

To: Residents within the Shrewsbury Wide Local
Joint Committee Area

Shropshire Council
Legal and Democratic Services
Shirehall
Abbey Foregate
Shrewsbury
SY2 6ND

Date: 25 February 2013
My ref:
Your ref:

Dear Sir or Madam

SHREWSBURY WIDE LJC FORUM UPDATE

I am writing to you to thank you for the interest you showed in the Shrewsbury wide Local Joint Committee Forum held on 29th November 2012. At that meeting I promised to contact everyone to give an update on the many matters which were discussed at the Forum. I apologise for the delay in this feedback, but there is such a lot to collate.

You will recall that on the night it was agreed that the two main areas for discussion would be "The Visitor Economy" and "Future Development", and a number of ideas were discussed, many of which we are now taking forward. In addition, a number of specific questions were posed by various people, details of which will be sent under separate cover once full responses are available.

A number of recurring themes emerged from the discussions on the night, and I thought you would be interested in progress being made with regard to some of these:

- **Potential for the development and publicising of a range of trails within Shrewsbury.** We will be calling a meeting of those who expressed an interest in this idea, together with others who we know are interested in this piece of work in early March 2013. If you would like to be involved please email Gill Jones at gill.jones@shropshire.gov.uk
- **Better website promotion and co-ordination of a programme of events/festivals.** Shropshire Council and Shrewsbury Town Council are jointly exploring the development of a Shrewsbury Festival/events website. The aim of the website will not only be to promote all that's going on in Shrewsbury, but also to encourage local organisations to work together to use the information on the website jointly to support and promote the many events.
- **Exploiting the river as an asset.** We have now scoped the many individuals and organisations who have an interest in the river, and are exploring what opportunities there might be to take forward projects linked to the river. The

Town Council work closely with the Tree Officers at Shrewsbury Council to survey all public trees and carry out the appropriate work when required.

- **Promotion of the town.** Shrewsbury Tourism Association has recently unveiled the 2013 Visit Shrewsbury Brochure and Town Map; the first to be re-designed to reflect the new exciting branding launched by Destination Shrewsbury for the town. An interactive map of Shrewsbury town centre can also be downloaded onto mobile phones and other mobile devices. Within the next few weeks, the map will be updated in the Shrewsbury brand style. A new set of 40 second videos will be added. In the videos, people who live in Shrewsbury town centre present their personal favourite parts of the town. A second set of short films shows Shrewsbury from a young person's perspective, and shows coffee shops, live music, vintage fashion and skateboarding. All the films were commissioned by Shrewsbury Town Centre Residents Association with some co-funding from the Local Joint Committee. Adding the films to the online visitor map will show prospective visitors what is really special about Shrewsbury, not only the obvious attractions, but the interesting places that "those in the know" know. The visitor map is at www.visitshrewsburymap.co.uk.

- **Getting around the town.** Officers have been tasked by Members to continue work on the options for the town centre, with objectives of:
 - Reducing the impact of traffic;
 - Pedestrianisation of more town centre streets; and
 - Increased footfall.

This work commenced last year through a very positive working group which included Town Council Members, Shropshire Council Members and local retailers. Officers are working on some detailed data which allows us to assess the opportunities and consequences of the options, and will be reporting back to Members later in the year, with some more detail on possible options.

Officers very much welcomed the comments from the Local Joint Committee to help inform what people want to see in the town centre.

Way Finding Signage - Procurement documentation has nearly been finalised and will be sent out shortly. The works will be phased over the next few months.

Shop Signage – The development of a Shop Front and Advertisement Design Guide has been considered by the Town Council and will be looked into as and when resources allow.

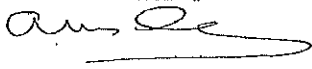
- **Shrewsbury Flaxmill Maltings.** Work is now underway by the Friends of the Flaxmill Maltings and Shropshire Council on a Second Round Bid to the Heritage Lottery Fund for £11.5million, and one to the European Regional Development Fund for £6 million. They are confident of good news in the early summer so that work can commence in the autumn, and be completed in 2016. A great deal of work is currently going into talking to potential end users in order to attract their attention and interest in taking up space in what will be an iconic site for business, learning and activity.
- **Music Hall Visitor Information Centre.** Unfortunately we are not yet able to provide details regarding the opening hours of the VIC, when it relocates to the new Shrewsbury Museum and Art Gallery at the Music Hall. Officers very much

hope to have this information available during 2013, and will be engaging with the business community.

- **Role of Theatre Severn in the town.** Theatre Severn has close relations with Shropshire Tourism as well as Shropshire Council's stakeholders in tourism. The restricted number of seats, and the popularity of shows make it difficult to offer packages which are linked to hotels as they tend to offer packages which need to have a longer shelf life than the live ticketing system allows. However, from August 2013 the theatre will be implementing a new ticketing system, which will allow them to option to book tickets themselves via their own reservation systems. This will enable hotels to become partnered with the theatre to attract more short stay custom to Shrewsbury. This project will be progressed in the second half of the year.

We are hoping to hold a further LJC forum during July, when we should have even more to report, and will be contacting you with details over the next few months. Once again, many thanks for your attendance and interest in the November event, I hope you will be able to join us again, and in the meantime please continue to feed in your thoughts and ideas on how we can continue to work effectively together to progress initiatives in Shrewsbury.

Yours sincerely



Alan Mosley
Chairman – Shrewsbury wide Local Joint Committee

