



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

Date: Tuesday, 11 April 2023

**Committee:
Cabinet**

Date: Wednesday, 19 April 2023

Time: 10.30 am

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

You are requested to attend the above meeting. The Agenda is attached

There will be some access to the meeting room for members of the press and public, but this will be limited. If you wish to attend the meeting please email democracy@shropshire.gov.uk to check that a seat will be available for you.

Please click [here](#) to view the livestream of the meeting on the date and time stated on the agenda

The recording of the event will also be made available shortly after the meeting on the Shropshire Council Youtube Channel [Here](#)

Tim Collard Assistant Director - Legal and Governance

Members of Cabinet

Cecilia Motley

Ian Nellins

Lezley Picton (Leader)

Gwilym Butler

Dean Carroll

Rob Gittins

Kirstie Hurst-Knight

Richard Marshall

Your Committee Officer is:

Ashley Kendrick, Democratic Services Officer

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AGENDA

1 Apologies for Absence

2 Disclosable Interests

Members are reminded that they must declare their disclosable pecuniary interests and other registrable or non-registrable interests in any matter being considered at the meeting as set out in Appendix B of the Members' Code of Conduct and consider if they should leave the room prior to the item being considered. Further advice can be sought from the Monitoring Officer in advance of the meeting.

3 Minutes (Pages 1 - 4)

To confirm the minutes of the meeting held on 22 March 2023

4 Public Question Time

To receive any questions from members of the public, notice of which has been given in accordance with Procedure Rule 14. Deadline for notification is not later than 5.00 pm on Thursday 13 April 2023

5 Member Question Time

To receive any questions from Members of the Council. Deadline for notification is not later than 5.00 pm on Thursday 13 April 2023

6 Scrutiny Items

7 Shrewsbury Business Improvement District (BID) Renewal - Term 3 (Pages 5 - 46)

Lead member – Councillor Dean Carroll, Portfolio Holder for Growth, Regeneration and Housing

Report of Mark Barrow – Executive Director of Place

8 Application by Longden Parish Council for Longden Parish to be considered as a Neighbourhood Area (Pages 47 - 56)

Lead Member – Councillor Richard Marshall – Portfolio Holder for Highways and Regulatory Services

Report of Mark Barrow, Executive Director of Place

9 Levelling Up Fund Award for Shrewsbury (Pages 57 - 80)

Lead member – Councillor Dean Carroll - Portfolio Holder for Growth, Regeneration and Housing

Report of Mark Barrow – Executive Director of Place

10 Exclusion of Press and Public

To resolve that, in accordance with the provisions of schedule 12A of the Local Government Act 1972 and Paragraph 10.4 [3] of the Council's Access to Information Rules, the public and press be excluded from the meeting during consideration of the following items

11 Highways Term Maintenance Contract Options (Pages 81 - 88)

Lead Member – Councillor Richard Marshall – Portfolio Holder for Highways and Regulatory Services

Report of Mark Barrow, Executive Director of Place

12 Redevelopment of Fairfields Close, Gobowen (Pages 89 - 112)

Lead member – Councillor Dean Carroll - Portfolio Holder for Growth, Regeneration and Housing

Report of Mark Barrow – Executive Director of Place

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Committee and Date

Cabinet

19 April 2023

CABINET

Minutes of the meeting held on 22 March 2023

**In the Shrewsbury Room, Shirehall, Abbey Foregate, Shrewsbury, SY2 6ND
10.30 - 11.15 am**

Responsible Officer: Amanda Holyoak

Email: amanda.holyoak@shropshire.gov.uk Tel: 01743 257714

Present

Councillor Lezley Picton (Chairman)

Councillors Gwilym Butler, Rob Gittins, Kirstie Hurst-Knight, Cecilia Motley, Ian Nellins and Richard Marshall

166 Apologies for Absence

Apologies were received from Councillor Dean Carroll.

167 Disclosable Interests

Councillor Cecilia Motley withdrew from the meeting for item 10 Windmill Hill Local Nature Reserve Designation due to a family connection with Windmill Hill.

168 Minutes

RESOLVED

That the minutes of the meeting held on 8 March 2023 be confirmed as a correct record

169 Public Question Time

There were no public questions.

170 Member Question Time

There were no member questions.

171 Scrutiny Items

There were no scrutiny items.

172 All Age Carers Strategy Review 2022 - 2027

The Portfolio Holder for Adult Social Care, Public Health and Communities was pleased to introduce the report setting out the All-Age Carer Strategy. The Strategy would provide a clear framework for the commissioning and provision of services that will support unpaid and family carers of all ages to identify as a Page 1 maintain their own health and

wellbeing, plan for their future and participate in family and community life. She congratulated the team involved for their hard work developing the Strategy.

It was confirmed during discussion that an action plan had been developed and this was to be split into manageable sections. It was also acknowledged that the true number of carers was unknown. The Leader said it was an important role for members to highlight the offer available from the council if they came across carers in their communities. A communications plan had been developed alongside the strategy with the aim of increasing numbers on the register and engagement with parish councillors would be part of this.

RESOLVED:

That Cabinet agree the adoption of the All-Age Carers Strategy review 2022 – 2027 and endorse the core objectives of the strategy.

173 Introducing a Charge for Events on the Highway Involving Temporary Traffic Regulation Orders

The Portfolio Holder for Highways and Regulatory Services presented the report confirming that it was only intended to redeem costs incurred for profit making organisations. Responding to questions he confirmed that it was proposed that there be officer discretion to levy an appropriate charge depending on the complexities involved and that there would not be charges for parish councils.

RESOLVED:

3.1 To approve a consultation exercise on the proposed charges set out in the Appendix

3.2 To note that, following the consultation, the final policy will be presented to Cabinet for final approval

174 Implementation of the Allocations Policy & Scheme: Transitional Arrangements

The Leader presented the report on behalf of the Portfolio Holder for Growth, Regeneration and Housing. It had been hoped to implement the revised housing allocations policy and scheme (agreed by Cabinet in October 2022) during the first quarter of 2023-24 but this was not possible due to circumstances outside of the Council's control. Transitional arrangements were therefore being proposed relating to how and where existing applicants would be placed on the revised housing register in relation to local connection qualifying criteria, registration date and applicants sharing facilities with another household. During discussion, the Leader said she would ask the Head of Housing to confirm that anyone fleeing domestic violence would not be disadvantaged if they had no local connection.

RESOLVED:

3.1 To approve the proposed transitional arrangements as set out in section 7 of the report.

3.2. To give delegated authority to the Head of Service – Housing, Resettlement and Independent Living, in consultation with the Portfolio Holder for Growth, Regeneration and Housing, for all actions to facilitate the implementation of the revised allocations policy and scheme by the end of quarter 1 2023-24.

175 Windmill Hill Local Nature Reserve Designation

(Councillor Cecilia Motley withdrew from the meeting for this item)

The Portfolio Holder for Culture and Digital introduced the report proposing that Shropshire Council delegate the ability to designate the land as a Local Nature Reserve to Much Wenlock Town Council. The designation would provide both environmental and recreational benefits and was strongly supported by the local member who spoke in favour of the recommendation and other members who said there was a wide radius of people who enjoyed visiting the site.

RESOLVED:

That the Council delegates power to Much Wenlock Town Council to enable the designation of Windmill Hill as a Local Nature Reserve.

176 Regulation of Social Housing: New Regulatory Regime

The Leader introduced the report on behalf of the Portfolio Holder for Growth, Regeneration and Housing setting out progress of the Social Housing Regulation Bill and the Council's key responsibilities under the new social housing regulatory regime. Cabinet noted and welcomed the council's responsibilities in particular the requirements to maintain an oversight of the housing stock, understand the performance of STAR Housing and understand the compliance and legislative requirements.

RESOLVED:

- 1.1. to consider the report and receive a further update on the implementation of changes required to comply with the new requirements as they emerge
- 1.2. to note the responsibilities of the Council with regard to the Consumer Standards, in particular the requirements to:
 - Maintain an oversight of the housing stock
 - Understand the performance of its ALMO, STAR Housing
 - Understand the compliance and legislative requirements

177 Monkmoor Lodge/SYA

The Leader introduced the report on behalf of the Portfolio Holder for Growth, Regeneration and Housing, which set out the reasons for the request to vary the original community asset transfer Shropshire Youth Association had secured significant grant funding to replace the current building with a purpose built one and had requested the

lease include demolition and replacement of the current building and be extended to 99 years to reflect the increased investment in the site.

Cabinet noted that the Local Member supported the proposal and that subject to planning, it was anticipated that construction will take place between September 2023 and March 2024 and it was confirmed that a temporary solution was being sought and would be implemented during this time.

RESOLVED:

- 1.1. To approve the principle of a 99-year lease that includes provision to demolish the existing demountable building and rebuild with a permanent community structure.
- 1.2. To grant delegated authority to the Head of Property and Development - in consultation with the Portfolio Holder for Growth, Regeneration and Housing - to finalise terms of the lease and complete the transaction.

Signed (Chairman)

Date:



Committee and Date

Item

Public



Shrewsbury Business Improvement District (BID) Term 3 Renewal

Responsible Officer:	Mark Barrow		
email:	mark.barrow@shropshire.gov.uk	Tel:	01743 258919
Cabinet Member (Portfolio Holder):	Dean Carroll		

1. Synopsis

- 1.1 This report outlines the background and outcomes of the last four years of Shrewsbury BID following its successful re-ballot for a second term in 2019 and the benefits and impacts to Shropshire Council of supporting the renewal process for the period from 2024-2029.

2. Executive Summary

- 2.1 Business Improvement Districts (BIDs) are business led partnerships which are created through a ballot process to deliver additional services to local businesses. A BID is a defined area in which a levy is charged on all business rate payers in addition to their business rates bill. The levy collected is then used to develop projects to benefit businesses and improve the trading environment. To secure a BID, a ballot process is undertaken against a defined Business Plan. Each business that would be liable for the levy charge has an opportunity to vote for or against the BID and their Business Plan, with a majority vote determining whether a BID is successful in securing its term.
- 2.2 As per the mandatory notice period of 126 days before the ballot date, the Board of Shrewsbury BID has notified Shropshire Council (as the billing authority) and the Secretary of State of their intention to seek a renewal ballot.

- 2.3 The work of Business Improvement Districts fits within two key strands of the Shropshire Plan, particularly around Healthy Environment and Healthy Economy. This is outlined in further detail in section 8, as well as covering the environmental projects in particular under section 6.4.
- 2.4 Shrewsbury BID is an independent, not-for-profit company, dedicated to delivering projects, programmes and services that improve the trading environment for businesses in Shrewsbury Town Centre. The Shrewsbury BID was first elected in 2014 and operates in an area covering 1,154 businesses, with 481 of these mandated to contribute to the BID Levy based on the 2017 ratings list, rising to 502 should the new term proceed based on the 2023 rating list (only businesses with a Rateable Value of over £12,000 are mandated to pay the levy). This number sits alongside 37 volunteer members who contribute £10,233 above the BID levy collection.
- 2.5 Over this second term to date, projects delivered via Shrewsbury BID has seen an investment of more than £1.56m to date via its BID Levy collection into projects across the BID area. This has included projects under their key strands of Promoting, Supporting and Representing. Projects within these priorities have included increasing the social media and web presence, through the Original Shrewsbury brand, town centre activities and PR, supporting safety through the Shrewsbury Rangers and business training and grant programmes, giving businesses a voice, supporting to improve connectivity and being a key partner in the Big Town Plan. In the last five years, for every £1 generated by the levy, Shrewsbury BID has attracted an additional £1.10 investment into the BID, which maximises members' investments and brings the total invested into the second term to £2.5m. Further detail on projects delivered through the term can be found in appendix 1.
- 2.6 The Shrewsbury BID is nearing the end of its second 5 year term and as such is up for renewal. The intention is that a ballot of all businesses mandated to pay the levy within the defined BID area will take place from 8th June to 6th July where businesses will be asked to vote for or against a third term of the BID. Across this potential third term, the BID will focus activity around four new priority areas as determined by the BID and its Board;
- Original Shrewsbury - Projects to attract more people into the town centre and maximise the visitor experience
 - Safer Shrewsbury - Ensuring the safety and attractiveness of our town centre
 - Work in Shrewsbury - A new programme of activity to attract and nurture our workforce and student community
 - Future Shrewsbury - Working with partners to ensure Shrewsbury stays ahead of the curve and is successful in attracting new investment

Further details on these proposed priority areas and deliverable projects can be found within appendix 1.

- 2.7 The purpose of this report is to update Cabinet on the progress of the Shrewsbury BID renewal process, to seek support on the drafted BID Business Plan and to delegate authority for the Council's voting rights.
- 2.8 There are a number of Council properties within the BID area which will be subject to the levy and Shropshire Council receives one vote for each of these premises, with 24 in total. Given the importance and impact of the BID company and its activities within

the BID area, as detailed in the proposed Business Plan, it is recommended that Shropshire Council vote yes for the renewal of the BID.

3. Recommendations

- 3.1 That Cabinet notes that Shrewsbury BID has served notice of their intention to seek a renewal ballot to the Secretary of State and Shropshire Council.
- 3.2 That Cabinet endorses the draft Shrewsbury BID 2024-2029 business plan and renewal proposal (attached as Appendix 1), noting that the Business Plan is subject to securing a majority vote through its re-ballot.
- 3.3 That Cabinet approves its support of Shrewsbury BID's continuation in respect of the Council's voting rights for the Council owned premises in the renewal ballot and delegates authority to exercise votes for each Shropshire Council owned property to the Assistant Director Commercial Services.

Report

4. Risk Assessment and Opportunities Appraisal

- 4.1 The most significant risk faced is if Shrewsbury BID is not successful in their renewal Shrewsbury would lose investment of more than £1.5m million from 2024 onwards, not including any additional external funding the BID may also be able to leverage over this period.
- 4.2 Without Shrewsbury BID there would be a significant loss of momentum and activity in the Town Centre. During its second 5 year term, the BID has built on the successes of its first term, achieving a great deal against its key project themes; promoting and animating, supporting and enhancing and representing and influencing, together with the strategic development work through their role in the Shrewsbury Big Town Plan, alongside Shropshire Council and Shrewsbury Town Council.
- 4.3 Shrewsbury continues to face increasing competition from nearby towns and cities, retail parks and the internet. Shrewsbury BID has made significant achievements in its first two terms but for the town to remain competitive it needs to continue to deliver projects which attract more people to the town, improves the experience for visitors and supports the business community on key strategic and operational matters.
- 4.4 The following alternative options have been considered but are not recommended:
 - To vote against the BID renewal: not recommended due to the significant positive impact the BID has had to the business community and the partnership.
 - To abstain from the vote: not recommended due to the significant impact the BID has had to the business community and the desire for Shropshire Council to be seen as positively leading the way for businesses to vote yes.
- 4.5 The Council sets out to demonstrate equal treatment to people in Protected Characteristic groupings or at risk of social exclusion, and to people who are not, through having 'due regard' to their needs and views when developing projects such as

Levelling Up Fund bids to Government and in working with Shrewsbury BID on this and related endeavours. The anticipated positive equality impacts of intended outcomes minimise the legal, financial and reputational risks that could apply were there deemed to be non-compliance with the Public Sector Equality Duty set out in the Equality Act 2010, either by ourselves or by contractors acting on our behalf. Additionally, the Council also includes consideration of health and wellbeing impacts within overall equality impact screening assessments and within ongoing engagement activity.

- 4.6 There is clear complementarity between this Shrewsbury BID Renewal proposal and the Council's own strategic approaches, within which equality, social inclusion and health impact assessments (ESHAs) are integral to efforts to ensure that the likely impacts of policy decisions upon and within our diverse communities are considered as fully as possible. This is in order that negative impacts may be minimised, and positive impacts maximised, and that these may be monitored and reviewed, recognising the need for ongoing engagement with our communities and our service users. ESHAs are carried out as screening assessment at stocktake moments. The constituent members of Shrewsbury BID will be involved in any such ESHAs undertaken for projects in Shrewsbury, including in relation to the Levelling Up Fund work, as a target audience in stakeholder engagement work.
- 4.7 The likely impact of any work in which Shrewsbury BID are involved, regarding equality, diversity and social inclusion, is assessed as being principally in economic terms and is likely to be positive across groupings in the community with regard to economic growth opportunities, particularly the Protected Characteristic groupings of Age, Disability and Sex.
- 4.8 Additionally, positive impacts may be anticipated with regard to Social Inclusion for low-income households and people living in this part of what is a very large, and sparsely populated rural county, recognising social mobility opportunities. There is potential for further positive impacts, particularly for young people, through the stimulation of economic development and investment which will provide jobs and improved workspace.

5. Financial Implications

- 5.1 The current annual Shrewsbury BID Levy contribution from properties owned by Shropshire Council is in the region of £26,958, covering 24 properties across the BID area. It can fluctuate depending on the number of vacant properties which Shropshire Council has to take responsibility for. The contribution towards the levy may alter for 2024, however this will be influenced by several factors. This will include any disposals of existing assets or acquisitions, the calculation of a new ratings list in 2024 and whether Shrewsbury BID decide to increase or decrease the 1.75% charge against a properties rateable value during its term (further information on charge at point 7.7).
- 5.2 Shropshire Council currently charges Shrewsbury BID £10,698.67 (+ VAT) per annum to collect the BID levy on their behalf. The costs for levy collection for 2024 have not yet been confirmed. This current figure ensures that the Council covers all costs within the Business Rates team. A review of all costs associated with Shropshire Council supporting Shrewsbury BID will be undertaken subject to the completion of the re-ballot process to ensure that there are no costs associated to the administration of Shrewsbury BID paid by Shropshire Council.

6. Climate Change Appraisal

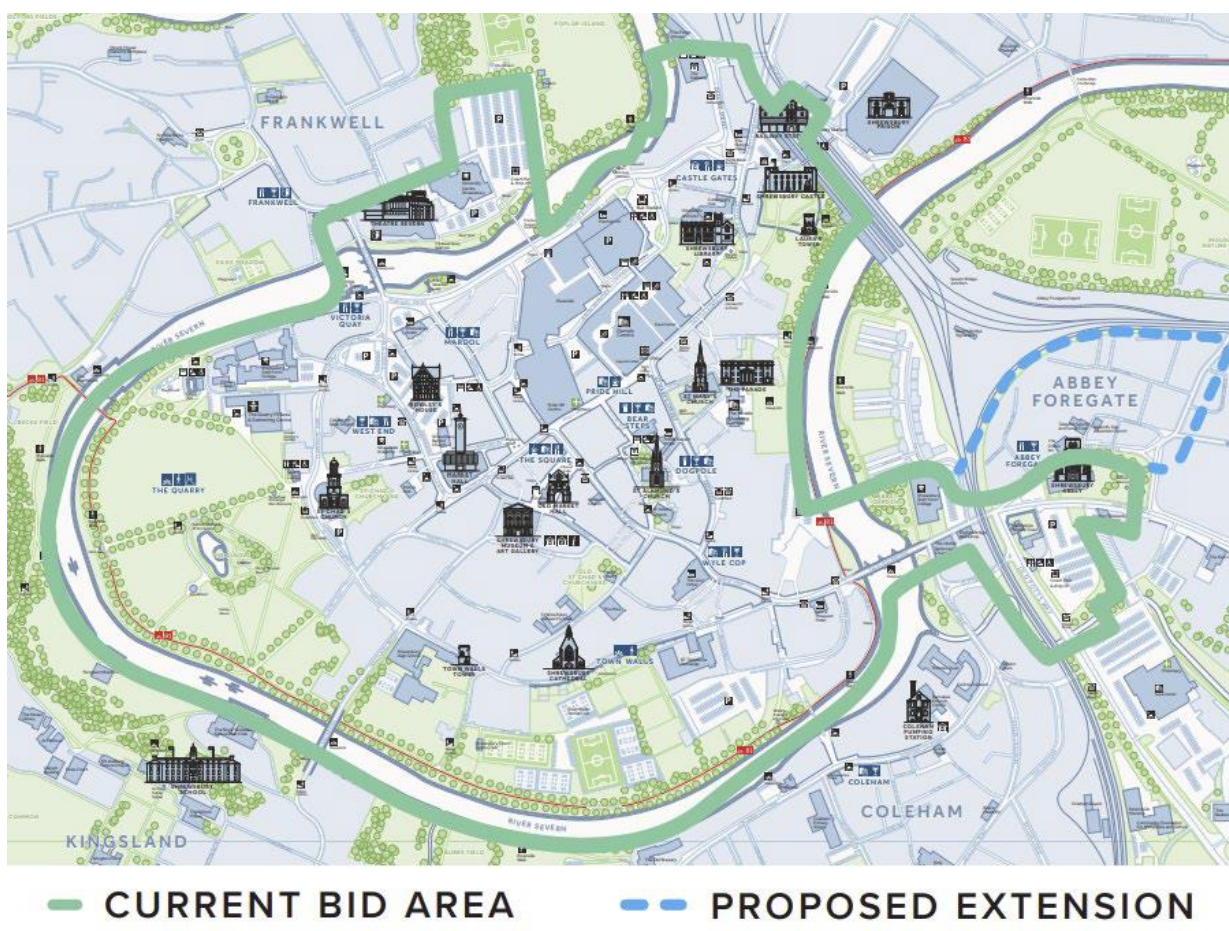
- 6.1 Whilst there may be no direct impacts from this decision, it is important to highlight the significance of climate and carbon considerations for local business. Shropshire Council is working with the Shrewsbury BID and local businesses in the Shrewsbury area to support their efforts to decarbonise and improve access to renewable energy.
- 6.2 Shrewsbury BID have also highlighted the increasing pressure on businesses to reduce their carbon footprint, not only to improve the environment, but also to counter rising energy costs. They have acknowledged that this will be a core focus running through the third BID term, should they be successful, running across all activities to help make Shrewsbury a healthier and more sustainable town.
- 6.3 Shrewsbury BID will be working with sector experts, partners and stakeholders to understand Shrewsbury businesses energy consumption and waste generation. This will allow them to explore opportunities to help Levy Payers reduce their carbon footprint and reduce their energy and waste costs.
- 6.4 Shrewsbury have also introduced programmes such as the Shrewsbury Cup initiative; the UK's first town wide recycled cup deposit return scheme (www.shrewsburycup.co.uk) and the Shrewsbury Rickshaws project; a scheme to encourage active travel within the town (www.shropshirestar.com/news/shrewsbury-rickshaw-service/), both seen as key green initiatives from their current term.

7. Background

- 7.1 A Business Improvement District (BID) is a business-led and controlled partnership in a given area such as Shrewsbury Town Centre, which delivers an agreed set of services and projects. These are agreed, and formally voted for, by all mandated to pay BID levy businesses in the BID and are additional to what the public agencies provide.
- 7.2 A BID typically lasts for five years with the overall aim being that it improves the trading environment for businesses. BIDs are governed by legislation contained in the Local Government Act 2003 and The Business Improvement Districts (England) Regulations 2004 (“the 2004 Regulations”).
- 7.3 BIDs can deliver any projects or services that are agreed by businesses in the BID area. Over the past four years, Shrewsbury BID has delivered projects and services across three areas:
- Promoting and Animating – Shrewsbury BID professionally promotes the town and delivers exciting activities to attract new visitors and customers. Examples include Shrewsbury Ambassadors, Original Shrewsbury website and social media, Darwin Shrewsbury Festival and the Original Shrewsbury Grant.
 - Supporting and Enhancing - The visitor experience is increasingly important to the success of town centres and Shrewsbury BID works with partners to improve the accessibility and attractiveness of the town whilst continuing to deliver its award-winning safety projects. Examples include Shrewsbury Rangers, Shrewsbury Cowork Campus, Purple Flag and Business Workshops.

- Representing and Influencing - Towns operate more efficiently and profitably if businesses and public authorities are working effectively together. Shrewsbury BID provides a strong and representative business voice on issues affecting the town centre. Examples include Flooding Information, Covid-19 Government Response and Big Town Plan.

- 7.4 Examples of wider projects that sit within each of the BIDs three priority areas can be found through Shrewsbury BIDs recent BID3 consultation document, which is available through the following link; www.shrewsburybid.co.uk/Shrewsbury-BID3-Consultation, as well as in the Business Plan attached as appendix 1.
- 7.5 Shrewsbury BID is set up as a Company Limited by Guarantee. This is a business controlled, not-for-profit company that is responsible for the delivery of the Shrewsbury BID Business Plan and is accountable to the BID Board and its levy payers. The Board of Directors are made up from BID levy payers who have a wide range of skills and experience. The Board takes responsibility for the strategic and financial management of the BID and meets quarterly. Board Director elections take place at the BID Annual Meeting in May each year where Directors can be re-elected.
- 7.6 Shrewsbury BID operates in the main town centre of Shrewsbury bounded by the River Severn loop, with the only current exceptions being Theatre Severn, University Centre Shrewsbury and Frankwell Car Park on the Frankwell side of the town centre, along with Shrewsbury College, the businesses adjacent to Shrewsbury Abbey and Abbey Foregate car park at the Abbey Foregate side of town. A proposed extension to incorporate businesses at Abbey Lawn will form part of the third BID term should the term be voted in. A boundary map of the current BID area including the proposed extension is included below;



- 7.7 Those businesses that are located within the Shrewsbury BID area and whose property has a rateable value of £12,000 (in line with small business rate relief threshold) and above pay 1.75% of their rateable value towards the BID. This is called a BID Levy. The BID Levy is normally paid by the occupiers of a property. The Shrewsbury BID Levy is collected in April on an annual basis and invoices are issued by Shropshire Council. Properties with a rateable value below the threshold that are located within Shrewsbury Town Centre are invited to be a voluntary member of Oswestry BID with 37 businesses contributing an additional £10,233 funding. This means that the property will receive similar benefits of levy paying members including promotion through the Original Shrewsbury platform.
- 7.8 BIDs can only carry out projects or services in addition to those that public agencies have to provide on a statutory basis and/or choose to deliver on a discretionary basis.
- 7.9 Shrewsbury BID is governed by a Board of Directors consisting of 19 members that is representative of the sectors in the town. This includes two public sector Board seats for both Shropshire Council and Shrewsbury Town Council. Shropshire Council's member on the Board is Executive Director of Place, Mark Barrow. The wider Board consists of the following:



- 7.10 In line with the 2004 Regulations; Regulation 4, Shrewsbury BID must submit to Shropshire Council a copy of their renewal proposal, their proposed financial business plan, a summary of the consultation taken with the BID levy payers and a summary of the financial management arrangements for the BID. These have been provided as part of the draft business plan at Appendix 1. Officers have reviewed these documents and have ensured that they satisfactorily meet the regulation requirements.
- 7.11 The content of the BID business plan and renewal proposal are determined by Shrewsbury BID in consultation with their members. Shropshire Council has no right to veto the proposal based on opinions regarding the contents, although may choose to vote against the proposal if it is opposed to the content of the plan.
- 7.12 Shrewsbury BID have outlined within their Business Plan proposals for focused priorities and activities to support businesses and the town centre across this next five year period;
- Original Shrewsbury - Projects to attract more people into the town centre and maximise the visitor experience.
 - £750,000 investment over the five year period.
 - Projects will include the continuation and expansion of promotional activity via web and social media, town centre events and continued development of visitor economy partnerships.
 - Safer Shrewsbury - Ensuring the safety and attractiveness of our town centre.
 - £750,000 investment over the five year period.
 - Focus on supporting activity such as through the Shrewsbury Rangers, alternative giving, town centre cleaning and Purple Flag status.
 - Work in Shrewsbury - A new programme of activity to attract and nurture our workforce and student community.
 - £450,000 investment over the five year period.
 - Projects include supporting a strong business voice for the town, engagement with educational providers and supporting business through promotional activity.
 - Future Shrewsbury - Working with partners to ensure Shrewsbury stays ahead of the curve and is successful in attracting new investment.
 - £450,000 over the five year period.
 - Focus on supporting a sustainable and connected town centre, collation and distribution of data and continued support as a strategic partner of the Big Town Plan.

This is based on securing £1.7m of levy income, £149,000 of voluntary membership and £1.15m of projected match funding. Further details on these proposed priority areas, deliverable projects and spend can be found within appendix 1

- 7.13 The Council owns a number of assets located within the proposed BID area and therefore will be invited to vote as part of the ballot, with one vote for each asset that would be subject to the BID levy. It is the recommendation of this report that the Council votes in favour of the BID given the importance of this initiative and the positive impact on the town centre trading environment and delivery of key projects it has demonstrated in the first term. These improvements and impacts will be continued if the BID renewal is successful through the delivery of the activities outlined in the draft business plan at Appendix 1.

8. Additional Information

- 8.1 The work of Shrewsbury BID aligns well with the Shropshire Plan, specifically across two areas of activity; Healthy Economy and Healthy Environment. To date, Shrewsbury BID have delivered a wide range of programmes that align with Healthy Economy, including a range of business training, grants and wider support and mentoring, along with promotional activity such and continued development of the Original Shrewsbury website and social media profiles.
- 8.2 Two of Shrewsbury BID's priority areas have been delivered under Healthy Environment, including as outlined in 6.4, the Shrewsbury Cup and Shrewsbury Rickshaw programmes. This sits alongside targeting areas for environmental improvements including street cleaning, public realm and wayfinding improvements, along with safety improvements including traffic management and signage improvements and security patrols through the Shrewsbury Rangers.
- 8.3 Support under these Shropshire Plan priorities will continue in the proposed new Shrewsbury BID period, 2024-29 under the revised Shrewsbury BID priorities of Original Shrewsbury, Safer Shrewsbury, Work in Shrewsbury and Future Shrewsbury, all of which are outlined within the draft business plan at Appendix 1.

9. Conclusions

- 9.1 This report has endeavoured to highlight the positive impacts that have been made by Shrewsbury BID within its second four years of operation and has aimed to focus on the continued benefits of Shrewsbury BID remaining in place.
- 9.2 As previously outlined, without Shrewsbury BID there would be a significant loss of momentum and activity in the Town Centre as well as additional investment into the Town through the support of the BID Levy. Whilst there is a cost to Shropshire Council, the outputs delivered over the period of the BID through the investment of £1.56m from the last periods BID Levy, far out way the costs brought to Shropshire Council.

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

Local Member:

Appendices [Please list the titles of Appendices]

1. Shrewsbury BID 2024-2029 Draft Business Plan and Renewal Proposal

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BUSINESS PLAN

2024-2029

PROPOSAL FOR THE RENEWAL OF SHREWSBURY
BUSINESS IMPROVEMENT DISTRICT



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SHREWSBURY BID

THE NEXT 5 YEARS

Coming to the end of our second term, representing almost 10 years of Shrewsbury BID, it's appropriate to look back and reflect on the positive impact of our many projects upon the Shrewsbury business landscape.

From town cleaning, crime prevention and the brilliant Shrewsbury Rangers to activities that make the town more welcoming - our town dressing and window displays, Wayfinding system and visitor campaigns - we pride ourselves in ensuring maximum value for our levy payers.

During the pandemic, Shrewsbury BID was a vital and valued source of information and played a key role in the reopening and relaunching of the town with our 'Shrewsbury's Open' campaign.

The marketing of our town was virtually non-existent prior to the BID. When we started, back in 2013, businesses told us they wanted Shrewsbury to have a presence to compete with top tier destinations. I think it's fair to say we've done this! You just have to look at how busy and vibrant the town feels at weekends.

Through strong partnership working with local stakeholders, we make sure the business community has a strong and influential voice in matters affecting the town centre, so that we can make a positive contribution to future decision-making as the town develops. We get more done by working together!

We look forward to an exciting third term ahead.

Looking forward to our next five years, I'm pleased to confirm that Shrewsbury BID is in a strong position.

During our second term, we have invested over £2.5m into projects which promote Shrewsbury, enhance the town centre and represent local businesses on the issues that matter most.

We are a powerful and well-respected voice in town, thanks to our public-facing Original Shrewsbury social media, which reached 6.5m people last year, and our lobbying work with local councils and partners in support of the local business community.

We have built significant networks over time which enable us to move forwards confidently with key projects as well as respond to issues as they arise.

We're proud of the many projects led by Shrewsbury BID that make our town an even better place to visit and do business, promoting the town, improving the visitor experience and representing and supporting our business community.

The future is bright for Shrewsbury; with our wonderful mix of businesses and welcoming and supportive atmosphere for new enterprise, we're well-placed to thrive. A vote for another five years will mean another £3 million invested in our town centre.

With Shrewsbury featuring heavily in the national press over the past year, there's a sense that we are finally getting on the map and we're looking forward to helping our business community flourish over the next five years!



Miles Matthews

Chair of Shrewsbury BID
& owner of The Prince
Rupert Hotel



Seb Slater

Executive Director
of Shrewsbury BID

WELCOME TO SHREWSBURY

There's no doubt about it, it's an exciting time to do business in Shrewsbury. Our town is gaining huge recognition on a national stage, thanks to recent filming and visits from national journalists and influencers. As well as being a haven of independent businesses we continue to attract national brands to Shrewsbury and we are adapting to post-Covid changes, with great opportunities for co-working and working from home.

Shrewsbury is a fabulous place to live and work, with our mix of historic buildings, beautiful green spaces and riverside leisure amenities.

Cultural life is vibrant, with events in music, the arts and theatre - many internationally renowned artists have chosen to make Shrewsbury their home, enriching local life with exhibitions and art fairs. Our food and drink scene is thriving too, with some really interesting and unique businesses moving into town. And we have a busy festivals calendar and wonderful history and ghost tours, boat trips and other themed trails including the new Heritage Trail.

Shrewsbury BID was set up in 2014 to help improve the town centre and make it a more attractive place to do business and more enticing to investors. Over the past 10 years, we have played a key role in the place shaping agenda - working with

partners to develop the well regarded Big Town Plan which is beginning to attract significant external funding into the town. We have invested in marketing and promotion to drive footfall and spend in the town centre. And we have built strong relationships with government and industry partners at local, regional and national level.

In the last five years, for every £1 generated by the levy, we've attracted an additional £1.10 investment into the BID, which maximises our members' investments and brings the total invested into our work during the second term to £2.5m.

This allows us to deliver more and wider-ranging projects - as we gain more experience in undertaking activities which have the most value for businesses.

There are exciting developments on the horizon with government funding now secured to bring forward the Riverside Smithfield development - there is much to look forward to, and Shrewsbury BID expects to play a key role going forward.

This Business Plan sets out the priorities of the business community and our strategies for improving the town centre and its services, as we continue to strive for strong and effective operations and management, communications and reporting. And to always ensure that we do the very best job possible in supporting and nurturing our business community.

“ THE BID PROJECTS HAVE BEEN ABSOLUTELY GREAT AND CREATED A REAL BUZZ AROUND TOWN - AS TRADERS, WE'VE CERTAINLY SEEN THE VALUE OF PROJECTS SUCH AS ORIGINAL SHREWSBURY AND THE SHREWSBURY RANGERS.

- ANNA KAYIATOU, OWNER OF DUTCH LIVING



10 YEARS OF SHREWSBURY BID



The past 10 years have seen us deliver on the pledges we have made in previous Business Plans - to enable positive change and tackle issues that matter most to businesses within the town centre.

“ THE BID HAS BECOME A VITAL PART OF THE FABRIC OF SHREWSBURY - THEY LISTEN, THEY RESPOND, THEY ACT DECISIVELY AND IN OUR COLLECTIVE INTEREST

- GILL GRADWELL, COOKING KNEADS



SHREWSBURY'S LAMINATE CINEMA - CAFE BAR



OPEN

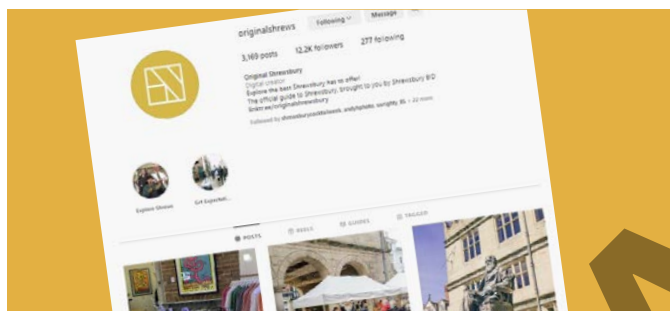
LOCALLY MADE CAKES · LICENSED BAR
GIN & TONIC MENU · SAVOURY FOOD
MILKSHARES · SMOOTHIES · ICE CREAMS

PROMOTING

Shrewsbury BID professionally promotes the town and delivers exciting new activities to attract new visitors and customers. We are committed to growing the profile of Shrewsbury to attract visitors and new investment to our wonderful town and have invested over £1 million into projects which promote Shrewsbury during our second term.

“ WE WERE OVERWHELMED BY THE RESPONSE ON ORIGINAL SHREWSBURY SOCIAL MEDIA WHEN WE LAUNCHED AND SAW HUGE INTEREST FROM CUSTOMERS AS A RESULT. IT GAVE US A FLYING LIFT-OFF

- JACK BROOKS OF PIECES FOR PLACES



SOCIAL MEDIA

- 44K followers on Original Shrewsbury social media channels
- 23K followers on Original Shrewsbury Facebook
- 9K followers on Twitter
- 12K follows on Instagram
- Followers have increased by 50% in five years
- Posts reached 6.5 million last year!

ORIGINAL SHREWSBURY WEBSITE

Our digital ‘shop window’ is visited by on average 27K people a month. With 320K visitors last year - that’s an increase of 36% since 2019! As the town’s official visitor website, it received over 810K page views in 2022. This includes 205K for business profiles, 200K views for our events listings and 121K for our features. Now with a fresh new look, it’s the ‘go-to’ destination for people searching for Shrewsbury on the internet and an important channel for promoting businesses and events.



TOWN CENTRE FUN

Our activities such as big screenings of The Coronation and Wimbledon at Shrewsbury Castle, or the Easter egg trail, huge pumpkin, ‘Sofa Sundays’, games and live music in The Square, encourage footfall and repeat visits to town - and make for a lively atmosphere in the town centre.

SPOTLIGHT ON SHREWSBURY

We were pleased to assist with logistics during the filming of BBC One’s Great Expectations and The Apprentice. Our partnership work with Film Shropshire and Visit Shropshire will lead to an even greater spotlight on Shrewsbury in the future, nationally and internationally, with several major projects to follow.



“With its medieval architecture, thriving independent businesses and Darwin connections, Shrewsbury deserves to rival York and Oxford”

The Telegraph



POSITIVE PR

National press trips and influencer coverage has seen a marked increase in coverage of Shrewsbury in the national press in 2022, with pieces in most national newspapers - thanks to our ongoing work with PR agencies and journalists.

TOWN DRESSING

You'll have noticed some of our campaigns to make Shrewsbury look its best - from our Christmas trees, hanging baskets, flags and bunting across the town and the flags along High Street to our work with artists for the Mini Mural Trail on Openreach boxes, and vacant window displays.



TOWN TRAILS

Our new Shrewsbury Heritage Trail map aims to introduce visitors to our distinct history. We also launched a Mini Mural trail after Covid, and support the Shrewsbury Arts Trail sculpture trail and the tennis ball trail during the World Tennis Tour event. Working with The Shrewsbury Biscuit Podcast, we have also created new audio tours of town.



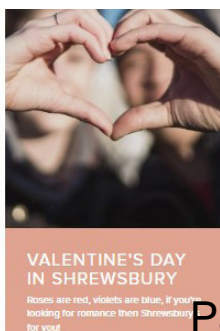
VIDEO & PHOTOGRAPHY

We work with the best photographers to showcase Shrewsbury in high quality images - including supporting business with assets to use in their own marketing. Our highly successful seasonal videos reach hundreds of thousands of people, including 'Find Magic in Shrewsbury this Christmas' by local filmmaker Aaron Child which attracted nearly 143K views.



ORIGINAL SHREWSBURY NEWSLETTER

Our consumer-facing monthly newsletters highlight seasonally appropriate features and news, new businesses and key events. We have 3.3K subscribers across the UK, a smattering abroad, a 43% open rate, and a 22% click rate.



SUPPORTING

Shrewsbury BID works with partners to continually enhance the attractiveness and safety of the town centre. We have implemented a raft of high profile projects over the past 10 years and are committed to supporting businesses by responding to their concerns and delivering safety, cost saving, training and place improvement projects.

“ I’M PROUD TO HAVE PROVIDED FUNDING TO HELP DEVELOP THE SHREWSBURY RANGERS PROJECT WHICH IS A GREAT EXAMPLE OF COLLABORATIVE WORKING FOR THE BENEFIT OF THE COMMUNITY

- JOHN CAMPION, WEST MERCIA POLICE AND CRIME COMMISSIONER



SUPPORTING SAFETY

Currently our Shrewsbury Rangers are patrolling the town centre 7 days a week, acting as a visible deterrent to help reduce crime and anti-social behaviour in our town, as well as acting as a reassuring presence to the public. Funding was secured by Shrewsbury BID from Shropshire Council and West Mercia Police & Crime Commissioner’s Safer Streets programme. It’s a great example of our collaborative approach to town centre improvements.

‘Alternative Giving’ windows are also in place with the purpose of diverting on-street giving to local support charities whilst making begging a less lucrative prospect in the town centre.

CLEAN AND TIDY SHREWSBURY

Our cleaning and improvement projects enhance the town centre environment, complimenting statutory Shropshire Council services. Shrewsbury BID undertake deep cleans of main town centre streets including pavement jet and steam cleaning, bin restoration, graffiti removal and painting. We work to highlight areas requiring improvements to Shropshire Council, working directly with relevant teams, and as part of the problem solving and improvement partnership ‘Team Shrewsbury’.



WELCOMING VISITORS

The Original Shrewsbury Ambassadors provide visitors to Shrewsbury with a warm welcome and a wealth of knowledge about the town during weekends in the summer months. We provide them with eye-catching uniforms, maps, guides, information and radios - plus the all-important Ambassadors’ handbooks! We also collect feedback from visitors in regular surveys to share with partners.

SHREWSBURY WATCH

Shrewsbury BID manages the town radio scheme, connecting businesses to CCTV control, police, Rangers, and other businesses which contributes to reducing low-level crime and antisocial behaviour in the town centre. We also provide members with access to the DISC information sharing app for Pubwatch and Shopwatch. We’re proud of retaining our Purple Flag status as a town – an award that recognises a safe and successful night-time economy. We also work proactively with partners on anti-spiking and river safety campaigns to help make the town safer for all.





KEEPING BUSINESSES INFORMED

We pride ourselves on gathering and communicating important information to our businesses in a timely and digestible format - including legislation changes, Covid and flood grant support, project updates and consultations. Nearly 300 email updates have been sent to businesses since April 2019.



VARIETY AND VIBRANCE

The Original Shrewsbury Grant Scheme awards £10K every year to activities that bring variety and vibrance to Shrewsbury town centre, encouraging more footfall, longer dwell time and repeat visits. Recent projects to benefit include: Shrewsbury Piano Day, the John Weaver Dance Festival, Sunday Beer Tour, Secret Artist Sale and Making our Mark workshops.



NEW BUSINESS PROMOTION

We support new member businesses with Instagram takeovers which have with an average reach of 17K and over 400 engagements. New businesses also benefit from introductory posts on Original Shrewsbury social media with an average reach of 40K. This promotion via our well established Original Shrewsbury platform helps businesses to build their brand within the town and reach potential customers as soon as they open.

FREE TRAINING & COST SAVING

We provide regular, free first aid training with 230 spaces taken up since 2019, along with other staff development opportunities, including social media, marketing and retail monitoring. We've made cost saving experts available BID members to review bills, identify savings and reduce costs. Discounts are also available on waste contracts, Christmas trees and hanging baskets.



RIVER SAFETY

Shrewsbury BID works with partner agencies to take action to improve river safety. Under the Shrewsbury Watch banner, we have initiated an in-venue poster campaign encouraging people to find a safer route. We have also commissioned 3 short videos to be released in April 2023 to encourage safe use of the river. Shrewsbury Rangers also have a role to play in river safety by patrolling bridges and escalating concerns to appropriate agencies.



REPRESENTING

Shrewsbury BID represents the needs and concerns of our 500+ members - we are a truly business-led partnership and your interests are our interests. Our town works better when we all work together and Shrewsbury BID is able to provide a strong and representative business voice on issues affecting the town centre.

“ SHREWSBURY BID’S PARTNERSHIP WITH FULL FIBRE WILL VASTLY IMPROVE THE CONNECTIVITY AVAILABLE TO OUR BUSINESS AS WELL AS HELPING US MAKE A SIGNIFICANT COST SAVING

- ANDY UNDERDOWN, TANNERS WINE

Town centre ‘open as usual’ after hotel hit by bomb scare



Businesses still waiting for more details on support with energy bills



GIVING BUSINESSES A VOICE

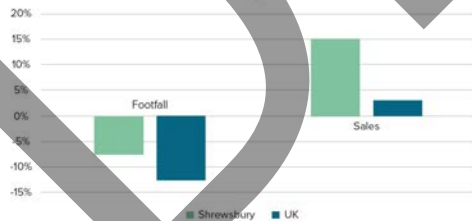
We ensure businesses are strongly represented in discussions with partners and in the local press on issues such as car parking and CCTV, with nearly 300 pieces of local press coverage in 2022 alone. Recently, we supported the introduction of cheaper bus fares.

LISTENING AND RESPONDING

Throughout the current Pedestrian Friendly Shrewsbury trial, we have collected data and listened to feedback from businesses and shared this with our partners, including Shropshire Council.



December 2022 Sales and Footfall vs 2019 Shrewsbury vs UK



MEASURING FOOTFALL & SALES

By keeping a close eye on footfall data recorded by Springboard cameras on Shrewsbury High Street we are able to compare this with previous years and national figures. This allows us to monitor visitor behaviour and provide businesses with valuable insights. We also report on the Beauclair retail sales data, which allows us to monitor and comment on consumer spending in our town. Latest figures show we are outperforming the national average!

IMPROVING CONNECTIVITY

We are committed in our new business plan to work with Full Fibre and landlords to install a new fibre network which will see connectivity and speeds available to town centre businesses dramatically improved.





WAYFINDING

Shrewsbury BID has led on the design of a transformational new wayfinding system to help people navigate our beautifully quirky town with its unique mediaeval street pattern. The 20 new wayfinding totems give a stronger sense of place and make a positive addition to the Shrewsbury streetscape. This was achieved by working with upwards of 20 stakeholders.

BIG TOWN PLAN

Shrewsbury BID is a key player and gives a strong business voice in this exciting partnership with Shropshire Council and Shrewsbury Town Council. The Smithfield Riverside project has recently been awarded £18.7m of government investment from the Levelling Up Fund in 2023 and will regenerate a significant area of the town centre.



AN EYE FOR SUSTAINABILITY

We supported the setup of Shrewsbury Cup, the UK's first town centre deposit return scheme, used by 30 local businesses - and also the Shrewsbury Rickshaw service, run by Shropshire Cycle Hub, which reflects our commitment to encourage active travel in the town centre.



PROFESSIONAL STANDARDS

Shrewsbury BID has been recognised for its high standards of transparency and responsible governance, following an independent review process. In 2022 we received a national accreditation for Business Improvement Districts - the BID Foundation's Industry Standards.



A community of practice, leading the evolution of BIDs



YOUR VIEWS

Shrewsbury BID is committed to delivering projects and services for your benefit so it is important that we understand what is of greatest value to you.

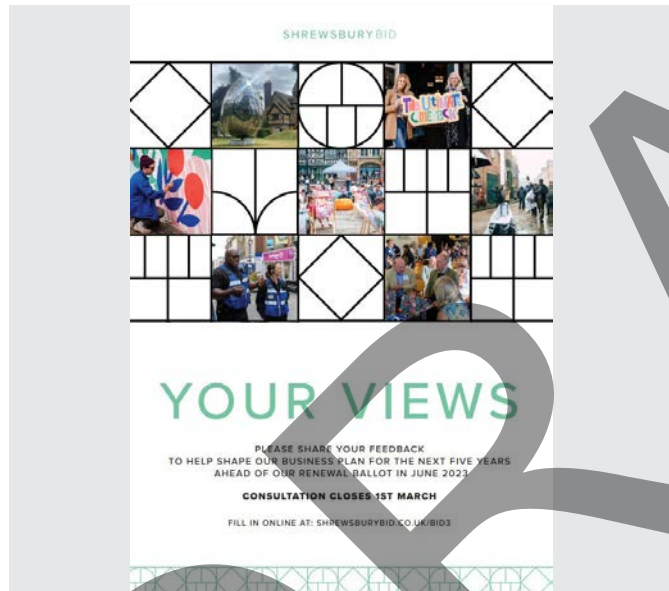
We ran an extensive consultation process during February and March 2023 to communicate with all businesses who will be eligible to vote in the renewal ballot.

A printed version of the consultation document was delivered to 100% of business voters. A digital version was emailed to our business database and was made available on our website.

We followed up on this with direct contact and had engagement with over 70% of voters.

“ WE REALLY WELCOME BEING GIVEN THE OPPORTUNITY TO COMMENT ON KEY ISSUES AFFECTING OUR TOWN AND TO SEE OUR PRIORITIES REFLECTED IN THE BID’S PROGRAMME OF WORK

TBC



HOW YOU RATED BID2 PROJECTS



Over 125 businesses responded to our consultation survey in February and March 2023 and were asked to rate our BID2 projects on a scale of 1-5 with 1 being not very valuable, 5 being very valuable and 3 being neutral. The results of this survey are summarised above.

PRIORITIES FOR THE NEXT 5 YEARS



A third term for Shrewsbury BID will see us looking forward and building upon the platform that we have developed over the past 10 years.

Our integrated approach will see us anticipate problems before they occur - tackling anti-social behaviour in a proactive manner, for example - and working in collaboration with our partners to keep ahead of challenges.

You can expect more exciting and eye-catching projects that enhance the visitor experience. And we promise to stay closely in touch with our business community and contribute positively to the trading environment, through professional leadership and representation.

We'll make sure Shrewsbury truly is a place where everyone feels welcome and included.

“ WE FEEL IN SAFE HANDS WITH THE BID AND TRUST THAT IT WILL WORK CLOSELY WITH BUSINESSES TO STAY AHEAD OF THE CURVE - AND SHAPE THE FUTURE OF OUR TOWN FOR THE BENEFIT OF ALL

- JOHN HALL, WRITE HERE

ORIGINAL SHREWSBURY

Projects to attract more people into the town centre and maximise the visitor experience
OVER FIVE YEARS: £750,000



“ IT’S BEEN GREAT TO SEE SHREWSBURY PROMOTED AND RECOGNISED ON THE NATIONAL STAGE - MORE OF THE SAME PLEASE!

- KATE GITTINS, SHREWSBURY MARKET HALL

WEBSITE, SOCIAL MEDIA & DIGITAL ADVERTISING

We’ll continue to keep people informed, introducing Shrewsbury to new people and improving the user experience - as well as being the town’s go-to platform for business profiles and What’s On content. We will build on our huge platform of 6.5million views on social media and our expertise in user engagement to further leverage our channels for the benefit of local businesses.

TOWN CENTRE DRESSING

We love making the town a more fun and welcoming place for customers to visit and an attractive place to live and work by making Shrewsbury look its best. And with a raft of successful campaigns behind us, we know what works and how to achieve it - but we’re always open to new ideas!

TOWN CENTRE ACTIVITIES & CAMPAIGNS

We’ll continue to run activities and campaigns to attract visitors to the town centre and improve the experience for those already here. Supporting local talent, we’ll make sure there’s something for everyone in Shrewsbury. We’ll also be keeping an eye on accessibility and inclusivity, to make sure everyone feels welcome in our town.

VISITOR ECONOMY PARTNERSHIPS

We will collaborate with our partners at Visit Shropshire to grow the visitor economy and run bigger destination marketing projects. It’s not just about the BID delivering projects by ourselves, we’ll work with the most appropriate partner agency to further the town’s UK profile.

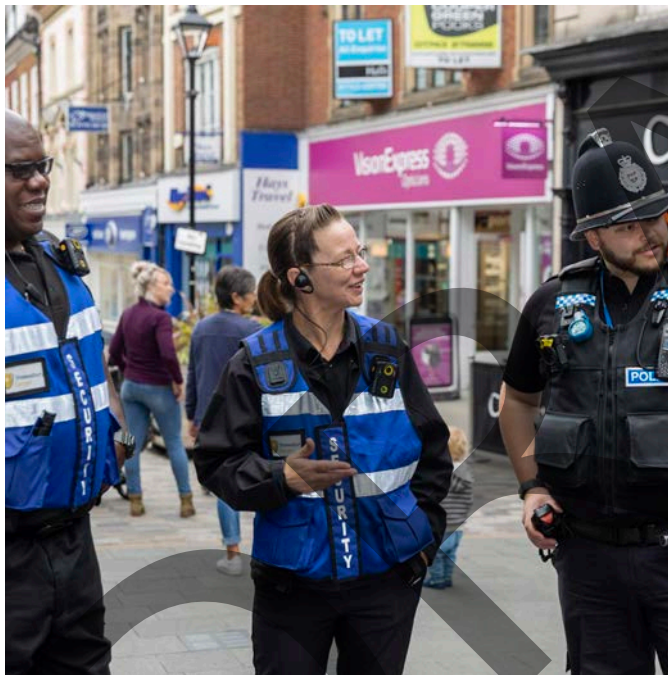


SAFER SHREWSBURY

PRIORITY: Working with partners to ensure the safety and attractiveness of the town centre
OVER FIVE YEARS: £750,000

“ WE’RE DELIGHTED TO SEE THE BID IS COMMITTED TO CONTINUING ITS WORK ON THE SAFETY OF THE TOWN, PARTICULARLY THE CONTINUATION OF THE SHREWSBURY RANGERS TEAM

- ELISA LEWIS, MARKS & SPENCER



SHREWSBURY RANGERS

Working closely with West Mercia Police, we’ll continue to provide a proactive presence in the town centre to deter anti-social behaviour and crime, as well as providing a friendly face and welcome to customers and businesses alike. We will explore opportunities with Shropshire Council and Shrewsbury Town Council to enhance the scheme further.

CLEANING AND PLACE IMPROVEMENT

A clean and attractive environment is an essential part of creating a safe town centre. As well as working closely with partners, we will initiate our own projects such as an Annual Spring Clean project to keep our town centre looking its best.

TEAM SHREWSBURY AND PURPLE FLAG

Shrewsbury BID will continue to play a key role within the Team Shrewsbury partnership, representing businesses and working together to create a safer Shrewsbury. We will coordinate the Purple Flag programme of continuous improvement to support a safe and vibrant night time economy. We will continue to work to reduce begging through the Alternative Giving scheme.

SHREWSBURY WATCH

Shrewsbury BID manages Pubwatch and Shopwatch, a safety partnership run by members aiming to make Shrewsbury a safer place to live, work, and visit. Members have free access to DISC information sharing app and can hire a radio to connect to the radio system to share real-time safety information between businesses, CCTV, the Police, and Shrewsbury Rangers.



WORK IN SHREWSBURY

A new programme of activity to attract and nurture our workforce and student community
OVER FIVE YEARS: £450,000

“ WE ARE REALLY PLEASED TO SEE A NEW PROGRAMME OF ACTIVITY FOCUSED ON SUPPORTING PEOPLE WORKING AND STUDYING IN THE TOWN CENTRE WHICH WILL HELP MAKE THE TOWN CENTRE AN EVEN MORE ATTRACTIVE PLACE TO DO BUSINESS.

CELEBRATING AND GROWING ENTERPRISE

Building on the success of our Original Shrewsbury platform, we will create the ultimate guide to working and setting up a business in Shrewsbury town centre.

We will showcase the amazing companies and sectors already working here - through high quality video, case studies and success stories. We'll work closely with partners at Invest in Shropshire to attract new companies, higher skilled and higher value jobs in the town centre, as well as creating the demand for new development.

We'll also run a vibrant programme of sector events supporting retention and recruitment of talent to Shrewsbury.



SKILLS AND TRAINING

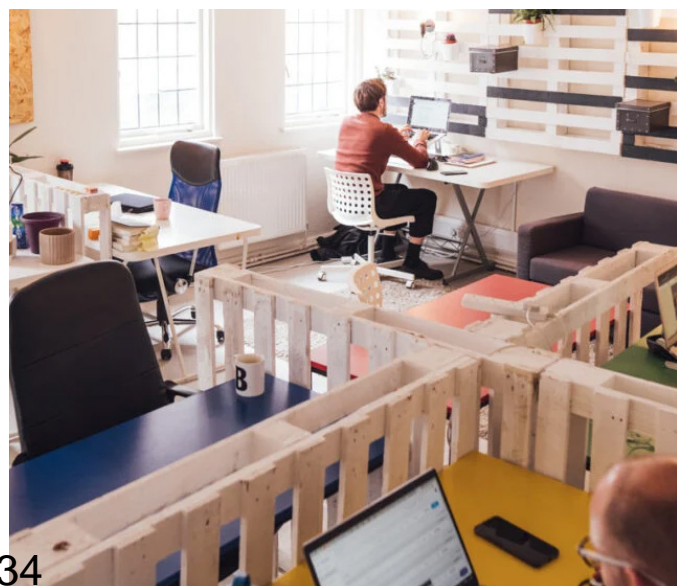
We will provide opportunities for businesses to upskill their workforce through a variety of informal workshops and external training programmes.

STRONG BUSINESS VOICE

We'll continue to provide a co-ordinated and strong business voice on issues affecting working and doing business in the town centre such as access, car parking and flooding.

A PLACE TO LEARN AND GROW

We will continue to work closely with our excellent local education establishments and deepen the connection with the town centre, maximising opportunities for both students and businesses.



FUTURE SHREWSBURY

Working with partners to ensure Shrewsbury stays ahead of the curve and is successful in attracting investment OVER FIVE YEARS: £450,000

“ THROUGH THE BID WE HAVE A STRONG VOICE AND ARE ABLE INFLUENCE MATTERS WHICH DIRECTLY AFFECT BUSINESS AND THE FUTURE OF THE TOWN CENTRE

- DARREN TOMKINS, GINDIFFERENT

BIG TOWN PLAN PARTNERSHIP

Working closely with both Shropshire Council and Shrewsbury Town Council, we will continue to play a key role in the place-shaping of Shrewsbury town centre - ensuring businesses have a strong voice on development. We will support and champion the Smithfield Riverside regeneration project following the awarding of £18.7m of levelling-up investment to Shropshire Council in 2023.

GIGABIT FIBRE CONNECTIVITY

Building on the BID2 project with Full Fibre to install hugely improved connectivity for many businesses on Wyle Cop, we will work closely with landlords to roll-out gigabit fibre connectivity across the whole town centre.



MAXIMISING INVESTMENT INTO SHREWSBURY

We will monitor funding opportunities and look to maximise investment into Shrewsbury town centre; such as match funding for BID projects, grants for businesses or improvements in the wider town centre.

DATA AND SHREWSBURY DASHBOARD

From footfall to sales, we will continue to collect and share data with businesses and partners to enable better informed decision making for the benefit of the town centre economy.

SUSTAINABLE TOWN CENTRE

We will provide leadership in supporting a sustainable town centre economy and provide opportunities for businesses to upskill in this area.

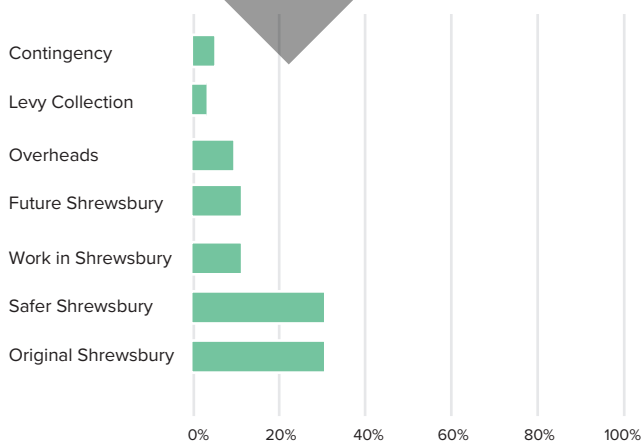


FINANCES

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	%
Levy Income	£325,000	£341,250	£358,313	£376,228	£395,040	£1,795,830	58%
Voluntary Membership	£22,000	£26,400	£31,680	£38,016	£45,619	£163,715	4%
Project Match Funding	£210,000	£210,000	£210,000	£210,000	£210,000	£1,050,000	38%
Total Income	£557,000	£577,650	£599,993	£624,244	£650,659	£3,009,545	100%

Expenditure

Original Shrewsbury	£139,250	£144,413	£149,998	£156,061	£162,665	£752,386	25%
Safer Shrewsbury	£139,250	£144,413	£149,998	£156,061	£162,665	£752,386	25%
Work in Shrewsbury	£83,550	£86,648	£89,999	£93,637	£97,599	£451,432	15%
Future Shrewsbury	£83,550	£86,648	£89,999	£93,637	£97,599	£451,432	15%
Overheads	£77,980	£80,871	£83,999	£87,394	£91,092	£421,336	14%
Levy Collection	£12,000	£12,000	£12,000	£12,000	£12,000	£60,000	2%
Contingency	£21,420	£22,659	£24,000	£25,455	£27,040	£120,573	4%
Total Expenditure	£557,000	£557,000	£599,993	£624,244	£650,659	£3,009,545	100%



FINANCE NOTES

1. Based on past performance, an assumed collection rate of 97% has been adopted
2. The discretionary annual inflation rate on levy income has been assumed at the maximum of 5%
3. The figures included for voluntary membership and grants and sponsorship income are estimated based on past performance but cannot be guaranteed
4. The annual levy collection charge is £12,000, which equates to 3% of levy income and £20/unit

KEEPING YOU UPDATED

An important part of our role is to give businesses the information and intelligence they need to stay ahead. We will continue to send regular newsletters and updates from footfall and spend trends to future transport and access issues.

We make it our business to meet your business through one to one meetings, sector breakfast meetings and other forums. This ensures we constantly listen to your views so we can reflect them in our work.

Each year, we produce a detailed Annual Report to illustrate what has been achieved and what has still to be accomplished. This provides tangible progress reporting and return on investment for every business to see.

We will continue to regularly update the BID website and during 2023 we will be launching the Shrewsbury Business Dashboard which will include a wealth of data available to businesses.

We will keep you updated through:

- Email Newsletters and Updates
- Annual Reports and Meetings
- One-to-one Business Meetings
- BID Website and Social Media
- Sector Meetings and Forums
- Shrewsbury Dashboards

“ AS A MEMBER OF SHREWSBURY BID, I FEEL WELL INFORMED ABOUT THE WORK AND OUTCOMES BEING ACCOMPLISHED ON OUR BEHALF. I APPRECIATE HOW THE TEAM STAY IN CONTACT AND THEIR QUICK RESPONSE TIME TO ANY QUERIES OR CONCERNS WE MAY HAVE

- JENETTE HADLEY, LAKELAND



MANAGEMENT & GOVERNANCE

The management and governance of the BID will be open and transparent and will be accountable to the levy payers.

The Shrewsbury BID operates as a company limited by guarantee and as such has a Board of Directors made up from BID levy payers. This Board takes responsibility for the strategic and financial management of the BID and will meet on a quarterly basis as a minimum.

The composition of the Board reflects the breakdown of the levy payers across the town.

Alongside the Board there will be a variety of working groups that will feed into the Board as and when required.

It is the responsibility of the Board of Directors to ensure good management of the BID. The management team will be a combination of salaried and contracted resource depending on the needs of the business during the term of the BID.

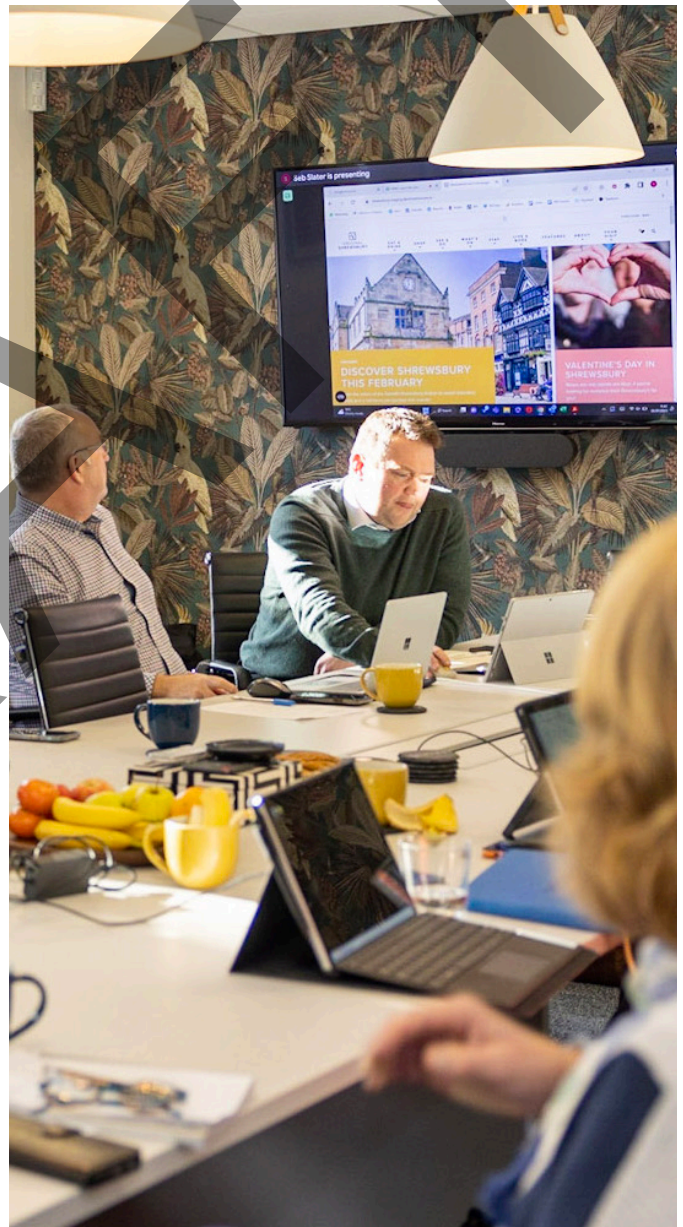
The BID will enter into two legal agreements with Shropshire Council.

A baseline agreement is in place, which sets out the minimum service standards to be delivered by Shropshire Council and Shrewsbury Town Council.

An operating agreement between the BID and Shropshire Council will define the contractual arrangements for the collection and enforcement of the BID levy collection, which will be carried out by the Council on the BID's behalf.

This contractual relationship is in line with the requirements of the BID legislation.

Copies of both agreements are available to be viewed at www.shrewsburybid.co.uk/BID3





LEVY RULES

- The levy rate will be fixed at 1.58% of rateable value as at 1st April 2024 based on the 2023 Rating List.
- All new hereditaments entering the Rating List after 1st April 2024 will be levied at 1.58% of the prevailing list at the start of each chargeable year.
- The levy will be charged annually in advance for each chargeable period from April to March, starting on 1st April 2024 utilising the prevailing values on the 2023 Rating List.
- New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
- If a business ratepayer occupies the premises for less than one year, the levy paid will be on a daily basis and any appropriate refund will be made.
- A threshold of £12,000 rateable value will be applied, exempting any business hereditament within the defined BID area falling below this rateable value.
- The BID levy may increase by an annual inflationary factor of up to 5% (ie. up from 1.58% multiplier to 1.63% in year 2 and so on). The board will be required to decide on whether to apply the inflation factor each year.
- In the case of an empty or untenanted premises, the property owner (the subsequent eligible ratepayer) will be liable for the BID levy with no void period, and will be entitled to vote in the BID ballot.
- Non-retail charities with no trading income, arm or facilities, not-for-profit subscription and volunteer-based organisations will be exempt from paying the BID levy. No other exemptions will apply.
- VAT will not be charged on the BID levy

WHAT IS A BID?

A BID is a Business Improvement District that enables coordinated investment in the management and marketing of a commercial area.

Governed by legislation to ensure fairness and transparency, a BID is created for a five year period following a successful ballot.

During the term of the BID all businesses defined within this Business Plan will be required to pay the mandatory levy irrespective of whether they cast a vote in the ballot.

The current term of the Shrewsbury BID runs until 31st March 2024.

This renewal business plan seeks to establish agreement to a third term that would run from 1st April 2024 to 31st March 2029.

The ballot will run from 8th June 2023 to 6th July 2023 and require a positive majority to succeed and continue with the BID for a further five years.

There are over 300 BIDs operating in the UK including Chester, Bath, Worcester, Aberystwyth, Oswestry, Stafford and Leamington Spa.

LOTS TO LOSE WITHOUT THE BID

Shrewsbury BID operates within a fixed term of five years until March 2024. In the event of a NO vote, the projects and services currently delivered by the BID and detailed within this business plan would not be taken forward.

“ WITHOUT THE BID THERE WOULD BE NO ORGANISATION DEDICATED TO PROMOTING SHREWSBURY, AND AS A BUSINESS COMMUNITY WE WOULD LOSE OUR COLLECTIVE VOICE ON IMPORTANT ISSUES.

- TBC

PROMOTING

- No Original Shrewsbury website, the definitive digital guide to the town, including business listings and events. Over 810k page views in 2022.
- No Original Shrewsbury social media
- No town dressing, such as bunting, High Street flags and filling vacant windows
- No campaigns designed to bring people to the town and visit your business, such as activations, seasonal campaigns
- No support for partners, such as Visit Shropshire and Film Shropshire

SUPPORTING & ENHANCING

- No free access to Pubwatch and Shopwatch
- No Shrewsbury Rangers
- No Purple Flag safety activity
- No free training, including first aid
- No informative emails about flooding, business support grants, project updates, or consultations.
- No central point responding to issues on behalf of businesses, for example covid and flooding



REPRESENTING

- No co-ordinated business voice on issues such as access, car parking and town centre redevelopment.
- No ringfenced BID local investment fund totalling £3m over the five years
- No Shrewsbury Dashboard or data on footfall and sales gathered for businesses

OUR BID TEAM



Seb Slater
Executive Director



Emma Molyneux
Project Coordinator



Stephanie Mansell-Jones
Business Liaison



Imy King
Original Shrewsbury Content

THE BOARD

Mike Matthews
Chair

The Prince Rupert Hotel

Ann Tudor
Finance Lead

Claremont Accounting

Kevin Lockwood
Deputy Chair

Darwin Centre

Catherine Armstrong

Shrewsbury Colleges Group

Helen Ball

Shrewsbury Town Council

Jonathan Soden

The Soden Collection

Tina Boyle

Acoustic Boutique

Darren Tomkins

Gindifferent

James Handley

Big Town Plan

Mark Barrow

Shropshire Council

James Hitchin

The Alb and Pubwatch

Neil Jacques

Tesco and Shopwatch

Dilwyn Jones

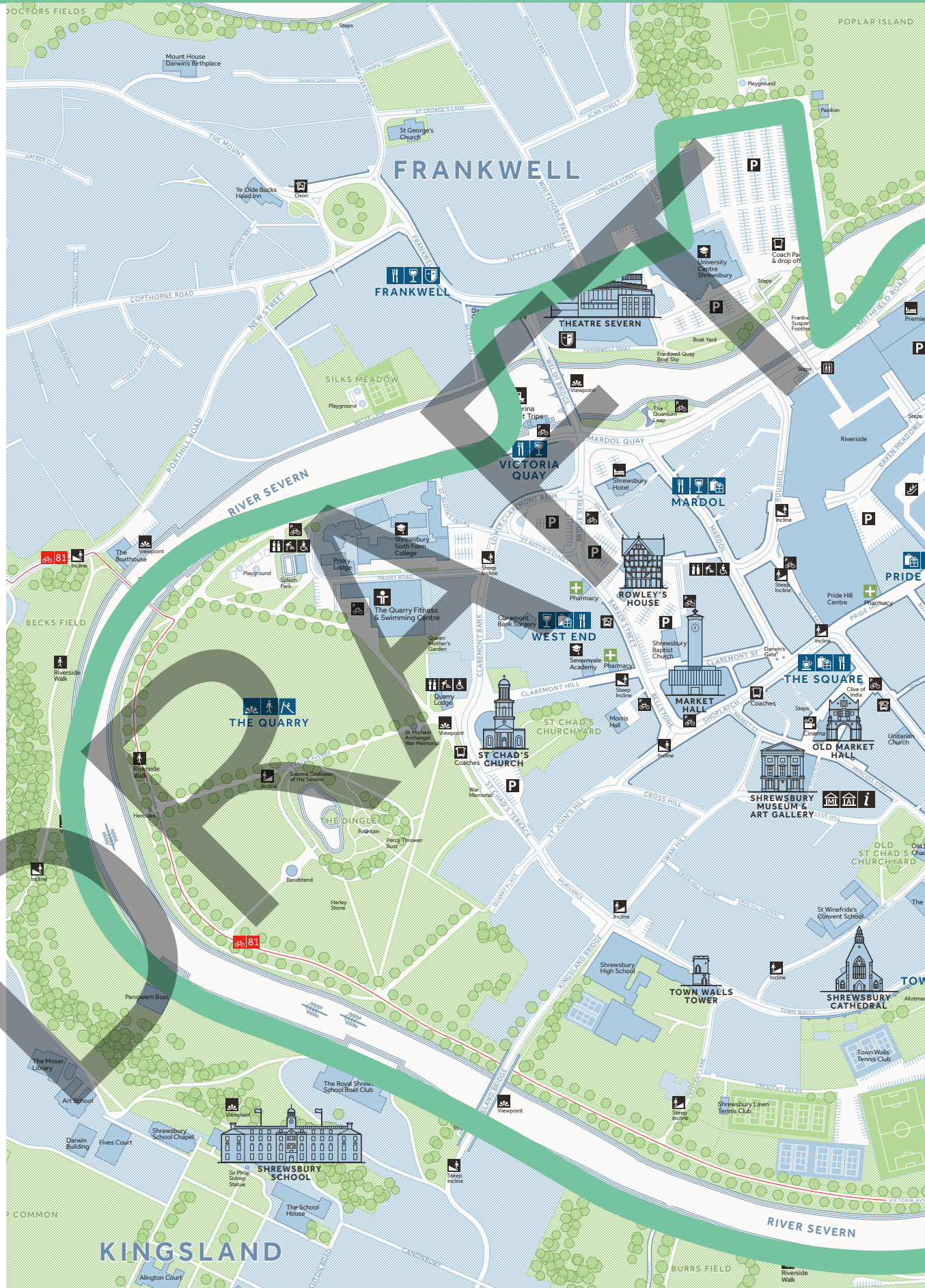
Sabrina Boat

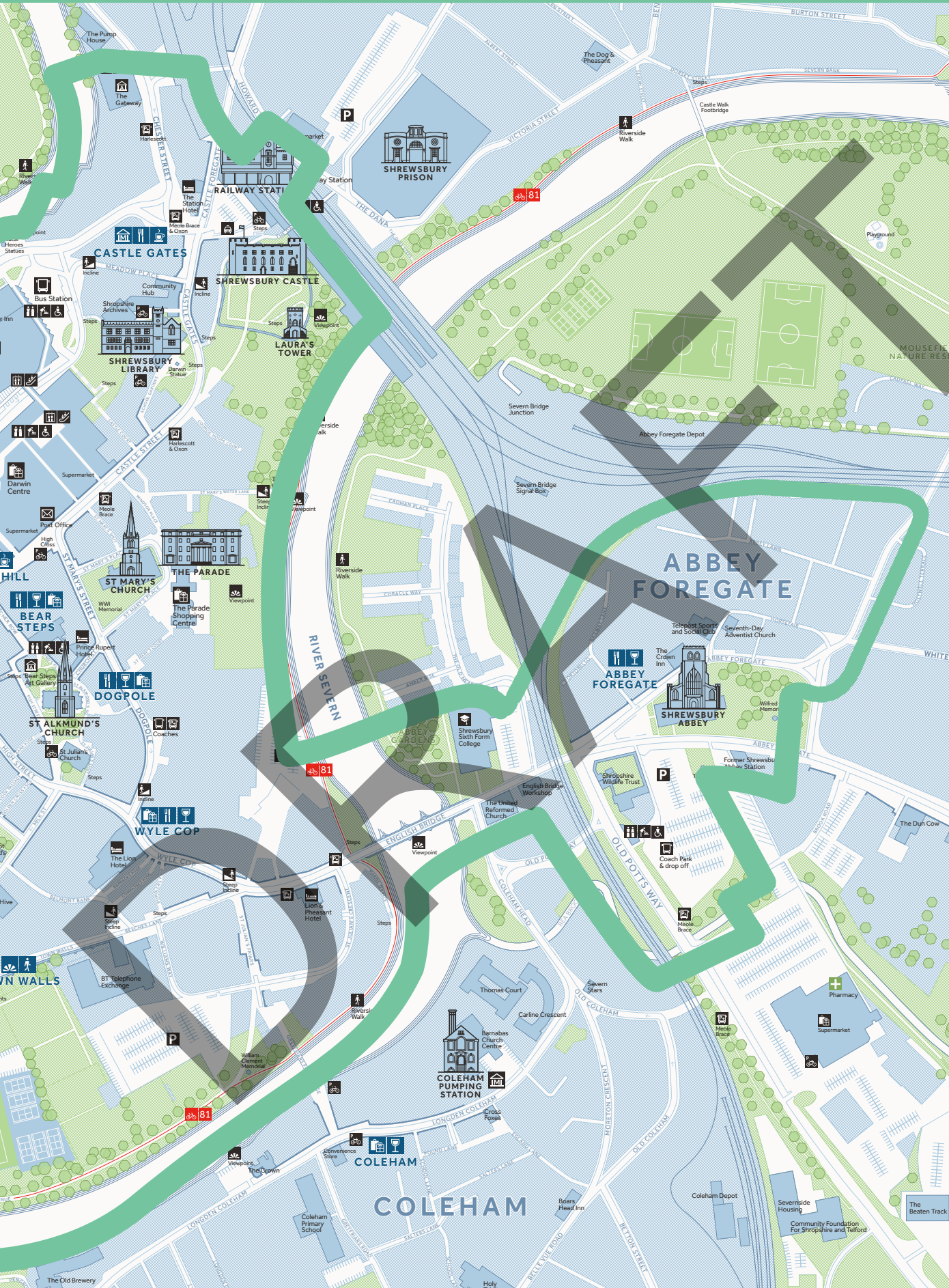
BID FOUNDATION ACCREDITED

We recognise the benefit of keeping up to date with industry knowledge and best practice through a variety of industry partners including:









VOTE YES TO SECURE £3M ADDITIONAL INVESTMENT INTO SHREWSBURY TOWN CENTRE OVER THE NEXT FIVE YEARS.

A POSTAL BALLOT OF ALL DEFINED BUSINESS RATEPAYERS IN THE BID AREA WILL TAKE PLACE FROM 8TH JUNE 2023 TO 6TH JULY 2023.

THE RESULT WILL BE ANNOUNCED ON 7TH JULY 2023.

The BID ballot will be successful if the following two tests are met:

1. A simple majority by number of those voting must vote in favour
2. Those voting in favour must represent the majority of rateable value of those voting

The ballot will be run by an impartial third party body instructed by Shropshire Council in line with BID ballot legislation.



Committee and Date

Cabinet
19th April 2023

Item

Public



Application by Longden Parish Council for Longden Parish to be considered as a Neighbourhood Area

Responsible Officer:	Mark Barrow, Executive Director Place		
email:	mark.barrow@shropshire.gov.uk	Tel:	01743 258916
Cabinet Member (Portfolio Holder):	Richard Marshall		

1. Synopsis

This report seeks approval for the application by Longden Parish Council for the Parish area of Longden to be considered as a Neighbourhood Area for the purposes of preparing a Neighbourhood Development Plan.

2. Executive Summary

2.1 It is Shropshire Council's role to decide if the proposed Neighbourhood Area is an appropriate area for the purposes of preparing a Neighbourhood Development Plan (referred to in this report as Neighbourhood Plan). The recommendation focusses solely on the extent of the area to be used in the preparation of the proposed Neighbourhood Plan. This recommendation does not deal with the proposed content of the Neighbourhood Plan, which are issues to be considered by Longden Parish Council in cooperation with Shropshire Council in due course. The application attached as Appendix A, proposed area map as Appendix B. It is considered the identification of the Longden Parish area as a Neighbourhood Area responds positively to the Shropshire Plan's objectives, in particular the meeting the ambition improve the health of Shropshire's economy and environment.

3. Recommendations

- 3.1. That Cabinet agree the designation of the proposed Neighbourhood Area identified on the map in Appendix 2, covering the Parish of Longden as an appropriate basis for the development of a Neighbourhood Development Plan and notifies Longden Parish Council accordingly.

Report

4. Risk Assessment and Opportunities Appraisal

- 4.1 The power to designate a Neighbourhood Area is exercisable under Section 61G of the Town and Country Planning Act 1990. Under Regulation 5(1) of The Neighbourhood Planning (General) Regulations 2012 an Area Application must include a map that identifies the area to which the application relates and a statement to explain why the area is considered appropriate to be designated as a Neighbourhood Area and that the body is in fact a “relevant body” for the purposes of Section 61 G(2) of the Act. Longden Parish Council is a relevant body for the purposes of the Act.
- 4.2 The relevant material (Area Application and Area Map included as Appendix A and B to this report) was received by Shropshire Council on 12th January 2023 and as stated under Regulation 5(1) of The Neighbourhood Planning (General) Regulations 2012, public consultation is not required as the area for designation relates to the full parish area.
- 4.3 In determining the application Shropshire Council must have regard to the desirability of designating the whole of the parish area as a Neighbourhood Area and the desirability of maintaining the existing boundaries of areas already designated as neighbourhood areas. In the event the designation is approved, it will be published on the Council’s website. If the designation is refused under Section 61G (9) of the Act, reasons must be given and the decision publicised in accordance with Regulation 7 of the Regulations. It is considered there is significant risk to the Council of not agreeing to the Longden Parish Area as a Neighbourhood Area without sound rationale.
- 4.4 The designation of an appropriate area for a Neighbourhood Plan is to confirm the geographic area the Plan will cover. This does not set policies to be contained in the Neighbourhood Plan, or the thematic scope of that Plan. Indeed, and importantly, the designation of a Neighbourhood Area does not commit the Parish or Town Council to producing or completing a Neighbourhood Plan. It is, however, a first important step in the process of preparing a Neighbourhood Plan and required by regulations.
- 4.5 When approved, Neighbourhood Plans form part of the statutory development plan for the area. The statutory framework covering the production of neighbourhood plans is therefore quite prescriptive and there is little risk for either Shropshire

Council or Longden Parish Council in following this carefully. However, it is important that a high degree of trust and cooperation between the Councils is maintained in order to reduce any risk of the inconsistency and conflict between the Neighbourhood Plan and those other parts of the Development Plan prepared by Shropshire Council.

- 4.6 Shropshire Council's Local Plan Review (2016-2038) will be an important and ongoing consideration in the context of any Neighbourhood Plan prepared for the Longden Parish Council area. The National Planning Policy Framework (NPPF) clarifies that Neighbourhood Plans must support the delivery of the strategic policies of the Local Plan. The draft Local Plan Review is currently at Examination in Public having been submitted to the Secretary of State on 3rd September 2021. It is therefore at a very advanced stage, and subject to the outcomes of the current independent examination, could be adopted in late 2023.
- 4.7 A Neighbourhood Plan will, after passing through the relevant stages of consultation, submission, examination and the referendum, go on to become part of the statutory Development Plan for the area. By definition, the Neighbourhood Plan should be a product of the community and as such will contain policies that, whilst in general conformity with other elements of the Development Plan, should have its own distinct character. The degree of scrutiny to be applied to a Neighbourhood Plan through its examination process is dependent upon the scope of the plan, and it will continue to be particularly important for appropriate evidence to be produced to inform the Neighbourhood Plan. Statute provides that planning applications should be determined in accordance with the provisions of relevant Development Plan policies unless material considerations indicate otherwise. The weight given to the Plan thus remains to be balanced with other considerations when taken in the round by decision makers.

5. Financial Implications

- 5.1 The Localism Act and Regulations provide that the following costs would fall to Shropshire Council: delivering a supporting role particularly in the latter stages of the plan's development; appointing an examiner for the plan; and conducting an examination and holding a referendum. Current provisions allow an application for these additional costs to be met, and a reimbursement of costs will therefore be sought from central government. It is considered likely the robustness of the Neighbourhood Plan policies will be tested over time by independent planning inspectors on planning appeals made under Section 78 of the Planning Act. Members are advised that the liability for future appeal costs rests with Shropshire Council as local planning authority and as such the usability of such plans and their impact on local decision making will need to be carefully monitored.

6. Climate Change Appraisal

- 6.1 The designation of the Longden Neighbourhood Area allows the important first step in the preparation of a Neighbourhood Plan for the parish of Longden. Whilst at this stage the contents of the plan are not known and will be subject to the objectives led by Longden Parish Council in consultation with their communities, it does present an opportunity to explore additional development management policies for the local area, which could respond to the ongoing need to mitigate and adopt to

the impacts of climate change. Any new development management policies would need to show how they are deliverable and ensure development remains viable.

7. Background

- 7.1 Shropshire Council fully supports the principle of areas seeking to develop their own Neighbourhood Plans to supplement and complement the wider policies of the Development Plan. The Government's National Planning Policy Framework (NPPF) supports the principle of Neighbourhood Plans and their status as part of the Development Plan. The NPPF states "Neighbourhood plans should support the delivery of strategic policies contained in local plans or spatial development strategies; and should shape and direct development that is outside of these strategic policies". It is also made clear that Neighbourhood Plans should not promote less development than set out in the strategic policies for the area or undermine those strategic policies.
- 7.2 The development of a Neighbourhood Plan must be facilitated by the town or parish council and will, in most cases, proceed with support and assistance from volunteers across the community. It is recommended that Longden Parish Council begin early consultation with their communities and seek to agree in principle grant funding from Locality - the national organisation overseeing funding and technical support to Neighbourhood Plans on behalf of the Department for Levelling Up, Housing and Communities.
- 7.3 In due course and as part of the Neighbourhood Plan preparation process, Shropshire Council will consider whether the Longden Neighbourhood Plan conforms to the adopted strategic policies of the wider Development Plan as part of ongoing co-operation between the councils and as part of formal consultation responses. Ultimately, the Neighbourhood Plan will be subject to an independent assessment and will need to meet a number of mandatory 'basic conditions' set out in legislation.

8. Additional Information

- 8.1 Council officers have had early discussions with representatives from Longden Parish Council, specifically to discuss the extent of the proposal and to further understand the rationale for the area proposed
- 8.2 Having had these early discussions, it is considered the proposed area, which accords with the parish boundary, is appropriate for the purposes of preparing a Neighbourhood Plan and that the proposed Neighbourhood Plan can therefore offer the opportunity to deliver some additional value through the preparation of locally relevant planning policies to support the delivery of appropriate development, whilst continuing to be in conformity with the strategic policies of the Local Plan.
- 8.3 Longden Parish Council must seek to ensure the future sustainable development of the settlement by providing detailed planning policies for their area. Whilst the exact scope and remit of the Neighbourhood Plan is to be discussed, at this stage it is clear there is an understanding from the Parish Council as to the general role of the Neighbourhood Plan and the type of policies it is likely to introduce. Further

discussions will help to clarify this. In addition, it should be recognised that in line with national regulations on Community Infrastructure Levy (CIL), areas with adopted ('made') Neighbourhood Plans in place, receive 25% CIL Neighbourhood Funds (uncapped) from CIL liable development in its area after the Plan's adoption, compared with 15% (capped) in non-Neighbourhood Plan areas.

9. Conclusions

- 9.1 Longden Parish Council have indicated they wish to prepare a Neighbourhood Plan for their whole parish area. It is the officer recommendation to proceed with agreeing the parish as a Neighbourhood Area, and that there are no appropriate reasons not to do so.
- 9.2 This report only seeks to agree the parish as a Neighbourhood Area. It does not cover any matters of content of a Neighbourhood Plan for the area, and it is fully acknowledged this is a responsibility of Longden Parish Council to lead. However, it does identify the ongoing need for Council officers, where appropriate, to work collaboratively with Longden Parish Council on the preparation of a Neighbourhood Plan and sets out the regulatory requirements of Shropshire Council within this process.

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

None

Local Member:

Roger Evans

Consultation with Local Member

Members have been kept up to date, via email, on the progress of the Neighbourhood Plan and this paper

Appendices [Please list the titles of Appendices]

Appendix A – Application from Longden Parish Council

Appendix B – Map of Designated Area

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Application to designate a Neighbourhood Area
Town and Country Planning Act 1990
Neighbourhood Planning (General) Regulation 2012

Town Clerk details:

Name: Caroline Higgins
Address: Holmsdale, Station Road, Meole Brace, Shrewsbury, SY3 9HD
Email: Clerk@longdenparishcouncil.org.uk
Tel no.: 07759 490113

Relevant body:

We confirm that we are the relevant body to undertake neighbourhood plan in our area in accordance with section 61G of the 1990 Act and section 5C of the 2012 Regulations.

Name of Council

Longden Parish Council

Extent of the area:

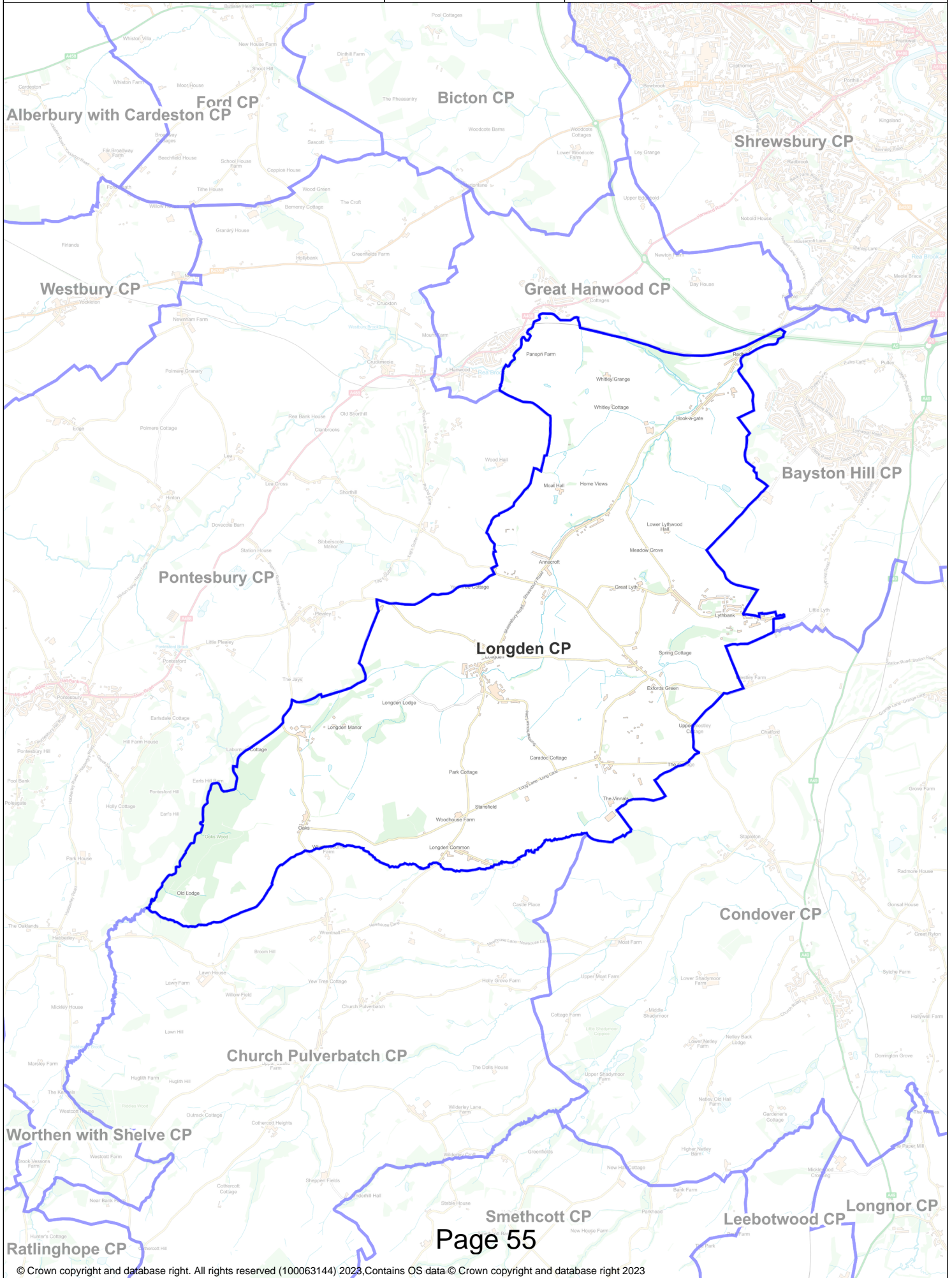
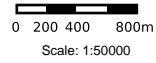
Whole Parish boundary area – please see map attached.

Justification statement:

Longden Parish comprises the villages of Longden, Annscroft and Hook-a-gate and the settlements of Longden Common, Lower Common, Exfords Green, The Oaks and Lyth Hill. The parish is divided into two wards, (Longden and Hook-a-gate). Longden is a rural parish lying to the south-west of Shrewsbury and is designated as a Community Cluster in the Shropshire Site Allocations and Development Management Plan. The village of Longden has a defined development boundary and has been proposed as a Community Hub in the emerging Local Plan Review, with the rest of the parish proposed as Open Countryside. No sites have been identified for development in the emerging Local Plan Review. A Parish Plan was prepared in 2010 and updated in 2017. A Village Development Statement was prepared in 2013 and updated in 2017 which runs to 2027. These were adopted by Shropshire Council as material planning considerations and will serve as a foundation documents for the development of a neighbourhood plan.

Name: *Caroline Higgins*
Position: Parish Clerk
Date: 18th January 2023

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Cabinet
19 April 2023

Item

Public



Levelling Up Fund Award for Shrewsbury

Responsible Officer:	Mark Barrow		
email:	mark.barrow@shropshire.gov.uk	Tel:	01743 258676
Cabinet Member (Portfolio Holder):	Dean Carroll		

1. Synopsis

To recommend to Council to accept the successful bid award from DLUHC Levelling Up Fund Round 2 to accelerate enabling and infrastructure works for the Smithfield Riverside Redevelopment Programme and deliver the Transforming Movement and Public Spaces project in Shrewsbury.

2. Executive Summary

- 2.1. Further to recommendations approved in the report to Cabinet on 8 June 2022, titled 'Levelling up for Shropshire', officers submitted bids to the Department for Levelling Up, Housing and Communities (DLUHC), under the UK Levelling Up Fund Round 2 (LUF2), for Shrewsbury, Oswestry and Craven Arms, as well as a county-wide transport bid.
- 2.2. The Shrewsbury bid was successful with a LUF2 award of £18.701m to support two packages of work as follows:
 - 2.2.1. Smithfield Riverside Redevelopment Programme (Project 1): demolition, site remediation and associated enabling works, necessary to facilitate the future regeneration of the former Riverside shopping centre with high quality mixed-use development, including a diverse range of commercial office, leisure, hospitality, and food and beverage uses with associated public realm alongside the River Severn.
 - 2.2.2. Transforming Movement and Public Spaces in Shrewsbury (Project 2): public realm improvements adjacent to the town's rail station and Northern Corridor improving a key gateway into the town, improving resident and visitor safety, air quality and enjoyment of these areas through improved connectivity.

- 2.3. The Shropshire Plan's Healthy Economy strand highlights the importance of investment in key strategic locations and assets including Smithfield Riverside to drive economic activity. Investment from the LUF2 award can be directly linked and attributed to the Shropshire Plan.

3. Recommendations

That Cabinet agree to recommend to Council to:

- 3.1. Approve the acceptance of the Levelling Up Fund Grant award from the Department for Levelling Up, Housing and Communities (DLUHC), and instruct officers to progress the associated projects.
- 3.2. Approve financing of the Council's cash match funding requirement of £3.793m from borrowing with an associated annual revenue impact of £0.269m
- 3.3. Approve the inclusion of enabling and infrastructure works associated to the Levelling Up Fund Award, within the planning application(s) for the demolition of the Riverside Shopping Centre and the former Riverside medical practice, as recommendation 3.2 approved in the Council report titled 'Shrewsbury Town Centre Redevelopment Phase One' 16 February 2022.
- 3.4. Delegate to the Executive Director of Place in consultation with the Section 151 officer and the Portfolio Holder for Economic Growth, Regeneration and Planning to:
 - 3.4.1. proceed with compiling the full financial details and business case for the scheme for inclusion in a further report for consideration by Council.
 - 3.4.2. progress a procurement and delivery strategy for the projects summarised in items 2.2 above.

Report

4. Risk Assessment and Opportunities Appraisal

- 4.1. Risk management is going to form a large basis of any reporting, deep dives and assurance provision. The risk management processes we have in place are extremely robust against any challenge and the project teams in place are thoroughly engaged in the process.
- 4.2. As part of the bid application, a Risk Register was required for each of the projects; these are in place and will be reviewed as part of the governance arrangements for the wider Shrewsbury Town Centre Redevelopment Programme for Project 1: Smithfield Riverside, and as part of the Shrewsbury Movement and Public Realm Strategy for Project 2: Transforming Movement and Public Spaces.
- 4.3. The DLUHC have also provided an Assurance Framework which includes a risk-based approach. We follow the same risk-based approach (Three Lines of Defence Model – Risk being Second line of defence) as they are articulating within their Assurance Framework. Any 'deep dives' will include provision of our risk registers. We will keep a close eye on implementation of controls and any slippages in the

dates to prevent any impact on our performance levels which could instigate a 'deep dive' scenario.

- 4.4. Our Opportunity Risk Management Strategy may be requested as part of the DLUHC requirements, and this has been subject to a recent scheduled review and has been updated and signed off accordingly.
- 4.5. A Memorandum of Understanding (MoU) has been received from DLUHC which sets out the obligations for the Council required under the LUF2 award; The terms and conditions within this MoU have been scrutinised, as well as any project development impacts, prior to acceptance by the S151 Officer on 27 March 2023. The signed MOU has been returned to DLUHC for counter signatory.
- 4.6. The DLUHC have also provided an Assurance Framework which includes a risk-based approach. We follow the same risk-based approach (Three Lines of Defence Model – Risk being Second line of defence) as they are articulating within their Assurance Framework. Any 'deep dives' will include provision of our risk registers. We will keep a close eye on implementation of controls and any slippages in the dates to prevent any impact on our performance levels which could instigate a 'deep dive' scenario.

5. Financial Implications

- 5.1. Members approved the submission of four LUF Round 2 bids in 'Levelling Up Shropshire' Cabinet report of 8 June 2022. The bids were submitted in August 2022 and the Council received notification of the success of the Smithfield Riverside Redevelopment Programme and Transforming Movement & Public Spaces in Shrewsbury projects bid in January 2023.
- 5.2. The successful bid awarded £18.701m LUF Round 2 grant funding to the projects against which the Council is required to contribute £5.043m of match funding (21% of total project costs) towards the two projects within this application, summarised as follows:
 - 5.2.1 £4.615m in relation to Smithfield Riverside Redevelopment Programme (Project 1), and
 - 5.2.2 £0.428m in relation to Transforming Movement & Public Spaces in Shrewsbury (Project 2).
- 5.3. These contributions will comprise of land and asset contributions totalling £1.250m and cash match contributions of £3.793m, totalling £5.043m. The table below analyses the match funding requirements associated with Project 1 and Project 2.

Match Funding Source	Project 1 £	Project 2 £	Total £
Land & Asset Contribution	£1,250,000		£1,250,000
Cash Contribution	£3,364,962	£427,957	£3,792,919
Total	£4,614,962	£427,957	£5,042,919

- 5.4 £1.715m of the cash match above for Project 1 has previously been approved in the Council report titled 'Shrewsbury Redevelopment Programme Phase One' (24 February 2022).
- 5.5 This LUF funded scheme was identified in the Capital Strategy 2023-24 to 2027-28 approved by Council in February 2023 as a priority. The Strategy currently assumes that the cash match funding contribution of £3.793m will be sourced through PWLB borrowing. Assuming an asset life of 25 years and an interest rate of 5%, the associated revenue budget impact for the cost of borrowing will be £0.269m annually upon completion of the projects. This revenue impact represents the worst-case scenario for funding of the scheme. Alternative funding sources will be explored to mitigate the total borrowing required and the consequent impact on the revenue budget.
- 5.6 The full financial details and business case for this successful scheme is currently being prepared and considered in further detail. This will include identifying and securing alternative funding sources, other than borrowing for the match funding requirement of the scheme, as well as recognising the priority risks including the current risk of inflationary pressures and material instability within construction projects which may result in the requirement to include considerable project contingencies within the individual project costings. Once this work is completed, a subsequent paper will be presented to Council seeking gateway approval for the scheme to proceed to the next stage and inclusion in the Council's approved Capital Programme in order to progress the scheme and, critically, prior to contractually committing to delivery of the scheme.

6 Climate Change Appraisal

- 6.1 The Council's Climate Strategy has three main objectives as a route map to zero carbon:
- **Mitigate** the causes of climate change through carbon reduction of our services
 - **Adapt** services and their delivery to respond to changes in the climate
 - **Promote** sustainable practices via all services.
- 6.1 The LUF award will contribute towards reducing carbon impacts and mitigating increased carbon outputs through sustainable and balanced growth in existing communities, reducing the need to travel for work, providing more sustainable options for travel as well as growth opportunities for new low carbon development. Capturing and quantifying the impact of carbon activity of the bids if successful, will be explored and undertaken through future monitoring. To support greater resilience to climate-induced extreme weather, design features will be considered in designing and developing projects.
- 6.2 Notably Project 1 will minimise waste to landfill with demolition material used within the site, facilitate zero / low carbon building of the Multi-Agency Hub (MAH) and actively incorporate sustainable urban drainage (SUDS).

7 Background

- 7.1 The Cabinet report titled Levelling Up for Shropshire, dated 8 June 2022, summarised the background to the Government's objectives for Levelling Up Fund Round 2 and its relevance to Shropshire. Focusing on capital investment in local

infrastructure, and building on prior programmes, such as the Local Growth Fund and Towns Fund, a Levelling Up White Paper (February 2022) was published announcing how the Government intends to spread opportunity more equally across the UK; subsequently, the Levelling Up and Regeneration Bill was published in May 2022.

- 7.2 The Levelling Up Fund aims to invest in projects that have a visible impact on people and their communities. These include high value local investment priorities, such as local transport schemes, urban regeneration projects and cultural assets. The Fund is jointly managed by HM Treasury (HMT), the Department for Levelling Up, Housing and Communities (DLUHC) and the Department for Transport (DfT). The Fund focuses on investment projects that require up to £20m of funding for each constituency area. Further information is available at:

<https://www.gov.uk/government/publications/levelling-up-fund-round-2-prospectus>

- 7.3 Further to the approved recommendations of the Cabinet report (8 June 2022), officers were instructed to submit four bids for Shrewsbury, Oswestry and Craven Arms, and a county-wide transport bid in the second round of the Levelling Up programme. Under the delegations to the Executive Director of Place, in consultation with the Section 151 officer and the Portfolio Holder for Economic Growth, Regeneration and Planning, these bids were submitted on 2 August 2022.
- 7.4 The two projects will result in significant economic impact for the Shropshire economy. This is in addition to wage and gross value added (GVA) convergence with West Midlands and UK averages, increased pride of place of Shrewsbury residents, increased private sector confidence and investment, future phases of Shrewsbury Masterplan accelerated and an increase in resident population of working age (via in-migration).
- 7.5 On 19 January 2023 the Department for Levelling Up, Housing and Communities notified the Council (Appendix B) that the Levelling Up Fund Round 2 bid for Shrewsbury was successful, comprising two projects, summarised as follows:

Transforming Movement and Public Spaces in Shrewsbury: Key Routes & Corridors Improvements.

- 7.6 The project includes measures to enhance the public realm and bring forward the transformation of public spaces along key routes and connections, to create an attractive urban environment stimulating greater numbers of visitors/users, higher spend and activity.
- 7.7 One of the key goals and strategic aims of the Shrewsbury Big Town Plan is to better connect communities. This project is directly linked to the emerging Movement and Public Realm strategy commissioned on behalf of the Shrewsbury Big Town Plan (SBTP) Partnership. It will be viewed as an 'early win' for this strategy by demonstrating that these kind of active travel and public realm improvements can be externally funded and are seen as high value for money. The BCR for this project is 7.77:1 and demonstrates over £28 million of active travel impacts. Several key, linked routes are identified for improvement, with proposals for traffic management measures, including new pedestrian crossings and public spaces, enhancements to pedestrian and cycle links within and around the 'river loop' to create a connected town centre for people. These are detailed within Appendix A.

- 7.8 Smithfield Riverside is a transformative plan for the regeneration of an important site of circa 4 hectares in freehold ownership of Shropshire Council. Many of the buildings on the site are beyond economic repair/investment resulting in high levels of vacancy, are dated and in generally poor condition. The area is subsequently unattractive, unwelcoming, and underutilised.
- 7.9 The two projects identified within the LUF Round 2 award contribute to the aspirations of the wider redevelopment programme for Shrewsbury town centre, as summarised in the Council report titled 'Shrewsbury Redevelopment Programme' dated 24 February 2022
- 7.10 The projects will accelerate the transformation of a major opportunity site in the town centre and act as a catalyst for regeneration and growth of Shrewsbury as a whole. Smithfield Riverside will capitalise on its strategic advantages, including its waterfront setting and proximity to the railway station.
- 7.11 The projects propose to address significant programme of demolition and 'abnormal' levels of ground remediation works associated with the site's adjacency to the River Severn; thereby de-risking the site and improving its viability and suitability for vibrant mixed-use development in line with the Big Town Plan aspirations and the Economic Growth Strategy and Shropshire Plan.
- 7.12 The projects will facilitate longer-term redevelopment of the wider Riverside site for permanent leisure, commercial, retail and residential uses for economic benefit, while creating excitement, investor, occupier and commercial interest. The area will become a distinctive and vibrant mixed-use neighbourhood that will become a centrepiece of Shrewsbury's economic and residential growth. This is summarised within Appendix A.
- 7.13 The LUF bid submission (August 2022), proposed to include the enabling and infrastructure works, associated to the Levelling Up Fund Award, within the planning application(s) for the demolition of the Riverside Shopping Centre and the former Riverside medical practice, as recommendation 3.2 approved in the Council report titled 'Shrewsbury Town Centre Redevelopment Phase One' 16 February 2022.
- 7.14 A redacted copy of the full application is provided on the Shropshire Council website. <https://www.shropshire.gov.uk/shropshire-council/shrewsbury-levelling-up-funding-bid/>

8 Conclusions

- 8.1 Acceptance of this Levelling Up Fund Round 2 award will be a catalyst for transformation and regeneration providing significant investment in the town centre.
- 8.2 Delivery of the demolition and enablement works will bring forward significant elements of the Phase 1 Shrewsbury Town Centre Regeneration (STCR) programme and enable subsequent phases to be accelerated. The transforming movement and public realm project is an 'early win' for the emerging Movement and Public Realm Strategy. Together these two projects are significant contributors to Shropshire's Economic Growth Strategy 2022-27, and key to delivering targeted place-based investments in strategic locations.
- 8.3 The Shropshire Plan 2022-25 encourages positive lifestyle choices, supporting delivery of resilient communities, healthy people and prosperous communities. In

addition, Shropshire Council's June 2022 medium term financial strategy identifies the importance of increasing investment in place-based growth. The Healthy Economy strand highlights the importance of investment in key strategic locations and assets including Smithfield Riverside to drive economic activity. Investment from the LUF2 award can be directly linked and attributed to the Shropshire Plan.

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

Cabinet report title 'Levelling Up For Shropshire' dated 8 June 2022

Council report titled 'Shrewsbury Redevelopment Programme' dated 24 February 2022

Bid submission Levelling Up Fund Round 2 for Shrewsbury (submission reference LUF20312) <https://www.shropshire.gov.uk/shropshire-council/shrewsbury-levelling-up-funding-bid/>

Local Member:

Appendices

Appendix A: Maps and drawings of project locations.

Appendix B: Award letter 19 January 2023

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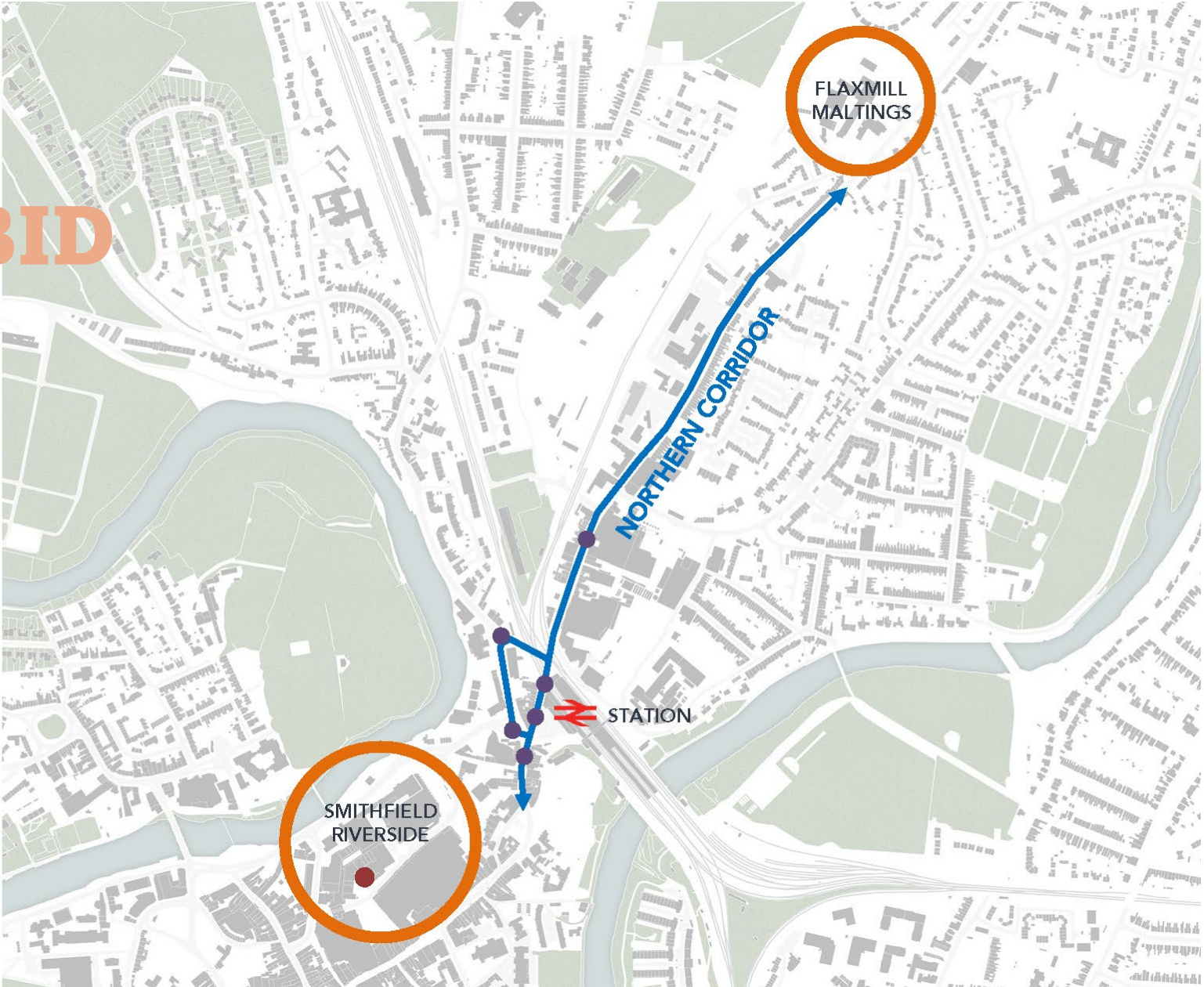


Smithfield Riverside Redevelopment Programme and Transforming Movement and Public Spaces in Shrewsbury

Appendix A MAPS & DRAWINGS

LOCATIONS OF SHREWSBURY'S LEVELLING UP BID

- ➔ Key Connection
- Project 1: Smithfield Riverside Regeneration Programme
- Project 2: Transforming Movement and Place, location of the interventions





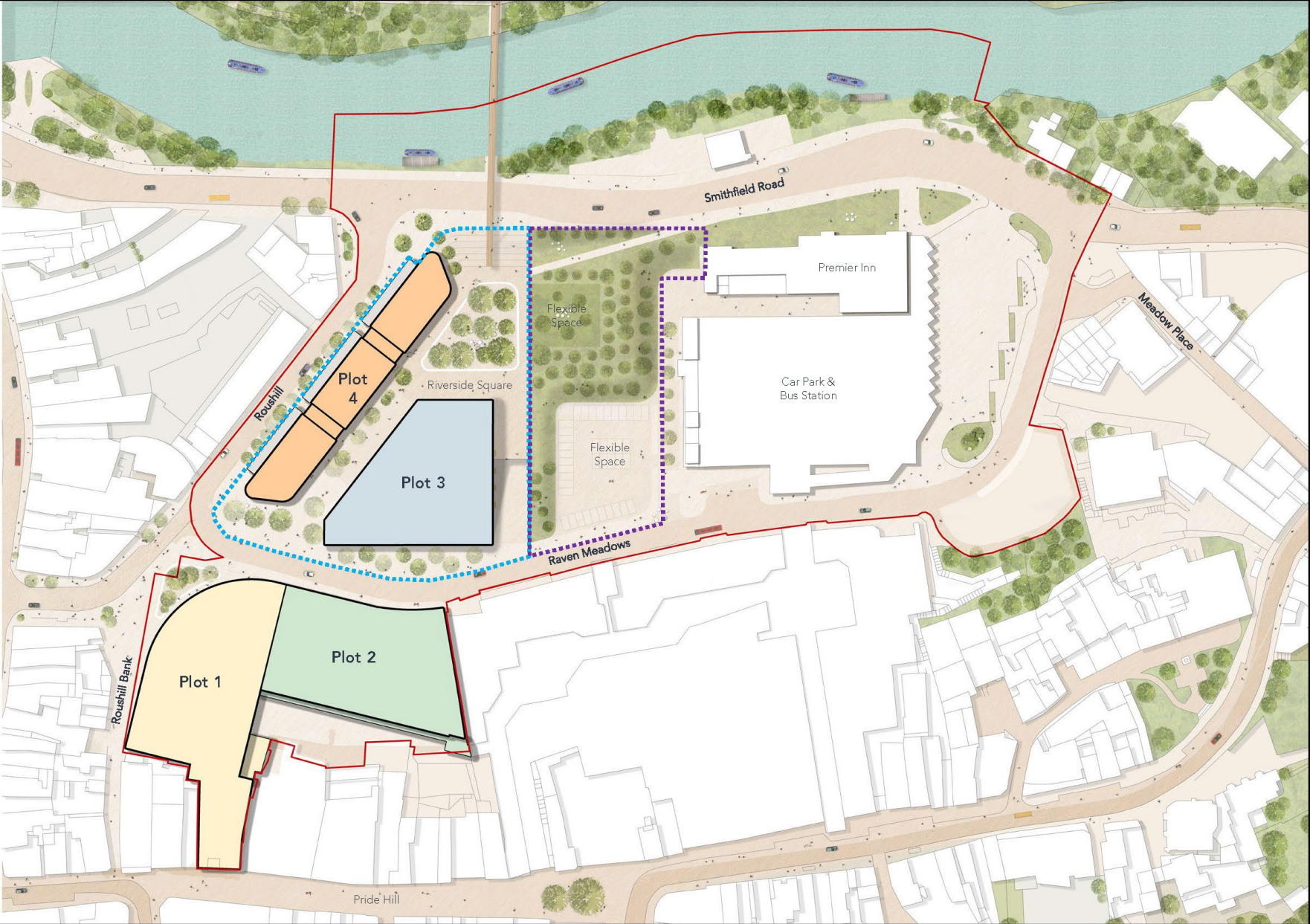
Smithfield Riverside Redevelopment Programme and Transforming Movement and Public Spaces in Shrewsbury

Project 1: Smithfield Riverside Regeneration Programme – maps and drawings

Project 1: Smithfield Riverside Redevelopment Programme

Masterplan Vision (Phase 1)

- LUF Zone A
- LUF Zone B



DELIVERY OF PROJECT 1:

- SMITHFIELD RIVERSIDE



FACILITATED BY LUF2 INVESTMENT



Current Drone Images of the Smithfield Riverside Site



Current Drone Images of the Smithfield Riverside Site showing River Severn frontage

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Current Drone Images of the Smithfield Riverside Site and proximity to Shrewsbury Railway Station and onto the Northern Corridor (Station showing on left hand side)



Current Drone Images of the Smithfield Riverside Site

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Smithfield Riverside Redevelopment Programme and Transforming Movement and Public Spaces in Shrewsbury

**Project 2: Transforming Movement and Public Spaces
– maps and drawings**

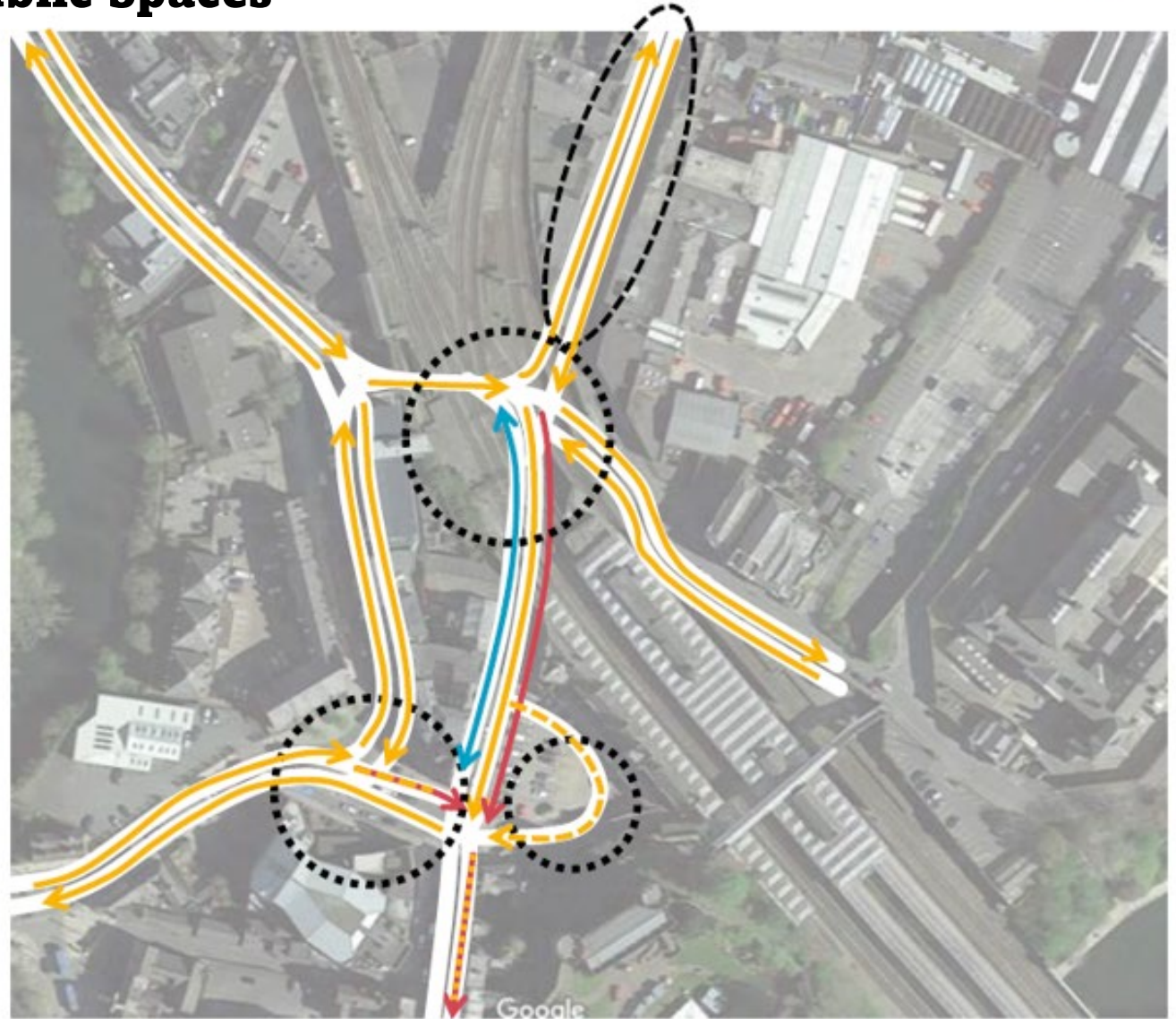
Project 2: Transforming Movement and Public Spaces

Public Realm Improvements

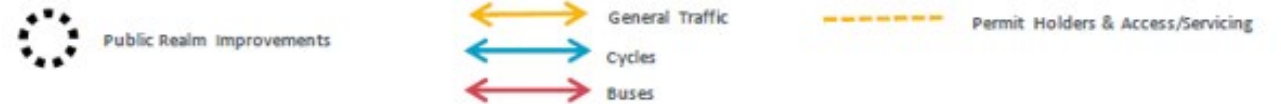
- Resurfacing footways to provide consistent material palette
- Provision of wayfinding signage
- Widening footways to facilitate improved pedestrian connections
- Lighting and public art interventions

Traffic Management

- Traffic management improvements to introduce two-way cycle infrastructure, reduced vehicle speeds, bus only provision and changes in direction of the traffic.
- 2.3 km of enhanced walking routes and cycleways across the Station and Northern Corridor areas.



Imagery (C) 2011 Google, Imagery (C) 2022 Bluesky, Infoterra Ltd & COWI A/A, CNES/Airbus, Getmapping plc, Infoterra Ltd & Bluesky, Maxar Technologies, Map Data (C) 2022



Current Drone Images of the Station area and out towards the Northern Corridor



Current Drone Images of the Station area showing gyratory area, Railway Bridges (Project 2) and along Smithfield Road and the Former Riverside Shopping Centre (Project 1) – illustrating proximity of the two projects along ‘The Big Connection’



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Department for Levelling Up,
Housing & Communities

Dehenna Davison MP
Minister for Levelling Up
2 Marsham Street
London
SW1P 4DF

Email: levellingupfund@levellingup.gov.uk

Lezley Picton
lezley.picton@shropshire.gov.uk

19th January 2023

Dear Lezley Picton,

Levelling Up Fund: Round Two outcome

Thank you for submitting an application to the Levelling Up Fund. I know how much time and effort is spent in drawing up local bids, and am incredibly grateful to you for taking part and applying for the second round.

I am delighted to inform you that you have been successful in your Levelling Up Fund application for 'Smithfield Riverside Redevelopment Programme and Transforming Movement and Public Spaces in Shrewsbury' (LUF20312) and will be awarded £18,701,269. This funding is subject to satisfactory compliance with the appropriate subsidy control regime requirements.

You submitted a strong application, which performed well against our assessment criteria, and I was pleased to hear about the projects that you plan to deliver with this investment. I appreciate the hard work that went into the application and am very keen, as I am sure you are, to get delivery and spend underway quickly. Officials will be in contact shortly with your officers to discuss the next steps in the process.

Congratulations once again, and I look forward to working closely with you over the coming months, to make sure that your Levelling Up Fund investment is a success.

With every good wish,

DEHENNA DAVISON MP

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