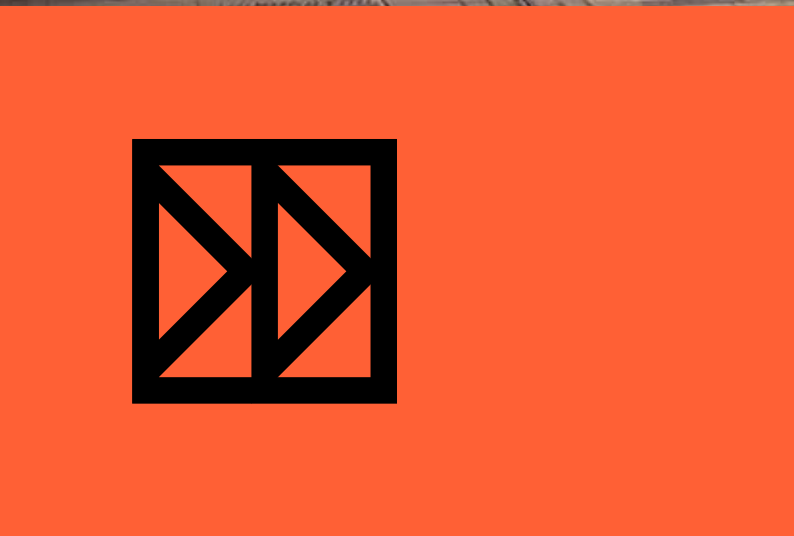
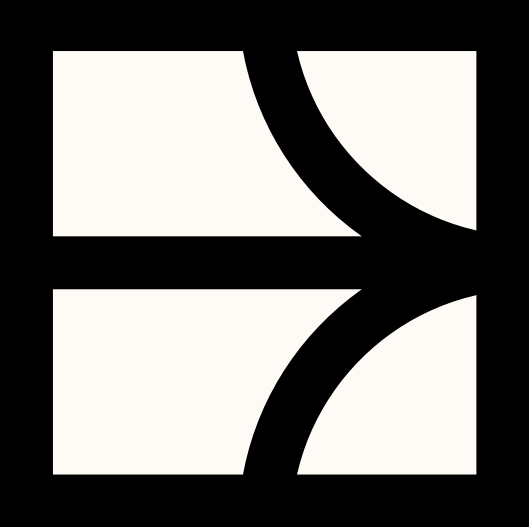
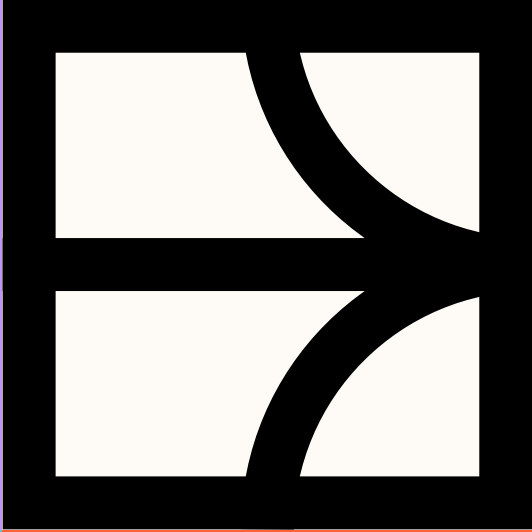


Shrewsbury Moves: A 10-year vision & plan

Summary





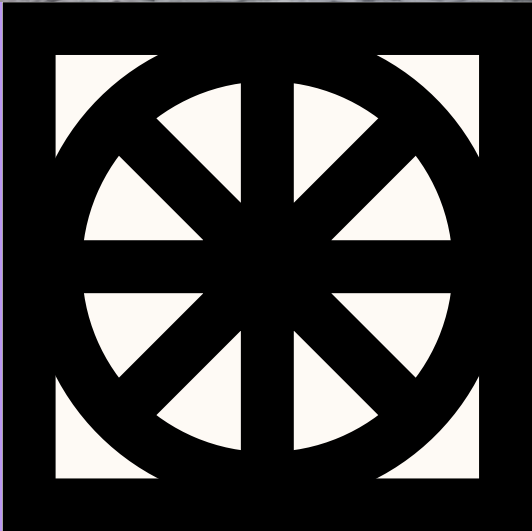
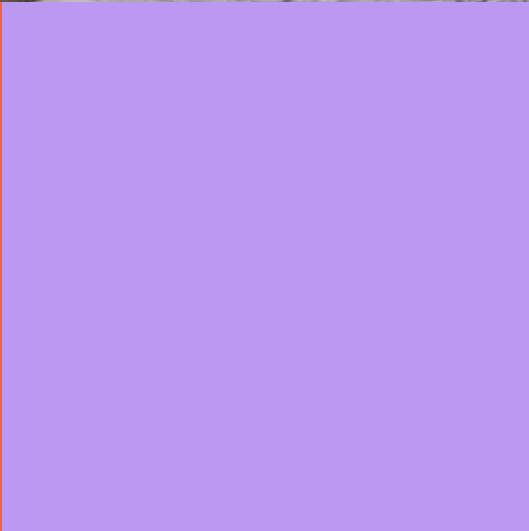
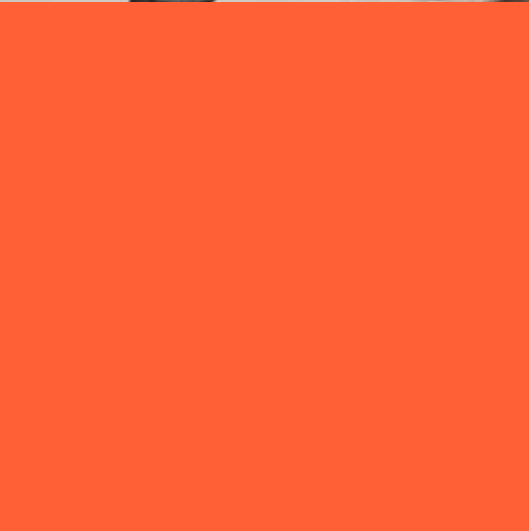
Foreword

Shrewsbury Moves: A 10-year vision and plan presents the Movement and Public Space Strategy for the town.

This strategy has been carefully put together by the Shrewsbury Big Town Plan Partnership, which is collectively made up of Shropshire Council, Shrewsbury Town Council and Shrewsbury BID.

Together, we have created this strategy to show our commitment to improving how people move around the town.

Our ultimate goal is to make Shrewsbury one of the most inclusive, accessible, and economically vibrant towns in the UK.



Summary

This plan is designed to prioritise pedestrians, cyclists, and public transport above private motor vehicles. By doing so, we are making the town an even better place to live, visit, and conduct business.

To achieve this, it is crucial that we decrease the volume of motor traffic within the town centre. Much of the traffic passing through the town centre fails to contribute to the town's economic prosperity, and creates congested streets and air quality concerns.

By reducing the volume of private motor vehicles in the town centre, we are able to devote more space to people. This will mean more opportunities to transform Shrewsbury into a town that is not only more inviting but also fosters a genuine sense of community.

As streets become less dominated by motor traffic, we are reclaiming what makes Shrewsbury truly special – its rich history and stunning natural assets.

We will empower local businesses and strengthen the town's economy. With far fewer private motor vehicles, we can welcome more shoppers, tourists, and visitors to Shrewsbury. This translates into more customers for our shops, cafés, and restaurants, injecting new life and energy into the local economy. As more and more people choose Shrewsbury as their preferred destination, the town will flourish, attracting fresh investment and creating more opportunities for growth.

We recognise that not all journeys can be accomplished by walking or cycling. Therefore; buses, trains and demand responsive transport will play a crucial role in developing a comprehensive transport

network across the town, helping to facilitate sustainable local, regional and national trip making.

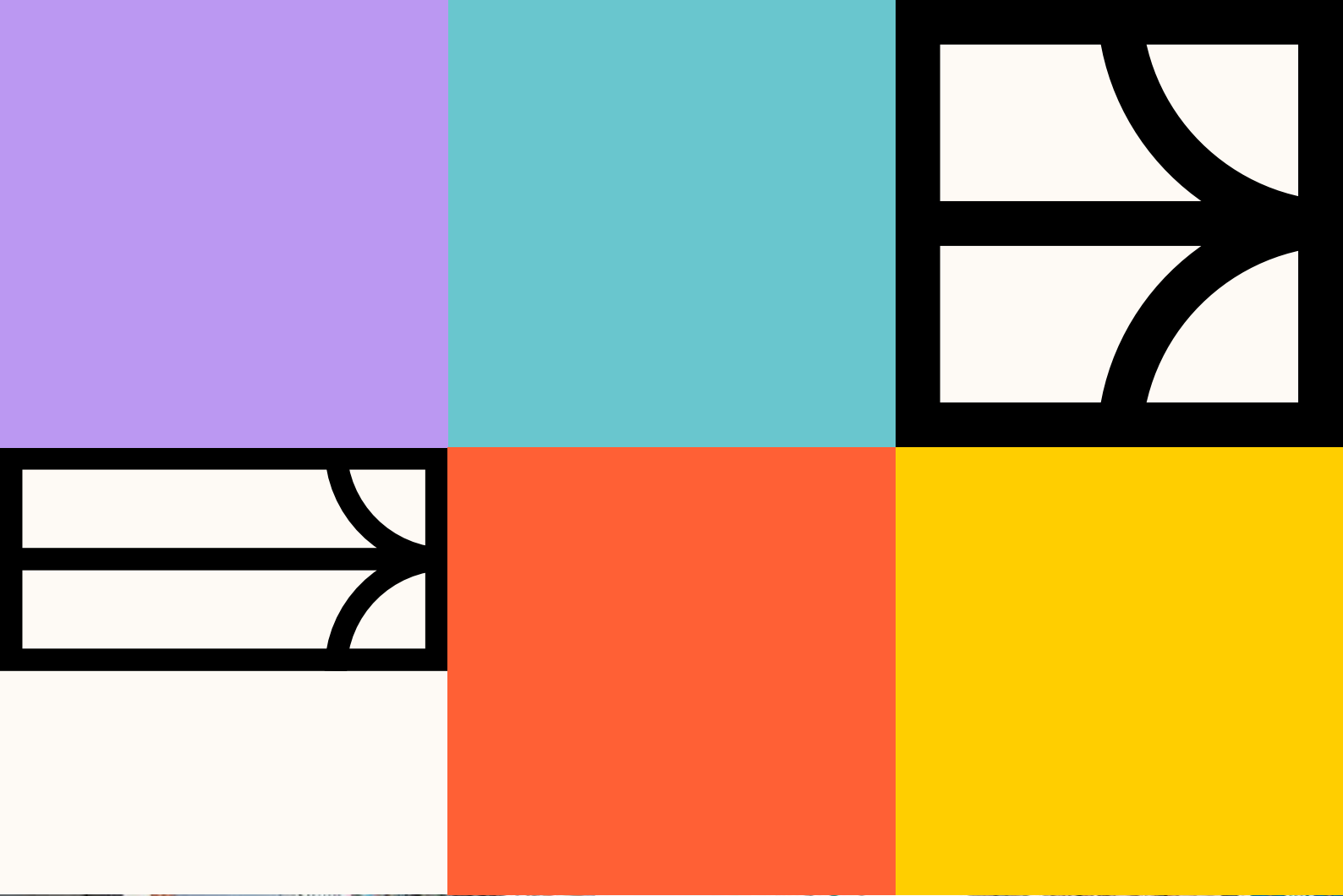
We will seek to enhance the role of buses across Shrewsbury by revising bus routes to better serve key destinations, including areas to the north of Shrewsbury. We will also provide a more inclusive environment around Shrewsbury Railway Station to enable people to be able to access the station from all directions. We also want to explore the potential of establishing a new Park and Ride station, as well as a Parkway station to the east of Shrewsbury.

Nevertheless, we fully acknowledge that private motor vehicles still play a vital role for some individuals who need to travel to the town centre or move around Shrewsbury. Therefore, those who wish or have to travel to the town centre by private motor vehicle will still be able to do so.

We understand that this strategy is bold and ambitious. However, we are dedicated in making sure that our town is a highly attractive place for everyone to visit.

Together, we can create a future that exceeds all expectations and establish an inclusive, accessible, and economically vibrant town.





Strategic Context



Shrewsbury Moves: A 10-year vision and plan aims to deliver the vision set out in the Shrewsbury Big Town Plan (2018).

Shrewsbury Big Town Plan (2018)

The Big Town Plan heralded a step change in visionary thinking across the town. The Plan is ambitious and bold, reshaping the physical public space and revolutionising movement around the town by setting the goal to make it much better for the pedestrian and cyclist, especially in the town centre.

The Plan establishes the following vision for the town:

Traffic in the town centre is very light and slow moving. Pedestrians and cyclists can walk and move wherever they want, making the streets their own.

The whole town is much better connected by cycle or on foot, in a safe way, avoiding conflict with vehicular traffic. It is possible now to make your way across town by cycle or on foot.

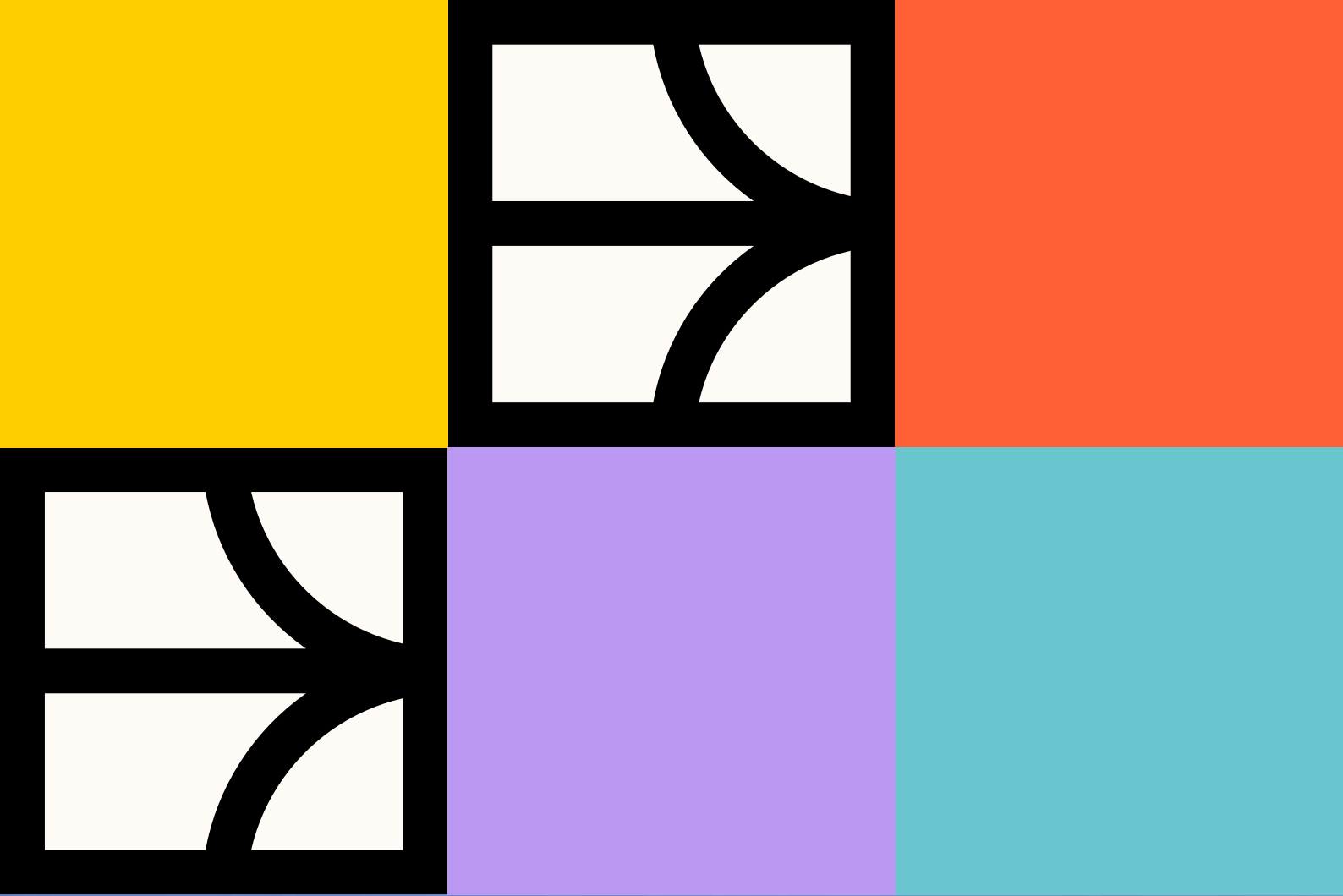
Shrewsbury Big Town Plan Masterplan Vision (2021)

The Masterplan Vision identified a range of ideas and opportunities which show how the town could evolve over the next 20 years. This Vision highlighted that developing an integrated movement action plan which established a programme of infrastructure and transport projects was vital.

Shrewsbury Moves: A 10-year vision and plan

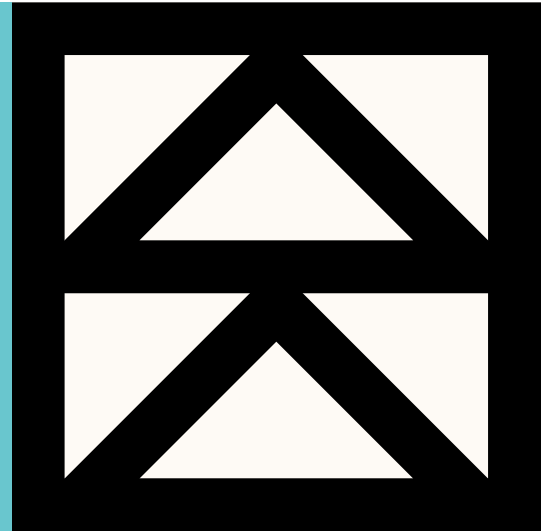
We have now prepared a comprehensive Movement and Public Space Strategy, which sets out strategic interventions, framed under key themes and principles. These strategic interventions would be delivered across Shrewsbury to meet the vision of the Big Town Plan.

This document provides a summary of the detailed research set out in the Movement and Public Space Strategy and its technical appendices. It is strongly recommended that these documents are read alongside this summary document.



Strategy Development

The Shrewsbury Big Town Plan established the overarching vision for the town. This vision, combined with extensive feedback obtained from consultation feedback from key stakeholders, including members of the public helped to develop the key themes of the strategy.



The key themes of the strategy are:

Traffic Management & active travel inside the river loop

Shifting the focus from private motor vehicle to sustainable, active transport modes.



Traffic Management and active travel outside the river loop

Encouraging walking, cycling and public transport for local trips across the town.



Public Transport and Micromobility

Establishing a comprehensive network of public transport and micromobility options across Shrewsbury.



Parking Plus

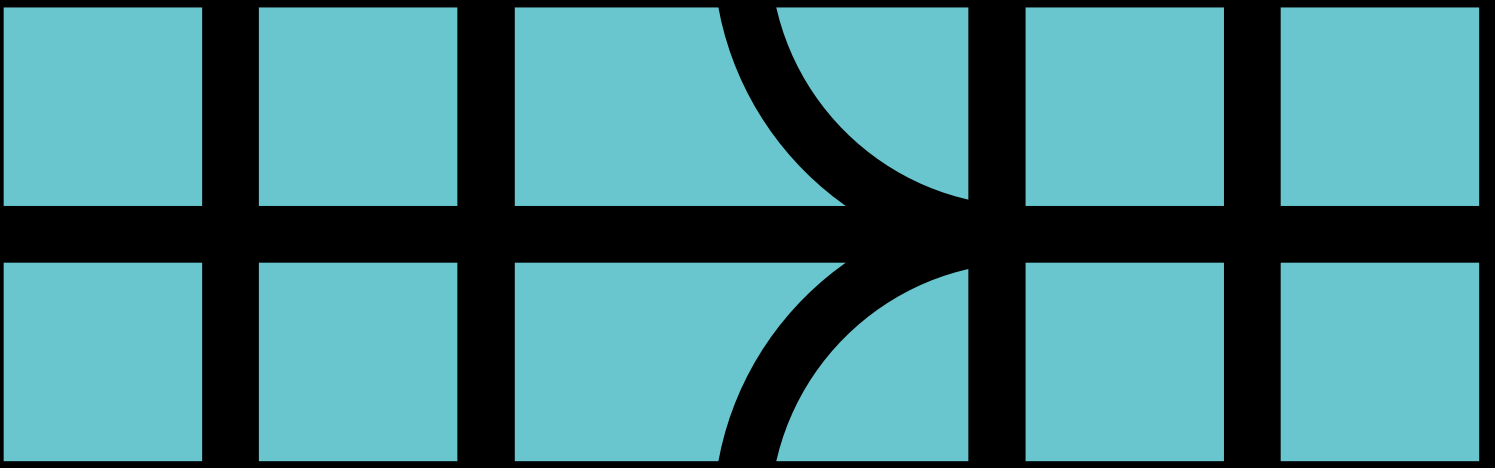
Remodelling parking charges within Shrewsbury to make sustainable alternatives more cost effective.



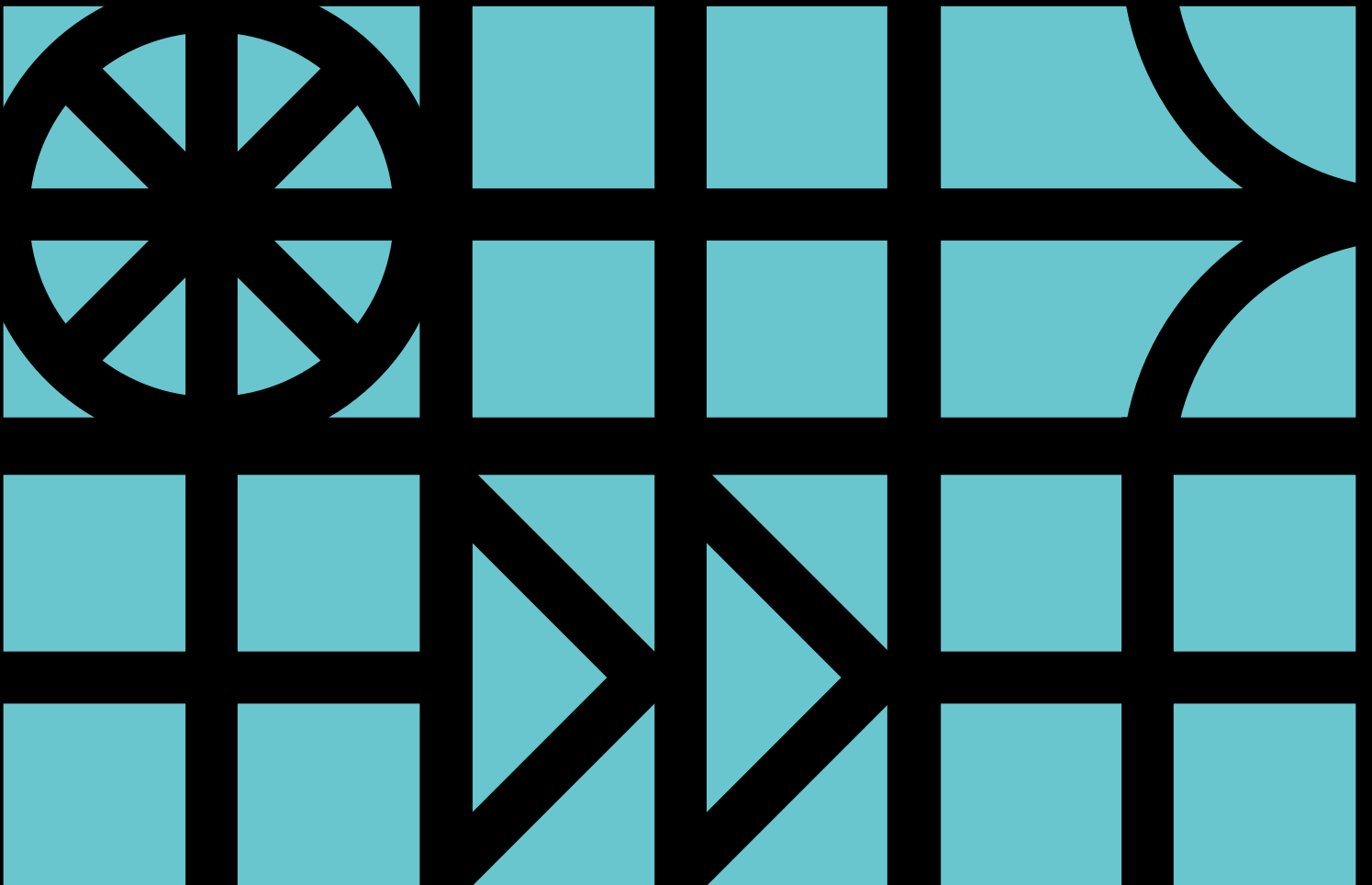
Following the development of these key themes, further analysis was carried out to gain an insight into transport and movement issues across the town. These issues were presented to key stakeholders, who contributed to the development of fourteen key principles:

Key Principles	Traffic management / active travel inside river loop	Traffic management / active travel outside river loop	Public Transport & Micromobility	Parking Plus
Reduce / remove through traffic from town centre				
Ensure convenient access to town centre and local facilities and uptake of sustainable modes for these journeys				
Reduce vehicle speeds and volume of private motor vehicles				
Reduce severance caused by River Severn and railway line				
Increase priority given to buses, pedestrians and cyclists and improve road safety for all users				
Provide more sympathetic public spaces for historic and environmental assets				
Enhance Park and Ride offer, and incentivise use				
Improve resilience of local transport network to extreme weather events				
Provide an efficient public transport network with improved bus facilities in town centre				
Improve cross-town connectivity by sustainable transport modes				
Ensure servicing access to businesses and event sites is maintained				
Improve environmental quality and air quality				
Reallocate road space to provide more space for business and event activity, pedestrians and cyclists				
Enhance rail connectivity to better accommodate local, regional and national travel				

To implement the key principles of the Strategy, a series of strategic interventions have been developed, categorised under the four key themes of the Strategy. 20 strategic interventions have been identified and are presented in the following sections.



Traffic Management and active travel inside the river loop





Implement traffic loops to restrict general traffic from routing through the town centre

Why?

The historic town centre of Shrewsbury has a constrained road network which is currently struggling to meet various needs.

Many of the challenges that the town faces come from private motor vehicles that are using the town centre to travel from one side of Shrewsbury to the other, offering no benefit to the town centre itself.

This leads to traffic congestion for those who genuinely need to access the town centre, creating an unsafe and unwelcoming environment for pedestrians and cyclists. This also reduces the available space that businesses could use for outdoor seating and events.

What?

The town centre would be divided into three traffic loops:

- › Welsh Bridge
- › English Bridge / Kingsland Bridge
- › Chester Street / Castle Foregate

This would mean that all motor vehicles, unless exempt, would have to arrive and exit in the same direction and would not be able to travel between the different loops. People who walk, cycle or use public transport could still move between each loop.

This change would allow private motor vehicles to access the town centre if they have a purpose. However, private motor vehicles that use the town centre to travel from one side of Shrewsbury to the other would have to find an alternative route.

Through dividing the town centre into three traffic loops, there would be a space in the town centre where no motor vehicles, unless exempt, would be permitted between certain hours. This would create a Pedestrian Priority Zone where all motor traffic, unless exempt, would not be able to travel along the historic town centre streets of Butcher Row, St Alkmonds Place, Shoplatch, the Square, Pride Hill and High Street during certain hours of day.

It is envisioned that the timings of the Pedestrian Priority Zone would mean that no motor vehicles, unless exempt, would be permitted between the hours of 10:00 and 16:00, aligning with the current arrangements on Pride Hill.

Depending on the final traffic loop arrangement, there is the potential to enhance other streets in the town centre for pedestrians. This could include streets such as Roushill and Milk Street which already feature a diverse range of independent shops and restaurants.

Outcomes

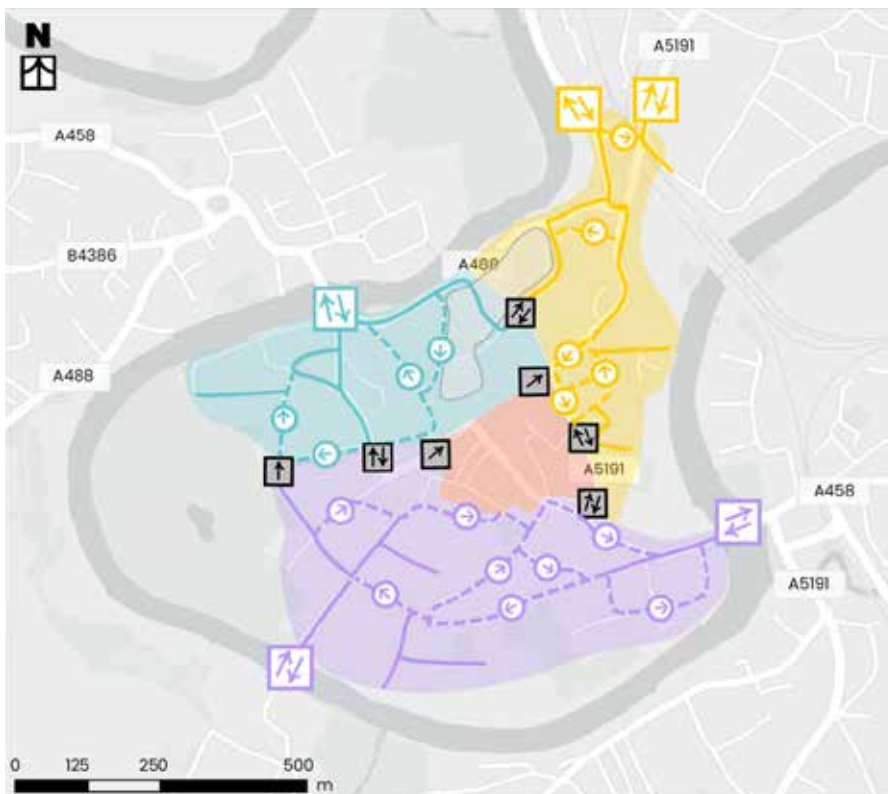
Safe: In the town centre, there would be fewer private motor vehicles, helping to reduce traffic congestion. This would create a safer environment for people to walk and cycle.

Economy: Reducing the number of private motor vehicles in the town centre could create additional space available for outdoor seating and event areas. This could enhance the town centre's appeal, encouraging people to spend more time in the town, increasing their likelihood of visiting local shops, restaurants and cafés.

Air Quality: Fewer private motor vehicles in the town would reduce the harmful emissions that private motor vehicles emit into the air. This would improve the health of residents and visitors alike.




Above: Indicative visualisation showing High Street, Shrewsbury



Credits: Esri UK, Esri, HERE, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS

Key

-  Entry/exit from loop
-  Restricted movements between loops for general traffic
-  Direction of one-way streets
-  Welsh Bridge / Frankwell Loop
-  English Bridge / Kingsland Bridge Loop
-  Chester Street / Castle Foregate Loop
-  Pedestrian Priority Zone (PPZ)
-  Smithfield Riverside development
-  One-way general traffic
-  Two-way general traffic



Provide a two-way bus corridor across the town centre

Why?

In the town centre, there is no bus route that goes straight across the town without passengers having to change buses.

With the current highway layout and traffic volumes, provision of a two-way bus corridor is not feasible. This is because on the most direct routes across the town centre, journey times are unreliable and there is insufficient space to accommodate two-way bus movements.

The lack of direct bus routes across the town makes bus use less appealing, increasing use of private motor vehicles for local trip making, and contributing to congestion in the town centre.

What?

By implementing traffic loops within the town centre (as identified on Page 10) there would be far fewer private motor vehicles in the town centre. This would mean that it would be feasible for two-way bus movements to be accommodated along the length of a bus corridor. This bus corridor would exist between Welsh and English Bridge.

Whilst not all buses would utilise the entire corridor, the two-way corridor would provide buses with the flexibility to utilise at least some of the corridor. This would provide much quicker bus journey times than what is currently witnessed through the town centre. It is recognised that there are certain pinch points along the two-way bus corridor, most notably on St Mary's Street. To address this, traffic signals would need to be introduced along this section of the corridor to enable buses to pass.

Buses that travel around Shrewsbury would be much smaller in size and would be more fitting for the historic streets of the town, helping to facilitate two-way bus movements.



Outcomes

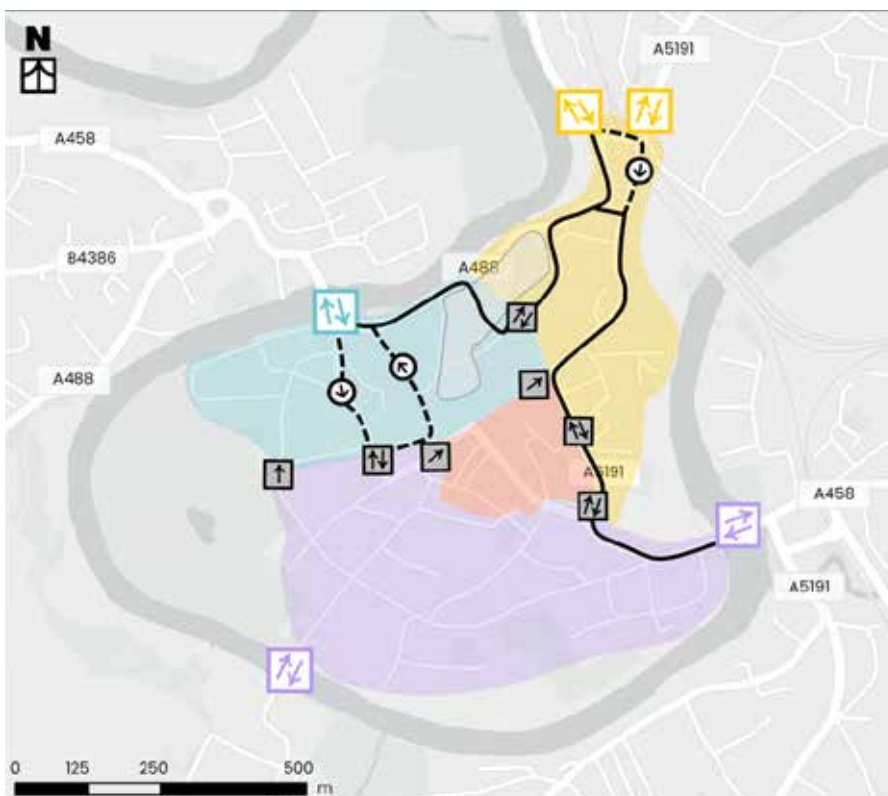
Reliability: With fewer private motor vehicles and less traffic in the town centre, buses would be less likely to get stuck in congestion. This would help buses stay on schedule, making them more dependable.

Reduce journey times: Unlike private motor vehicles, buses would be able to travel from one side of the town centre to the other. This would make bus a more attractive option for cross-town trip making.

Maintain Access: Creating a two way bus corridor would mean that buses would be able to stop at popular destinations in the town centre, ensuring bus remains a convenient and attractive option for travel to and from the town centre.



Above: Indicative visualisation showing potential two-way bus corridor along St Mary's Street, Shrewsbury



Credits: Esri UK, Esri, HERE, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS

Key

- Entry/exit from loop
- Restricted movements between loops for general traffic
- Direction of one-way section of bus corridor
- Welsh Bridge / Frankwell Loop
- English Bridge / Kingsland Bridge Loop
- Chester Street / Castle Foregate Loop
- Pedestrian Priority Zone (PPZ)
- Smithfield Riverside development
- One-way section of bus corridor
- Two-way section of bus corridor



Improve gateway features at key entrances to the town centre

Why?

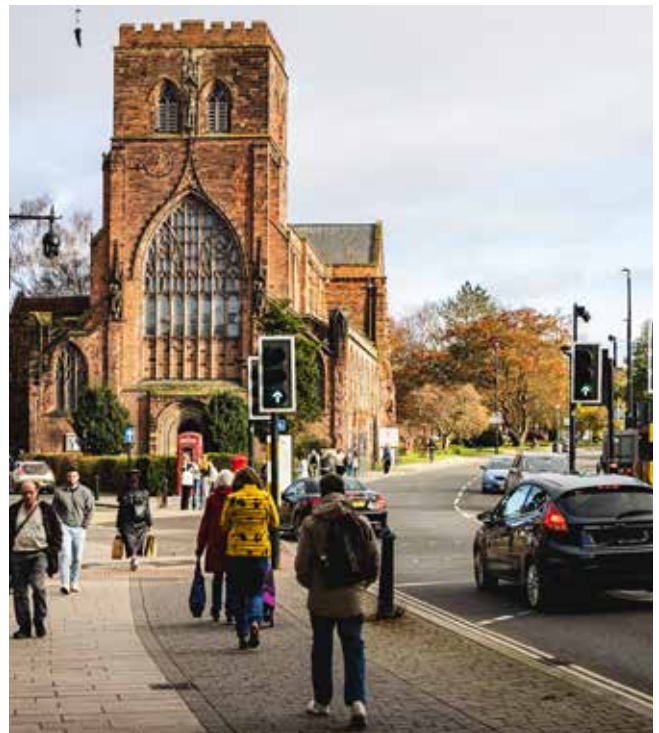
Most people enter the town centre from five key entry points: Welsh Bridge, English Bridge, Chester Street, Shrewsbury Railway Station, and Shrewsbury Bus Station. However the entry points currently encourage private motor vehicles to enter the river loop, rather than use Frankwell and Abbey Foregate car parks. Issues include:

- Welsh Bridge is not pedestrian friendly because there is a high volume of private motor vehicles. The pavement is also narrow, so it is hard for people to walk side by side in both directions.
- Shrewsbury Abbey is situated on the edge of the town centre, but due to the high volume of traffic in its vicinity, the historical significance of the Abbey is not showcased to its maximum potential.
- On Spring Gardens, there are a lot of private motor vehicles travelling outside Flaxmill Maltings which also fails to showcase its historical importance to the town.
- Shrewsbury Bus Station does not meet the needs of its users.

These entrances to the town make it unpleasant for people arriving on foot, bike or by bus and does not give a good first impression for visitors coming to Shrewsbury.

What?

The main entrances to the town centre would be enhanced. This could include measures such as encouraging people to use car parks outside the river loop for those that are able to do so. These improvements would draw people into the town centre and would ensure that people are aware that they have reached Shrewsbury, establishing a strong sense of arrival.



Outcomes

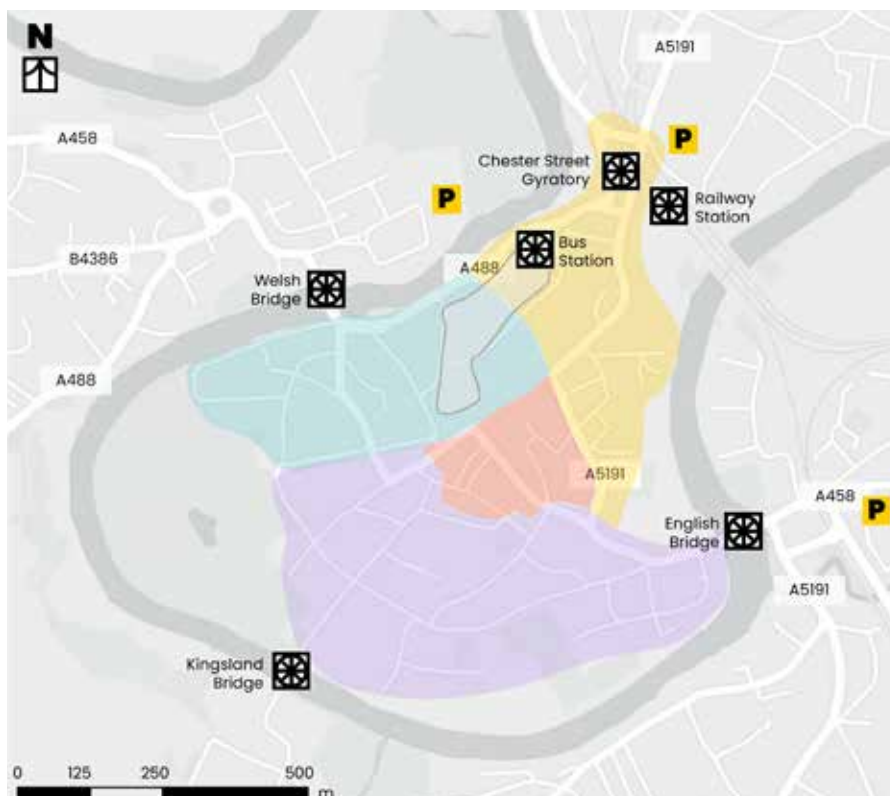
Economic: Entrances would draw people into the town centre which could potentially result in more people spending time and money within the town.

Identity: Entrances to the town centre would better reflect the town's rich history and unique identity. This would make the areas around important destinations such as Shrewsbury Abbey and Flaxmill Maltings part of the town centre itself, helping to better display the town's history, linking this to the town's exciting future.

Social: Entrances to the town centre would also have places to rest and space for community events. This would assist people from the community to come together and help create a lively and friendly atmosphere in the town.










Above: Indicative visualisation showing improved gateway at Abbey Foregate, Shrewsbury



Credits: Esri UK, Esri, HERE, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS

Key

-  Key entrances or gateway to the town centre
-  Park and Choose sites
-  Welsh Bridge / Frankwell Loop
-  English Bridge / Kingsland Bridge Loop
-  Chester Street / Castle Foregate Loop
-  Pedestrian Priority Zone (PPZ)
-  Smithfield Riverside development



Maintain servicing access to businesses and event spaces

Why?

The ability to make and receive deliveries by motor vehicle is essential to many businesses and event spaces in the town centre. However, except for Pride Hill, these can be made at any time of day. In addition, there are delivery vehicles using the town as a through route, without interacting with any town centre businesses. These existing issues contribute to creating a poor environment for walking and cycling in the town centre.

What?

Through the implementation of traffic loops (as stated on page 10) most delivery vehicles would not be allowed to use the town centre to drive from one side of Shrewsbury to the other.

Instead, delivery vehicles would need to enter and exit the town centre in the same direction and would not be able to travel between different traffic loops. Delivery vehicles would still be able to make deliveries within the Pedestrian Priority Zone, but would be permitted to service businesses between the hours of 16:00 and 10:00.

Alternative active modes of transport such as e-cargo bikes and rickshaws would be permitted to travel between different traffic loops and would be permitted into the Pedestrian Priority Zone at all times.

Delivery vehicles would also be able to benefit from being able to drop off deliveries at the edge of the town centre at one of the Park and Choose sites, with businesses then being able to transport deliveries into the town centre by alternative active modes of transport.

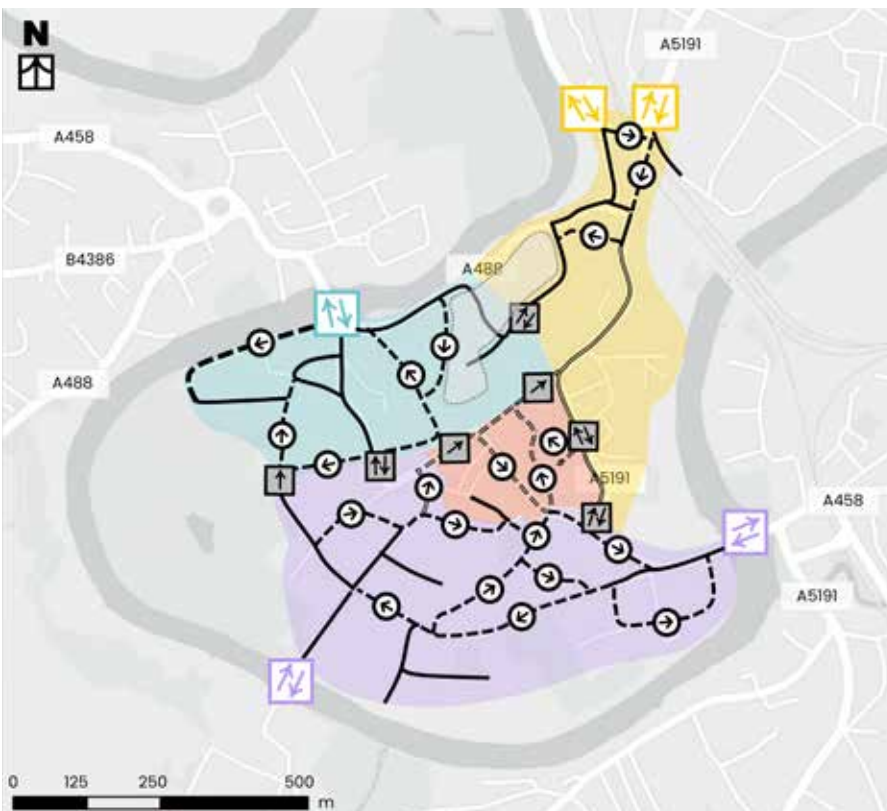


Outcomes

Delivery vehicles: Not letting delivery vehicles to use the town centre to drive from one side of Shrewsbury to another would reduce the number of large vehicles travelling through the town, helping to create a more friendly and safe town for pedestrians and cyclists.

Economic: Businesses would be able to benefit from sustainable ways to deliver goods, helping to save money on fuel. Businesses could also combine deliveries, making fewer trips which would also save businesses money. Investing in sustainable delivery methods could enhance businesses sustainable reputation.

Environmental: Promoting sustainable servicing methods for businesses would decrease the number of delivery vehicles, reducing air pollution in the town centre.



Credits: Esri UK, Esri, HERE, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS

Key

-  Entry/exit from loop
-  Restricted movements between loops for general traffic
-  Direction of one-way section for servicing traffic
-  Welsh Bridge / Frankwell Loop
-  English Bridge / Kingsland Bridge Loop
-  Chester Street / Castle Foregate Loop
-  Pedestrian Priority Zone (PPZ)
-  Smithfield Riverside development
-  One-way servicing traffic (at all times)
-  Two-way servicing traffic (at all times)
-  One-way servicing traffic (16:00 - 10:00)
-  Two-way servicing traffic (16:00 - 10:00)





***Traffic Management and active
travel outside the river loop***





Lower speed limits within Shrewsbury

Why?

Motor vehicles that drive slower create safe environments for people who walk and cycle. When motor vehicles travel faster, pedestrians are at greater risk of being seriously hurt if there is a collision.

Slower motor vehicles are also better for the environment because they produce fewer harmful emissions, such as carbon dioxide than vehicles travelling at higher speeds. Therefore, lower speed limits are beneficial for people living and visiting Shrewsbury.

What?

Most residential roads across Shrewsbury with a current speed limit of 30mph would be changed to a default speed limit of 20mph. Some main roads could remain at higher speed limits where required.



Outcomes

Safety: Changing the speed limit to 20mph in the town could facilitate lower vehicle speeds, which would likely mean lower chances of pedestrians and cyclists getting seriously hurt if there is a collision.

Active travel: 20mph speed limits would create a more pleasant and safer space for people to walk and cycle.

Environment: Lower speed limits could help towards improving air quality within Shrewsbury. When motor vehicles travel slower, they use less fuel and travel at a consistent speed, meaning that traffic moves better and reduces air pollution.



Key

- Indicative 20mph zone
- Exemption road(s)

Credits: Esri UK, Esri, HERE, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS



Implement Local Access Priority Areas

Why?

A large number of residential streets in the areas surrounding Shrewsbury town centre suffer from 'rat running', and inappropriate parking. This could make them unsafe for pedestrians and cyclists due to high speeds and high traffic levels.

The interventions proposed in the town centre to remove through traffic could, if not mitigated, increase 'rat running' and on street parking, exacerbating current issues.

What?

Residential areas would be designated as Local Access Priority Areas. This would mean that motor vehicles, unless exempt, would not be able to use residential areas as 'rat runs'.

Measures would be introduced to dissuade or prevent through trips and also to prevent people from parking on street through the introduction of Controlled Parking Zones.

People walking, cycling or taking the bus would be prioritised and would continue to be able travel within and between Local Access Priority Areas.

Residential areas that would be transformed into Local Access Priority Areas would be determined primarily based on the level of local support for measures.

Additionally, measures would only be implemented where local consent has been secured. This would make sure that Local Access Priority Areas are deployed fairly and with local support.

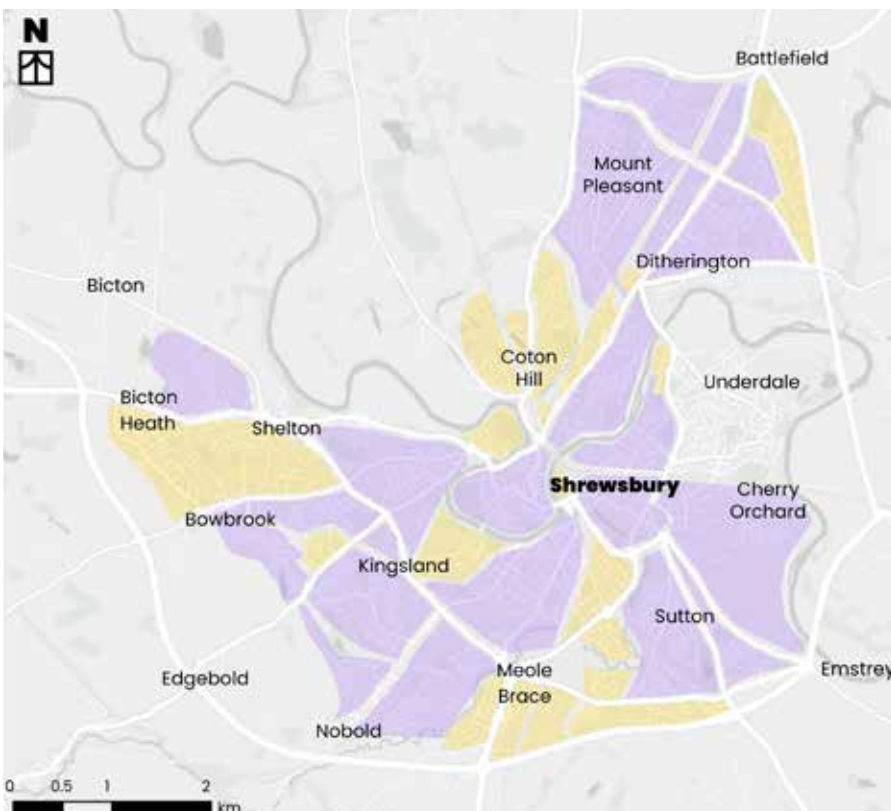


Outcomes



Safety: All motor vehicles, unless exempt, would not be able to directly drive through residential streets. This would make residential streets much quieter, helping to make cycling on the road much more safer.

Vibrant neighbourhoods: Residential streets would not be dominated with private motor vehicles anymore, which would make these streets better for people who want to make use of their neighbourhood. This would encourage more people to get outside, and connect with their neighbours, making the community stronger.

Environment: Less motor traffic would reduce emissions of harmful pollutants such as carbon dioxide, improving air quality and the overall health of residents.



Key

-  Existing Local Access Priority Areas
-  Potential future Local Access Priority Areas

Credits: Esri UK, Esri, HERE, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS



Upgrade existing pedestrian and cycle infrastructure to national standards

Why?

In Shrewsbury, most of the cycle infrastructure is outdated and does not connect well across main roads and roundabouts. This contributes to cycling around the town being difficult because there is no simple network that joins key destinations across the town. This leads to people not feeling like they can cycle around the town as it is confusing and people are often faced with a junction that is not safe to cycle on.

For people wanting to walk in Shrewsbury, some footpaths are not safe or inclusive. For example, some routes do not have ramps for wheelchairs and others do not have tactile paving, meaning that some people are excluded from walking.

What?

Shropshire Council has developed a Local Cycling and Walking Infrastructure Plan (LCWIP) for the town. This plan sets out a prioritised list of schemes for delivery over the next ten years that would improve cycling and walking infrastructure for Shropshire residents, workers and visitors alike. Cycling and walking improvements will be taken from this plan and will initially focus on the high priority routes.

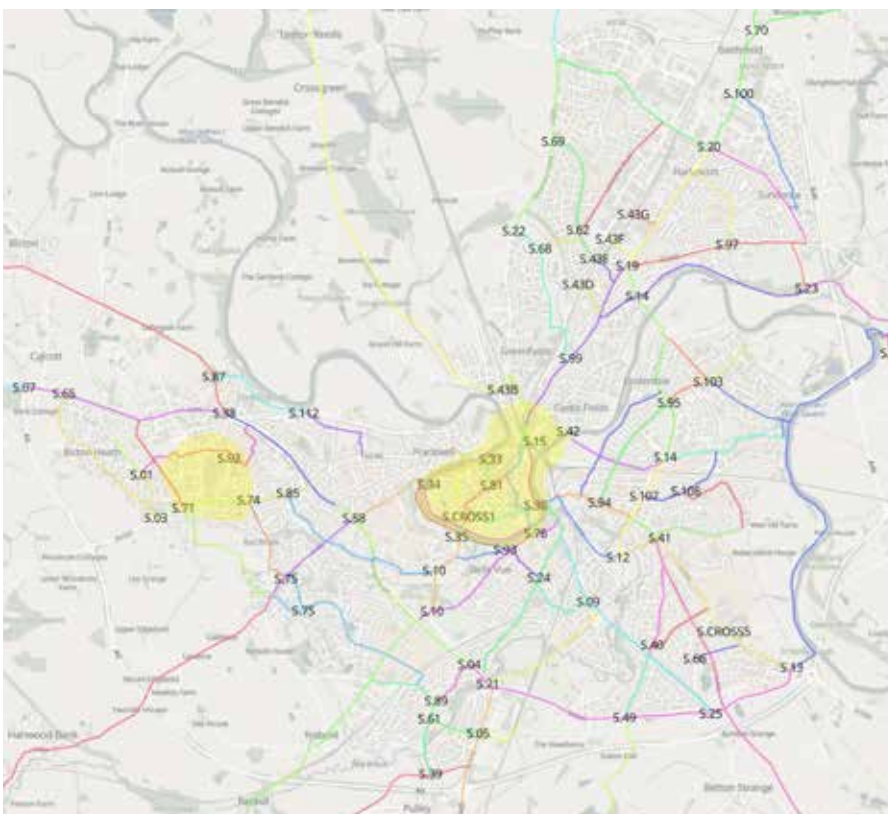


Outcomes


Health: By improving cycling and walking routes, more people would be able to use them instead of driving private motor vehicles. This is not only good for the environment, but also for people's health as it would encourage people to exercise, promoting physical and mental health.

Inclusive: Routes would be designed to be inclusive so that everyone can use them safely and comfortably.

Affordability: Having a simple network means that people would not need a private motor vehicle to get around the town, helping people to save money on buying a car.



Key

 LCWIP Core Walking Zones

 LCWIP Cycle Routes

Credits: Esri UK, Esri, HERE, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS

Source: Shropshire LCWIP



Provide additional / improved walking and cycling links across the River Severn and railway

Why?

The River Severn surrounds the town centre, which makes it difficult for people who want to walk or cycle across it. There are limited bridges that cross the river and the ones that exist are often crowded with private motor vehicles and have narrow pavements, meaning it is hard for people to walk side by side.

Other bridges across the river are not easy for everyone to use. Frankwell Footbridge is not suitable for people with pushchairs or wheelchairs as there are steps and no alternatives. For people with mobility issues, there are currently limited transport options for travel to the town centre.

The railway line also makes it difficult for people to walk and cycle across the town. In particular, people travelling from Shrewsbury Abbey to the railway station are limited as there is no direct route. This means that journeys end up taking longer through the town centre and may discourage people from travelling by rail.

What?

More places for people to safely cross the river and the railway line would be provided. Additionally, existing routes across the river and railway line would be improved so that they are inclusive, meaning everyone would be able to access the town centre safely.

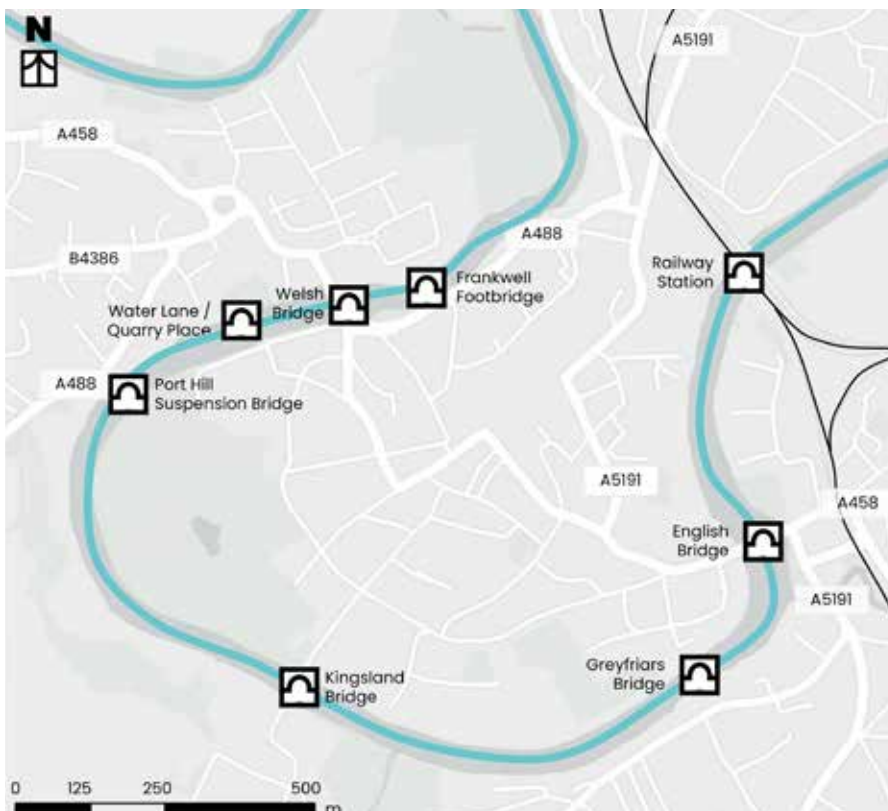


Outcomes

Economic: Accessible walking and cycling routes would make it easier for people to access the town centre, encouraging more people to visit. When people arrive to the town on foot or bike, they are more likely to spend time at the shops and restaurants, which is good for businesses in the centre.

Edge of town businesses: Creating new routes would help connect neighbourhoods on the outskirts of the town with the offerings in the town centre. This would make neighbourhoods feel less isolated and would help increase the number of people visiting these neighbourhoods and the businesses within them.

Extreme weather events: Establishing fully accessible and inclusive walking and cycling routes across the river would mean that everyone could access the town safely in the event of an extreme weather event.



Key

- Potential new or improved connections
- Railway Line
- River Severn

Credits: Esri UK, Esri, HERE, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS



Provide active travel links to the north of Shrewsbury, better serving local facilities

Why?

There are many short trips which either travel to, from and within the northern part of Shrewsbury. A considerable portion of these journeys are undertaken by private motor vehicle, possibly due to a lack of safe pedestrian or cycle infrastructure.

This is an issue particularly for residents of north Shrewsbury as neighbourhoods in this area fall within some of the most deprived areas of England and many residents do not have access to a private motor vehicle.

Residents therefore have limited choices for getting around Shrewsbury by affordable, safe and convenient means.

In the north of Shrewsbury, places such as Flaxmill Maltings are relatively close to the town centre. However, due to the lack of suitable walking and cycling infrastructure, this destination does not feel integrated with the town centre.



What?

Key routes from the town centre to the north of Shrewsbury would be improved to make it easier for people to walk and cycle. This would help people in this area to get to places where they need to go without having to rely on private motor vehicles.

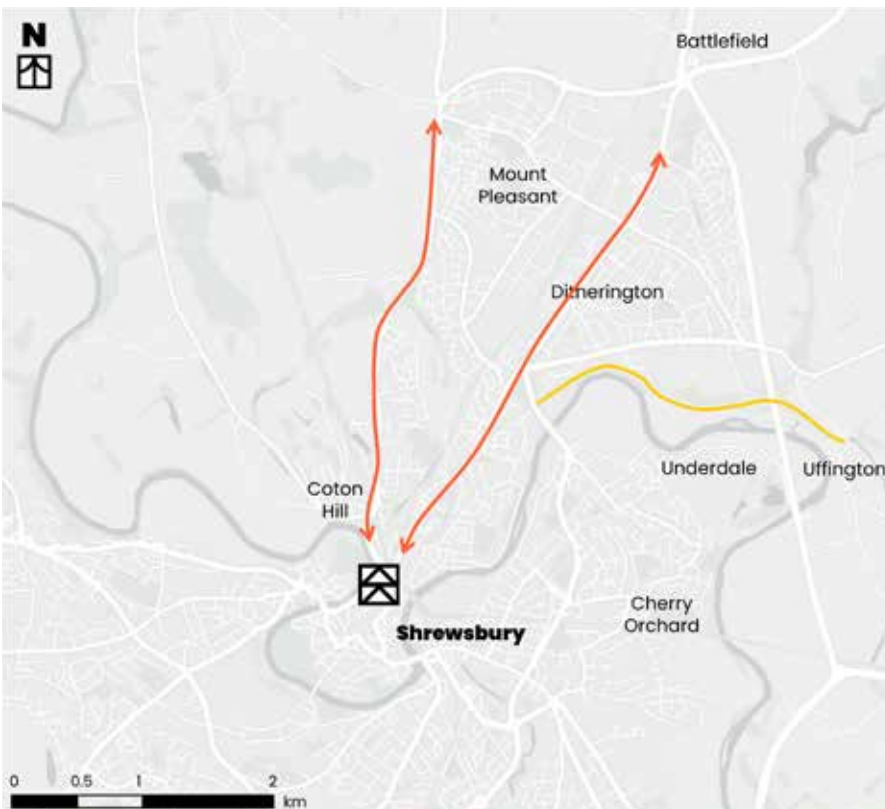
The potential to reopen Shrewsbury Canal for walking and cycling to the north of the town could be examined as part of future work.

Outcomes

Active travel: Making it easier for people to walk and cycle would reduce the reliance on private motor vehicles. This would help reduce the number of private motor vehicles on the roads and make cycling on the road much safer for most people.

Economic: An improved walking and cycling route between the town centre and Flaxmill Maltings would increase visitor numbers for both destinations.

Extreme weather events: Making sure everyone can access the town centre would make it possible for people to get to the town even during extreme weather events.



Key



Levelling Up Round 2 Projects (Northern Corridor & Smithfield Riverside development)

Old Shrewsbury Canal Route

Priority routes for walking, wheeling and cycling (indicative alignment)



ARRIVA
2973
OPTARE

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Optare

ARRIVA





***Public Transport
and Micromobility***





Integrate Park and Ride with general bus services

Why?

The current Park and Ride service in Shrewsbury is not an attractive option compared to private motor vehicles. The service does not run frequently, with no services on Sunday or after 6:30pm. It is also not reliable because buses do not have priority over private motor vehicles, meaning they are often delayed in congestion in peak periods. The service also only drops passengers to the town centre, meaning if people want to visit somewhere outside of the town centre, they cannot use Park and Ride.

This has resulted in a drop in passenger numbers over the last 10 years and encourages people to find an alternative way to access the town centre, likely by driving into the town.

What?

Park and Ride would be combined with the general bus service instead of operating as a stand alone service. This would consist of buses that stop at key destinations outside of the town centre as well as continuing to provide a service that offers an express service into the town centre directly.

Park and Ride would also be integrated with the Shrewsbury Parking Plus Strategy. This would ensure that the pricing of car parking across the town makes Park and Ride attractive and competitive versus car parking closer and within the town centre.



Outcomes



Air Quality: People would be more inclined to travel to the town centre by Park and Ride rather than driving into the town centre. This would mean that the air quality in the centre of town would be improved as there would be far fewer private motor vehicles.

Economic: An aligned Park and Ride and bus service would mean that there would be one coherent service being offered for the town, helping to reduce operating costs.

Flexibility: This intervention would mean that people are not restricted to only visiting the town centre by Park and Ride, helping to enhance the attractiveness of other places outside of the river loop, such as Flaxmill Maltings and Royal Shrewsbury Hospital by bus.



Key

-  Proposed Park and Ride site
-  Key, high frequency bus corridor



Create an enhanced Park and Ride offer, including providing new and relocated facilities

Why?

Park and Ride sites are not well located across the town. In particular:

- > There is no Park and Ride to the east of Shrewsbury. This means that people arriving from this direction do not have an option to leave their private motor vehicle and arrive in to the town by public transport.
- > Harlescott Park and Ride is not situated in a convenient location to discourage private motor vehicles from driving into the town centre as it is not close enough to the major junction of the A53 / A49.
- > Oxon Park and Ride may need to be relocated to Bicton Heath to accommodate new developments in the area. This could also help to reduce traffic into the town centre from the A5 / A458.



What?

- > A new Park and Ride site would be built to the east of Shrewsbury, near Emstry roundabout.
- > Harlescott Park and Ride would be relocated to a location further north so that it can intercept more traffic from the A53 / A49.
- > Oxon Park and Ride would be relocated to improve connections between the new residential development and other key destinations in the west of Shrewsbury.

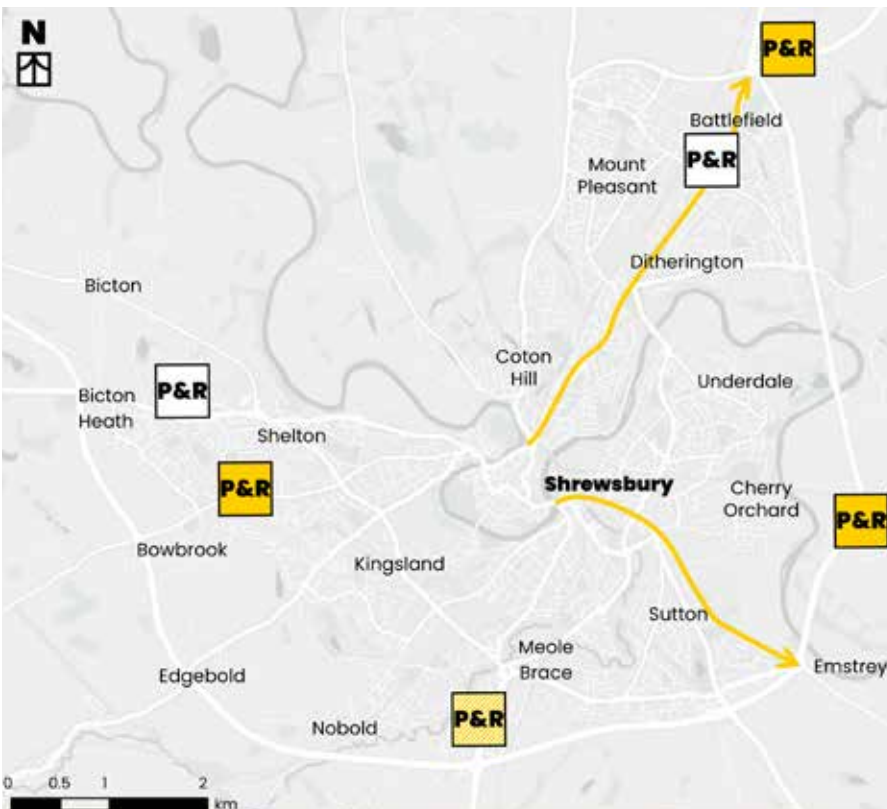


Outcomes





Accessibility: Moving Park and Ride sites to more convenient locations would make it easier for people to access the services. This would help make it easier for people to access key destinations across the town.

Extreme weather events: Enhancing the Park and Ride offer across Shrewsbury would mean that more people would be taking alternative modes of travel into the town centre. This would help to establish a resilient town centre whereby people do not need to park inside the river loop, which is prone to flooding.

Economy: An improved Park and Ride offer would encourage more people to visit the town. This could mean that passengers numbers increase, which would help save money and allow any surplus to be spent on other important measures across the town.



Key

-  New / Re-located Park and Ride site
-  Existing Park and Ride site (to be retained)
-  Existing Park and Ride site (to be re-located)
-  Key, high frequency bus corridors



Provide bus priority measures on key routes into the town centre

Why?

Shrewsbury has only one short stretch of bus priority across the town. This means that buses often get stuck in traffic congestion. This leads to buses being less reliable and slow, potentially contributing to people being less likely to travel by bus.

What?

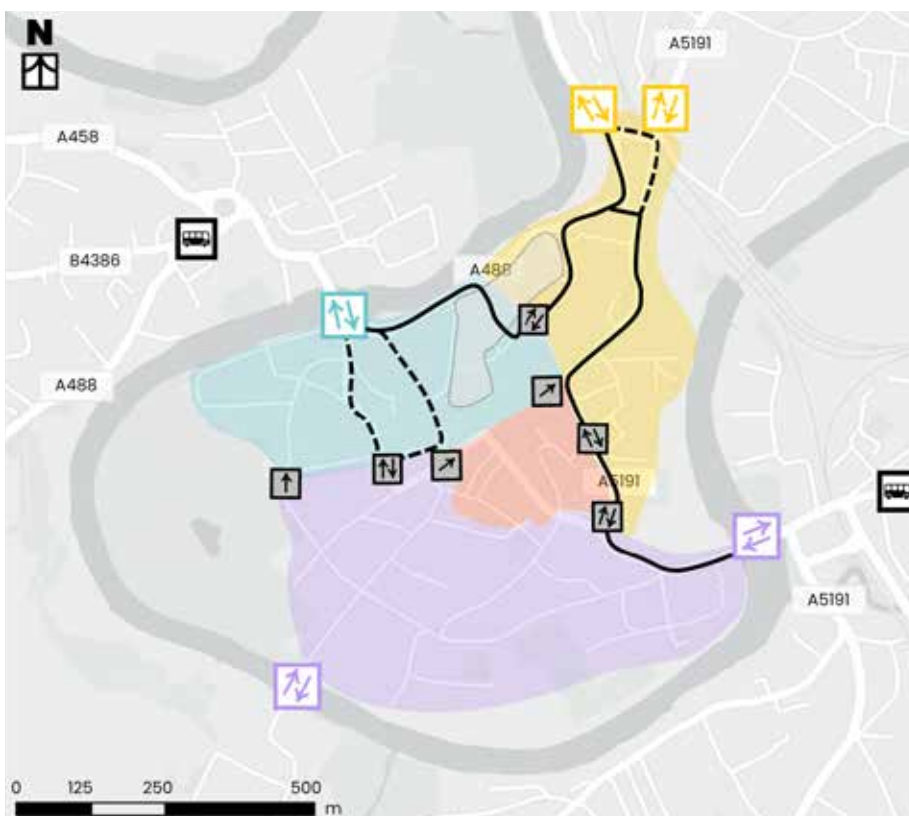
Key routes into the town centre would be made bus only for through traffic (although access would be maintained via alternative routes), with private motor vehicles directed onto parallel routes. Buses would also be allowed to route across the town centre, bypassing the traffic loops and would be allowed to route across Local Access Priority Areas.



Outcomes

Service efficiency: Bus only routes would mean that buses would operate more smoothly because they would not be stuck in traffic congestion. This would make it easier for bus operators to predict how long it would take for buses to reach their destination.

Active Travel: Bus only routes would also improve conditions for walking and cycling. This is because these streets would be much safer for people wanting to cycle on the road and would mean walking is more pleasant without air and noise pollution caused by private motor vehicles.



- Key**
- Entry/exit from loop
 - Restricted movements between loops for general traffic
 - Bus priority measures
 - Welsh Bridge / Frankwell Loop
 - English Bridge / Kingsland Bridge Loop
 - Chester Street / Castle Foregate Loop
 - Pedestrian Priority Zone (PPZ)
 - Smithfield Riverside development
 - One-way section of bus corridor
 - Two-way section of bus corridor

Credits: Esri UK, Esri, HERE, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS



Revise existing bus routes and frequency across Shrewsbury

Why?

As with many towns surrounded by a rural hinterland, the bus network in Shrewsbury and its wider catchment is infrequent and unreliable. In particular, buses are even less reliable or frequent in the north of Shrewsbury when compared to other parts of the town such as in Frankwell. This makes it harder for people to use public transport to get to key destinations across the town, meaning that many people have to rely on private motor vehicles. However, this is not possible for some people in north Shrewsbury as many people do not have access to a car or a van in their household, resulting in them being excluded from easily accessing some destinations across the town.

In rural areas, it is even harder to access bus services as they often do not run everyday and are either irregular or are sometimes cancelled without notice. This means that many people are forced to use a private motor vehicle to travel in rural areas for journeys to the town centre.



What?

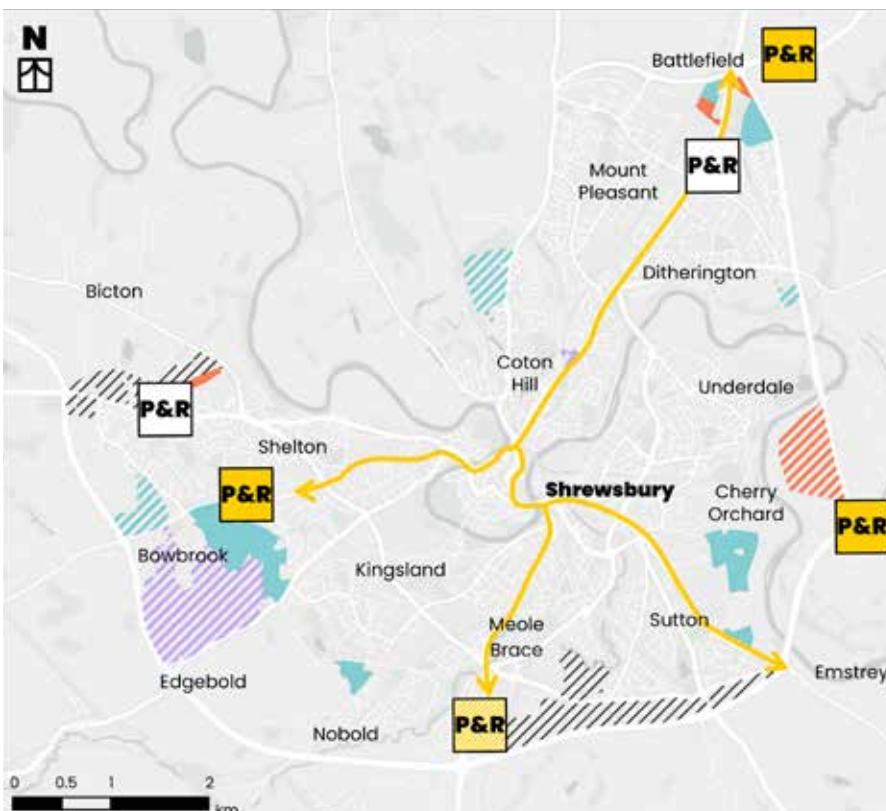
Bus routes and frequencies would be altered to better serve key destinations, particularly to the north of Shrewsbury. This would be supported by an improved flexible Demand Responsive Transport System that would enable people in rural areas to be picked up and dropped off at their preferred destination.

Outcomes












Connectivity: Improved bus routes to the north of Shrewsbury and in rural areas would mean that it is easier for people to get to the town centre by bus. This would mean that people would not need to rely on a private motor vehicle.

Inclusive: A reliable bus service would make it easier for everyone to access leisure and employment opportunities across the town.

Economic: Improving bus routes and frequencies across Shrewsbury would mean that people who were previously unable to access the town centre by public transport would be able to do so, helping to make the town centre more appealing.



Key

-  Saved SAMDev Employment site*
-  Draft Local Plan Employment site*
-  Saved SAMDev Mixed Use site*
-  Draft Local Plan Mixed Use site*
-  Saved SAMDev Residential site*
-  Draft Local Plan Residential site*
-  Draft Local Plan Sustainable Urban Extension (SUE)*
-  New / Re-located Park and Ride site
-  Existing Park and Ride site (to be retained)
-  Existing Park and Ride site (to be re-located)
-  Key, high frequency bus corridors

Credits: Esri UK, Esri, HERE, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS

*More information concerning the Site Allocations and Management of Development (SAMDev) Plan and the Local Plan can be found here: <https://www.shropshire.gov.uk/planning-policy/local-planning/local-plan-review/>



Enhance Shrewsbury Railway Station

Why?

Shrewsbury Railway Station is a historic building in the heart of the town centre, but the immediate surrounding area does not provide a welcoming first impression to the town. There are too many taxis, vans and other private motor vehicles outside the front of the station, primarily because of the pickup and drop off facility. This makes the area feel crowded and not a nice place to walk or spend time.

Also, some routes to the station are not accessible for everyone because they have steps without any ramps and are very narrow.

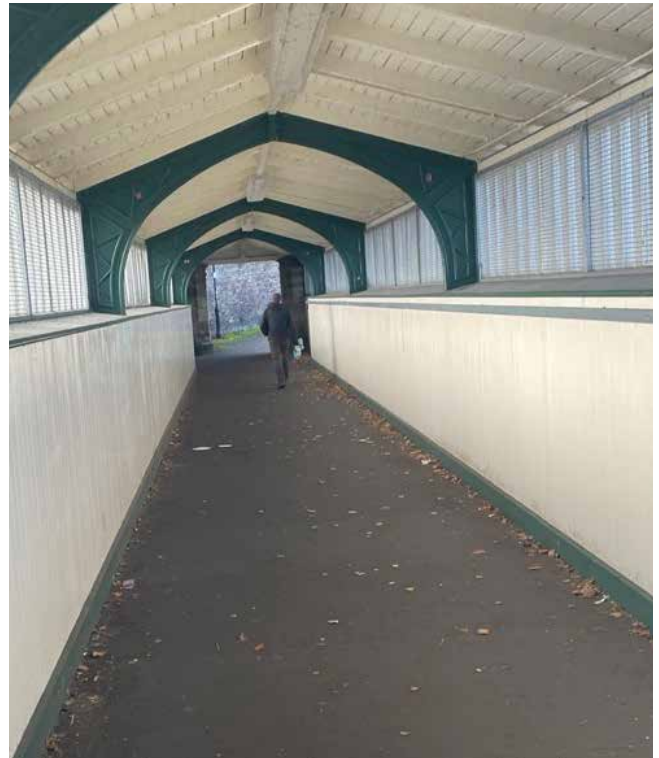
Inside the station, there are some rooms that are currently dormant, which could be made into better waiting facilities or could become places for pop up businesses.

What?

A new place for dropping off and picking up people from Shrewsbury Railway Station would be created on Howard Street. This would be relocated from the front of the station and could tie in with adjacent development aspirations.

There would also be a new entrance made to the station from Howard Street which could be located near the Buttermarket, acting as a gateway from the north of Shrewsbury. The British Transport Police, Network Rail and other emergency services would still be able to use the station forecourt if required.

Entrances to the station would also be made accessible so that everyone is able to access the station. Additionally, the building itself would be improved, transforming into a modern transport hub whilst maintaining its heritage.



Outcomes

First Impression: Making the area outside the station less motor vehicle dominated would create a more welcoming entrance to the town and would be safer for pedestrians. This would also make the station itself a more attractive place for businesses to set up, helping to improve the retail element of the station.

Convenience: Creating a new entrance to the station from the north would make it easier for people from north Shrewsbury to access the station.

Inclusive: Creating fully inclusive routes to the station would mean that everyone can walk, wheel or cycle to the station.





Provide new public transport interchange facilities in the town centre

Why?

Shrewsbury Bus Station is outdated and does not act as a high-quality public transport hub. Furthermore, due to the bus station not being situated in close proximity to the railway station, it means that it is not that easy to switch between bus and rail for people who want to use both modes of transport. There is also no dedicated place for coaches to arrive and stop in the town centre, which limits how well the town connects to other places across the region and country.

What?

At least one new modern transport hub would be created in the town centre. This could be in one location or a number, but would be located on the cross town bus corridor. One hub would be positioned at Shrewsbury Railway Station, where people would be able to easily switch between bus, train, active travel modes and micromobility.

This area would be completely transformed, with more seats, public art and planting dominating the landscape. Bus stops would be located on Castle Gates and Chester Street. These streets would be greatly improved, creating a safe and pleasant place to wait for the bus.

High quality alternative bus facilities would be provided on or near to the site of the current bus station, as part of the Smithfield Riverside development. This means that it would still be possible to access destinations such as Shrewsbury Market Hall and the Darwin Centre and wait for a bus in comfort.

There would be a dedicated area within the town centre for coach arrival and departures, facilitating regional and national connections.



Outcomes

First impression: A new modern transport hub would create an impressionable gateway into Shrewsbury. This would mean that people arriving to Shrewsbury would be greeted with an environment that prioritises people and public transport rather than private motor vehicle, setting the example for the rest of the town.

Accessibility: Combining bus and rail in one location would make it easier for people to use different modes of transport by providing them in a single location.

Cross-town connectivity: The two way bus corridor that would be created across the town centre would mean that there would be less of a need for somewhere for buses to layover in the town centre. This could free up valuable road space, which could be used for businesses to provide outdoor seating or event space.



Key



Shrewsbury Railway Station
- with remodelled internal
station building



Park and Choose site



Bus-rail interchange and
gateway to the town centre,
with station forecourt
improvements



Development sites



New northern station
forecourt, with drop-off
facilities



Improved active travel
connections between town
centre and north Shrewsbury



Provide Parkway Station ‘Shrewsbury East’

Why?

There is no alternative railway station in close proximity to Shrewsbury town centre. This means that people wanting to travel by rail must travel into the town centre. There is also poor active travel connections to the town centre, which may be one of the many factors which results in people travelling to the town centre by private motor vehicle to access rail services and not providing any direct benefit to the town’s economy.

What?

A new railway station would be built to the east of Shrewsbury. This would be located near the A5 and A49 junction and would complement the existing offer of rail services across the town. This would help unlock access to the town centre for people living to the east of Shrewsbury.

Other areas where there might be demand for a parkway station would continue to be looked into with the assistance of rail authorities.



Outcomes

Journey time: A new Parkway Station to the east of Shrewsbury would result in a shorter rail journey time to the West Midlands.

Congestion: This would provide a more appealing option for people who want to take the train to visit places to the east of Shrewsbury without having to drive into the town centre. This would reduce the number of private motor vehicles in the town centre, contributing to reducing traffic congestion.

Park and Ride: Establishing a new Parkway Station ‘Shrewsbury East’ could potentially be combined with creating a new Park and Ride facility also to the east of Shrewsbury. This integration would depend on more detailed feasibility studies and monitoring of capacity at the Parkway Station.



Key



Existing Railway Station



Proposed Railway Station
(indicative location)



Implement a water taxi along the river, with regular stops (subject to water levels)

Why?

The River Severn is a prominent feature of Shrewsbury, and although it has a successful tourist boat offer, it is not being used for travel purposes.

The river could be an attractive option for tourists to travel across the town and could also be important for people wanting to access West Midlands Showground, which whilst close to the town centre and Frankwell, the river means that there is no easy crossing point.

What?

A water taxi would operate around the River Severn, subject to river levels. The extent of the water taxi is subject to further studies, but could include operating a 'hop on and hop off' system between the West Midlands Showground and Frankwell. There may also be additional opportunities to extend the water taxi on a seasonal basis, depending on demand and river levels.

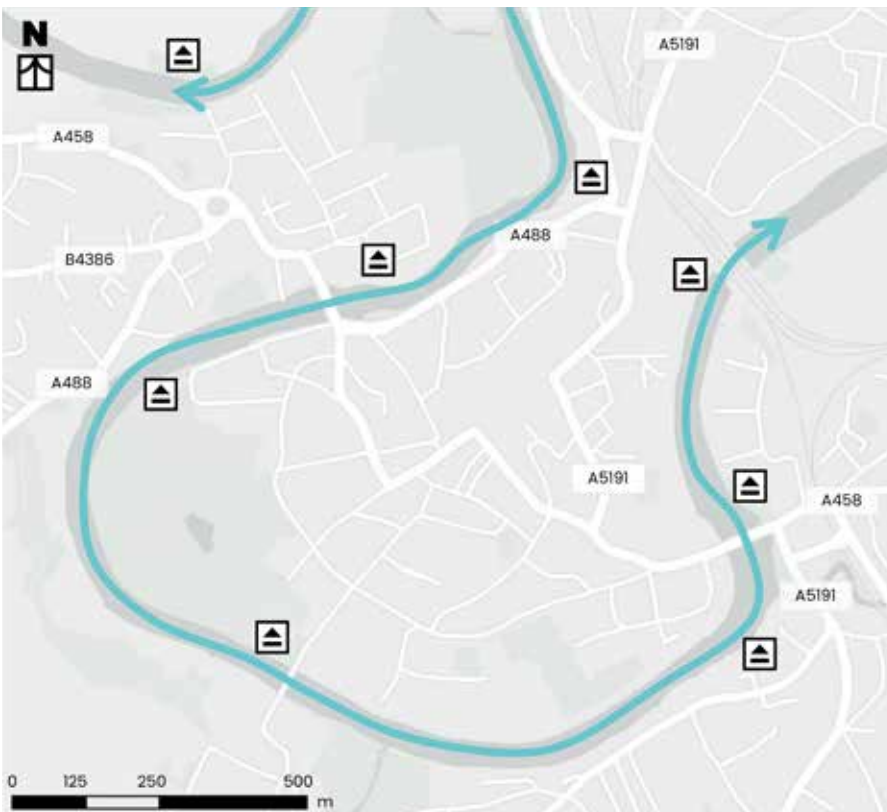


Outcomes

Economic growth: A water taxi service would make the waterfront of the River Severn more inviting and attract more people to the area. This could lead to the opening of new businesses along the river, enhancing the economic vibrancy of the town.

Journey time: The 15-minute walk from Shrewsbury Railway Station to the Showground lacks pedestrian infrastructure. A water taxi from Frankwell to the Showground could reduce travel time and enhance the visitor experience.

Tourism: A water taxi would provide a unique way of exploring Shrewsbury town centre, especially for tourists. This taxi could discourage visitors from feeling that they need to use a private motor vehicle to travel around the town and instead opt for a leisurely route around the historic town.



Key



Potential stop locations (indicative)



Potential route of river "hop on and hop off" water taxi system



Expansion of mobility hubs across Shrewsbury, including creating Park and Choose sites

Why?

In Shrewsbury, except for the rickshaw scheme, there is a lack of options for renting sustainable transport such as bikes or scooters. This makes it hard for people to choose eco-friendly ways to travel around the town, which leads to many people ending up driving to the town centre. There are also not enough inclusive services that help people with mobility issues to access the town centre and the routes to the town centre are not always accessible.

This means people with mobility issues often have limited choice except to drive and park within the town centre.

What?

To make it easier for people to move around Shrewsbury, mobility hubs would be created across the town. These hubs would be places where people could access a wide range of sustainable modes of transport such as public transport, bicycles, electric cars, scooters and rickshaws in one convenient location. Mobility hubs would also provide space for pop up businesses and opportunities for outdoor play.

Mobility hubs could be implemented at varying scales:

- > **Community Hubs** - located in local access priority areas.
- > **Park and Choose** - located at car parks situated on the edge of the town centre, encouraging people to not park in the town centre and instead park on the edge of the town and walk, cycle or take the bus into the centre.
- > **Park and Ride sites** - Located at Meole Brace, Bowbrook, Battlefield and the new Park and Ride site at Emstry.

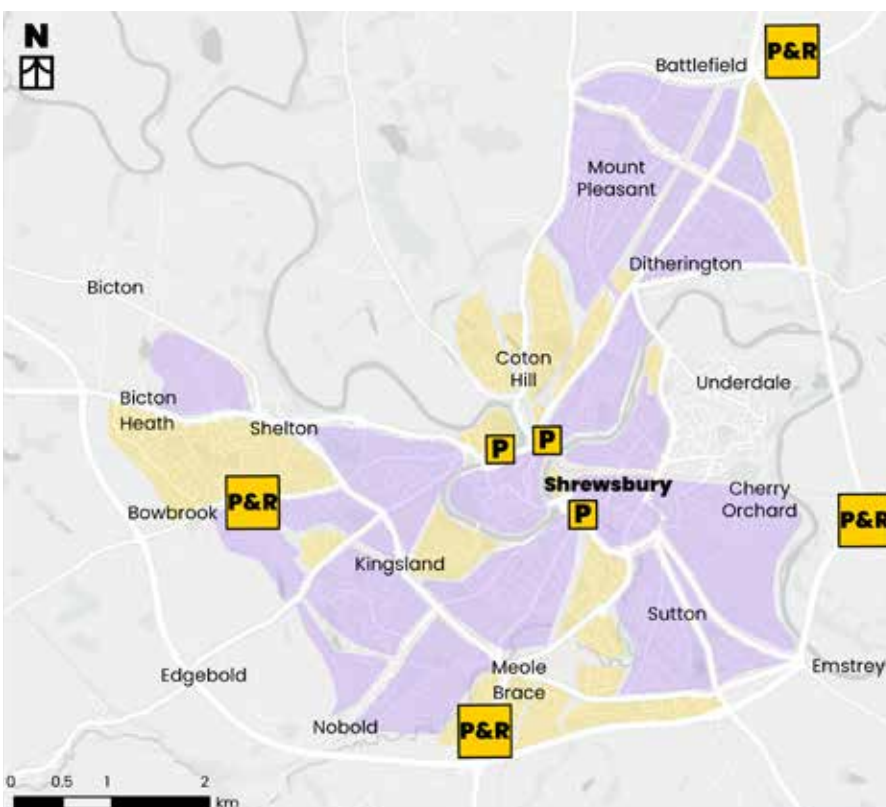


Outcomes

Economic growth: Mobility hubs would provide opportunities for businesses to open up pop-up shops as well as providing space for events.

Accessibility: Mobility hubs would encompass inclusive modes of transport, facilitating safe access to key destinations throughout Shrewsbury.

Extreme weather events: Park and Choose sites would encourage people not park in the town centre. Supplemented with improved walking and cycling links, this would mean that the town centre remains accessible and operational for business purposes even in the event of an extreme weather event.



Key



Park and Ride site



Park and Choose site



Existing Local Access Priority Areas



Potential Future Local Access Priority Areas

Welcome to

Shropshire Council

Raven Meadows Car Park

P 856



No loading
Mon. Sat
8.15. 9.15 am
4.00. 4.00 pm

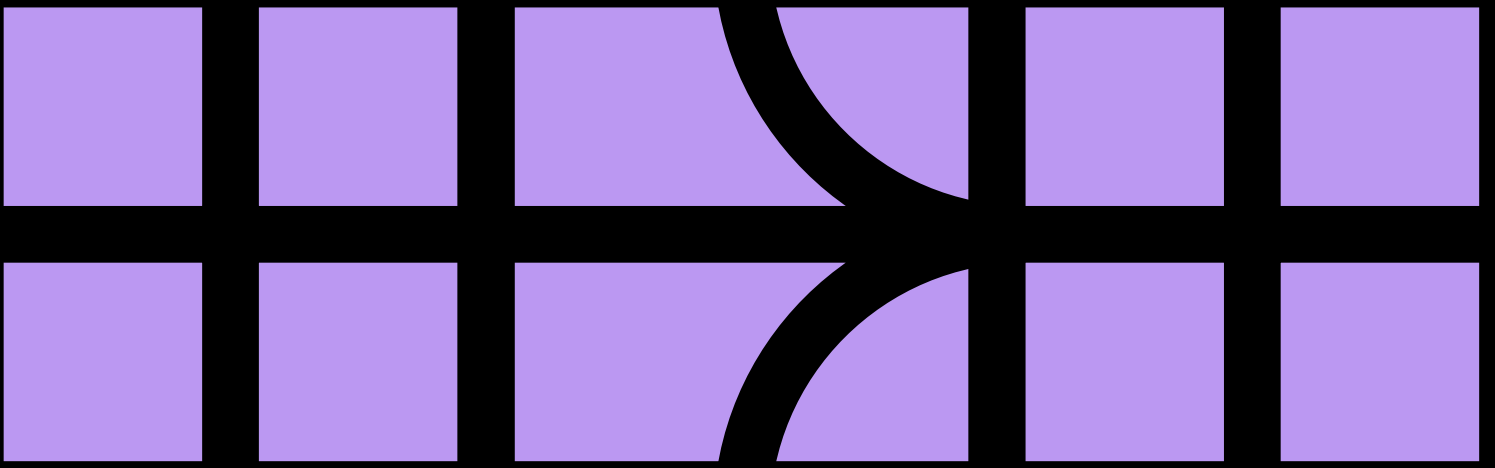
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MAXIMUM HEIGHT 6'6"

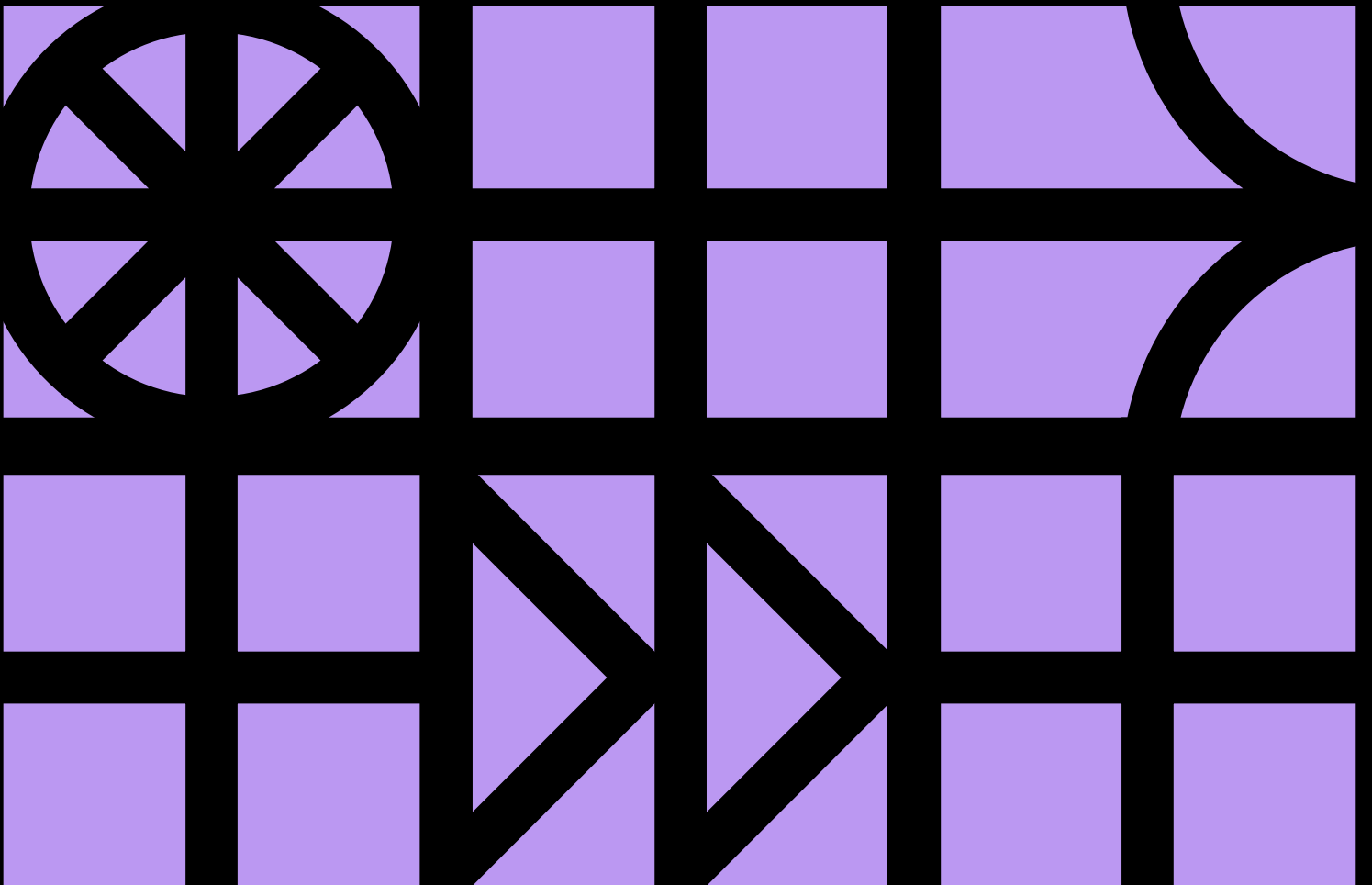


Opening times





Parking Plus





Implement a graduated system of parking charges, increasing in stages as parking becomes more central

Why?

Car parking in the town centre is usually easy to find as many car parks have spare capacity on weekdays and weekends. This means that many people feel confident that they can drive into the town centre and find a parking space without issue.

Whilst there is already a graduated parking system in place, the cost of parking is relatively low compared to taking the bus. This does not encourage people to use Park and Ride even though it offers free parking as the bus ticket is priced at the same as a standard hourly rate for parking in the centre.

As a result, many people prefer to drive into the town centre and park, rather than using public transport.



What?

A 'parking plus' strategy would be created for Shrewsbury, which would build on the existing graduated system of parking charges in the town. This would consist of:

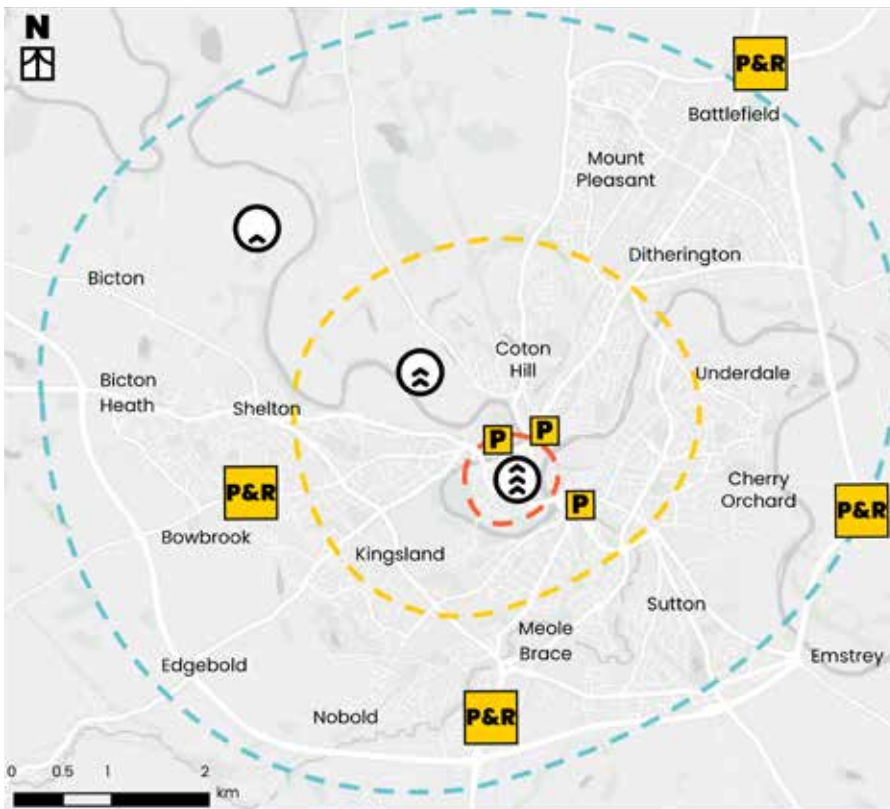
- The most budget-friendly offer would be provided at Park and Ride sites, where the whole cost of travelling to the town centre would be cheaper than any other offer across the town.
- Parking fees would decrease as you move further away from the river loop, such as at Park and Choose sites.
- The highest parking fees would be at car parks located within the river loop.

Outcomes

Park and Ride: The whole package cost of using the Park and Ride service to access the town centre would be cheaper than the package of parking in any other Shropshire-Council owned car parks in Shrewsbury. This could lead to patronage numbers increasing due to a more competitive price.

Sustainability: Higher parking charges inside the river loop might encourage people to opt for other ways to travel to the town centre, helping to facilitate a modal shift from private motor vehicles to walking, cycling or taking the bus.

Development: If fewer people need parking spaces in the town centre, there is the potential that specific sites within the town could be utilised for more productive land uses.



Key



Park and Choose Site



Park and Ride Site



Cheapest Parking Charges



Highest Parking Charges

Credits: Esri UK, Esri, HERE, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS



Maintain the level of provision of designated parking spaces for Blue Badge holders within the river loop

Why?

Blue Badge parking is important as people need to have easy access to key destinations within the town centre. However, there are currently too many private motor vehicles in the town centre. This means that people needing to access Blue Badge Parking may find it takes a long time to find a space, or need to circulate around the time to find a suitable space. This can make visiting the town centre frustrating, which could mean some people might choose to not visit the town centre.

What?

To deliver the interventions of this strategy, it may be necessary to remove the majority of on-street car parking. However, any Blue Badge parking that is removed would be replaced within the river loop.

Blue Badge parking would also continue to be provided at Park and Ride and Park and Choose sites and would be supplemented with inclusive forms of sustainable transport to make their journey safely into the town centre.

Further exploratory work will be undertaken to consider providing permits for people who require town centre parking.





Outcomes

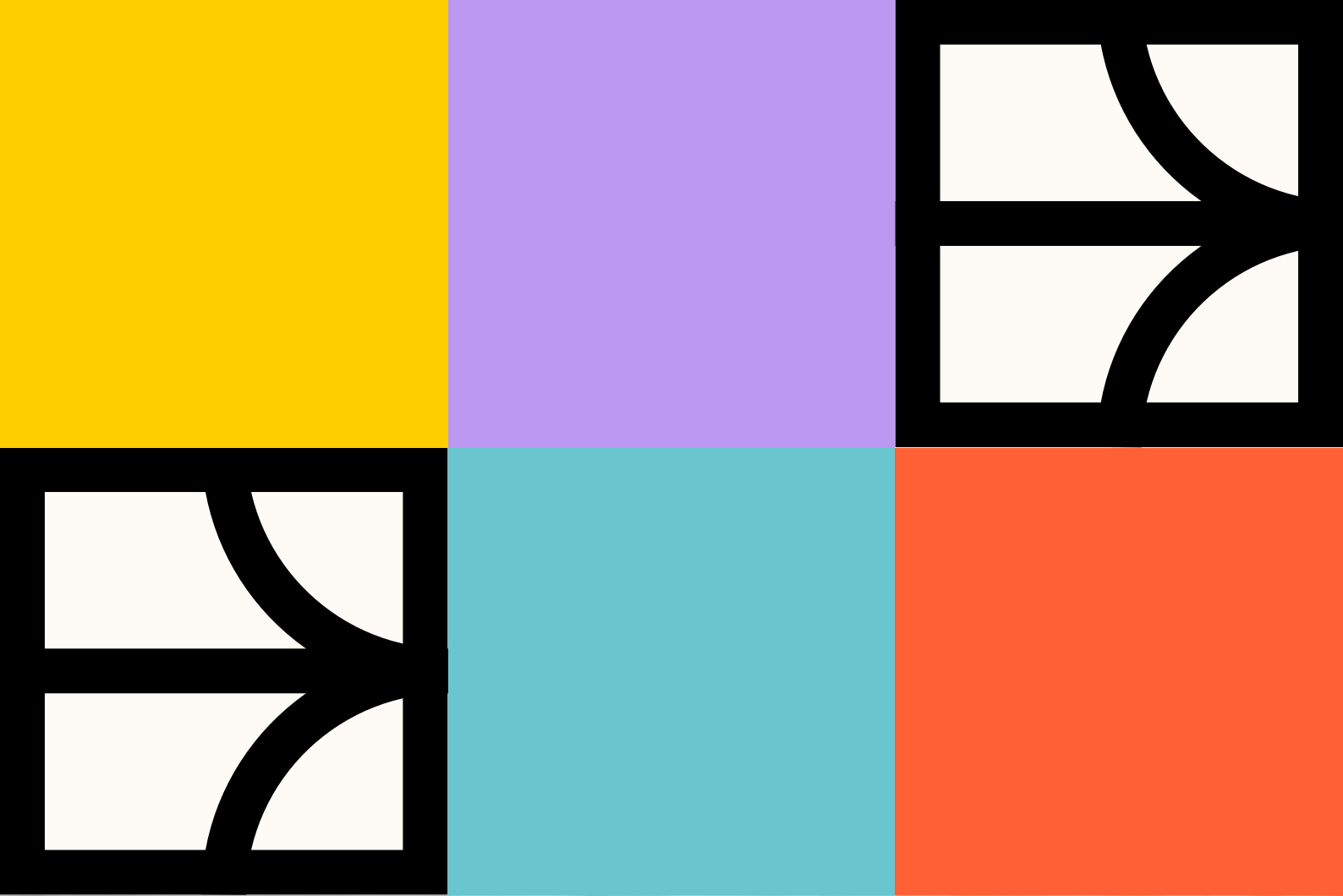
Accessibility: Keeping Blue Badge parking spaces in the town centre would mean that people with disabilities would still be able to access key services easily.



Key

-  Park and Choose site
-  Areas within which there would be no net loss of Blue Badge parking

Credits: Esri UK, Esri, HERE, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS



Delivery

We understand that this strategy includes many different interventions and it would not be practical to implement all interventions at the same time. In recognition of this, we have developed this strategy to be a long term outlook, specifically over the course of 10 years.

We believe that some actions can be started sooner than others. To help understand this, we have created a Delivery and Phasing Plan which details when interventions can be taken forward, taking into account any dependencies.

More work is required on some of the strategic interventions. The immediate next step following the publication of this strategy is to start designing, testing and modelling how these strategic interventions are put into practice. As we do this, we will continue to talk to key stakeholders and members of the public to make sure that a range of perspectives are considered.

By delivering the strategic interventions set out in this strategy, there would be opportunities to make the town's public space much better. Any improvements would be in line with the Shrewsbury Design Code. This will help decision makers, designers and planners to identify how buildings, public spaces and streets should look to ensure that any changes continue to reflect Shrewsbury's unique character and history.

To make this strategy a reality, we need to secure funding. Having a clear, organised strategy will make it easier to identify opportunities to obtain future funding and deliver the vision of the Big Town Plan to make Shrewsbury one of the most inclusive and accessible towns in the UK.



Be part of the movement
shrewsburymoves.com



Shrewsbury Movement &
Public Space Strategy
Summary

For further information, contact:
moves@shrewsburybigtownplan.org

