



Committee and Date

Cabinet

Wednesday 7 November 2018

**SHREWSBURY BIG TOWN PLAN
BIG TOWN PLAN VISION AND FRAMEWORK**

Responsible Officer Gemma Davies, Head of Economic Growth
e-mail: Gemma.davies@shropshire.gov.uk Tel: (01743) 258985

1. Summary

- 1.1 The Shrewsbury Big Town Plan (SBTP) is the outcome of a collaborative process that has successfully brought together business representatives, elected Members, educational establishments and public sector officers to create a collective vision and strategy, to help guide Shrewsbury's future. It sets the aims, aspirations and vision for Shrewsbury now and for the future.
- 1.2 Its purpose is to become an investment prospectus where individuals and organisations looking to invest in Shrewsbury have a clear idea of the town's vision, aspirations and development opportunities – and how they can be part of that. It also provides a strong statement for residents, employers and visitors to Shrewsbury of how they can expect their town to develop over time, and how that growth and change is being planned, coordinated and communicated.
- 1.3 This report is the follow up to the recommendations that were approved by Cabinet on 25th July 2018 which included:

Cabinet agrees that Shropshire Council continue to be an active, lead partner in the Big Town Plan alongside Shrewsbury Town Council and Shrewsbury BID to coordinate the action planning and implementation of the development opportunities detailed within the Big Town Plan. This aligns with Shropshire Council's direct involvement in the delivery of development opportunities, subject to the necessary financial appraisals, due diligence and necessary approvals.

Cabinet agrees that the Shrewsbury Big Town Plan – Final Draft be made available for public consultation for a period of three weeks. A summary of this consultation along with the final version of the Big Town Plan will be brought back to a future Cabinet.

Cabinet agrees that the final version of the Big Town Plan (post public consultation) will form part of the evidence base to inform the emerging review of the Local Plan; and, the principle of using the Big Town Plan as a

material consideration in decision making on relevant planning applications can be established.

- 1.4 This report's purpose is to detail the summation of the Consultation activity and subsequent insights that took place during August and September 2018 (further detail is within this report) and identify how the consultation feedback has been incorporated where necessary into the Final Plan.

The report identifies the results of the consultation activity whilst also detailing the other 'non-traditional' activity that has taken place such as the stakeholder event and workshop, use of social media and the academic research that has been undertaken in Shrewsbury that defines the county town as a 'go ahead place'.

The public consultation took place for a period of 5 weeks (not 3 weeks as previously identified) and the exhibition remained in St Marys Church, Shrewsbury from 1st August 2018 to 19th September 2018.

This alongside the defined approach and the subsequent successful joint working between Shropshire Council, Shrewsbury Town Council and Shrewsbury Business Improvement District (BID) operating as the "Big Town Plan Partnership" has resulted in the co-creation of the Shrewsbury Big Town Plan Final Version. – provided as Appendix 1.

- 1.5 The creation of the frameworks that sit within the SBTP underpin it and its vision and they are referred to within the Plan as 'Big Town Framework Plan' providing flexibility to reflect changing market demands, and 'windfall' opportunities whilst providing a set of key principles that draw on adopted Council Development Plan policies and underpin the future development of Shrewsbury.
- 1.6 The Big Town Plan and its vision and framework in its current format seeks to layout key themes and principles that will see positive and considered change in the development and subsequent vitality of Shrewsbury, the county town of Shropshire over the next two decades.
- 1.7 Shrewsbury BID Board had endorsed the Plan in its draft format on 19th July 2018 and it was also discussed at Shrewsbury Town Council's Finance and General Purpose Committee on 30th July 2018.

The finalised Shrewsbury Big Town Plan is now presented to Cabinet to seek endorsement as stated in the recommendations below, also taking into consideration the recommendations that were previously approved by Cabinet on 25th July 2018. It is understood that Shrewsbury Town Council will also do the same at their Full Council meeting on 12th November 2018.

2. Recommendations

- 2.1 Cabinet endorses the final version of the Shrewsbury Big Town Plan following consultation as Appendix 1.**

- 2.2 Cabinet agrees that the final version of the Shrewsbury Big Town Plan will form part of the evidence base to inform the emerging review of the Local Plan, and will be considered in the Local Plan Consultation on Preferred Sites.**
- 2.3 Cabinet agrees that the principle of using the Shrewsbury Big Town Plan as a material consideration in decision making on relevant planning applications can now be established. The degree of weight that can be attached to the Big Town Plan will depend on the individual circumstances.**
- 2.4 Cabinet agrees for the Council to continue its participation in the Shrewsbury Big Town Plan partnership to take forward implementation of the plan including the development of a delivery plan for each of the key themes. This will involve the Portfolio Holder for Economic Growth and relevant officers.**

REPORT

3. Risk Assessment and Opportunities Appraisal

- 3.1 The Shrewsbury Big Town Plan incorporated the views obtained from residents, visitors and businesses during the broad public consultation that took place in September 2017. There has been additional engagement with public sector parties, business representatives and a number of organisations with specific interest in Shrewsbury through a series of workshops, a 'masterplanning week' and an on-going Big Town Plan Team (Steering Group). The on-going support and commitment of these stakeholders will play an important role in taking the Big Town Plan forward and its subsequent delivery.

All of those Stakeholders, and those who have subsequently identified themselves as 'Shrewsbury Stakeholders' were engaged during the consultation period and individually asked to provide feedback.

They were also invited to attend a celebration event in St Marys Church on 19th September 2018 which included an Institute of Place Management (IPM) High Street workshop facilitated by representatives of IPM and Ministry of Housing, Communities and Local Government (MHCLG). Shrewsbury was chosen to be one of only five workshop locations that took place across England. 35 representatives from those organisations attended the event.

- 3.2 A screening Equality and Social Inclusion Impact Assessment (ESIIA) has been undertaken. Whilst this Plan is economically focused there are considered to be many benefits in terms of equality, diversity and social inclusion associated with a resilient economy such as increased employment opportunity, provision of housing, infrastructure benefits, facilities and utilities and well-being improvements which is a key driver of the Big Town Plan.

In particular, a medium positive impact would be intended for the groupings of Age, Disability, Pregnancy and Maternity, Sex, and also Social Inclusion. This would be due to an emphasis on skills and learning, aiding young people; flexible working to

accommodate caring responsibilities across age ranges and genders; and action to address access challenges for those living in low income households and/or those travelling in from rural areas, eg fuel poverty and digital / broadband connectivity issues.

Furthermore, there is potential for an increase in the positive likely impact in equality terms from low to positive, for the groupings of Gender Reassignment, Race, Religion and Belief, and Sexual Orientation, provided that efforts are made to engage with faith communities and LGBT communities and with those undergoing gender reassignment.

The Partnership will also find merit in making due reference to and use of other policy strands within the Council and for partners, around use of green space, air quality issues, public protection measures such as the Public Space Protection Order (PSPO) in place within Shrewsbury, and other safeguarding policies. Taken together, these wider societal and environmental considerations will contribute towards helping to create a welcoming environment across all groupings within the community, thereby aiding the intended positive impacts.

As stated, there will be ongoing efforts to engage with people in the Protected Characteristic groupings, particularly where low levels of responses to public consultation have been received to date.

Further screening assessments will be made at timely junctures in the development and implementation of the Big Town Plan, with a view to building incrementally on the evidence gained and strengthening ongoing engagement with communities and businesses and other stakeholders and with all Protected Characteristic groupings within communities.

- 3.3 The extensive public consultation that has taken place for the Big Town Plan has informed the Big Town Plan Framework Plan. Having the analysis of the data demonstrates that efforts have been made to show 'due regard' to the needs and views of our population groups when developing and implementing policy and strategy and when commissioning, procuring, arranging or delivering services.

It has also identified to the Big Town Plan Partnership the importance of on-going dialogue during the next stages of the development and delivery of the Big Town Plan. As a result of the feedback from the consultation it has been agreed by the Partners to revisit the Big Town Plan annually, in February of each year during the Darwin Festival, to ensure that the plan remains relevant and is reviewed and disseminated and its success celebrated as appropriate.

4. Financial Implications

- 4.1 It is anticipated that through the collaborative approach that has been taken so far future costs incurred in the creation of further action and delivery plans will be met by the three lead partners, ensuring financial responsibility does not lie solely with Shropshire Council. The cost of further development work will be met by existing budgets in the immediate term.

- 4.2 Upon Shropshire Council identifying a commercial opportunity through the Big Town Plan Framework, or anticipating the need to be directly involved in the delivery of a scheme or project a full financial appraisal will be undertaken and subject to the governance and approval processes of the Council.

5. Background

- 5.1 The key themes and principles (with associated spatial plans) within the Big Town Plan have been developed following extensive consultation. The consultation feedback is provided within Section 6 alongside the proposed changes made to the draft version to create the final version attached in Appendix 1.
- 5.2 The original intention of the Shrewsbury Big Town Plan was to provide a refresh of the Shrewsbury Vision Regeneration Framework previously agreed by Cabinet on 19th October 2011. This was felt necessary in light of significant developments that had taken place since that time such as the establishment of the Shrewsbury BID and University Centre Shrewsbury and the effect they have had on Shrewsbury alongside wider economic drivers that reflected both the changing town environment and social and technological advances.
- 5.3 More importantly, it identified an opportunity to create a new plan that had renewed relevance, engagement and stakeholder buy-in. Starting from the point that successful towns and cities need strong leadership and active stewardship the collaborative approach undertaken by Shropshire Council has created co-ownership of a vision for Shrewsbury with a number of parties that will steer its future direction.
- 5.4 The Big Town Plan provides further guidance on achieving a number of strategic policy objectives set out in the adopted Local Plan. It is derived from the Shrewsbury Vision, a masterplan vision for the town that informed policy in the current Local Plan (The Core Strategy and SAMDev Plan). In particular, Policy C2 of the Core Strategy specifically references the Shrewsbury Vision and draws key policy elements of the integrated approach and to ensure the balance and co-ordination required.

The Local Plan Review currently in preparation to set the Plan for Shropshire to 2036, will set the scale of growth for the town and identify site allocations to support the delivery. However, a number of things will influence the development strategy, in particular the Final version of the Shrewsbury Big Town Plan prepared to support the aspirations of Shrewsbury Town Council, Shrewsbury's Business Improvement District (BID) and Shropshire Council alongside the large number of stakeholders who co-created it.

Whilst not a formal part of the Development Plan, the Big Town Plan has established a compelling and challenging shared vision and development framework for the town, and will act as part of the evidence base in the ongoing preparation of the Local Plan Review.

At the heart of the Big Town Plan is the aspiration for the town to achieve balanced growth. This means providing greater encouragement to deliver housing and commercial development in and around the town centre to complement the delivery of additional new development on the edge of the town. This aspiration responds directly

to the need to enhance physical connectivity and to re-think the role of town centres, particularly in the light of changes to the retail market.

5.5 In addition to the strategic policy associated with the adopted Local Plan the timing of the endorsement of the Shrewsbury Big Town Plan ensures that the frameworks contained within it are embedded within the emerging Local Transport Plan (LTP4) for Shropshire. The Big Town Partnership will continue to be involved in the development of LTP4 as a key stakeholder ensuring alignment of both Plans and subsequent delivery strategies.

5.6 Shropshire Council's Economic Growth Strategy 2017-2021 has three key objectives of supporting and growing new and existing businesses, attracting inward investment and developing and retaining talent and skills. Shrewsbury is well-placed with its assets, development opportunities and its outstanding quality of life to deliver on all of these. The aspirations of the Big Town Plan align with the Economic Growth Strategy.

6. Additional Information – Summary of the Consultation

While it was recommended that the public consultation take place for 3 weeks it took place over a longer period of 5 weeks and the Exhibition remained in St Marys Church in the centre of Shrewsbury from 1st August 2018 to 19th September 2018.

The analysis of this consultation has been undertaken by Shropshire Council's Insights Team to ensure objectivity and transparency in approach as they collated and analysed the 2900 responses to the first public consultation in September 2017.

There are some observations that were commented on by both the public and the stakeholders, and there is an apparent need to keep consulting with people especially where there is further detail about the specific outcomes of certain projects and on how these may affect their daily lives. The desire for more detail to be made available was the key take away from the consultation activity.

The use of social media to disseminate information remains important, and as a result of the consultation a source of information on how best to inform and influence residents, businesses and visitors using this medium has been provided to better support this activity.

This section details not only the consultation that was undertaken using traditional methods and techniques it identifies additional activity that is able to provide insight and clarity to support the understanding of the Plan and its implications going forward.

6.1 Public Consultation feedback & impact on SBTP

The public consultation that was undertaken required participants to fill in a questionnaire that was available both on line at www.shrewsburybigtownplan.org and as paper copies to complete at the Exhibition at St Marys Church in Shrewsbury town centre.

The key elements of the feedback are summarised below, and the full report is included in Appendix 2: Results from the SBTP 2nd Public Consultation.

6.1.1 Responses and Profile of Respondents

214 people responded to the survey of which:

- 102 completed a paper copy at the Exhibition
- 74 completed via a PC or laptop
- 23 completed via a smartphone
- 15 completed via a tablet

The age split of respondents was:

- 60 - 84 44%
- 45 - 59 26%
- 30 – 44 18%
- 20 – 29 6%
- Prefer not to say 3%
- 15 – 19 1%
- Under 15 0

There was good representation across most of the age groups – particularly from those aged 30-84. This is encouraging and suggests that the mixed method consultation approach (an online survey with walk in exhibition and hard copy surveys) has worked well in engaging people.

6.1.2 The impact the Big Town Plan will have

Just over a third of respondents had taken part in the first consultation that took place the previous September. However, this consultation has reached a new audience, 66% of respondents, which is very positive.

Some comments praise the way the SBTP had been presented, others suggest that the maps in the plan could be improved with greater contrast between legend colours and symbols making the map detail clearer and that additional location identifiers would help with map bearings. During the staffed exhibition many people asked to see a map of how things are now in 2018 as a comparison. That map was provided and a copy of that is now included in the final version of the Plan alongside clearer maps and associated legends.

Respondents felt all of the four themes (Rethinking movement, vitality and life, nurturing natural Shrewsbury and creating a place for enterprise) set out in the Big Town Plan will have an impact on Shrewsbury - all four themes scored very similarly with average ratings varying between 6.2 and 6.7 out of a possible 10.

The themes 'Rethinking movement and place' and 'nurturing natural Shrewsbury' scored highest overall both with an average rating of 6.7 out of 10. These themes cover priorities including pedestrian priority in the town centre, a cycle and pedestrian network including new development areas, and measures to reduce through traffic and Severn Way national footpath, Valley parks and new west and

north leisure corridor. It is noted that respondents aged 30-44 tended to be more positive in their assessment giving average scores over 7.

The Shrewsbury Green Network, Raising Design Quality – the Shrewsbury Test and 10 Goals for Shrewsbury were the three highest ranking elements of the Big Town Plan. Respondents aged 30-44 were most positive about the Shrewsbury Green Network with an average score of 6.8 out of 10.

6.1.3 Key comments made about the Plan's content

Getting around Shrewsbury

Almost half of the comments related to how people will move around Shrewsbury either by foot, bicycle, car, or some form of public transport.

- The most frequent comment related to the bus station which people felt appeared to be missing from the plans, and questioning how future plans may affect its use and accessibility to the town and the railway station.
- Many people talked about access to/from and around the town centre
- Heavily linked into access was the issue of cars and car parking
- Cycling was talked about by a few people who questioned if demand/popularity would be as suggested in the SBTP. Whilst the topography of the town (being based on a hill) was seen to be a deterrent to cycling to some, of greater concern was the lack of secure cycle parking, and the current cycle path network which was considered poor.
- Those people who discussed pedestrianisation mainly talked about the area around the railway station and were concerned that proposals needed to include drop off spots for people with baggage as well as easy access to taxis and bus stops. However, a number of people felt positive about the concept of pedestrianisation – they mentioned Smithfield Road as a good place to reroute traffic and create a promenade.
There were also comments received ensuring that the blind, partially sighted and the deaf are further considered as the proposals develop alongside older people who may be unsteady on their feet and how small children and buggies navigate the streets.
- Access to and around the town for people with, or caring for people with, disabilities was discussed.

Other Comments

The remaining comments about the proposals, just over half, covered a large number of topics but with less frequency (typically fewer than 6 people):

- It was felt that anti-social behaviour and individual safety around the town centre had not been addressed in the SBTP.
- Everyone who mentioned green space was in favour of protecting the areas we have.
- Shrewsbury USP was important to some people who felt that it was Shrewsbury's independent shops that made the town individual and that this should be embraced.
- The needs and requirements of local residents and shoppers was felt, by some, to have been overlooked.

- A small number of people pointed to the canal at the Flaxmill and potential opportunities it would bring.
- A need for better jobs in Shrewsbury - professionals will commute to Telford, Wolverhampton and Birmingham
- Including play space for young children to young adult
- Preserving and incorporating the historic buildings within Shrewsbury, namely Rowleys House, Darwins House, Town walls and buildings to the back of Pride Hill
- Divided opinions of the notion of building houses in/near the town
- Keeping the streets, and public areas (including toilets) clean
- The links to improved well-being from green spaces
- Providing town information using modern technology, eg QR Codes, interactive maps, audio trails.

6.1.4 Comments relating to the strategy, decision making and process

There were a large number of comments, almost 50, that related to the principles behind the SBTP rather than the content of the plan these included:

- Designing the town centre in sympathy with the town history, heritage and location was important to people, as was considering the need to boost economic activity to the town.
- Some people talked about the strategy and management process, and the challenges to bring it to fruition, the need for a delivery plan and to be clear of its scope and reach.
- There was a desire to see more detail. In general, where people asked for more detail they had been positive about the plan and its vision, but they were keen to see more.

6.2 Stakeholder consultation feedback & impact on SBTP

The Stakeholder consultation was also provided in the form of a questionnaire that could be filled in either on line or printed out and completed. The responses by Stakeholders were very limited and of the seven that chose to respond only two chose to fill in the questionnaire, with its set format, preferring instead to write their feedback in varying formats, which have been very complex in a number of instances.

There is general support for an annual showcase event – and this was replicated informally at the event on 19th September too.

6.2.1 Key ideas that were said to be missing from the plan from the seven responses were:

- Retention / development of the bus station
- Railway Station Travel Plan
- Provision of taxi and short-term parking at the railway station
- Restoration of the Shrewsbury Canal as part of the Northern Corridor

- Trans-shipment service (to eliminate large delivery vehicles)
- Tourism, including coach sites
- Underground car parking with lifts into town centre
- Shorter, manoeuvrable buses
- Retention of Smithfield Rd (instead a 'plaza' above it)
- Increased interpretation of the river towpath
- Shrewsbury Design Guide for building developers (eg, *Building for Life.12, Cambridge Housing Guide*)
- LOTS(Living Over the Shop) housing scheme to ensure affordable quality housing
- Up-river initiatives to reduce flooding
- Development of Frankwell Quayside
- Diversion of youths away from restaurants
- Craft quarter (eg furniture restoration, wood carving, stained glass work, blacksmithing)
- Reopening of the pedestrian route to the railway station platform 3 from Abbey Foregate via the railway river bridge.
- Affordable rental space for artists
- Safe walking/cycling routes from neighbourhood into the centre
- 20mph town centre speed limit
- Cycle bridge downstream of the Welsh Bridge
- Secure, convenient cycle parking
- Car clubs
- Road layout design guidance for bus services (eg Chartered Institution for Highways & Transportation (CIHT) Buses in Urban Developments)
- Disabled and elderly people accessibility
- Plans to reduce air pollution from town traffic
- Town centre itself improvement plans
- Benefits to peoples' health & wellbeing

When asked how they could support and further promote the SBTP they identified promotion via the Shrewsbury & Newport Canal radio station and canal press with everyone suggesting support via social media and their website and giving space to the SBTP at events alongside a specific offer of help to design a new cycle network.

6.2.2 Level of Response & its impact on changes to the Plan

Having involved the organisational stakeholders throughout the process and particularly in the co-creation during the Masterplanning week in March 2018 the limited numbers of responses is not unexpected.

When a number were asked at the Stakeholder event on 19th September 2018 as to why they hadn't officially responded to the final consultation many remarked that they didn't feel they had needed to. Stating that they were comfortable with the strategic, directional element of the SBTP and knew that there was more detail to come in the delivery and feasibility stages— and their involvement and insights at that point would be important.

All of the detailed responses made by Stakeholders have been fully reviewed. They could have been incorporated into the finalised Shrewsbury Big Town Plan as they

all sit within the four key themes but it is more appropriate that they are fully considered and investigated, given the detail they involve, during the next stages of the Plan's development.

6.3 Additional Engagement Activity & impact on SBTP

6.3.1 Celebration Event

In addition to the written responses to the consultation an event on 19th September 2018 was organised by the Shrewsbury Big Town Plan Partnership to bring back together all partners who had been involved in the co-creation of the plan and additional organisations who were now involved. This involved a talk through of the plan and the ethos behind it by LDA Design, alongside the next steps the plan would take (this is summarised in Section 7) and was attended by over 35 organisations.

Furthermore, senior figures from the Ministry for Housing, Communities & Local Government (MHCLG), the High Streets Expert Panel (chaired by Sir John Timpson) and the Institute of Place Management (IPM) facilitated a workshop at the event as one of only five towns in England who had been chosen to host these workshops. Its purpose was to allow Stakeholders to advise government directly on what consumers and communities want from their High Streets and look at how challenges can be overcome to ensure that high streets and town centres remain vibrant and fulfil the needs of society.

This involved Head of Regeneration at MHCLG Laura Hurley, Members of the High Streets Expert Panel Councillor Graham Galpin and Sophia de Sousa alongside Director and Visiting Professor of IPM Simon Quin.

6.3.2 Academic Research

Helen Steers, a former central government policy manager and now a postgraduate student at the University of Sheffield has undertaken research as part of an MA in Politics, Governance and Public Policy. This involved interviewing a number of organisations across Shrewsbury. Her research identified that there are two key areas that despite a number of challenges faced in the Town, appears to put Shrewsbury ahead of many comparable places:

*A theme that can be broadly defined as “**decision making and partnership**”, is drawn from interview responses about the Local Government approach that shares ownership of decisions and is focussed on enabling others to deliver in consortia or in partnership with the two Councils. Interview participants identified a positive impact from shared decision-making, multi-layered governance and effective challenge in the civic arrangements. A prominent example highlighted is the BID, a business led and politically independent partnership that is working together with the Town and County level governments to shape and deliver the Shrewsbury future strategy.*

*The second theme that emerged from interviews is of “**community and place**”. There is a strong and active civil sphere in Shrewsbury that fosters community cohesion with lots of places and events where people come together, interact and show high levels of participation and interest. Interview responses universally mention that it is a safe place with low levels of crime. A theme that runs*

through this sphere of Shrewsbury life is that the natural beauty and well-preserved history are key factors in why people love living in and visiting Shrewsbury.

In addition, her work involved assessing what aspect of Shrewsbury life had potential to be replicated elsewhere and concluded:

There is an element of design in how governance has been managed in Shrewsbury that has contributed to it being a “go ahead” place, particularly in the push for inclusiveness in decision-making, the empowering of organisations to do what is needed and with that growth in trust. Governance activity extends beyond the systems of government to successfully engage and secure buy-in to the needs of the town for mutual benefit. At the centre of that success is the multi-centred approach across networks on the inside and outside of Government that has allowed ownership of some issues to sit with the people who have the expertise and can support the best solutions.

6.3.3 Social Media

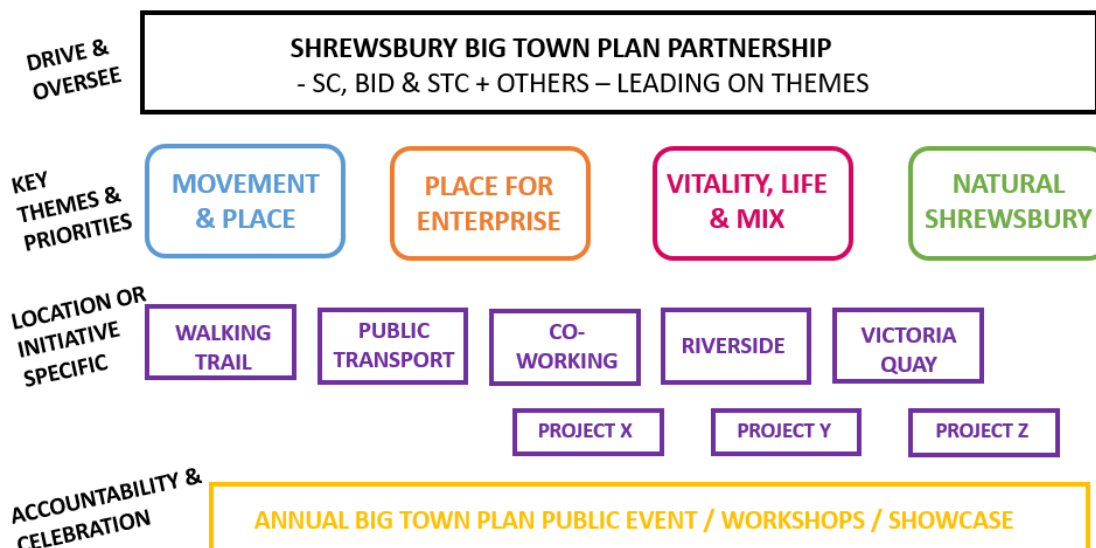
On twitter @bigtownplan has 704 followers including many of the Stakeholders the Partnership has been engaging with. This activity has also been supported by the Institute of Place Management (IPM) and has widened the reach of the Shrewsbury Big Town Plan regionally, nationally and internationally.

7. Partnership Arrangements and Proposed Next Steps

7.1 The next stages of implementing the Shrewsbury Big Town Plan involves:

7.1.1 Formalising the governance arrangement for the Partnership and its purpose.

A summary of the draft arrangements that were shared with attendees at the celebration event in September is below;



The key purposes of the Partnership include;

- Being the Custodians of the Plan
- Engaging with Stakeholders
- Development of the Delivery Strategy and Plans
- Ensuring vision and frameworks are not diluted over time
- Meet with potential investors
- Bring forward projects
- Coordinate PR activity

7.1.2 Setting up of working groups

A number of groups including Victoria Quay and Green Network / Natural Shrewsbury and Co-working have already commenced activity and are involving multiple partners and stakeholders, with an immediate desire to commence the Shrewsbury / Shropshire test grouping.

Delivery strategies will be based on the four key themes of; movement and place; place for enterprise; vitality, life and mix; and natural Shrewsbury and they will underpin subsequent delivery and will interweave as necessary.

A further delivery strategy and plan will be undertaken for the 'Big Connection Regeneration Potential' taking into consideration the other activity being undertaken in many of the five locations already. The intention of all five strategies is to investigate and assess the feasibility and delivery of the outcomes needed for the town and identified within the SBTP.

The partnership will oversee the preparation of these strategies and the intention is to complete them by April 2019.

- 7.2 The Big Town Plan has been constructed to ensure it is able to contribute and conform with the objectives and policies of the Local Plan. Whilst the Shrewsbury Big Town Plan itself does not form part of the statutory Development Plan for the area, it does provide important guidance on the implementation of policies CS2 and S16. Its use would add value to the evidence base and help inform the emerging review of the Local Plan, and the associated Local Plan Consultation on Preferred Sites.

In addition, the principle of using the Shrewsbury Big Town as a material consideration in decision making on relevant planning applications further supports the objectives and policies of the Local Plan. The degree of weight that can be attached to the Big Town Plan will depend on the individual circumstances.

- 7.3 In taking forward the Big Town Plan the delivery strategy and plans will be developed alongside the Local Plan Review, the Local Transport Plan (LTP4) and the Shrewsbury Place Plan. **Further integration between these documents will be maintained** alongside Health and Wellbeing, and Culture and Leisure services to embed the principles of the Big Town Plan to develop Shrewsbury and put people at the heart of our town. Ensuring the Plan is also embedded in the next

Marches Local Enterprise Partnership Strategic Economic Plan (SEP) and wider regional plans as necessary will remain a key priority.

8. Conclusion

- 8.1 The momentum surrounding the Shrewsbury Big Town Plan is significant and is coupled with proactive, extensive engagement that has created an environment of collaboration that the Partnership is keen to continue and capitalise on.
- 8.2 There is a real desire by large numbers of Stakeholders in and around Shrewsbury to begin the next stages immediately. Many organisations have already engaged with the Big Town Plan and the Partnership in the new way the Plan intended – in collaboration, at the early stages of development opportunities and with a real sense that there is now direction on how the town should develop over the next two decades.
- 8.3 This new approach that has co-created the Shrewsbury Big Town Plan and will continue into the next steps has brought Shrewsbury to the attention of a national audience who now see the town as a 'go-ahead' place. The involvement of the Institute of Place Management (IPM) and Ministry of Housing, Communities and Local Government (MHCLG) who chose Shrewsbury as one of only five places in the country to hold their High Street workshops is testament to the impact the Shrewsbury Big Town Plan is already having on the county town, wider Shropshire and its hinterland.

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

- Shrewsbury Vision Regeneration Framework 2011
- Shrewsbury Big Town Plan Draft Version – July 2018
- Local Plan Consultation on Preferred Sites Cabinet Report – 7th November 2018

Cabinet Member (Portfolio Holder)

Cllr Nic Laurens, Portfolio Holder for Economic Growth

Local Members

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

Appendices

Appendix 1: Shrewsbury Big Town Plan Final Version

Appendix 2: Results from the SBTP 2nd Public Consultation