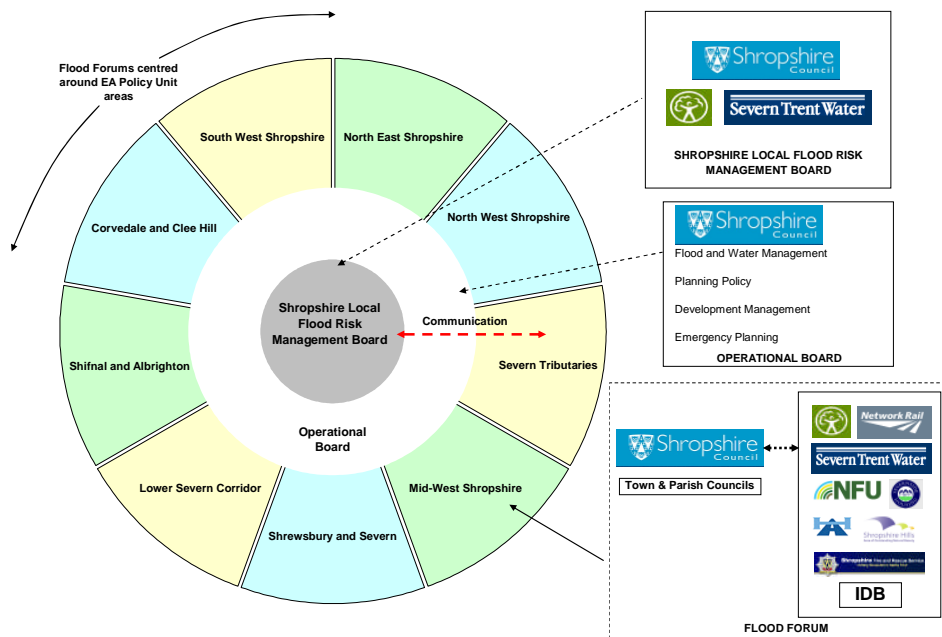
Achievements

- The principal roads structural maintenance programme has been substantially delivered to a value of £2.8m.
- The non-principal roads structural maintenance programme has been substantially delivered to a value of £7.1m.
- The highways routine maintenance programme has been substantially delivered to a value of £2.7m.
- The bridges capital programme has been substantially delivered to a value of £2.5m.
- The bridges routine programme has been substantially delivered to a value of £0.6m.
- The winter maintenance service has been and is continuing to be provided despite the national road salt shortage in accordance with the Council's policy.

Flood & Water Management

Achievements

- Start to develop a three tiered approach to communication framework and decision making process be adopted:
 - 9 Flood Forums; these would be based on the Environment Agency Policy areas and be the link to the local community for issue raising, communication, Flood Wardens and self resilience.
 - Operational Board ; bringing together the Shropshire Council's stakeholders Planning Policy , Development Control , Emergency Response and the Floods and Water Management teams. The purpose would be to be the decision making unit for the budget and programme for flood alleviation, and lead on the development of joint policies.
 - Local Flood Risk Management Board, forum for the multi agency discussions and agreements on Floods and Water management and would include senior representatives from Severn Trent Water , the Environment Agency and Shropshire Council. The purpose would be to ensure all information is shared and to set joint policies.



- We have also applied for grants from the DEFRA for householder flooding , the development of Surface Water Management plans and a foundation degree student in flood risk management.

Key Issues

- There is need under the Floods and Water Management Bill 2010 to complete the three tiered approach and to draw up;
 - Surface Water Asset Management Plan
 - Local Surface Water Management Plans with associated modelling.
 - Links to the Customer Service Centre
- Each of these will need resources to complete, some of which may be funded from DEFRA grants.
- Need to develop a Floods and Water Management team.
- Shropshire Council has two other continuing roles, that of Land Drainage Authority and as riparian owner for its watercourses and these will also need new policies, processes and resourcing which are not in place.

Passenger Transport

Achievements

- All vehicles belonging to the old County Council and District/Borough Councils have been absorbed into a new 400 strong Shropshire Council Vehicle Fleet and managed within the Vehicle and Driver policies adopted to provide safe and appropriate service delivery across all Council service areas where vehicles are required.

- A range of equipment and plant from the old County Council and District/Borough Councils has been taken on by the new Council and a review is being undertaken of how these resources should be best managed in terms of safety, effectiveness and best value across all aspects of Shropshire Council's service delivery areas where equipment and plant is used.
- New 'e' procurement processes is being adopted for the procurement of passenger transport services provided by Development Services for three main client Directorates, with an initial focus on CYPS. This has both modernised procurement processes and already delivered significant savings for the Council (i.e. CYPS).
- Work to develop better vetting systems for contracted passenger transport drivers is underway and a new Consent Panel has been formalised. This is responsible for all vetting and incident resolution issues with contracted staff in respect of the protection of children and vulnerable adults. Further work is underway to adopt suitable processes to accommodate the new Independent Safeguarding Authority's Vetting & Barring regime.
- The launch of new ShropshireLink demand responsive buses serving rural Shropshire has been consolidated and further efforts to improve the benefits to residents of this initiative are continuing. This provides rural resident with access to essential services on two days weekly.
- Passenger Transport Services continue to deal with a range of operational issues that impact on network integrity on a day to day basis. The main aim is to ensure the continuity and safety of all school bus and social services transport and to support socially necessary public transport.

CAR PARKING

Parking Permits

Achievements

- A county wide review of parking permits is underway which consolidates existing practices into one system. Staff and Member parking permits have been issued, residents and season permits review has highlighted that improvements are required in some areas to bring the permit provision in line with current customer needs. This work is underway and a timeline for implementation is being drawn up.
- Resident's Parking Policy is being prepared to allow the development of flexible local schemes which will improve the access to parking spaces for the local community.
- Agree consistent standard operating procedures for all car parks and associated assets including signing, lighting, recycling facilities and gritting.
- 29 of Shropshire Council's car parks received "Park Mark" certificates which following assessment by the Safer Parking Scheme and a serving police officer show that measures were in place to deter criminal activity and create a safer environment for the driver and their vehicle.

Shrewsbury	13 (Including 3 x Park & Ride)
Much Wenlock	1
Oswestry	4

Bridgnorth	3
Market Drayton	2
Church Stretton	2
Craven Arms	1
Ludlow	3

Key Issues

- Need to develop and maintain all the car parks using a rigorous asset management approach. This is particularly true for the ageing Raven Meadows multi storey which represents 25% of Shropshire Council's car parking income. Mouchel have been commissioned to develop a full life plan, with costings, for Raven Meadows to which the required operational infrastructure will be added.
- As with the highways the hard winter and continuous salting will mean increased routine maintenance cost in 2010 / 2011.

Environmental Enforcement

Achievements

- Street wardens now appointed and being trained next week in the issues of FPNs.
- 40 other Council officers now trained.
- FPN's being issued in intelligence led targeted way. Letters going to employers and institutions where we have problems. Then enforcing.

MAJOR PROJECTS

Shrewsbury North West Relief Road

- Cabinet met in November 2009 and agreed that the business case for the project should be completed and a public consultation carried out before considering the project again in July 2010 prior to submission of the business case to Department for Transport (DfT).
- Following the acceptance of the scheme within the West Midlands programme, preparation of the business case has continued including a full update of traffic modelling and consequent impacts and benefits of the scheme.
- A study is underway to determine the wider economic benefits of the scheme to the economic competitiveness of Shrewsbury and Shropshire and the role of the road in supporting Shrewsbury's status as a Growth Point.
- Procurement of a contractor to design and build the scheme started in November 2009. A tender list of six companies has been drawn up from the prequalification processes

Key Issues

- Public consultation will take place in late April 2010. There will be exhibitions at various venues in and around Shrewsbury. The consultation will also be on the website. Consultations with landowners and stakeholders will continue.
- The Major Scheme Business Case will be prepared for submission to DfT. This includes a full update of traffic data, predicted future traffic flows and the benefits, impacts and cost of the project.
- Cabinet will receive a report in July on the consultations, the summary of the business case and the latest position on funding. Subject to the approval of Cabinet the business case will be submitted to DfT in August.
- Tenders will be issued to six companies who have prequalified for the contract to design and build the scheme. These tenders are due for return in mid July and will be evaluated after the Cabinet meeting. Subject to approval the contract will be awarded in October 2010 to carry out design work and prepare a planning application for submission in early 2012. Awarding this contract will not commit the council to fund or build the road.

Market Drayton Inner Relief Road and associated development

- Discussions with landowners potentially affected by the project have identified a core project of highway infrastructure and development land which should be deliverable without the need for a contested Compulsory Purchase Order (CPO). The outputs from this core project would be in line with those set out to members when the project was approved and would leave open the opportunity for other land to be developed at a later date. These negotiations are continuing.
- Consultation with invited stakeholders has confirmed support for the project but not at a detailed level.

Key Issues

- Agreement must be reached with key landowners to confirm that a core project can be delivered without the need for a contested CPO. A revised programme can then be determined.
- Further engagement with RSLs (as potential developers) is needed to determine the details and timescale of future development.
- Consultation with Portfolio holders and local members and a subsequent public consultation can then be held ahead of the completion of a planning application which would include the road and the use of surrounding land.