

# **Shrewsbury Wide Local Joint Committee**

## **Visitor Economy**

### **River Developments:**

- Develop river usage/leisure through rowing, canoeing and kayaking hire (including youth specific activities)
- Develop café culture along the river, increasing landing stages/drop off points for new and existing facilities/attractions.
- Festivals and other events, either on or around the river, making the river a focal point of the town.
- Create space to enjoy the river - more areas to sit, eat and drink along the river.
- Develop river traffic from West Midlands and weir.
- Promote Frankwell as a 'Riverside Destination' and redevelop the existing buildings (The Stew and Maltings).
- Improve the environment of the riverside and create unrestricted views of the river by maintaining vegetation and trees.
- Dredge the river and remove silt from under the bridges.
- Develop river walks and install interpretation boards detailing the rivers history.

### **Canal Developments:**

- Redevelopment/restoration of the canal would create a fantastic opportunity to bring the north of the town up to the standard of the remainder of Shrewsbury and would develop a previously undeveloped tourist industry (including horse drawn narrow boat trips)
- Develop cycling/walking paths along the canal from the Flaxmill into town.
- Develop the canal basin by the Buttermarket.

### **Shrewsbury Trails/Tourism**

- Celebrate the town's historical importance of textiles (wool, flax, linen).
- Develop involvement and cooperation between Museum Services, Flaxmill, local textile guilds, local textile artists, the Drapers, to develop a detailed local guide to inform visitors.
- Museums should be the hub of knowledge on all aspects of the town's history, they should inspire visitors to explore further.
- Rowley's House refurbishment and developed with facilities and café.
- Develop a Darwin Education and Visitor Centre (evolution, DNA, genes)
- Develop more overnight stays through new hotel developments, including theatre packages.
- Develop and publicise well maintained trails around the town/river and beyond that lead visitors from one attraction to another. Ensure appropriate access for disabled and visually impaired.
- Improve visitor information points and ensure they are open by 9 a.m.
- Make the most of the town's heritage enabling access to historic buildings e.g. Darwin's House.
- Hydro electric scheme at the weir – develop an interactive attraction.
- Maximise the use of the castle, churches, Rowley's House, Flaxmill, Darwin House, The Mount Gardens, Town Walls, Maltings, Battlefield, railway, and other historical buildings and attractions around the town.
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### **Promotion/Media**

- Maps (including artist maps), leaflets, on site interpretation boards promoting other attractions.

- Organise visitors' movements around the town with clear, uniformed signposting to key places of interests and visitor attraction passports.
- Tourist information – promote through radio, Shropshire Council, newspapers and voluntary groups.
- Unique selling points of the town
  - independent shops
  - riverside position
  - history (listed buildings, museums, Charles Darwin, industrial heritage)
- Link up and co-ordinate attractions/resources across the town – joint advertising, co-ordinated informative websites.
- Opportunities for joined up working, and linking new business and commercial opportunities to visitor experience, open access and sponsorship.
- Research successes in other similar towns and emulate.
- Improve the character of the town – inappropriate business signage, underutilised Quarry Pool café.
- Involve media students in promotion development.
- Use social media more to advertise the 'charms' of Shrewsbury.
- Make more of English/welsh co-existence.
- Promote local food and crafts more.
- Improved temporary signage for big events/festivals.
- Promote attractions at Park and Ride sites to inform visitors.

## **Events/Arts**

- Continue to develop existing and new events happening in the town – Pageants, Re-enactments, Choir Festival around the historic churches, Flower Show, Folk Festival, Street Festivals and markets, Shropshire Show, arts events, traditional fairs, 'Shrewsbury' themed events.
- Develop a programme/calendar of events through a co-ordinator.
- Greater use of the Quarry for festivals and other events.
- Promote greater winter use of the quarry and river loop.
- High quality, temporary exhibitions in the Music Hall.
- Bring the theatre into focus as part of the town centre.
- Create weekend packages to include the theatre and music hall.
- Develop seasonal festivals – ice ring, chestnut roasting, hot chocolate vendors create atmosphere.
- Reduce restrictions on events in the square – too much beurocracy, paperwork and timings.
- Develop a theatre based festival.
- Using art, music and visual and performing arts as a cultural centre.

## **Getting Around the Town**

- Free shuttle buses (electric) around the town from outlying car parks and keep cars out of town centre.
- Smaller buses, including Park and Ride available on a Sunday and keep fares low.
- Improve drop-off/pick up points for coaches.
- Improve disabled access from Frankwell Car Park into town.
- Pedestrianise the town centre (options include day time only/curfew/apart from loading/disabled) and provide alternative transport options including free shuttle buses (electric) around the town from outlying car parks, river taxis, rickshaws etc to make moving around town more interesting.
- Develop bus trips into Shrewsbury including the Flaxmill and river trips (see Chester and Worcester).

- Restrict access along Victoria Quay like Pride Hill.
- Incentives for using Park and Ride, better publicity and address each major route in. Possibility for a service to run from Sports Village. Reinstate free transport for pass holders.
- Improve signage around the town – directional and informational.
- Develop a bike scheme where safe cycle routes exist.
- Reconfigure road layout to improve congestion and restrict through traffic from going through the town centre (possible charging policy for none shoppers).
- Direct rail link to London and link M6 toll with M54 would increase accessibility.

### **Flaxmill**

- Exploiting existing assets – the river/canal as part of the Flaxmill Project.
- Higher education centre.
- Visual arts in the Flaxmill.
- Build on the success of Flaxivity.