# SHREWSBURY MOVES

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# Shrewsbury Moves:
# A 10-year vision & plan

## Public Consultation Report

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# Introduction

Shrewsbury Moves: A 10-year vision and plan for transforming movement and public space in Shrewsbury presents the next step towards making Shrewsbury one of the most inclusive, accessible, and economically vibrant towns in the UK.

The Movement and Public Space Strategy (MPSS) aims to bring the vision of the Shrewsbury Big Town Plan to life by creating a vastly improved town centre. This will be achieved by promoting sustainable modes of transport, reducing the reliance on private motor vehicles, and enhancing public spaces – a shift that will positively contribute towards the health of Shrewsbury's people, economy, and the environment.

The aims of the MPSS are to:

- Create an economically vibrant, safe, and inclusive town centre for all to live, work, learn and enjoy throughout the day and night;
- Provide an appropriate setting to promote and celebrate Shrewsbury's rich heritage;
- Ensure a resilient, place-based approach to adapting to climate change;
- Establish principles for enhancing mobility across Shrewsbury and fostering connections to and from neighbouring regions, including West Midlands, the Marches, and the entirety of Great Britain;
- Maximise opportunities for active travel, particularly for people in protected characteristic groupings;
- Maximise opportunities for health and well-being;
- Provide a framework for new major highway infrastructure projects, promoting public and sustainable transport; and
- Identify measures and incentives to discourage through traffic in the town centre; Identify a prioritised programme of improvements to public spaces which deliver the objectives of the strategy.

Between January and March 2024, the Shrewsbury Big Town Plan Partnership undertook a nine-week public consultation on the MPSS. The objectives of the public consultation were to:

- Gather feedback from key stakeholders and members of the public to help shape the development and delivery of the next steps of the MPSS,
- Increase awareness of the MPSS and its strategic interventions; and

- Create a platform for discussion about the proposals across key stakeholder groups e.g., residents, businesses, and visitors.

This report summarises engagement completed to date on the MPSS, including feedback received the public consultation and outlines the next steps that the Shrewsbury Big Town Plan Partnership will take in reflection of comments received.

## Previous Engagement

Comprehensive stakeholder engagement has formed an integral part of the development of the MPSS. To ensure a balanced representation of diverse stakeholder groups from the public, private and charity sector and to maximise the utilisation of local knowledge and experience, a Core Advisory Group was established at the outset of the project in 2022.

This group was asked to consider different interests and perspectives in the development of the strategy, summarised in Figure 1.

*Figure 1 Stakeholders and key themes represented in Core Advisory Group*



In addition to the Core Advisory Group, an invite-only stakeholder drop-in session was organised, providing wider stakeholders with a comprehensive understanding of the strategy, along with the opportunity to provide feedback on proposals prior to public consultation and ensure that any potentially controversial issues had been addressed as far as possible. Stakeholders that attended the session included:

- Shrewsbury Town Councillors;
- National Autistic Society;

- Shrewsbury Unitarian Church;
- Sight Loss Shropshire;
- Sustrans; and
- Ministerley Motors

Workshops were also organised for businesses in the Shrewsbury Business Improvement District (BID) and Shrewsbury Town Council councillors to ensure these key stakeholders were kept informed of decisions.

Continuous engagement with the Working Group and Steering Group of the Shrewsbury Big Town Plan Partnership has also been undertaken throughout development of the strategy.

Key points raised during stakeholder engagement activities were as follows:

- Predominantly positive feedback;
- Achieved buy-in to the overall key principles and strategic interventions of the MPSS;
- Importance of reaching out to underrepresented groups as part of the conversation regarding movement, particularly young people;
- Importance of maintaining vehicular access to the town centre, including key historic sites and businesses;
- Cater for disabled people to ensure that they can continue to visit the town centre; and
- Agreement in providing public space improvements across the town centre.

As the MPSS continues to be developed and implemented, stakeholder engagement and partnership working will continue, reflecting its critical role in ensuring the overall success of the strategy.

# Public Consultation

## Consultation Programme

Public consultation began on Friday 26th January 2024, running for 9 weeks, ending on Friday 29th March 2024. The general public were encouraged to share their views through various methods:

- Filling out an online survey on Commonplace (preferred method);
- Completing a condensed paper survey, allowing participants to provide comments on the strategic interventions/key themes of the MPSS; and
- Sending feedback directly to Shrewsbury Big Town Plan via email.

## Consultation Material

### Commonplace

To provide information about the MPSS, an online Commonplace site was created by the Shrewsbury Big Town Plan Partnership, available at www.shrewsburymoves.com.

The Commonplace site was structured under two main headings:

- About the strategy and next steps
- The Strategic Interventions

Under each heading, a series of tiles were available with a set of questions to gather feedback on each element of the strategy. Respondents could contribute to as many tiles as they wanted, although it was recommended that respondents contribute to all tiles.

The following tiles were available to respondents:

*Table 1: Structure of Commonplace Website*

| Section | Tile Name | Purpose | Questions |
|---------|-----------|---------|-----------|
| About the strategy & next steps | Purpose & Aims | Summary of why a Movement and Public Space Strategy is needed for Shrewsbury | N/A |

| Section | Tile Name | Purpose | Questions |
|---|---|---|---|
| | Key Themes & Principles | Details of the key themes and principles of the MPSS. Respondents could also contribute by ranking their top 5 priorities. | Ranking of top five priorities for improvement movement and public space in Shrewsbury. |
| | Personas | A series of personas were created to represent different characteristics of people travelling in and around Shrewsbury and how their daily tasks could change through the implementation of strategic interventions. outlined within the strategy. | N/A |
| | Find out more | Provision of the reading the full Movement and Public Space Strategy and the Summary Report. | N/A |
| | Delivery | Summary of how the Shrewsbury Big Town Plan Partnership intend to deliver the interventions set out within the MPSS. | Free text answers to provide any comments regarding the phasing of interventions. |
| The Strategic Interventions | Inside the river loop | Summary of the strategic interventions within the theme "Traffic Management and active travel inside the river loop" | Rating of each intervention, preference on features they would like to see within Shrewsbury and free text answers to provide further feedback. |
| | Outside the river loop | **Outside the river loop** – Summary of the strategic interventions within the theme "Traffic Management and active travel outside the river loop"; | Rating of each intervention, preference on features they would like to see within Shrewsbury and free text answers to |

| Section | Tile Name | Purpose | Questions |
|---|---|---|---|
| | | | provide further feedback. |
| | Public Transport & Micromobility | **Public Transport & Micromobility** – Summary of the strategic interventions within the theme "Public Transport and Micromobility"; and | Rating of each intervention, preference on features they would like to see within Shrewsbury and free text answers to provide further feedback. |
| | Parking Plus | **Parking Plus** – Summary of the strategic interventions relating to parking provision in the town. | Rating of each intervention, preference on features they would like to see within Shrewsbury and free text answers to provide further feedback. |

In addition to summaries of the key elements of the strategy, a series of supplementary information was also provided on the Commonplace website, including:
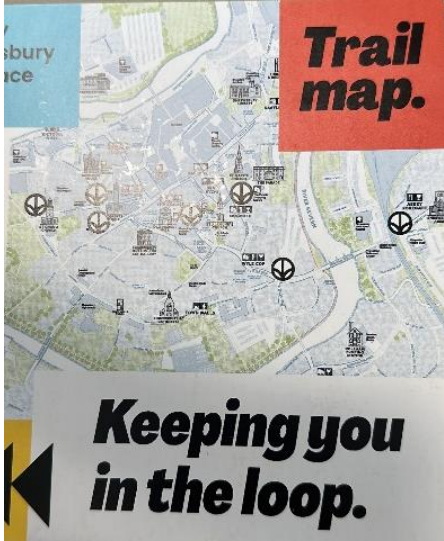
- **Promotional video** – explaining the strategy and the need for change.
- **Personas** – A series of personas were created to represent different characteristics of people travelling in and around Shrewsbury and how their daily tasks could change through the implementation of strategic interventions. outlined within the strategy.

- **Visualisations** – Presenting visualisations of key locations in Shrewsbury before and after implementation of the strategy, including:
  - Abbey Foregate
  - Frankwell
  - Wyle Cop

- o    High Street
- o    The Quarry
- o    Belmont
- **Glossary**  - List and explanation of key terms used within the strategy
- **Frequently Asked Questions** – List of questions and answers relating to the strategy

## Consultation activities

To support the consultation, a series of activities were organised for the general public to provide further opportunities to learn more about the MPSS and to discuss the proposals with members of the design team. This is summarised in Table 2.

*Table 2 : Consultation activities*

| Description | Evidence |
|---|---|
| An 'interactive' trail across Shrewsbury, allowing residents to feedback on the MPSS. |  |

| Description | Evidence |
|---|---|
| Consultation boards on display at St Mary's Church from 26th January – 29th March with wider project team in attendance every Wednesday during the 9 weeks between 10am and 4pm. |  |
| Public drop-in sessions at St Mary's Church with experts on 31st January, 1st February and 10th February |  |

## Targeted Engagement

The Core Advisory Group raised that strong representation from seldom heard groups, in particular young people, would be critical to the longevity of the strategy.

Therefore, as part of the public consultation, targeted engagement with young people aged 13-19 was undertaken. This consisted of the following activities:

- Focus group with 10 tourism students at Shrewsbury Colleges Group, asking students to vote how they feel about each of the strategic Interventions.
- Two further focus groups with 30 Year 11 GCSE geography students from Meole Brace Secondary School and 34 Year 9 – 11 invited students from The

Priory School, where students discussed each of the strategic Interventions and were asked to vote on how they felt about them.

- In addition to the 74 young people who were engaged face to face during the workshops an online questionnaire was created to allow the students to vote how they felt about the interventions via their schools homework app. This also allowed students to make further comments regarding any of the key themes of the MPSS. This online version allowed 241 students aged between 13 and 16 to engage with the consultation.

*Figure 2 – Consultation session with Year 11 Geography Students*
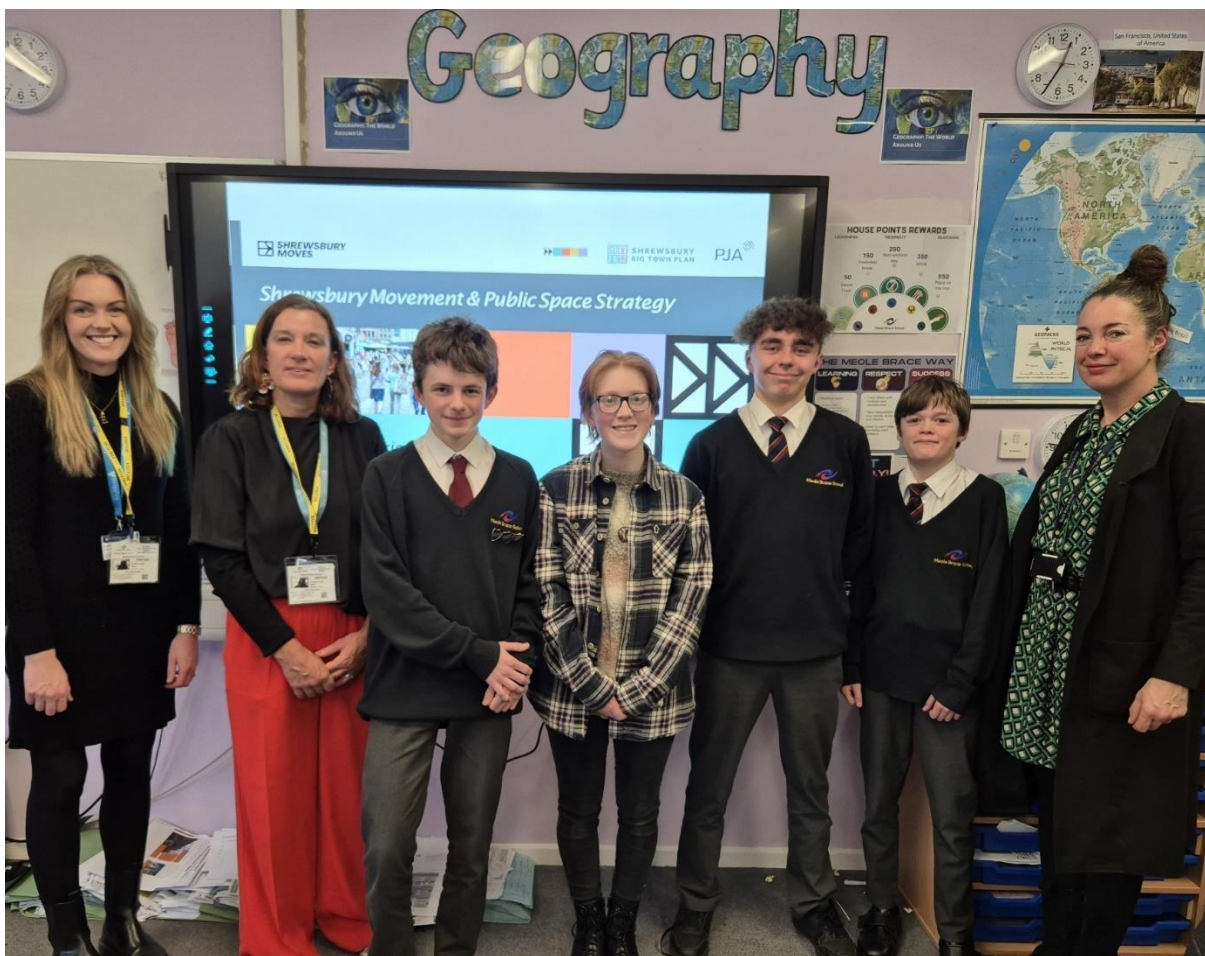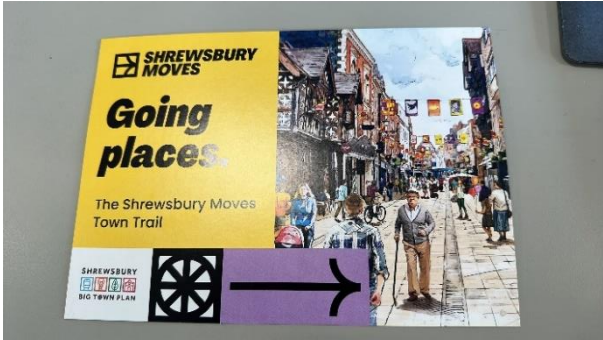


The public consultation has successfully engaged with a large percentage of younger people (aged 13 – 24), as a Protected Characteristic group, to ensure that their views have been taken into consideration as the strategy progresses. This was important so that the Movement and Public Space Strategy remains relevant for future generations.

## Promotional plan
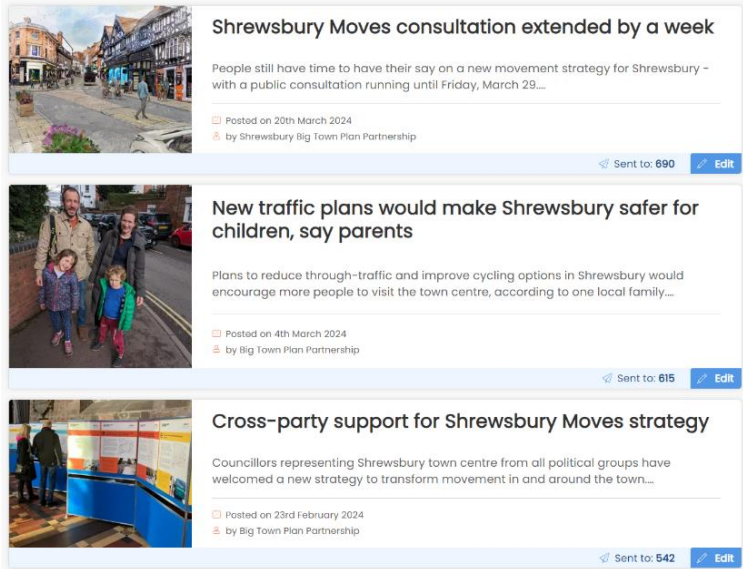
The following communication channels were used to publicise the public consultation:

*Table 3: Promotional activities undertaken to publicise the public consultation*

| Description | Image |
| --- | --- |
| 'Shrewsbury Moves' branding has been developed, and used within all promotional materials. |  |
| An invite-only launch event, consisting of local stakeholders and news outlets was held to mark the start of the public consultation. |  |
| Social media was used to promote the consultation, particularly on Facebook and Instagram via. Shropshire Council, Shrewsbury Town Council, Shrewsbury Big Town Plan and Shrewsbury BID channels. |  |

| Description | Image |
|---|---|
| Website promotion on platforms including Shropshire Council, Shrewsbury Town Council, Shrewsbury BID, and Shrewsbury Big Town Plan Partnership. |  |
| Handouts available across the town, including St Mary's Church, publicising the interactive trail across Shrewsbury. |  |
| Placement of totems throughout the town centre showcasing visualisations in key locations. |  |

| Description | Image |
|---|---|
| Broadcasting of a radio phone-in event on BBC Shropshire (28th February). |  |
| Exhibition hosted in St Mary's Church from January 26th to March 29th 2024, with signage outside to direct people into the event. |  |
| Inclusion of QR codes on advertising material, directing to Commonplace site. |  |
| Publication of a promotional video on Commonplace explaining the strategy and the need for change. |  |

| Description | Image |
|---|---|
| Coverage in news articles and media pieces by Shropshire Star, BBC Midlands Today and BBC News. |  |
| Publication of targeted news articles by the Shrewsbury Big Town Plan Partnership on Commonplace, directly sent out to respondents who have registered for project updates. |  |

# Overview: Commonplace Responses

To obtain public consultation responses, Shrewsbury Big Town Plan Partnership set up a dedicated online consultation platform the MPSS using the 'Commonplace' platform. Commonplace is hosted externally and does not comprise part of the Big Town Plan Partnership's or it's partners websites. Results presented have been obtained from Commonplace Platform and are summarised below.

## Key Headlines

- The Commonplace site attracted **8,881 visitors**.
- A 9.6% conversion rate (i.e. from respondents visiting the site to contributing to the consultation) was achieved, representing a good conversion rate in terms of Commonplace benchmarking.
- Of the visitors to the website; **4,547 contributions** were made from **1,018 respondents**
- Contributions were made up of **3,362 comments and 1,185 agreements**[1];
- **60 emails** were received to [moves@shrewsburybigtownplan.org.](moves@shrewsburybigtownplan.org.) These were uploaded onto Commonplace separately; and
- **825 respondents subscribed** to receiving future news on the project.

**It is important to note that all values presented in this report onwards have been rounded to the nearest whole percentage.**

## Representation: Equality and Diversity Analysis

The following section presents an overview of the representation of people who completed the online survey via. Commonplace.

The number of responses varied per demographic question. This is attributed to demographic questions not being required questions for respondents as well as demographic information not being available for any survey results obtained from email responses and paper surveys. Only age demographic information was available from meetings with schools. This means that some demographic

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[1] On Commonplace, each respondent is able to add one agreement to any comment other than their own.

questions (e.g. employment status) do not take into account the high number of 13-15 responses.

Therefore, it is important to note that the following sections (excluding age) present analysis based on available information collected solely through Commonplace.

## Gender

Respondents were asked how they would describe their gender. As Figure 3 shows, of the 441 respondents who answered this question, 50% (n=218) of respondents described their gender as '*man*' whilst 45% (n=195) described their gender as '*woman*'. 0% (n=2) described their gender as '*non-binary*', 0% (n=2) described their gender as '*something else*' and 5% (n=24) preferred not to say.

In comparison to the demographics of Shropshire[2], results from the Census 2021 show that 46% of people describe their gender as '*man*', 48% describe their gender as '*female*' and less than 1% describe their gender as '*non-binary*'.

This shows that the online consultation responses are broadly representative of the wider population of Shrewsbury in terms of gender.

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[2] *The geography of 'Shropshire' has been selected to reflect the catchment of the respondents to the survey and Shrewsbury's wider catchment area.*

*Figure 3 Gender by respondents*



*Figure 3 Gender by respondents*

Pie chart segments: 0%, 0%, 45%, 50%, 5%

Legend: ■ Man ■ Prefer not to say ■ Woman ■ Non-binary ■ Add something else
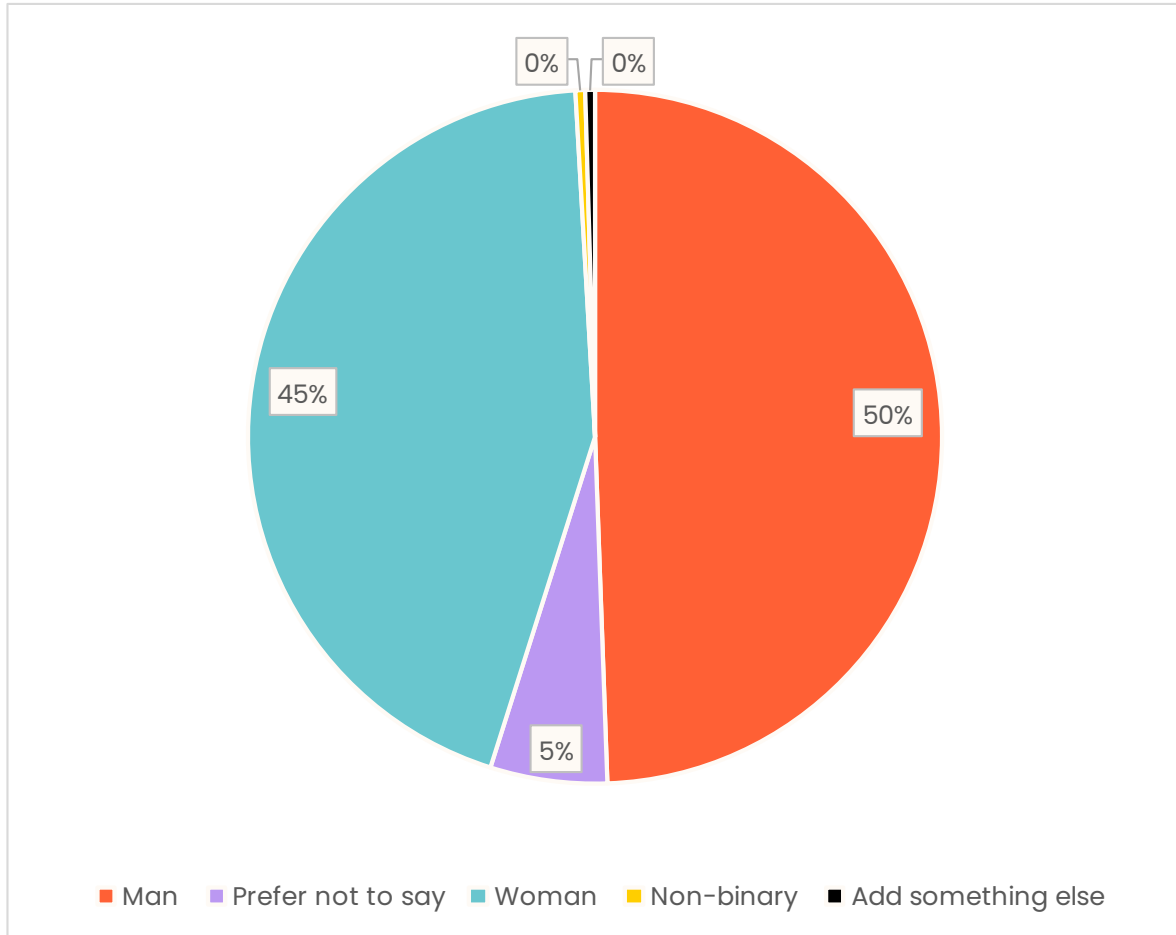
## Disability

Respondents were asked if they consider themselves to have a disability. As Figure 4 shows, of the 470 respondents who answered this question, 67% (n=314) of respondents said '*no*' and 28% (n=130) stated '*yes*'. 6% (n=26) said they would *prefer to not say*.

In comparison to the demographics of Shrewsbury[3], results from the Census 2021 show that 74% of people consider themselves to not have a disability and 26% of people consider themselves to have a disability.

This shows that the online consultation responses are broadly representative of the wider population of Shrewsbury in terms of disability.

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[3] *In this context, "Shrewsbury" refers to the Westminster parliamentary constituencies post-2019.*

*Figure 4 Proportion of respondents who stated if they consider themselves to have a disability*
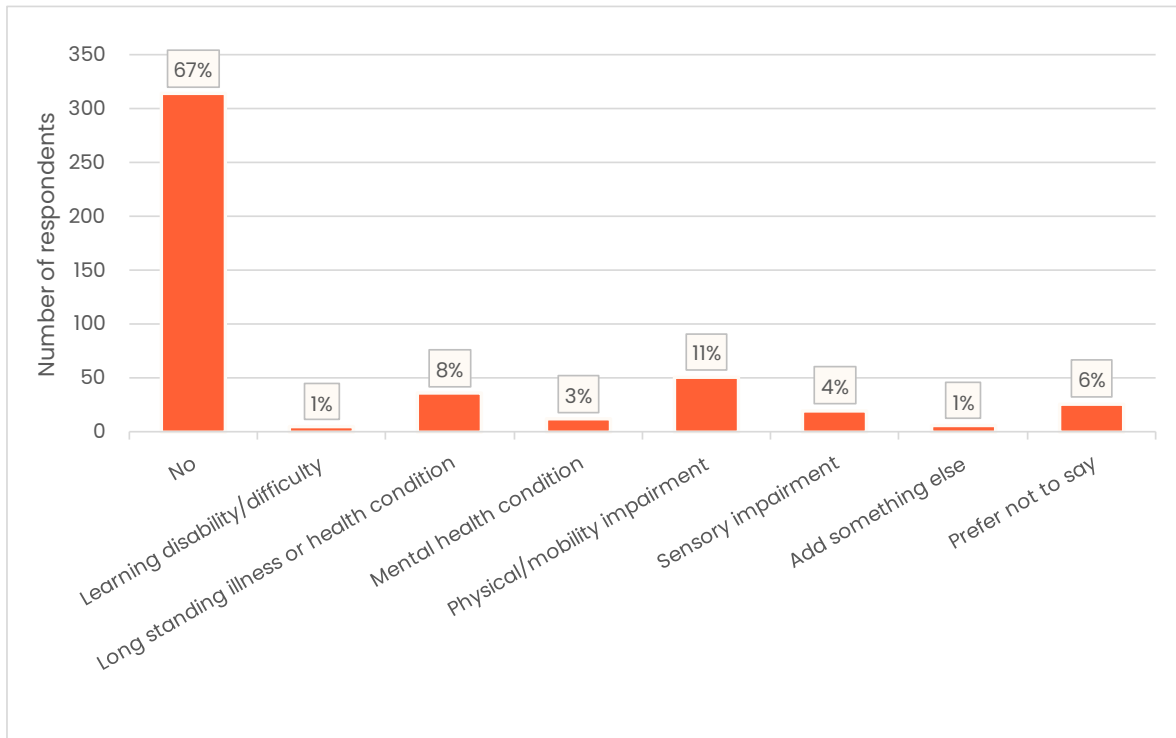


## Ethnicity

Respondents were asked to state their ethnicity. As Figure 5 shows, of the 409 respondents who answered this question, 90% (n=370) of respondents stated their ethnicity as 'White – English/Welsh/Scottish/Northern Irish'. 4% (n=16) of respondents stated their ethnicity as 'White – Other' and 1% (n=3) of respondents stated their ethnicity as Mixed/Multiple – Other. 3% (n=13) preferred not to say and one response was recorded for Mixed/Multiple White and Asian, Mixed/Multiple White and Black African, Mixed/Multiple White and Black Caribbean respectively.

In comparison to the demographics of Shrewsbury[4], results from the Census 2021 show that 92% of people describe their ethnicity as White – English / Welsh / Scottish / Northern Irish, 3% as White – other White, 1% as Asian / Asian British – Asian, 1% as Asian / Asian British – Other Asian, and all other ethnicity groups accounted for less than 1% of people.

This shows that the online consultation responses are broadly representative of the wider population of Shrewsbury in terms of ethnicity.

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[4] *In this context, "Shrewsbury" refers to the Westminster parliamentary constituencies post-2019.*

*Figure 5 Ethnicity of respondents*



## Age
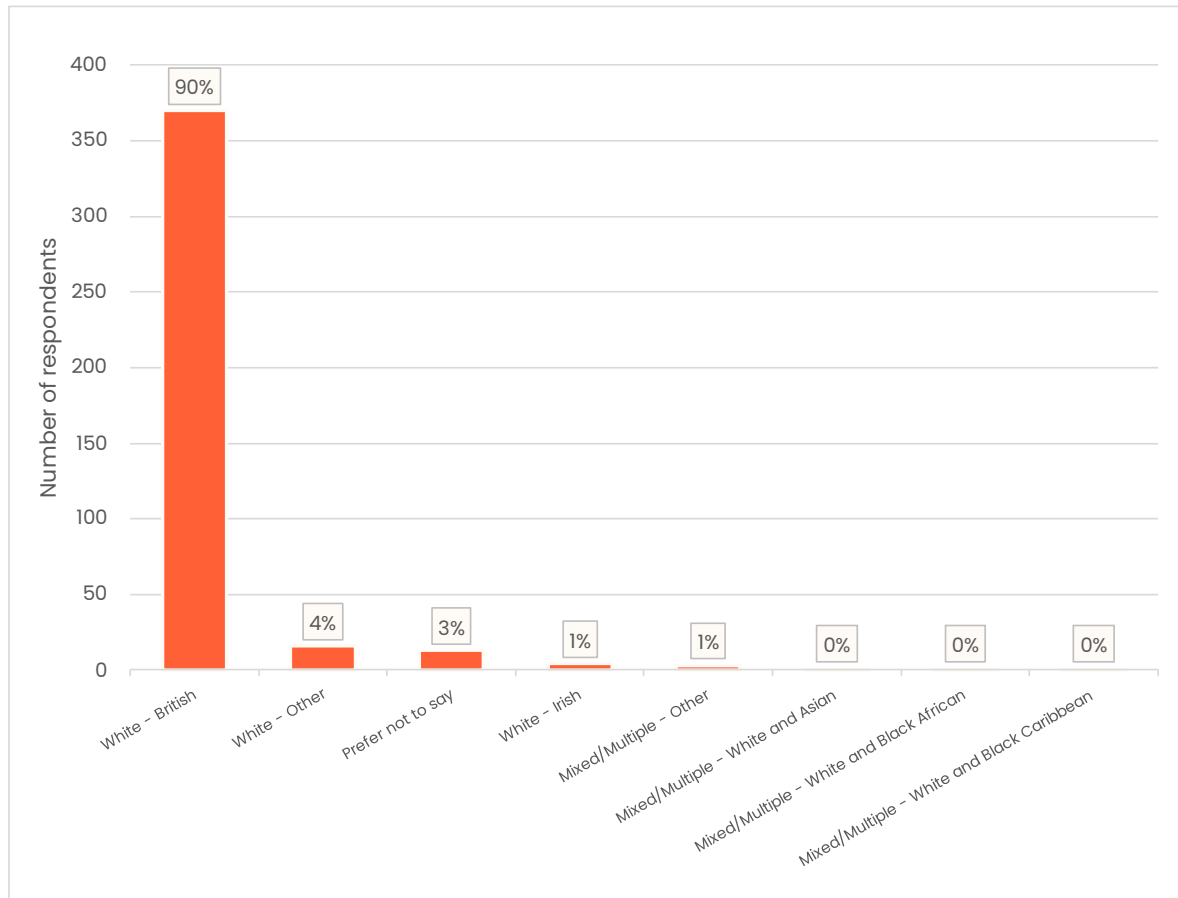
Respondents were asked to state their age group. As Figure 6 shows, of the 828 respondents who answered this question, 32% (n=268) of respondents stated their age as between 13-15. Additionally:

- 4% (n=34) stated their age group as between 16 – 24;
- 5% (n=43) stated their age group as between 25 - 34;
- 8% (n=70) stated their age group as between 35 - 44;
- 10% (n=84) stated their age group as between 45 - 54;
- 18% (n=152) stated their age group as between 55 - 64;
- 13% (n=109) stated their age group as between 65 – 74;
- 6% (n=47) stated their age group as 75- 84;
- 0% (n=4) stated their age group as 85 or over; and
- 2% (n=18) preferred not to say.

In comparison to the demographics of Shropshire[2], results from the Census 2021 show that:

- 5% of the population age group is between 10-14;
- 10% of the population age group is between 15-24;
- 11% of the population age group is between 25-34;
- 10% of the population age group is between 35-44;
- 14% of the population age group is between 45-54;
- 15% of the population age group is between 55-64;
- 13% of the population age group is between 65-74;
- 9% of the population age group is between 75-84; and
- 3% of the population age is 85 years and above.

The proportion of young people aged 13-15 is notably higher than the average demographics of Shropshire. This is attributed to targeted engagement as part of this consultation that was carried out in schools, leading to the collection of substantial and valuable data from this typically underrepresented group in public consultations.

The high response rate from young people has provided fresh perspectives on the proposals and ensures their voices heard. This is important considering this age group will inherit and be affected by the outcome of the MPSS. Therefore, this engagement is vital to ensuring that the MPSS remains relevant for future generations.

*Figure 6 Respondent by age*
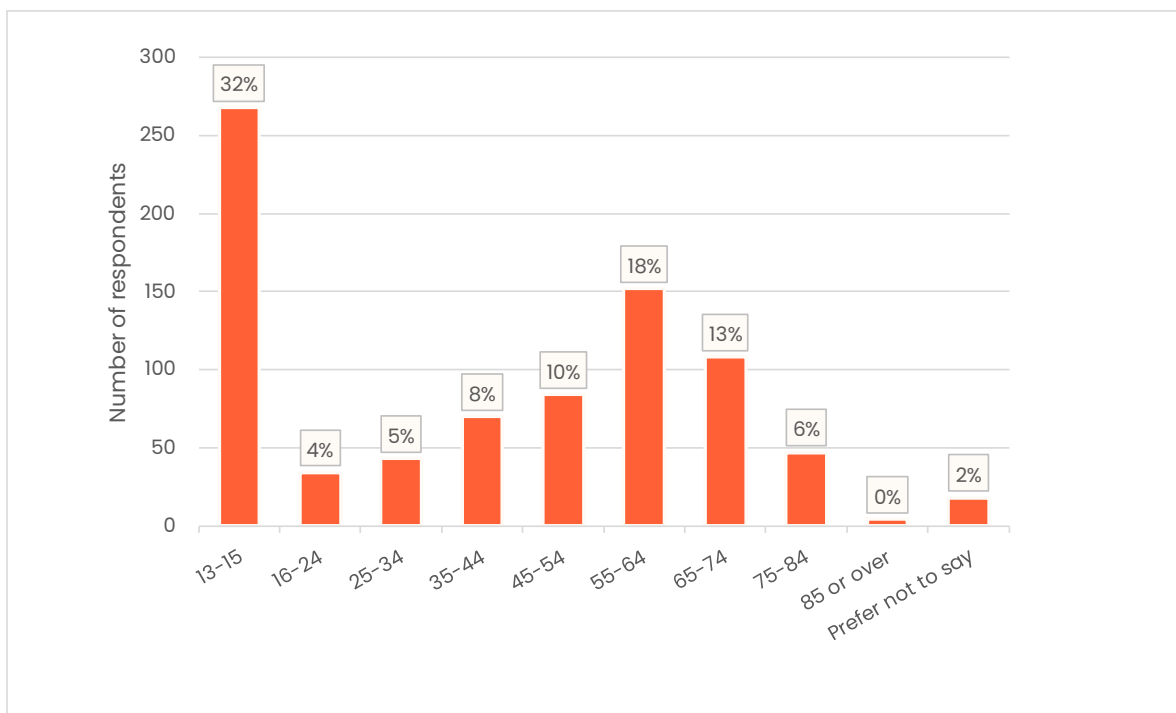
## Employment Status

Respondents were asked to state their employment status. As Figure 7 shows, of the 587 respondents who answered this question via. Commonplace, 28% (n=164) of respondents were employed and working full-time and 15% (n=87) of respondents were employed and working part-time.

Additionally:

- 29% (n=170) of respondents were retired;
- 9% (n=52) were students[5];
- 4% (n=26) were volunteers;
- 2% (n=10) were carers;
- 1% (n=4) were unemployed;
- 9% (n=52) were self-employed;
- 1% (n-6) were stay at home parent;

1 respondent stated they were employed in an apprenticeship / training while another respondent stated they were employed on a zero-hour contract. 2% of respondents (n=14) stated 'something else'.

In comparison to the demographics of Shrewsbury[6], results from the Census 2021 show that:

- 36% of the population are working full-time;
- 15% of the population are working part-time;
- 7% of the population are self-employed working full-time;
- 4% of the population are self-employed working part-time;
- 3% of the population are unemployed;
- 4% of the population are looking after home or family;
- 4% of the population are students; and
- 28% of the population are retired.

This shows that the online consultation responses are broadly representative of the wider population of Shrewsbury in terms of employment status.

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[5] The number of students is lower than the number of 13–15-year-olds because employment status is only considered for respondents who completed the survey directly through Commonplace, rather than those who participated through targeted engagement with 13–15-year-old students.

[6] *In this context, "Shrewsbury" refers to the Westminster parliamentary constituencies post-2019.*

*Figure 7 Respondent by employment status*
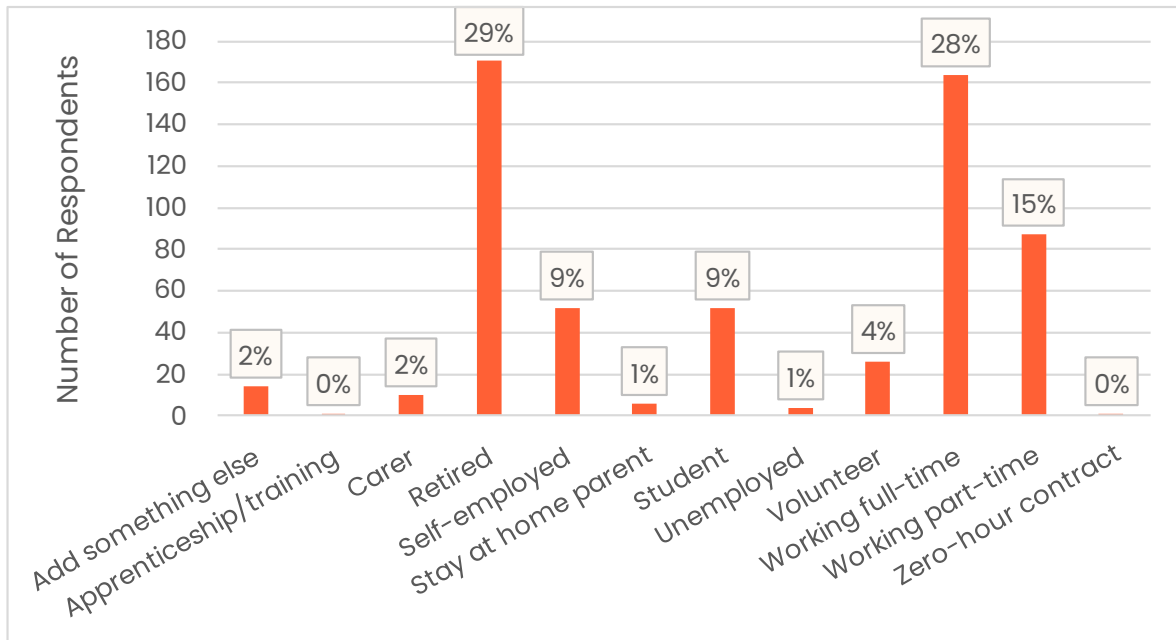


## Connection to the area

Respondents were asked to state their connection to the area. As Figure 8 shows, of the 865 respondents who answered this question, 58% (n=500) of respondents live in the area, 17% (n=148) of respondents work in the area, 7% (n=64) of respondents commute through the area, 5% (n=46) of respondents are visitors to the area, 5% (n=47) of respondents have business in the area, 5% (n=44) of respondents study in the area, and 2% (n=16) of respondents move goods in this area.

**Figure 8 Respondent's connection to Shrewsbury**
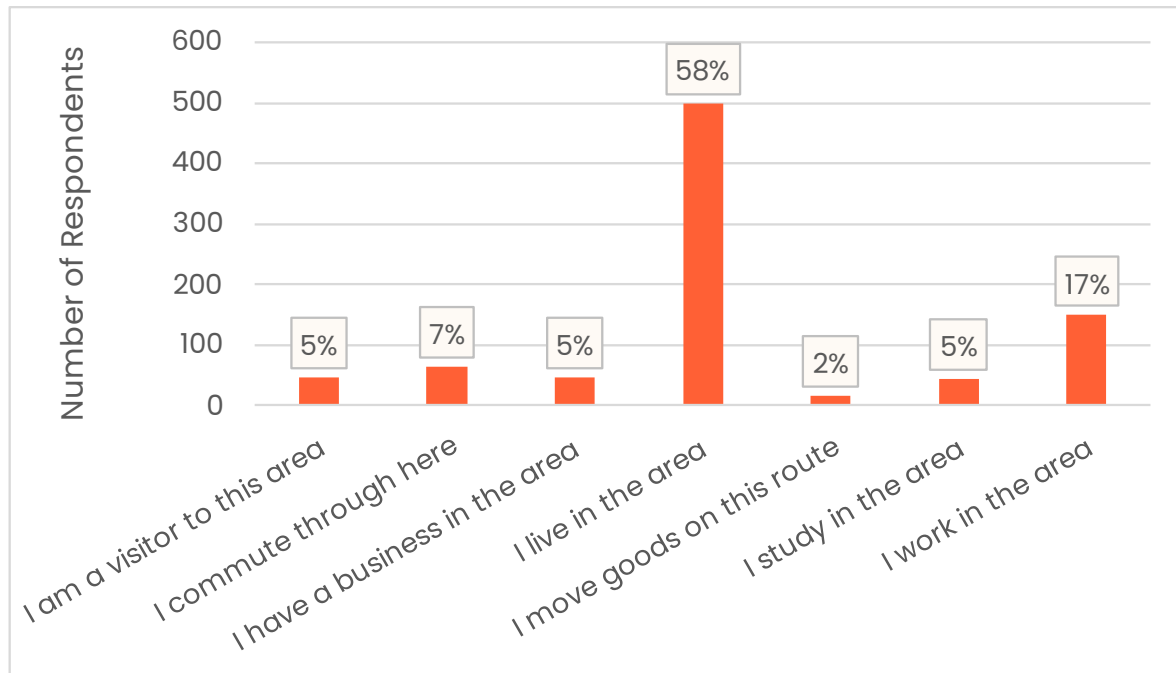


## Summary

Overall, responses from survey participants represent a diverse range of characteristics that align with the broader population of Shrewsbury, capturing various trip purposes and uses of Shrewsbury Town Centre.

As a result, the survey results are deemed representative and reflective of Shrewsbury's overall characteristics and the trip purposes of people who utilise the town centre.

# Analysis – About the strategy

## Key Themes and Principles

Respondents were asked for their views on their top 5 key principles when thinking about improving movement across Shrewsbury. As Figure 9 shows, of the 2,121 responses to this question, 14% (n=307) of responses noted that Key Principle A – *"Reduce/remove through traffic from the town centre"* was a top five priority in terms of improving movement across Shrewsbury. Additionally, 14% (n=289) of responses felt that Key Principle I – *"Provide an efficient public transport network with improved facilities in the town centre"* was a key priority.

In contrast, 2% (n=38) of respondents prioritised Key Principle D – *"Reduce severance caused by the River Severn and railway line,"* and 3% (n=56) prioritised Key Principle K – *"Ensure servicing access to business and event sites is maintained"* within their top 5 priorities in terms of improving movement across Shrewsbury.

**Figure 9 Key Principles**
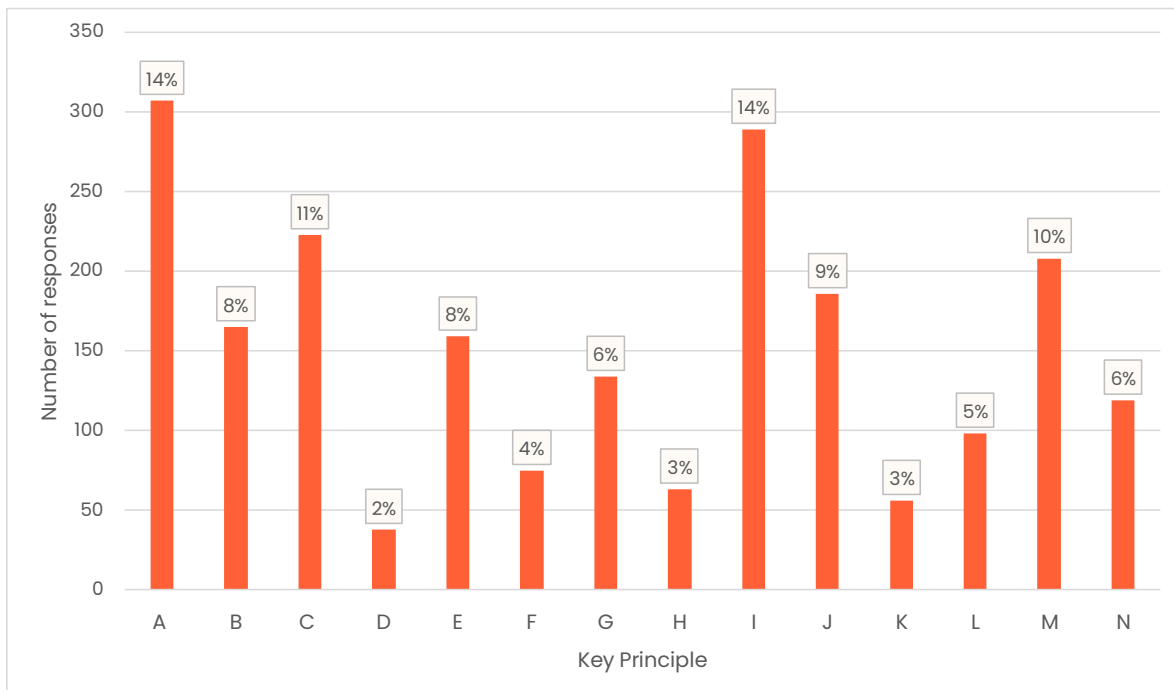


**Key Principles:**

A - Reduce/remove through traffic from the town centre

B - Ensure convenient access to town centre and local facilities and uptake of sustainable modes for these journeys

C - Reduce vehicle speeds and volumes of private motor vehicles

D - Reduce severance caused by River Severn and railway line

E - Increase priority given to buses, pedestrians and cyclists and improve road safety for all users

F - Provide more sympathetic public spaces for historic and environmental assets

G - Enhance Park and Ride offer, and incentivise use

H - Improve resilience of local transport network to extreme weather events

I - Provide an efficient public transport network with improved facilities in town centre

J - Improve cross-town connectivity by sustainable transport modes

K - Ensure servicing access to business and event sites is maintained

L - Improve environmental quality and air quality

M - Reallocate road space to provide for space for businesses and event activity, pedestrians and cyclists

N - Enhance rail connectivity to better accommodate local, regional and national travel

> **You said**: From this question, it is understood that:
>
> **Key Principle A** – *"Reduce/remove through traffic from the town centre"*
>
> **Key Principle I** – *"Provide an efficient public transport network with improved facilities in the town centre"*
>
> **Key Principle C** – Reduce vehicle speeds and volumes of private motor vehicles
>
> **Key Principle M** – Reallocate road space to provide space for business and event activity, pedestrians and cyclists
>
> **Key Principle J** – Improve cross-town connectivity by sustainable transport modes
>
> were the most popular top five priorities.

Respondents were invited to make any further comments they had about the key principles. In total, 171 comments were received to this open question.

In terms of other comments, common key themes that emerged for consideration were:

- ⮊ **Traffic displacement**: Address concerns about increased traffic in residential areas like Copthorne.
- ⮊ **Accessibility**: Ensure access to the town centre is maintained, especially those with disabilities and prioritise access and affordability for disabled and elderly individuals.
- ⮊ **Resilience**: Account for extreme weather events in traffic and circulation proposals.
- ⮊ **Cycling**: Develop cross-town cycling routes and quieter roads for cyclists.
- ⮊ **Public Transport**: Ensure that alternative options to the private motor vehicle are affordable, particularly by bus and focus on improving bus reliability and frequency before any interventions restricting private motor vehicles.
- ⮊ **Safety**: Acceptance towards improving road safety and dedicated active travel infrastructure.

**You said**: From this question, it is apparent that ensuring access to the town centre for disabled and elderly individuals is a key area of interest for respondents, alongside prioritising enhancements to public transport and active travel as viable alternatives to private vehicles. Additionally, any improvements must factor in resilience to extreme weather events, such as flooding and deliver tangible road safety improvements for pedestrians and cyclists, addressing broader community needs and safety concerns.

# *Analysis – Traffic Management and Active Travel inside the river loop*

## Intervention 1 – Implement traffic loops to restrict general traffic from routing through the town centre

Firstly, respondents were asked to rank how they feel about Intervention 1 – *"Implement traffic loops to restrict general traffic from routing through the town centre"*. As Figure 10 shows, of the 710 respondents who answered this question, 44% (n=312) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 23% (n=163) were *"happy"* and 21% (n=149) were *"satisfied"*. Conversely, 37% (n=264) were *"unhappy"* or *"dissatisfied"* with the intervention. 23% (n=163) were *"unhappy"* whilst 9% (n=101) were *"dissatisfied"*. A further 19% of respondents (n=134) stated *"neutral"*.

*Figure 10 Feelings on implementing traffic loops to restrict general traffic from routing through the town centre*
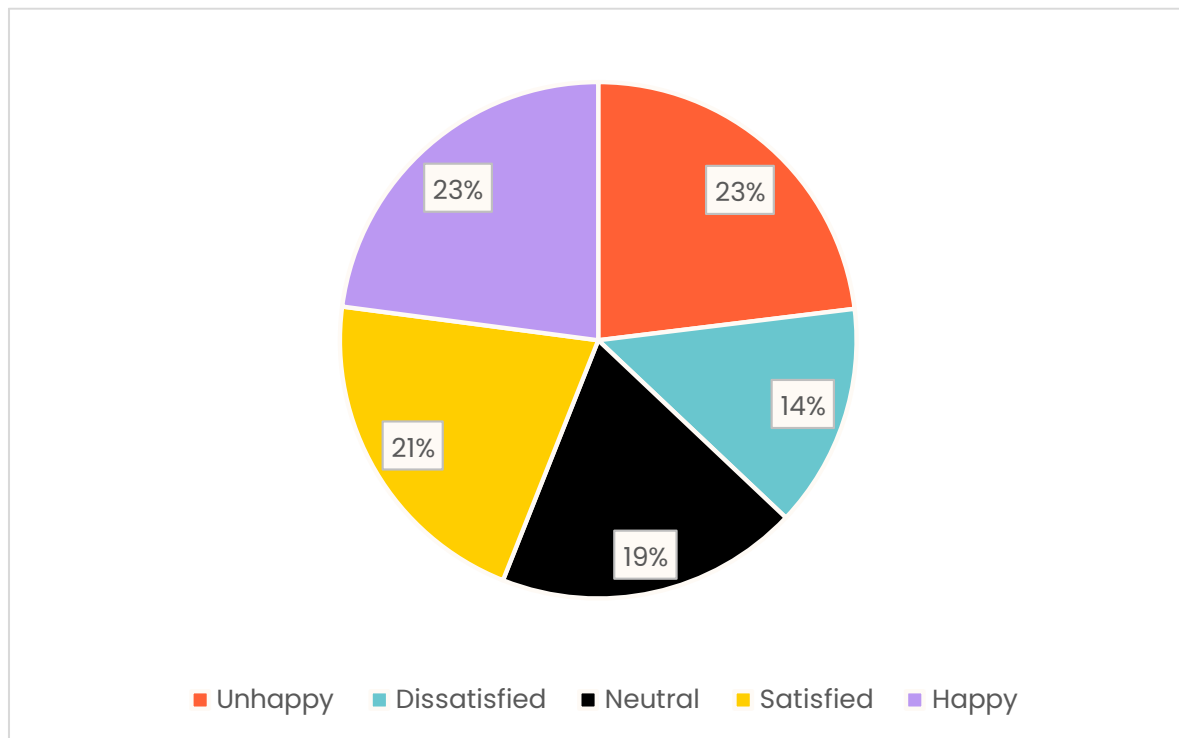


Cross-tabulation of the results has been undertaken to understand feelings on implementing traffic loops to restrict general traffic from routing through the town centre based on their postcode. As Figure 11 shows, of the 83 number of respondents who stated that their postcode was 'SY1' (i.e. living in the town centre), 51% (n=42) were *"satisfied"* or *"happy"* with the intervention. Of these

responses, 29% (n=24) were "*happy*" and 22% (n=18) were "*satisfied*". Conversely, 35% (n=29) were "*unhappy*" or "*dissatisfied*" with the intervention. 29% (n=24) were "*unhappy*" whilst 6% (n=5) were "*dissatisfied*". A further 14% of respondents (n=12) stated "*neutral*". Overall, people who stated that their postcode was SY1 were more likely to feel "happy" or "satisfied" with Intervention 1 compared to overall responses.

Of the 247 respondents who stated that their postcode was not 'SY1' (i.e. not living in the town centre), 53% (n=132) were "*satisfied*" or "*happy*" with the intervention. Of these responses, 34% (n=83) were "*happy*" and 20% (n=29) were "*satisfied*". Conversely, 35% (n=87) were "*unhappy*" or "*dissatisfied*" with the intervention. 25% (n=62) were "*unhappy*" whilst 10% (n=25) were "*dissatisfied*". A further 11% of respondents (n=28) stated "*neutral*".

*Figure 11 Intervention 1 responses by location*
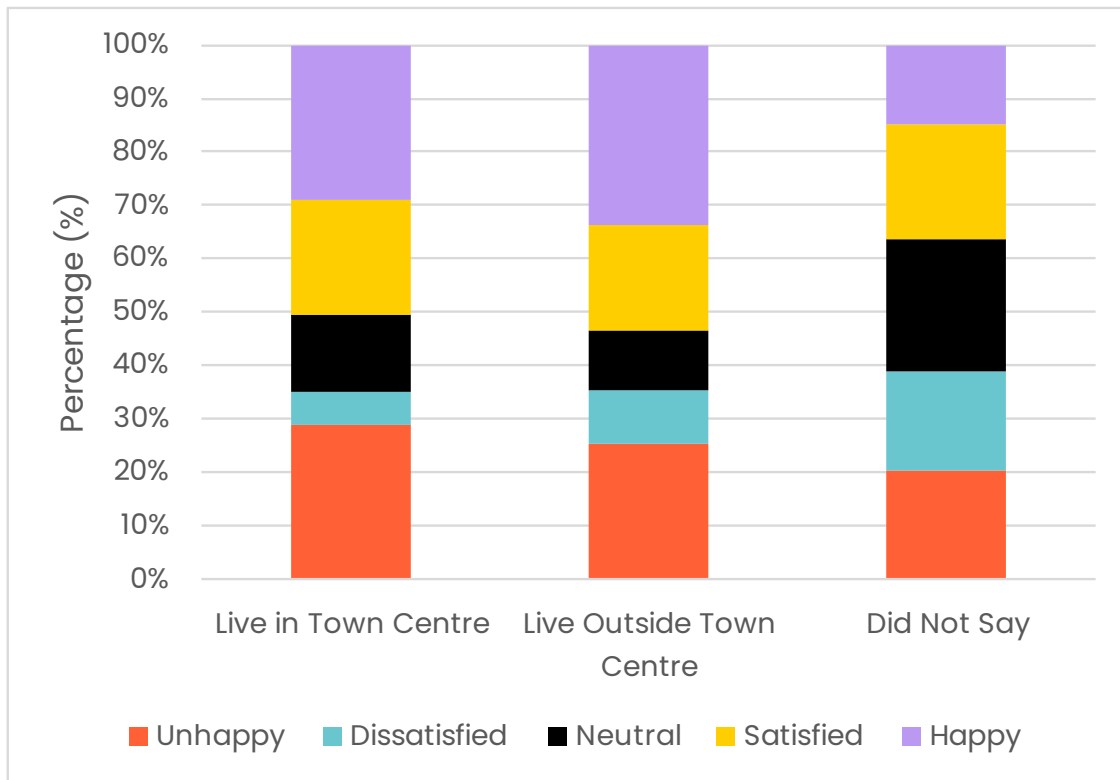
A cross-tabulation of feelings towards Intervention 1 by age of respondent was undertaken and results are presented in Figure 12. The analysis revealed that intervention 1 was most popular among 65-75 year olds (64%, n=42 stated they were "happy" or "satisfied"), with a similar proportion of 25-34 year olds also being happy or satisfied with this intervention (58%, n=18). Intervention 1 was least popular among respondents aged 85 or over (100%, n=2), with a similar proportion of 75-84 year olds (59%, n=10) also stating they were "unhappy" or "dissatisfied". A total of 81 respondents did not provide their age (either preferred not to say or did not answer the question "what is your age group?"

### Figure 12 Intervention 1 responses by age
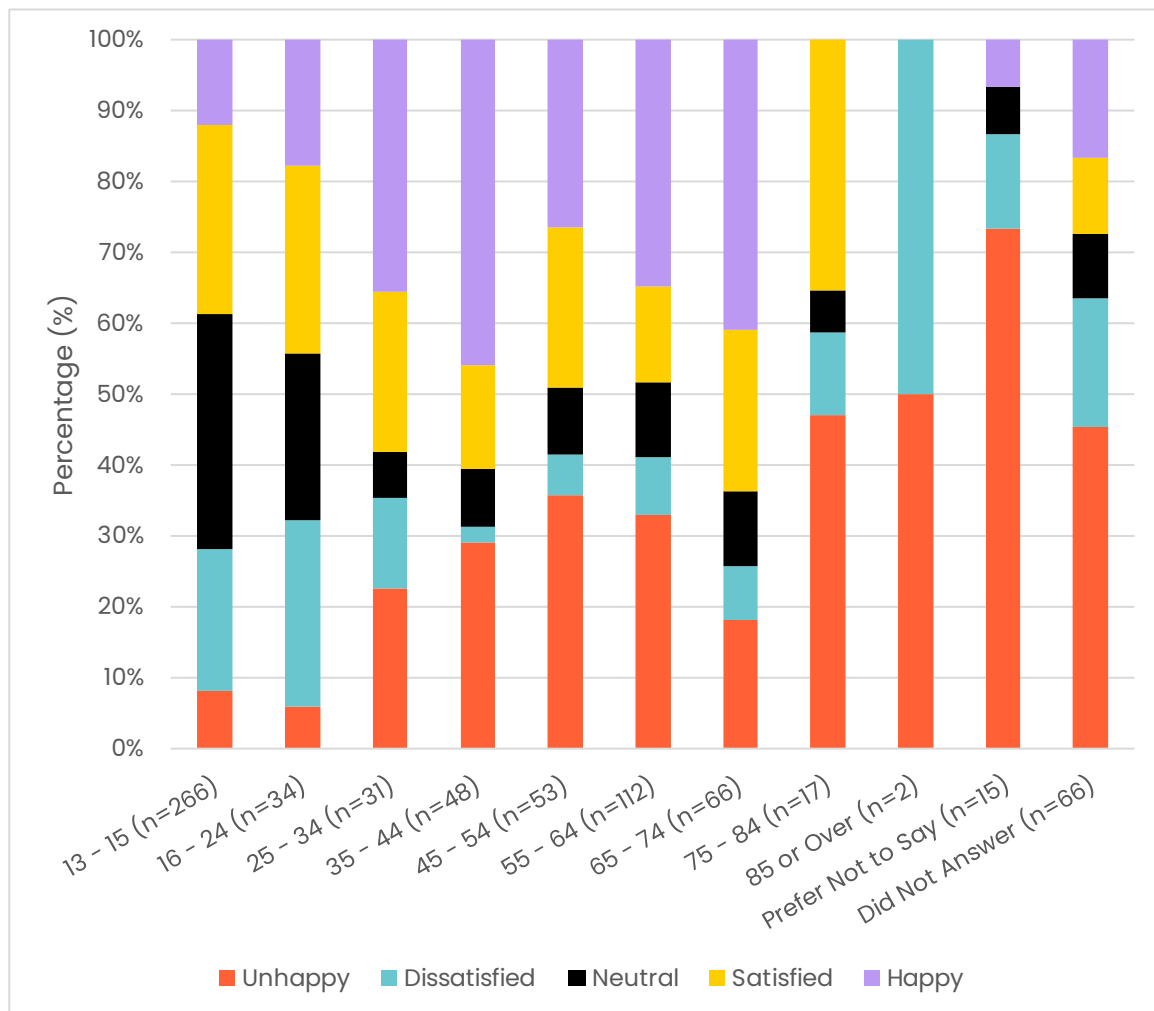


Respondents were asked to rank how they feel about creating a Pedestrian Priority Zone (PPZ) during certain hours of the day. As Figure 13 shows, of the 394 respondents who answered this question, 62% (n=244) of respondents were

"satisfied" or "happy" with the intervention. Out of these responses, 45% (n=178) were "happy" and 17% (n=67) were "satisfied". In contrast, 27% (n=106) were "unhappy" or "dissatisfied" with the intervention. 20% (n=78) were "unhappy" whilst 7% (n=28) were "dissatisfied". A further 11% of respondents (n=43) stated "neutral".

*Figure 13: Feelings on creating a Pedestrian Priority Zone*
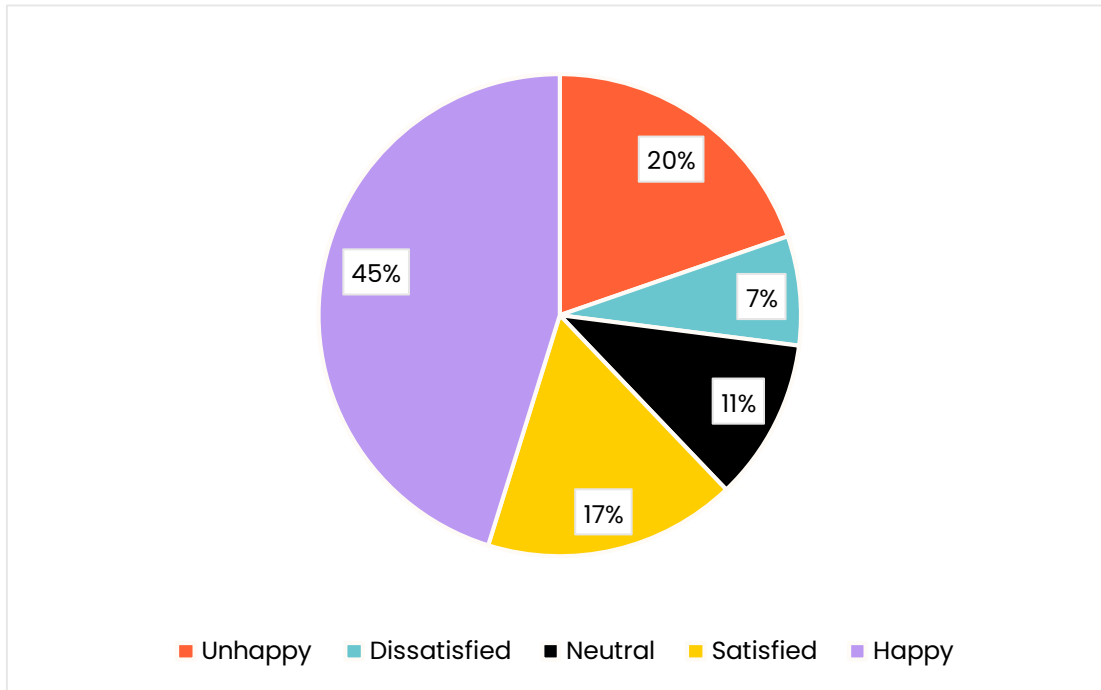


Respondents were also able to select multiple answers from a list of features in relation to the question "W*hat else would you like to see more of in the town centre?"* As Figure 14 shows, 832 responses were provided, with a preference for trees and plants (28%, n=236) and seating areas (19%, n=158). The least preferable option was for street performers, with only 8% of respondents (n=63) stating this option. Of those respondents who stated 'other' (6%, n=46) a preference for public art celebrating the history of Shrewsbury, water fountains and recycling points were noted as elements they would like to see more of within the town centre.

*Figure 14: Responses received to the question 'What else would you like to see more of in the town centre?'*
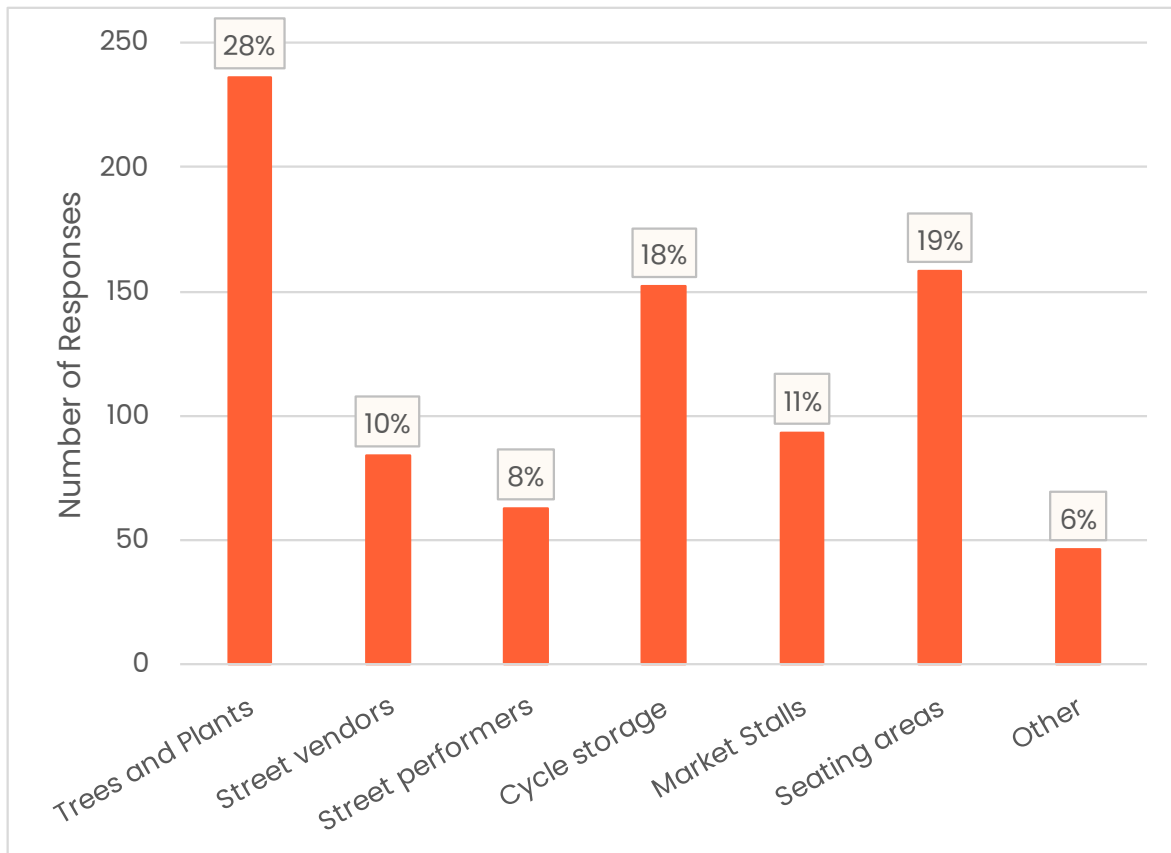


**You said:** Respondents expressed strong support for implementing traffic loops across the town centre and creating a Pedestrian Priority Zone during certain hours of the day. Additionally, there was a desire for more greenery, including trees and plants, and additional seating areas in the town centre.

Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 1. 410 comments were received from respondents. Overall, there was a mix of excitement to the proposals and the forward thinking nature of the strategy, with some respondents seeking further clarification on the implementation of traffic loops, particularly the impact on local businesses and accessibility for disabled and elderly individuals. Common themes emerging included:

- **Active Travel** - The intervention would provide considerable benefits for pedestrians, cyclists, and other alternative transport modes to the private motor vehicle.

- ⤳ **Car Use** - Further work is required to address concerns regarding potential inconvenience for people who rely on the private motor vehicle, especially for disabled people.
- ⤳ **Business impact** – Importance of considering the impact on local businesses, including accessibility, deliveries and customer access.
- ⤳ **Environment** - Acknowledgment of the positive impact on the environment through reduce traffic and pollution.
- ⤳ **Safety and Public Space** - Public spaces should be integrated within the design of traffic loops to contribute to people feeling comfortable walking and cycling through the town at all times of the day.
- ⤳ **Promotion** – Promotional tools are required to encourage people to utilise public transport, cycling and walking as viable alternatives.
- ⤳ **Economic Development** - Recognise the potential for increased tourism, economic activity and the creation of a vibrant town centre, but concerns over some town centre users either being excluded from the town or visiting other nearby attractions e.g., Telford.
- ⤳ **Community Engagement** - Continue discussions with stakeholders as decisions are made.
- ⤳ **Impact of Traffic Displacement** - Further information required to understand the potential impact on other roads across Shrewsbury if the intervention is taken forward, with consideration given to the additional time it will take to travel across the town.

**You said:** From this question, it is clear respondents would like to see modelling work to be undertaken to assess the impact of the interventions on the wider Shrewsbury transport network. The need to maintain unrestricted access to the town centre by disabled individuals travelling by private motor vehicle was also clear, and further clarity on how access and servicing to businesses will be maintained. Moreover, respondents stated the importance of keeping stakeholders informed and engaged throughout the further development of the intervention.

## Intervention 2 – Provide a two-way bus corridor across the town centre

Respondents were asked to rank how they feel about Intervention 2 – *"Provide a two-way bus corridor across the town centre"*. As Figure 15 shows, of the 693 respondents who answered this question, 49% (n=343) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 22% (n=155) were *"happy"* and 27% (n=188) were *"satisfied"*. In contrast, 26% (n=178) were *"unhappy"*

or *"dissatisfied"* with the intervention. 17% (n=117) were *"unhappy"* whilst 9% (n=61) were *"dissatisfied"*. A further 25% of respondents (n=172) stated *"neutral"*.

***Figure 15: Feelings on providing a two-way bus corridor across the town centre***
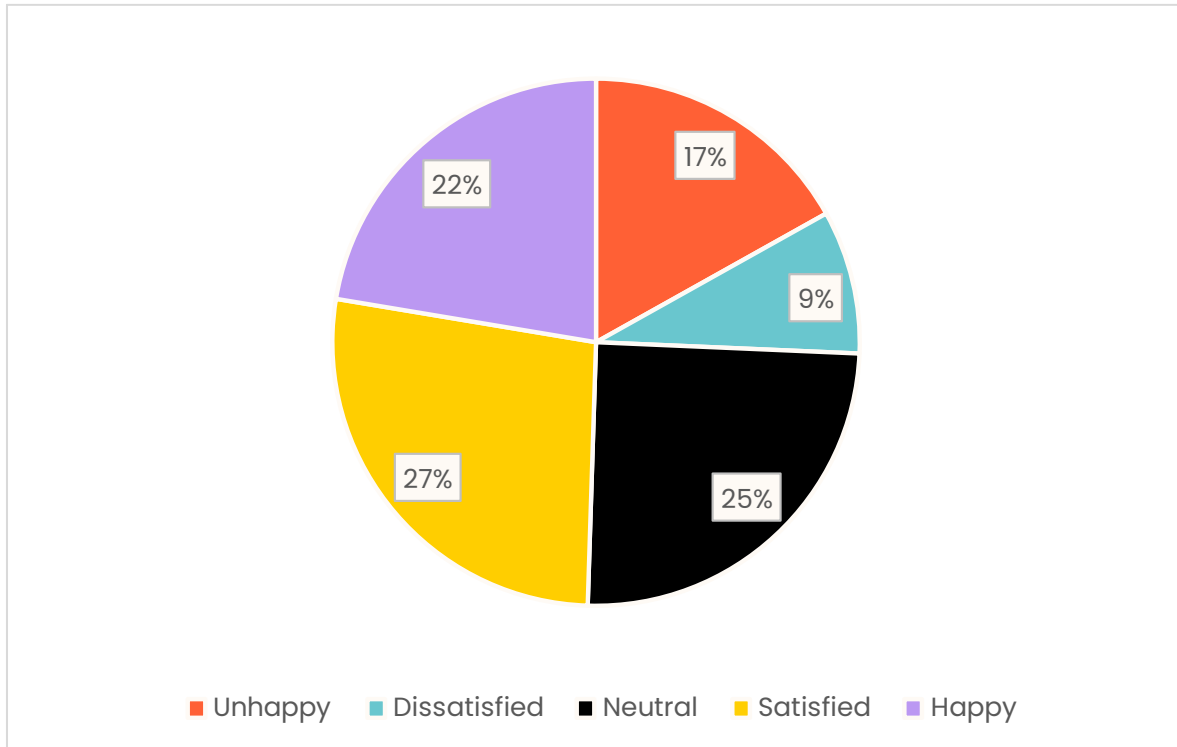


Respondents were given the opportunity to provide any comments they would like to make regarding Intervention 2. 392 comments were received from respondents. Generally, there was a positive reception to the intervention, citing benefits such as quicker journeys, reduced congestion, and improved bus services across the town. Other common themes emerging from responses included:

- **Feasibility:** Concern that the intervention is not feasible due to the high traffic volumes, amount of space available, funding and the economic impact on businesses situated along the corridor.
- **Accessibility:** Concern how the intervention may affect access to essential services situated along the corridor, especially for those with limited mobility.
- **Bus Fleet:** Debates over the practicality of smaller buses, potential capacity issues and the overall passenger experience. However, respondents did note the benefits of using smaller buses due to their ability to maneuverer the narrow streets of the town centre easier than the current bus fleet.

- ⊞ **Electric Vehicles:** Support for electric buses to reduce the environmental impact of public transport.
- ⊞ **Enforcement:** Queried how the two-way bus corridor would be enforced, with a need for appropriate infrastructure such as traffic signals and accessible crossings for pedestrians and cyclists.

**You said:** A more detailed assessment is required to understand if the two-way bus corridor is feasible. It was also noted that more information is required on how the bus corridor will be enforced and how those who require access to services and residential properties along the bus corridor would be able to do so by private motor vehicle.

## Intervention 3 – Improve gateway features at key entrances to the town centre

Respondents were asked to rank how they feel about Intervention 3 – *"Improve gateway features at key entrances to the town centre"*. As Figure 16 shows, of the 686 respondents who answered this question, 67% (n=459) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 39% (n=266) were *"happy"* and 28% (n=193) were *"satisfied"*. In contrast, 17% (n=117) were *"unhappy"* or *"dissatisfied"* with the intervention. 12% (n=80) were *"unhappy"* whilst 6% (n=37) were *"dissatisfied"*. A further 16% of respondents (n=110) stated *"neutral"*.

*Figure 16: Feelings on improving gateway features at key entrances to the town centre*
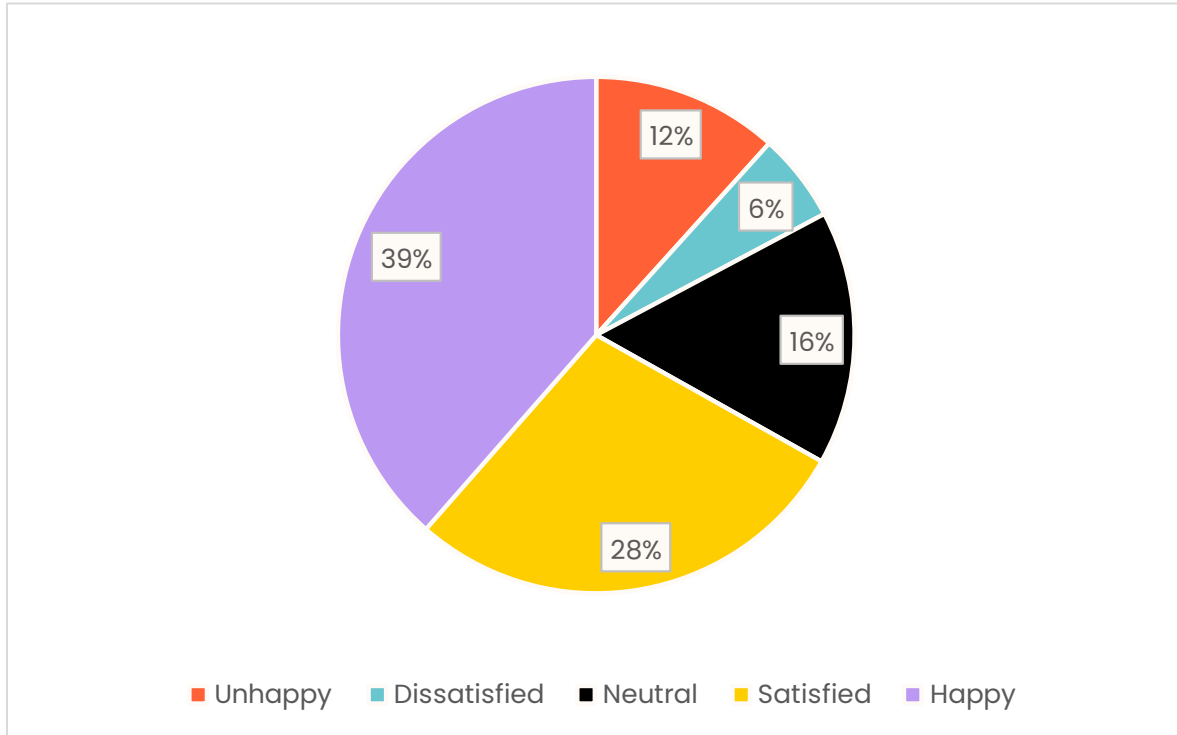


Respondents were also asked what they would like to see at these gateways from a list of features, with respondents being able to select multiple answers to this question. As Figure 17 shows, of the 968 responses that were provided, there was a preference for more trees and plants (21%, n=206) and more space for pedestrians and cyclists (18%, n=174). The least preferable option was for arts and crafts, with only 5% of respondents (n=50) stating this option. Of those respondents who stated 'other' (2%, n=24) common themes included; car parking spaces for private motor vehicles, accessible links to the town for people to walk into the town centre and bus stops as features that would be preferential to be included at gateways.

*Figure 17: Features respondents would like to see at gateways*
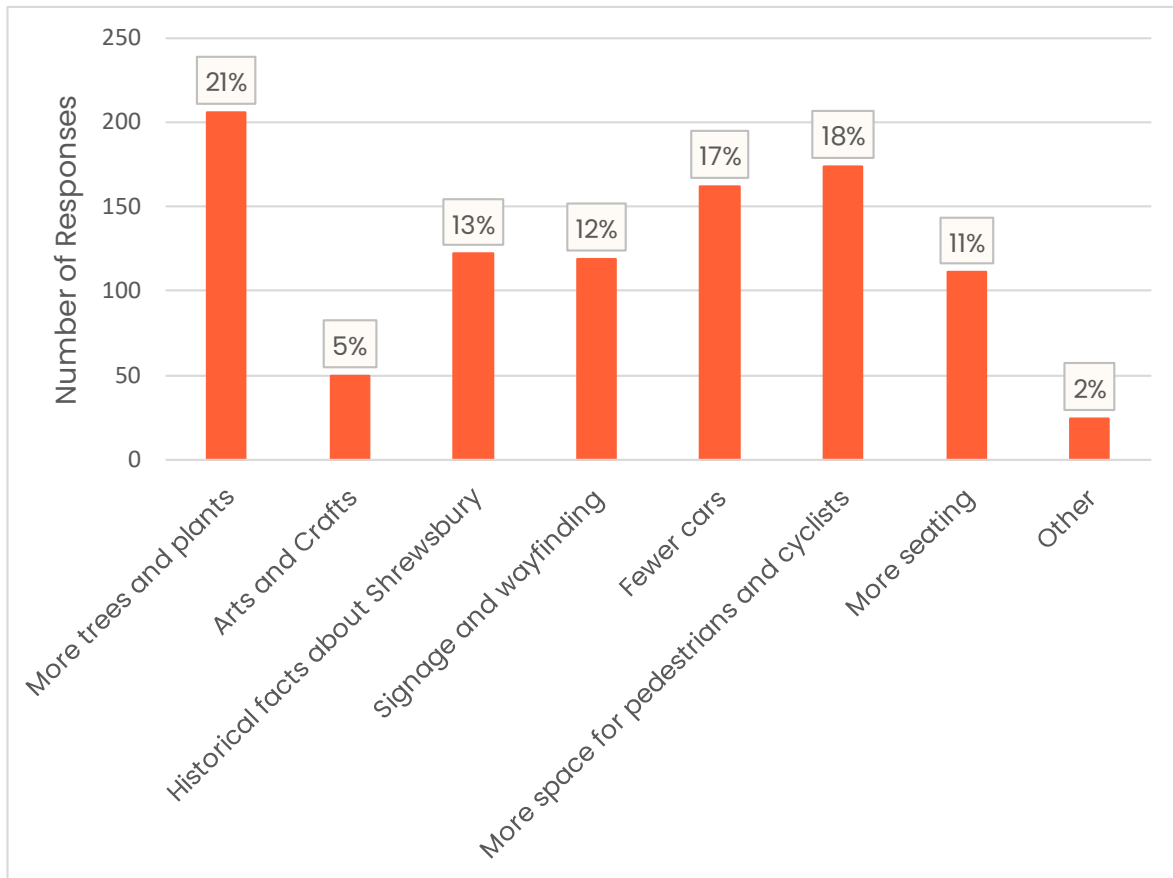


Respondents were given the opportunity to provide any comments they would like to make regarding Intervention 3. 315 comments were received, and common themes included:

- **Improved public space:** Welcomed the idea of planting trees, flowers and adding green spaces where possible at key gateways to the town centre to complement the rich history and heritage of Shrewsbury.
- **Parking and Accessibility:** Highlighted importance of providing a range of accessible parking options outside the town centre, and concerns raised about parking charges and ensuring car parks are closely situated to accessible routes into the centre.
- **Maintenance:** Concern over the cost and maintenance of enhancements at gateways, especially regarding extreme weather conditions.
- **Community engagement:** Expressed a desire to be kept informed on the development of gateway features and to consider the needs and preferences of residents, businesses, and visitors alike.

**You said**: Respondents would like to see better parking facilities at gateways to the town centre so that people are *"happy"* to park and stroll into the town centre rather than encouraging people to park inside the river loop. Respondents also wo like further information on how gateway features, particularly at Frankwell, will mitigate the impacts of extreme weather events such as flooding.

## Intervention 4 – Maintain servicing access to businesses and event spaces

Respondents were asked to rank how they feel about Intervention 4 –*"Maintain servicing access to businesses and event spaces".* As Figure 18 shows, of the 689 respondents who answered this question, 46% (n=317) of respondents were *"satisfied"* or *"happy"* with the intervention. Out of these responses, 22% (n=150) were *"happy"* and 24% (n=167) were *"satisfied"*. In contrast, 26% (n=177) were *"unhappy"* or *"dissatisfied"* with the intervention. 18% (n=121) were *"unhappy"* whilst 8% (n=56) were *"dissatisfied"*. A further 28% of respondents (n=195) stated *"neutral"*.

*Figure 18: Feelings on maintaining servicing access to businesses and event spaces*
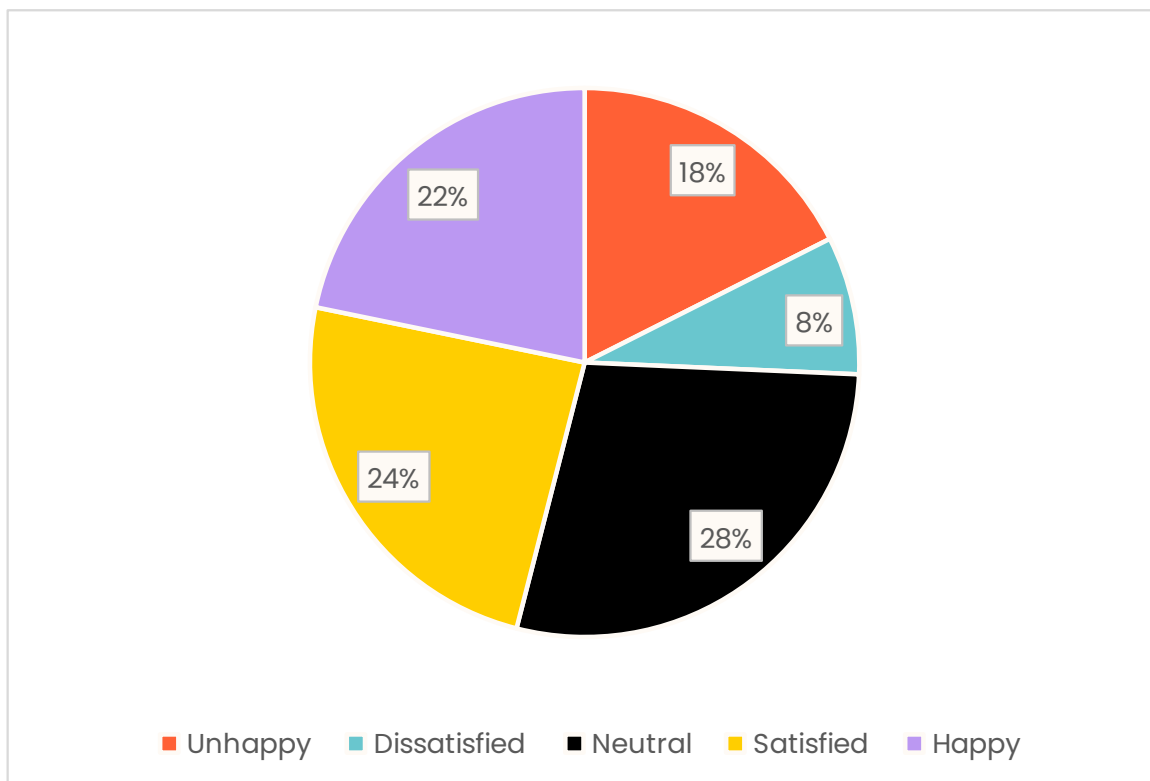


Respondents were also asked which mobility option they potentially view as an alternative for business deliveries and servicing needs. Respondents were able to

select multiple answers from a list of five options. As Figure 19 shows, of the 489 responses that were provided, there was a preference for cargo bikes (36%, n=177) and cargo trikes (26%, n=129). The least preferable option was for drones, with only 4% of respondents (n=20) selecting this option.

*Figure 19: Views on potential alternatives for business deliveries and servicing needs*
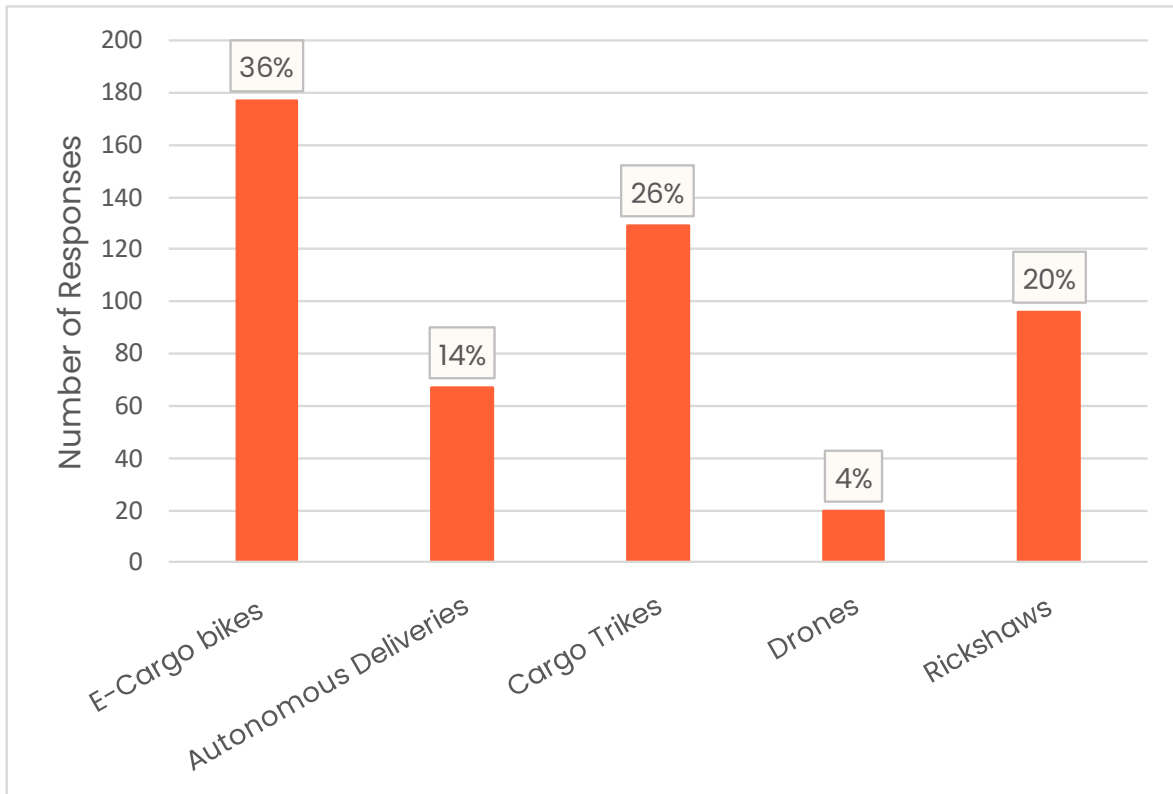


Respondents were given the opportunity to provide any comments they would like to make regarding Intervention 4. 328 comments were received from respondents. Common themes emerging from responses included:

- ⇲ **Impact on businesses:** More detail required on the exact regulations that businesses would have to follow in terms of deliveries and to ensure that businesses are represented in any decisions that are put forward.
- ⇲ **Management and enforcement:** Ensure effective management and enforcement are in place if new delivery restrictions are implemented, noting lessons learnt from Pride Hill.
- ⇲ **Technology:** Mixed opinions on the use of drones and autonomous vehicles, with concerns over noise, pollution, safety, and feasibility.
- ⇲ **Public Transport:** Opportunity to consider using buses to transport goods during periods of low passenger demand.

- ⊡ **Flexibility:** Important to recognise the need for a flexible approach to servicing across the town.
- ⊡ **Economic impact:** Respondents were concerned about the potential increased operational costs for businesses as a result of modifications to their delivery schedules, with mitigation measures such as financial incentives for businesses to utilise alternative delivery arrangements (e.g., e-cargo bikes) mentioned.

**You said**: A detailed servicing strategy is required that clearly sets out how businesses will continue to be able to be served efficiently and effectively is required. This should be developed in unison with town centre businesses. Moreover, respondents would like to see any time restrictions on deliveries being enforced across the town centre and further information on how convenient deliveries can be maintained for residents of the river loop.

## Additional comments received during consultation period via. Shrewsbury Moves email

Responses received to the consultation via email have been summarised and categorised based on the relevant key theme. In total, 22 respondents made comments regarding the key theme of "*Traffic Management and Active Travel inside the river loop".* Common themes emerging from these responses included:

- ⊡ **Access:** Concern about how proposals will impact people wishing to visit St Chad's Church and Shrewsbury Unitarian Church, particularly in terms of increased journey times for church attendees as well as concern over how disabled individuals, who may be reliant on a private motor vehicle, will access the town centre
- ⊡ **Infrastructure and Signage:** Concerns regarding navigation of the historic streets of Shrewsbury, with a strong need to provide clear and effective signage to guide drivers.
- ⊡ **Residential access:** Concern over how people who live in the town centre will be able to access their home by private motor vehicle.

**You said**: Further clarifications are required as to how access will be maintained to key spaces inside the river loop, for example St Chad's Church and Shrewsbury Unitarian Church. More clarity is also required as to the viability of alternative delivery arrangements for businesses to utilise and there is a need to ensure that unrestricted access is maintained for disabled people and town centre residents by private motor vehicle.

# Analysis – Traffic Management and Active Travel outside the river loop

## Intervention 5 – Lower speed limits within Shrewsbury

Respondents were asked to rank how they feel about Intervention 5 –"*Lower speed limits within Shrewsbury".* As Figure 20 shows, of the 564 respondents who answered this question, 51% (n=288) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 33% (n=186) were *"happy"* and 18% (n=102) were *"satisfied".* In contrast, 29% (n=166) were *"unhappy"* or *"dissatisfied"* with the intervention. 18% (n=100) were *"unhappy"* whilst 12% (n=66) were *"dissatisfied".* A further 20% of respondents (n=110) stated *"neutral".*

*Figure 20: Feelings on lowering speed limits within Shrewsbury*
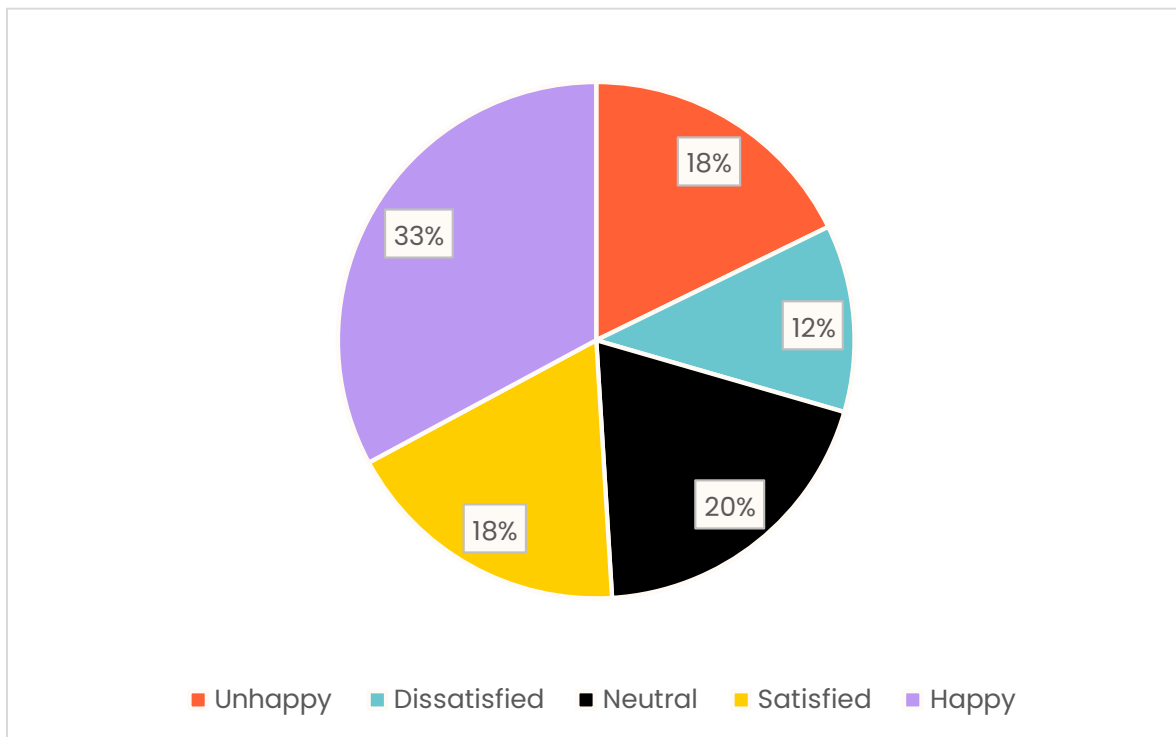


Respondents were also invited to indicate if there are any streets that should be a priority for the implementation of a 20mph speed limit. Respondents were allowed to respond freely to this question. 122 responses were received, with a general advocacy for implementing 20mph across the whole of Shrewsbury. Several roads were mentioned by multiple respondents, including:

- The Mount;
- Abbey Foregate;

- Belle Vue Road; and
- Copthorne Road.

Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 5. 279 comments were received from respondents. Common themes emerging from responses included:

- **Enforcement and Compliance:** Concerned over how enforcement will take place to ensure that drivers comply with the 20mph speed limit.
- **Complementary infrastructure improvements:** Suggestions for additional measures to be implemented at the same time as changes to speed limits, including changes to road layout, cycle lanes and better crossing facilities.
- **Safety:** Strong support for measures to prevent road traffic collisions, particularly implementing 20mph zones in proximity to schools.
- **Communication:** Suggestion for clear communication about the benefits of speed limit changes and the need for community input.
- **Congestion:** Concern that reducing speed limits across Shrewsbury will worsen congestion.

**You said**: Broadly supportive of the idea to lower speed limits within Shrewsbury, particularly near schools so that children feel comfortable walking and cycling to school. However, further information is required on if proposals would result in significant worsening of congestion on the highway network and clarity on how speed limits would be enforced.

## Intervention 6 – Implement Local Access Priority Areas

Respondents were asked to rank how they feel about Intervention 6 – *"Implement Local Access Priority Areas"*. As Figure 21 shows, of the 540 respondents who answered this question, 49% (n=263) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 28% (n=150) were *"happy"* and 21% (n=113) were *"satisfied"*. In contrast, 25% (n=133) were *"unhappy"* or *"dissatisfied"* with the intervention. 13% (n=70) were *"unhappy"* whilst 12% (n=63) were *"dissatisfied"*. A further 27% of respondents (n=144) stated *"neutral"*.

*Figure 21: Feelings on implementing Local Access Priority Areas*
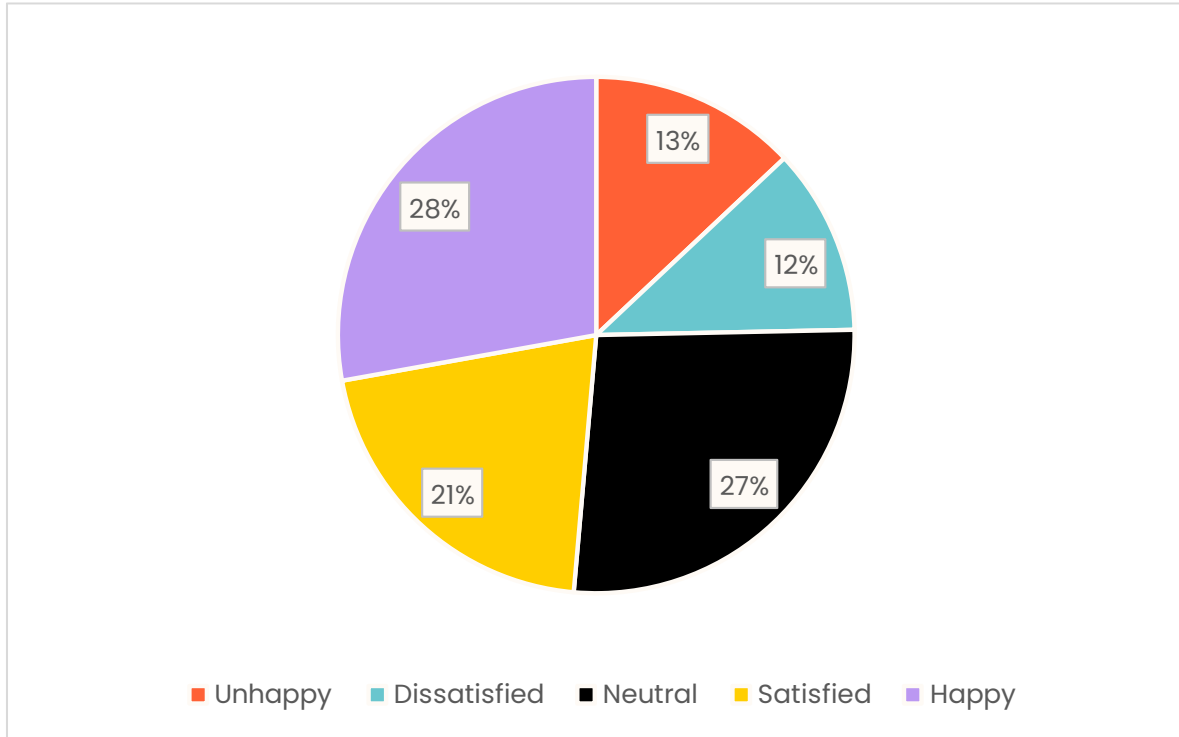


A cross-tabulation of feelings towards Intervention 6 by age of respondent was undertaken and the results are presented in Figure 22. The analysis revealed that intervention 6 was most popular among 25-34 year olds (79%, n=15 stated they were "happy" or "satisfied"), with a similar proportion of 45-54 year olds also being happy or satisfied with this intervention (74%, n=25). Intervention 6 was least popular among respondents aged 75-84 (63%, n=5), with no other respondents feeling more negative than positive about the intervention. No responses were received to this question from respondents aged 85 or over. A total of 39 respondents did not provide their age (either preferred not to say or did not answer the question "what is your age group?"

*Figure 22 Intervention 6 responses by age*
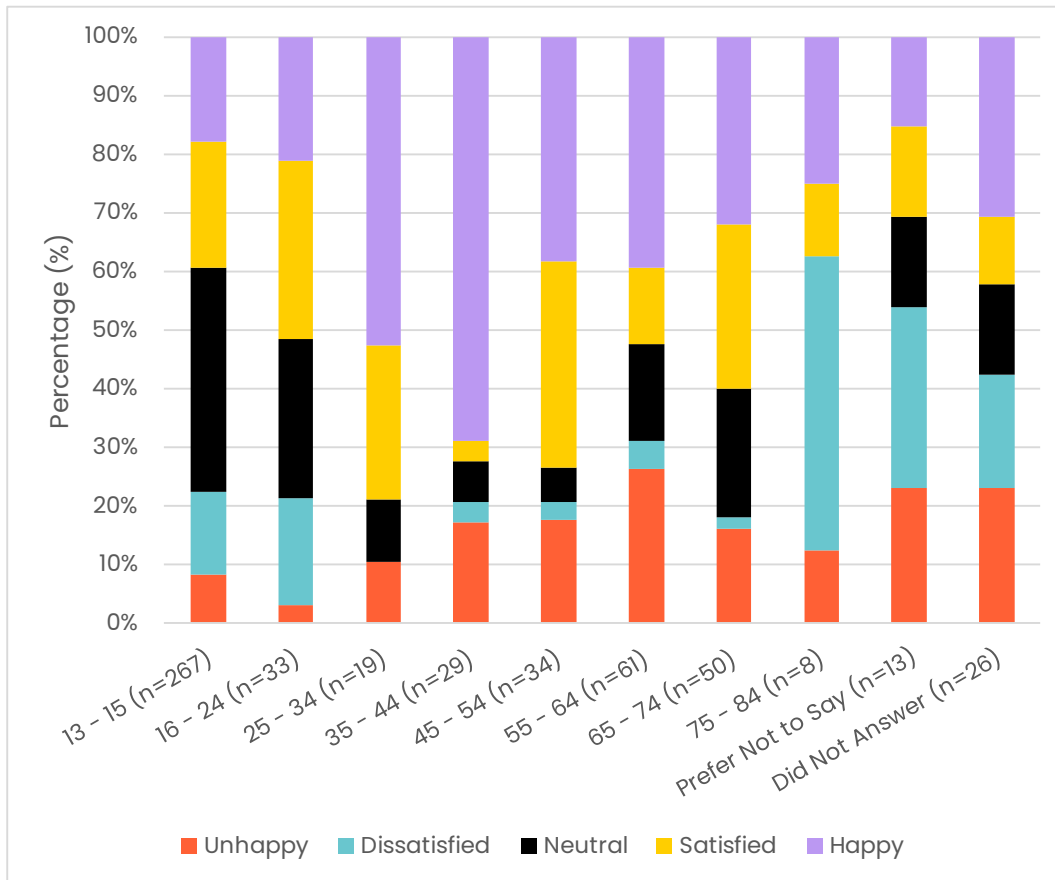


Respondents were also invited to indicate where Local Access Priority Areas should be implemented across Shrewsbury as a priority. Respondents were allowed to respond freely to this question. 90 responses were received, with the following areas being commonly noted:

- Belle Vue
- Castlefields
- Underdale / Monkmoor

Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 6. 229 comments were received from respondents. Common themes emerging from these responses included:

- **Enforcement:** Further information required on how Local Access Priority Areas will be enforced, and how Controlled Parking Zones will operate.
- **Safety:** Recognition of the benefits Local Access Priority Areas will bring in terms of making residential streets safer.
- **Trials:** Recommendation to trial Local Access Priority Areas in certain locations to avoid unintended consequences or worsening traffic problems.

⮂ **Congestion:** Further information required on how the Implementation of Local Access Priority Areas could impact the wider transport network across Shrewsbury.

**You said**: Further modelling work is required to understand how implementing Local Access Priority Areas may impact the wider transport network. There is also a need to provide greater clarity on how areas would be enforced.

## Intervention 7 – Upgrade existing pedestrian and cycle infrastructure to national standards (where possible)

Respondents were asked to rank how they feel about Intervention 7 – *"Upgrade existing pedestrian and cycle infrastructure to national standards (where possible)".* As Figure 23 shows, of the 547 respondents who answered this question, 75% (n=411) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 51% (n=279) were *"happy"* and 24% (n=132) were *"satisfied"*. In contrast, 8% (n=46) were *"unhappy"* or *"dissatisfied"* with the intervention. 5% (n=28) were *"unhappy"* whilst 3% (n=18) were *"dissatisfied"*. A further 16% of respondents (n=90) stated *"neutral"*.

*Figure 23: Feelings on upgrading existing pedestrian and cycle infrastructure to national standards (where possible)*
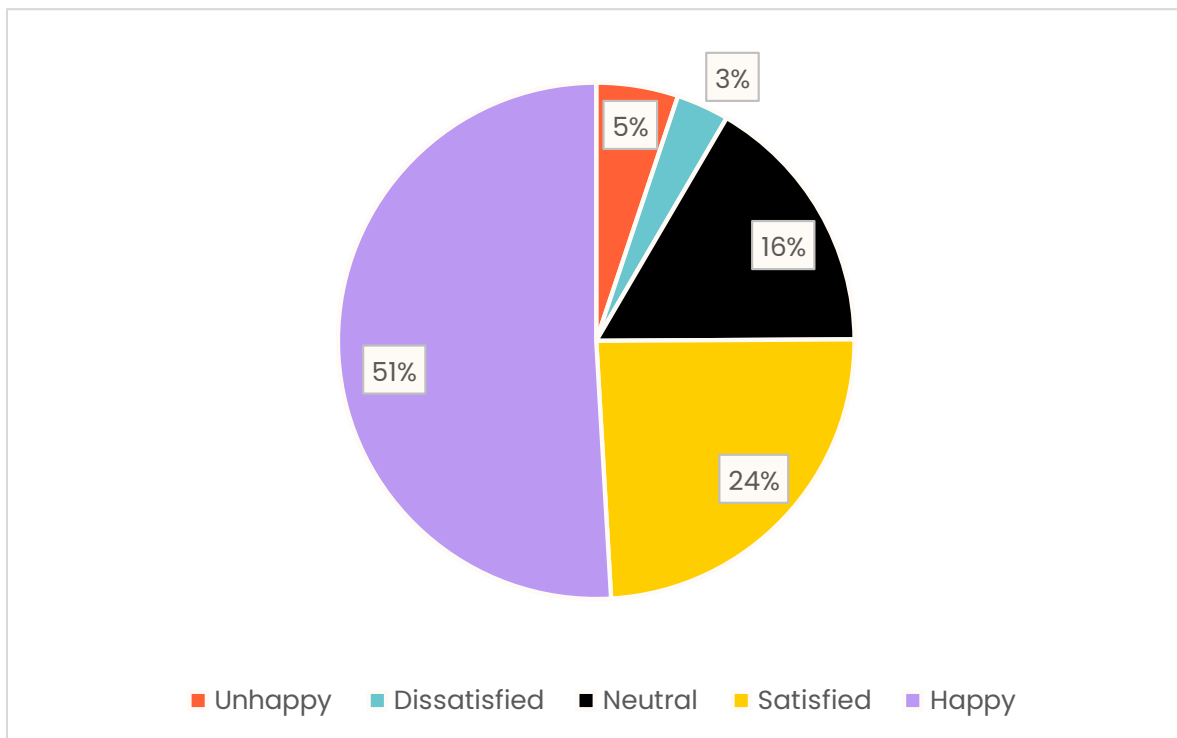
Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 7. 260 comments were received from respondents. Common themes emerging from responses included:

- **Safety:** Many people noted the current poor quality of current cycling infrastructure across the town, such as unsafe crossings, narrow roads and dangerous road conditions.
- **Enforcement:** Highlighted the need for enforcement against parking in cycling lanes as well as enforcing no cycling in designated Pedestrian Zones e.g. The Square and Pride Hill.
- **Infrastructure:** Welcomed proposals to improve cycling infrastructure, noting the current poor quality of cycling infrastructure, with suggestions to model provision on that in other countries such as the Netherlands, for better design and standards.
- **Connectivity:** Respondents stated a desire to provide connected and complete cycling and walking routes, rather than the current situation where routes end abruptly and/or lack connectivity.

**You said**: Many respondents welcomed the proposal to upgrade walking and cycling infrastructure but would like further information on how measures will be enforced to ensure that the infrastructure is not being utilise for other purposes e.g., cycling in pedestrian zones, cycling on footways and private motor vehicles parking in cycle lanes.

## Intervention 8 – Provide additional / improved walking and cycling links across the River Severn and railway

Respondents were asked to rank how they feel about Intervention 8 –"*Provide additional / improved walking and cycling links across the River Severn and railway*". As Figure 24 shows, of the 554 respondents who answered this question, 73% (n=403) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 41% (n=228) were *"happy"* and 32% (n=175) were *"satisfied"*. In contrast, 10% (n=58) were *"unhappy"* or *"dissatisfied"* with the intervention. 5% (n=30) were *"unhappy"* whilst 5% (n=28) were *"dissatisfied"*. A further 17% of respondents (n=93) stated *"neutral"*.

*Figure 24: Feelings on providing additional/improved walking and cycling links across the River Severn and railway*
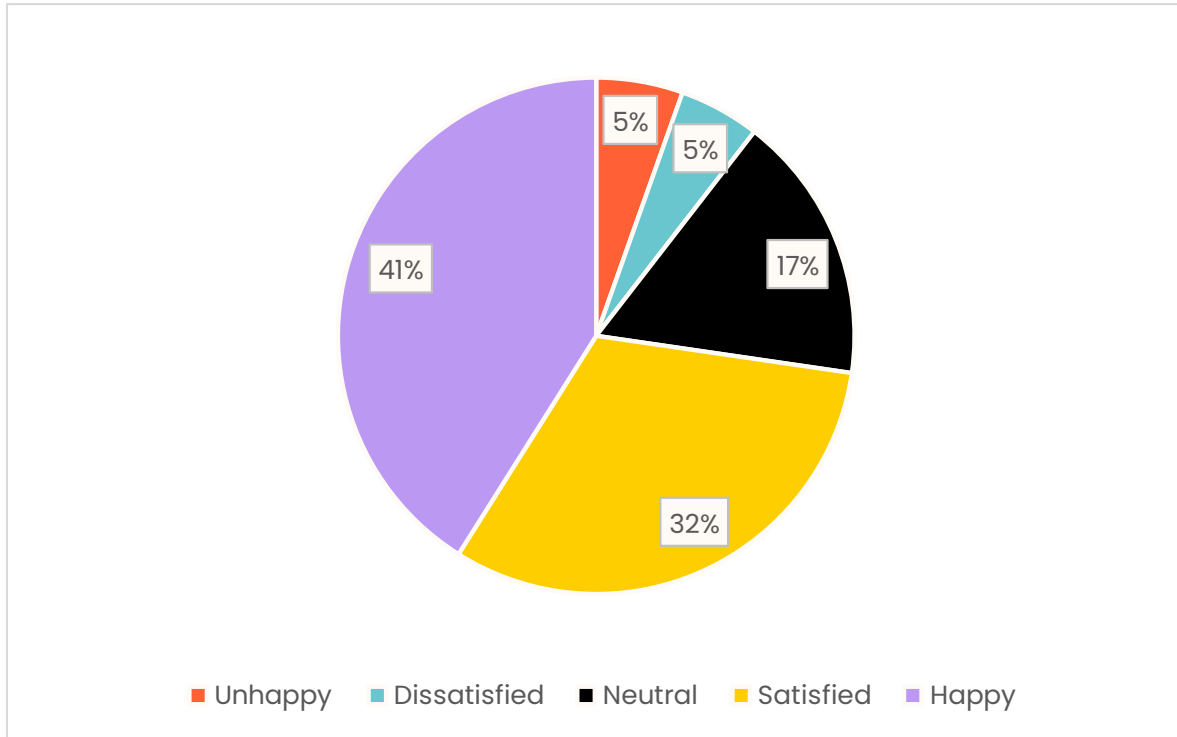


Respondents were also invited to indicate additional crossing points should be provided across the River Severn / Railway. Respondents were allowed to respond freely to this question. 79 responses were received, with the following locations being noted:

- Welsh Bridge and English Bridge
- Railway crossings north of the town centre
- Frankwell – Improving access to Coton Hill and the Showground
- Railway station (Platform 3 access)
- Widening the existing Greyfriars bridge to accommodate walking and cycling

Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 8. 176 comments were received from respondents. Common themes emerging from responses included:

- **Safety**: It is important that pedestrians and cyclists are segregated, and existing crossings, particularly Frankwell and Greyfriars Footbridge are upgraded to enable this segregation.

⊟ **Area Preservation:** There are concerns that new bridges would not fit into the local character of Shrewsbury, and that historical bridges should be preserved and refurbished.

⊟ **Accessibility:** Accessibility should be prioritised for all users, and improvements should be compliant with disability laws.

⊟ **Community Engagement:** Community engagement should be prioritised when selecting the most suitable location for a new crossing over the River Severn / Railway.

**You said**: There is a strong consensus that any additional crossing point across the River Severn / Railway must be accessible for all users, but there is also a recognition that existing crossing points (particularly Frankwell Footbridge and Greyfriars Bridge could be upgraded to provide segregated walking and cycling facilities.

## Intervention 9 – Provide active travel links to the north of Shrewsbury, better serving local facilities

Respondents were asked to rank how they feel about Intervention 9 – *"Provide active travel links to the north of Shrewsbury, better serving local facilities"*. As Figure 25 shows, of the 542 respondents who answered this question, 65% (n=349) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 35% (n=191) were *"happy"* and 29% (n=158) were *"satisfied"*. In contrast, 10% (n=55) were *"unhappy"* or *"dissatisfied"* with the intervention. 6% (n=34) were *"unhappy"* whilst 4% (n=21) were *"dissatisfied"*. A further 25% of respondents (n=138) stated *"neutral"*.

*Figure 25: Feelings on providing active links to the north of Shrewsbury, better serving local facilities*
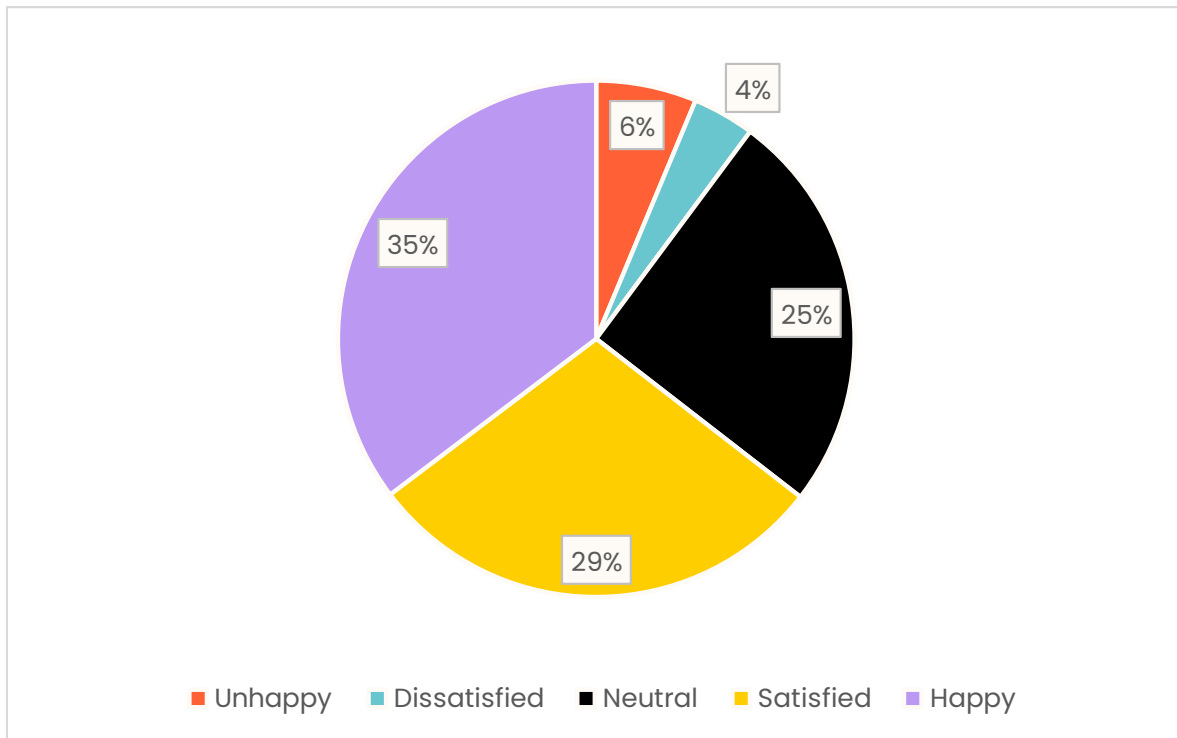


Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 9. 195 comments were received from respondents. Common themes emerging from responses included:

- **Heritage and Tourism:** Positive reception for the plans to reopen the canal route for walking and cycling, seen as a potential tourist attraction and an opportunity to explore historic sites in the vicinity.
- **Off-road cycle routes:** Call to explore the potential of creating more new traffic-free cycle routes heading north, in addition to the plans to reopening the old canal route to connect people to the town centre and green spaces.
- **Car dependency:** Concerns about integration with the existing road networks and the impact on daily lives of local communities who rely on a private motor vehicle for travel.
- **Sustainable travel:** A balance of priorities is needed to complement the improvements to active travel to the north of Shrewsbury e.g., improvements to bus services so that people living to the north of Shrewsbury have a range of options to choose from.

**You said**: Respondents welcomed the opening on the old canal route and would like to see more traffic free cycle routes to the north of Shrewsbury be identified and developed. There is also a need to ensure that active travel links to the north are not at the detriment of accessing key destinations to the north of Shrewsbury by private motor vehicle, particularly as the current bus network fails to provide a frequent and reliable service.

### Additional comments received during consultation period

Responses received to the consultation via email have been summarised and categorised based on the relevant key theme. In total, seven respondents made additional comments regarding the key theme of "*Traffic Management and Active Travel outside the river loop*". Common themes emerging from these responses included:

- **Flaxmill Maltings:** Consider Flaxmill Maltings as a key gateway to Shrewsbury and improve the public realm in this area to celebrate its historical importance. Respondents generally welcomed plans to reopen the old canal but would like to see this restored as a water feature to connect Flaxmill Maltings with the town centre.
- **Complementary measures:** Ensure active travel initiatives complement but do not restrict other forms of transport, with a focus on practicality and cost-effectiveness.

**You said**: Respondents would like to see greater links to Flaxmill Maltings, creating a strong link between key heritage sites to the north and the town centre. There was also a recognition that whilst active travel proposals are necessary, further modelling work is required to ensure that proposals do not introduce detrimental impacts on private motor vehicle journeys.

# Analysis - Public Transport and Micromobility

## Intervention 10 – Integrate Park and Ride with general bus services

Respondents were asked to rank how they feel about Intervention 10 – *"Integrate Park and Ride with general bus services"*. As Figure 26 shows, of the 499 respondents who answered this question, 65% (n=325) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 37% (n=183) were *"happy"* and 28% (n=142) were *"satisfied"*. In contrast, 12% (n=58) were *"unhappy"* or *"dissatisfied"* with the intervention. 6% (n=30) were *"unhappy"* whilst 6% (n=28) were *"dissatisfied"*. A further 23% of respondents (n=116) stated *"neutral"*.

**Figure 26: Feelings on integrating Park and Ride with general bus services**
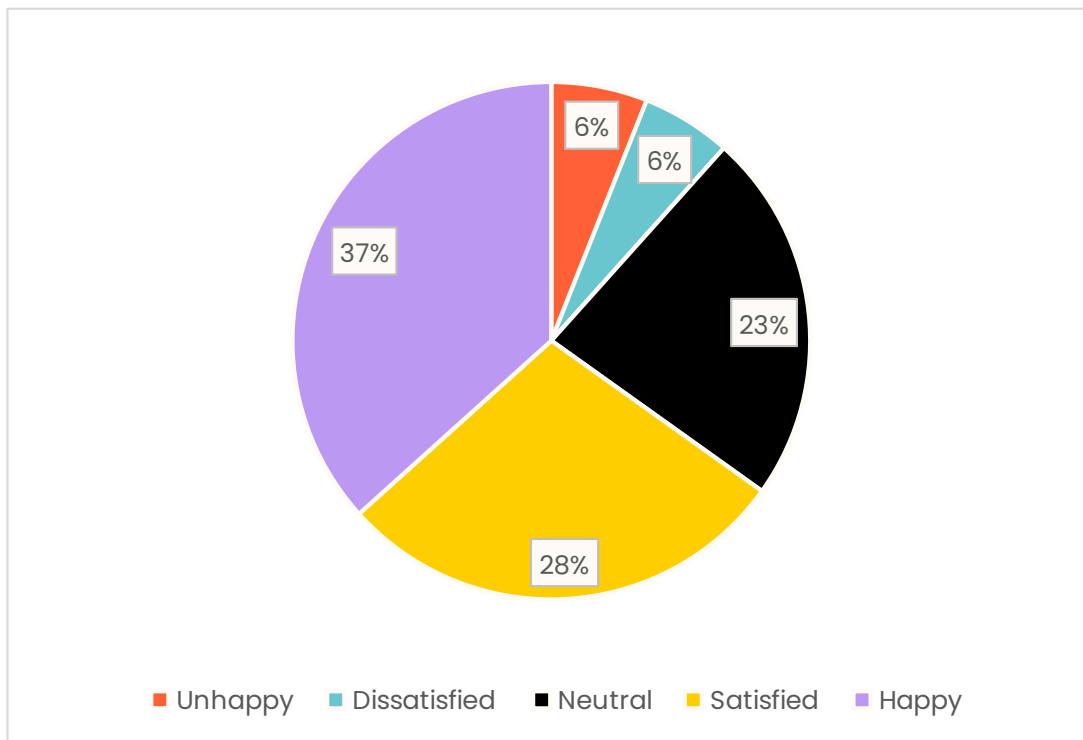


Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 10. 218 comments were received from respondents. Common themes emerging from responses included:

- **Cost and Frequency:** Address the high costs and infrequent service of the present Park and Ride system to ensure affordability and attractive service frequency.

- ▣ **Operational Hours of Buse Services:** Extend operational hours of bus services to early mornings, evenings, Sundays and public holidays to support businesses and the hospitality sector in the town centre.
- ▣ **Location of relocated Park and Ride sites:** Evaluate the rationale behind relocating Park and Ride sites, considering factors such as accessibility, route efficiency and potential impacts on rural bus services.
- ▣ **Greenfield impact:** Consider how new Park and Ride sites might impact greenfield sites.

### Intervention 11 – Enhance Park and Ride offer

Respondents were asked how they feel about providing a new Park and Ride site to the east of Shrewsbury. As Figure 27 shows, of the 496 respondents who answered this question, 62% (n=309) were *"satisfied"* or *"happy"* with the intervention. Out of these responses, 32% (n=161) were *"happy"* and 30% (n=148) were *"satisfied"*. In contrast, 8% (n=42) were *"unhappy"* or *"dissatisfied"* with the intervention. 4% (n=22) were *"unhappy"* whilst 4% (n=20) were *"dissatisfied"*. A further 29% of respondents (n=145) stated *"neutral"*.

*Figure 27: Feelings on providing a new Park and Ride site to the east of Shrewsbury*
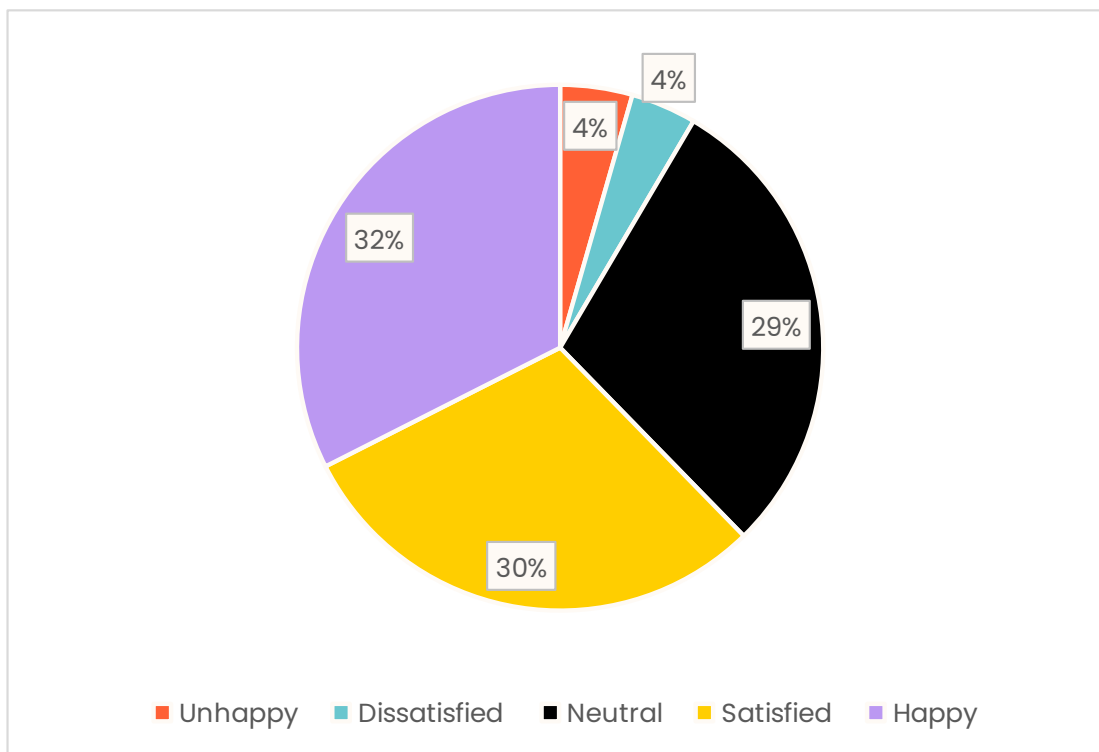


Following this, respondents were asked how they feel about providing relocating Harlescott Park and Ride further north, closer to Battlefield Roundabout. As Figure

28 shows, of the 242 respondents who answered this question, 61% (n=147) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 31% (n=76) were *"happy"* and 29% (n=71) were *"satisfied"*. In contrast, 9% (n=22) were *"unhappy"* or *"dissatisfied"* with the intervention. 6% (n=15) were *"unhappy"* whilst 3% (n=7) were *"dissatisfied"*. A further 30% of respondents (n=73) stated *"neutral"*.

*Figure 28: Feelings on relocating Harlescott Park and Ride*
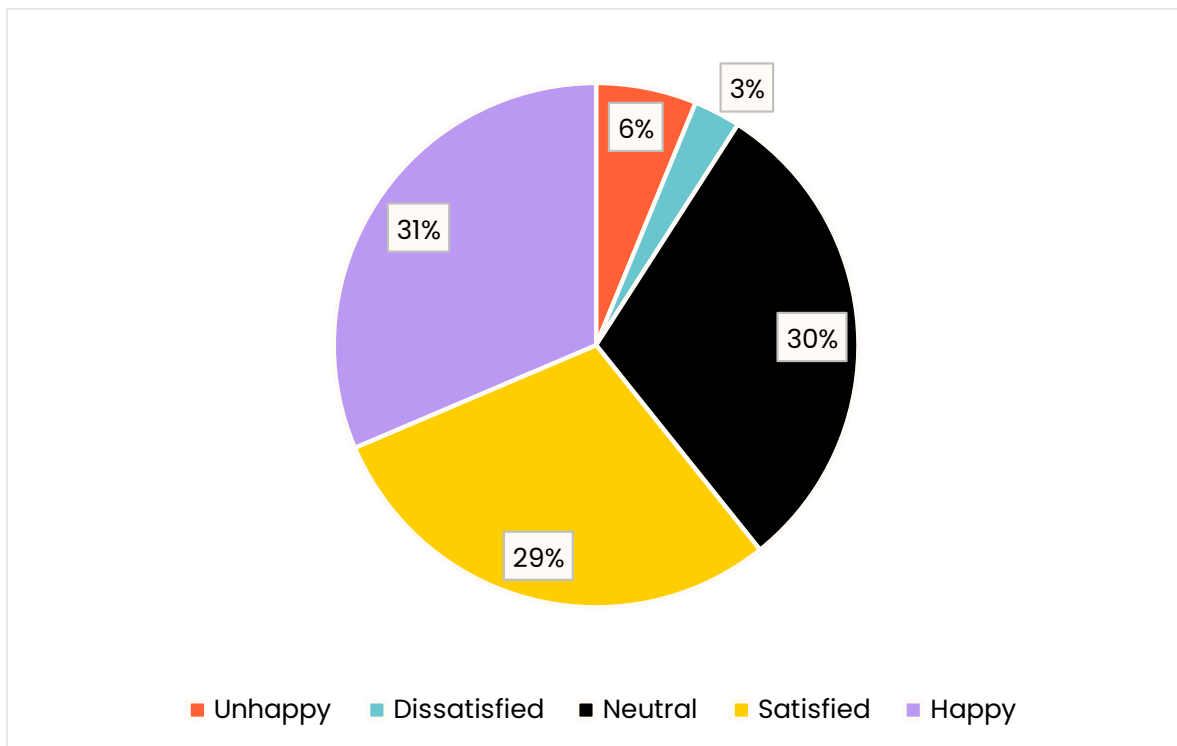


Respondents were asked how they feel about relocating Oxon Park and Ride to improve connections to the town centre from the west of Shrewsbury. As Figure 29 shows, of the 239 respondents who answered this question, 56% (n=133) were *"satisfied"* or *"happy"* with the intervention. Of these responses, 30% (n=72) were *"happy"* and 26% (n=61) were *"satisfied"*. In contrast, 16% (n=39) were *"unhappy"* or *"dissatisfied"* with the intervention. 10% (n=25) were *"unhappy"* whilst 6% (n=14) were *"dissatisfied"*. A further 28% of respondents (n=67) stated *"neutral"*.

*Figure 29: Feelings on relocating Oxon Park and Ride*
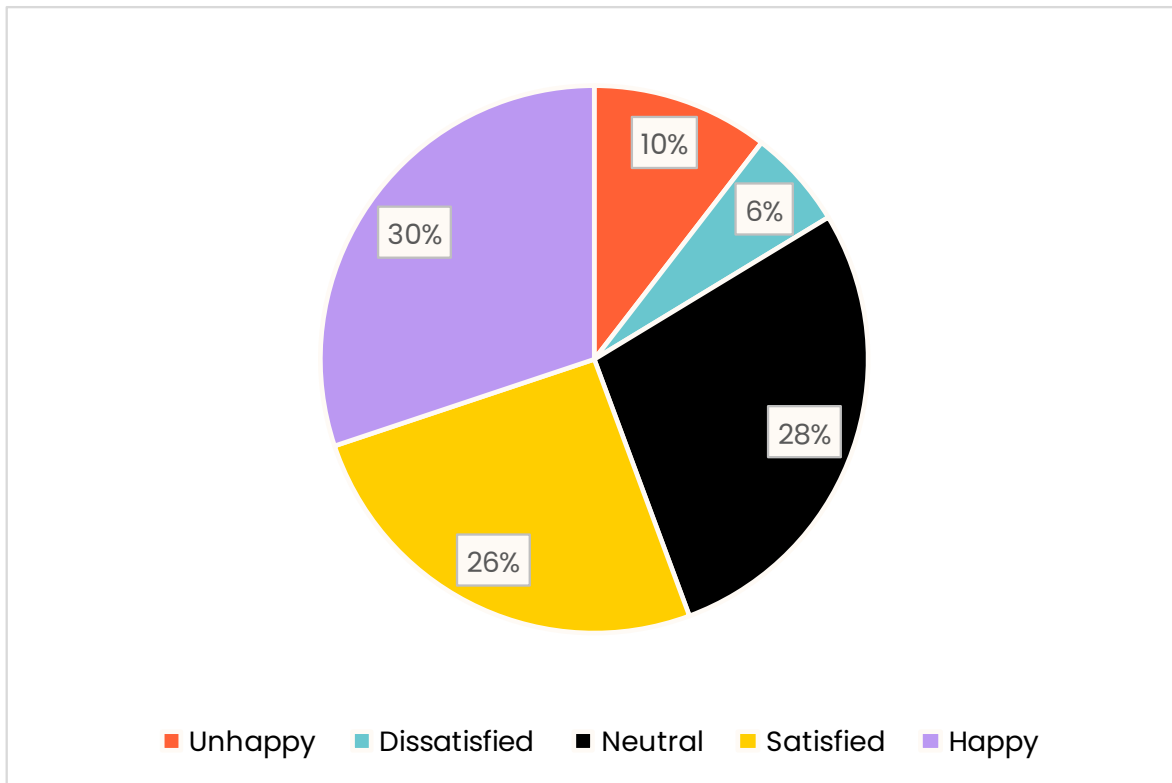


Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 11. 175 comments were received from respondents. Common themes from responses included:

- **Affordability:** Respondents noted the importance of cost-effective solutions and advocated for refurbishment of existing Park and Ride facilities rather than new Park and Ride sites to save costs. Concerns were also raised regarding availability of funding for this intervention.
- **Traffic and Congestion :** Concerns raised about potential traffic congestion and increased journey times due to Park and Ride relocations and new developments.
- **Regional connectivity:** Consider the impact of Park and Ride developments on regional connectivity, especially in relation to proposed infrastructure projects such as the North West Relief Road (NWRR).
- **Hospital access:** Welcomed suggestions regarding improved access to Royal Shrewsbury Hospital through Park and Ride services, especially for patients and visitors.

**You said**: There is broad support for proposals to provide a new Park and Ride site to the east of Shrewsbury as well as relocating Harlescott/ Oxon Park and Ride

sites. However, respondents need further information on if relocating the sites would cause greater traffic congestion as well as concerns over the affordability of relocating existing Park and Ride sites.

## Intervention 12 – Provide bus priority measures on key routes into the town centre

Respondents were asked to rank how they feel about Intervention 12 –"*Provide bus priority measures on key routes into the town centre*". As Figure 30 shows, of the 498 respondents who answered this question, 57% (n=285) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 29% (n=144) were *"happy"* and 28% (n=141) were *"satisfied"*. In contrast, 15% (n=74) were *"unhappy"* or *"dissatisfied"* with the intervention. 9% (n=45) were *"unhappy"* whilst 6% (n=29) were *"dissatisfied"*. A further 28% of respondents (n=139) stated *"neutral"*.

*Figure 30: Feelings on providing bus priority measures on key routes into the town centre*
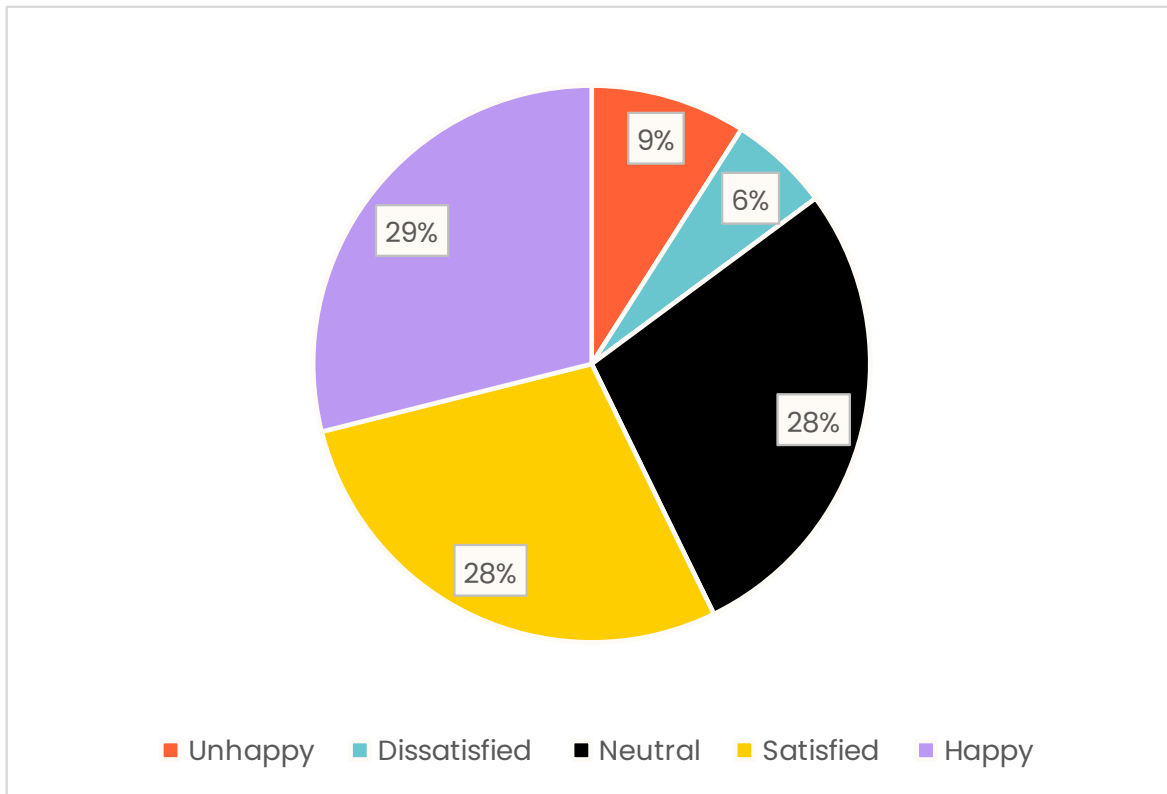


Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 12. 189 comments were received from respondents. Common themes emerging from responses included:

- **Real time information and digitisation:** Calls for improved bus services and infrastructure with real-time information, digital route maps and efficient journey planning.
- **Infrastructure and Facilities:** Requests for modernisation of Shrewsbury Bus Station and bus stands across the town, cleaner buses, integrated ticketing and facilities that are accessible for different user groups, including wheelchair users.
- **Reliability:** Many respondents noted the need for reliable, frequent and affordable bus services to encourage public transport usage.
- **Safety:** Concerns about safety, particularly regarding narrow roads where bus priority measures could be implemented and the potential impact this may have on pedestrians.
- **Balancing priorities**: Many respondents expressed the need to balance priorities between private motor vehicles and buses, ensuring that both can access the town centre effectively.

**You said**: Bus priority measures across the town need to be balanced with continuing to provide access to the town centre by private motor vehicle.

### Intervention 13 – Revise existing bus routes and frequency across Shrewsbury

Respondents were asked to rank how they feel about Intervention 13 – *"Revise existing bus routes and frequency across Shrewsbury".* As Figure 31 shows, of the 475 respondents who answered this question, 52% (n=248) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 28% (n=133) were *"happy"* and 24% (n=115) were *"satisfied"*. In contrast, 22% (n=101) were *"unhappy"* or *"dissatisfied"* with the intervention. 10% (n=46) were *"unhappy"* whilst 12% (n=55) were *"dissatisfied"*. A further 27% of respondents (n=126) stated *"neutral"*.

*Figure 31: Feelings on revising bus routes and frequency across Shrewsbury*



Pie chart legend: ■ Unhappy ■ Dissatisfied ■ Neutral ■ Satisfied ■ Happy
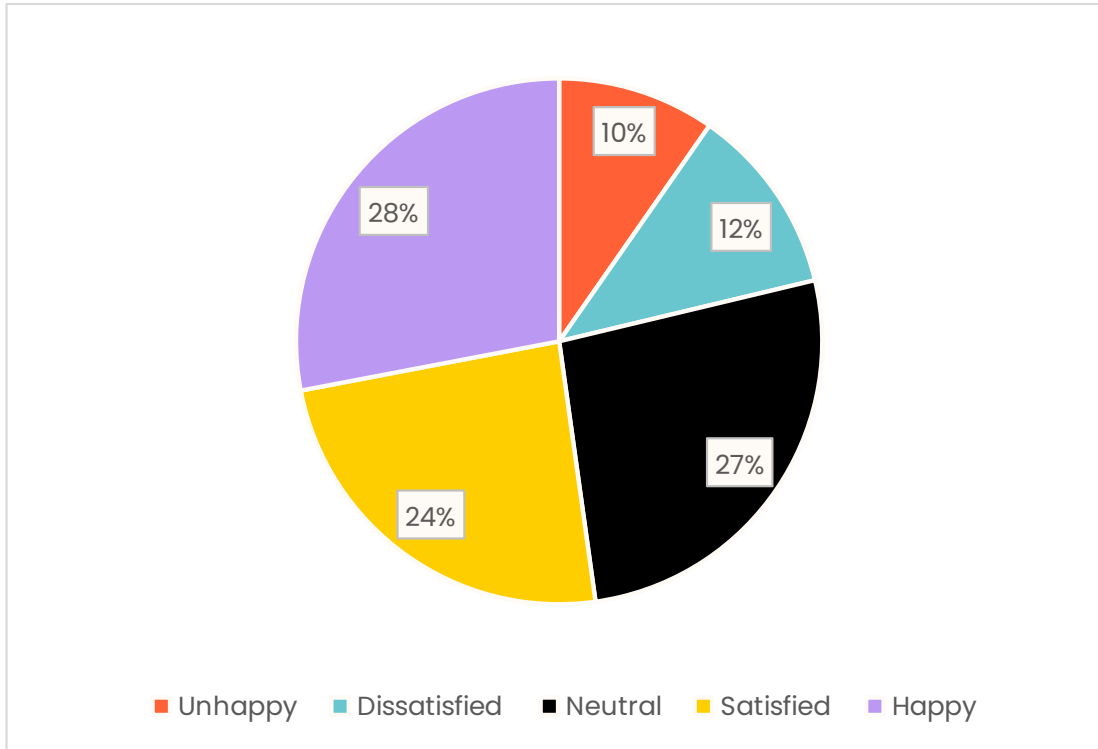
Respondents were also asked how they feel about expanding the Demand Responsive Transport System in Shrewsbury so that it operates in more rural areas of the town. As Figure 32 shows, of the 177 respondents who answered this question, 58% (n=102) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 31% (n=55) were *"happy"* and 27% (n=47) were *"satisfied"*. In contrast, 17% (n=30) were *"unhappy"* or *"dissatisfied"* with the intervention. 10% (n=17) were *"unhappy"* whilst 7% (n=13) were *"dissatisfied"*. A further 25% of respondents (n=45) stated "*neutral*".

*Figure 32: Feelings on expanding the Demand Responsive Transport System across Shrewsbury*
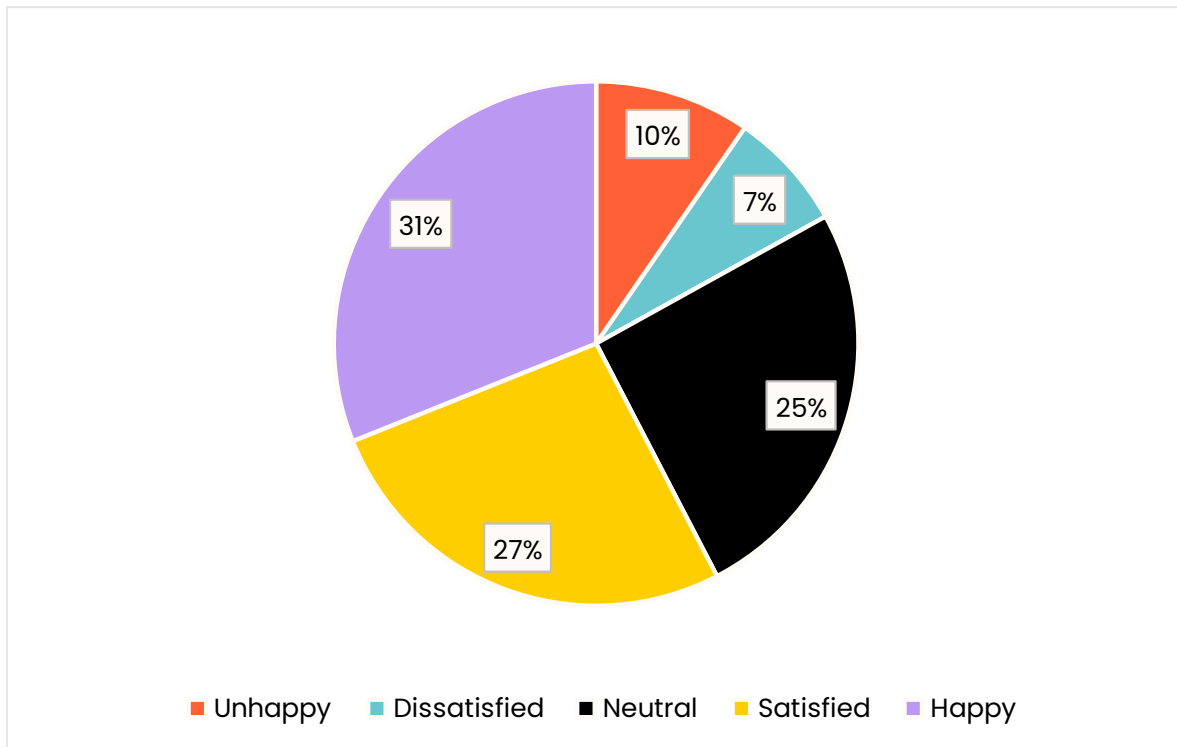


Pie chart with segments:
- 10% Unhappy (orange)
- 7% Dissatisfied (teal)
- 25% Neutral (black)
- 27% Satisfied (yellow)
- 31% Happy (purple)

■ Unhappy　■ Dissatisfied　■ Neutral　■ Satisfied　■ Happy

Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 13. 314 comments were received from respondents. Common themes emerging from responses included:

- ▣ **Frequency and Reliability:** There is a strong desire for more frequent and reliable bus services, especially during evenings and Sundays.
- ▣ **Coverage:** Respondents noted areas such as Meole Brace, Underdale, and Monkmoor/Kingsland that would benefit from greater bus frequencies.
- ▣ **Demand-Responsive Transport:** There were mixed views on demand-responsive transport, with some respondents viewing it as a possible solution, and others sceptical about the effectiveness, cost, and impact on existing services.
- ▣ **Rural Areas:** Many respondents highlighted the importance of providing public transport in rural and outlying areas, including school transport.
- ▣ **User Experience:** Many respondents noted the need to improve the user experience, including provision of clear information, clean waiting areas, real-time updates, and user-friendly booking systems.

**You said**: Respondents generally agreed that bus frequencies need to be improved across Shrewsbury. However, respondents would like to see further

information on the viability and success of the Demand Responsive Transport System prior to further expansion of the service. Respondents would also like to see further information on plans to provide real-time information and user-friendly booking systems.

## Intervention 14 – Enhance Shrewsbury Railway Station

Respondents were asked to rank how they feel about Intervention 14 –"*Enhance Shrewsbury Railway Station*". As Figure 33 shows, of the 495 respondents who answered this question, 68% (n=318) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses38 41% (n=187) were *"happy"* and 31% (n=151) were *"satisfied"*. In contrast, 12% (n=58) were *"unhappy"* or *"dissatisfied"* with the intervention. 7% (n=37) were *"unhappy"* whilst 4% (n=21) were *"dissatisfied"*. A further 20% of respondents (n=99) stated *"neutral"*.

*Figure 33: Feelings on enhancing Shrewsbury Railway Station*
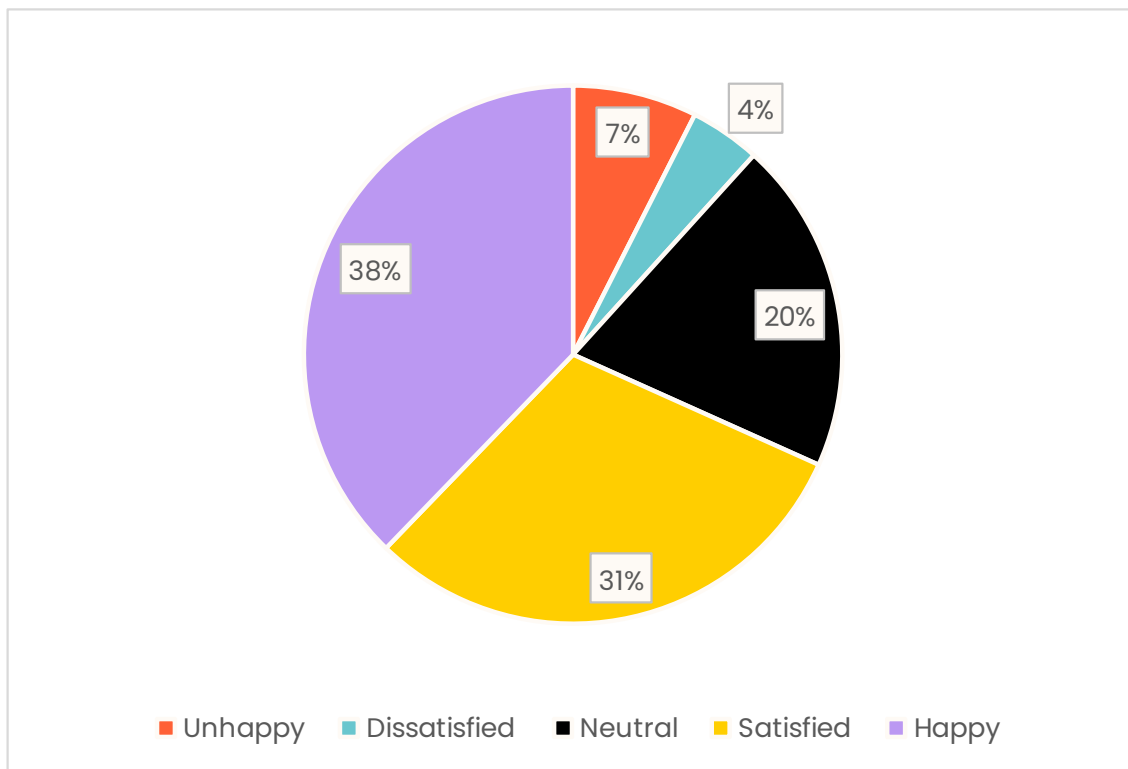


Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 14. 192 comments were received from respondents, and comment themes included:

> ↪ **Traffic Management**:  Many respondents suggested to reduce car parking and increase cycle parking at Shrewsbury Railway Station, with the

potential to implement two-way entrances, and relocate drop-off points at the station to alleviate traffic congestion.

- **Railway Challenges**: Concerns were raised over the effectiveness of train station upgrades due to recent rail strikes and flooding on the train lines.
- **Public Realm Improvements**: Many respondents suggested improving the public realm of the station forecourt, including introducing more green spaces and reducing vehicle dominance.
- **Road Infrastructure Challenges:** Concerns were raised over the suitability of Howard Street as a new place for drop off and pick up activity due to the narrow street layout and potential high traffic flows that would be associated with drop off and pick up activity.

**You said**: Additional details are needed regarding how the drop-off and pick-up facility at Howard Street would operate, along with a comprehensive overview of the plans for the reimagined forecourt at Shrewsbury Railway Station.

## Intervention 15 – Provide new public transport interchange facilities in the town centre

Respondents were asked to rank how they feel about Intervention 15 – "*Provide new public transport interchange facilities in the town centre*". As Figure 34 shows, of the 484 respondents who answered this question, 53% (n=257) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 27% (n=133) were *"happy"* and 26% (n=124) were *"satisfied"*. In contrast, 17% (n=80) were *"unhappy"* or *"dissatisfied"* with the intervention. 9% (n=42) were *"unhappy"* whilst 8% (n=38) were *"dissatisfied"*. A further 30% of respondents (n=147) stated *"neutral"*.

*Figure 34: Feelings on providing new public transport interchange facilities in the town centre*



Figure 34 legend: ■ Unhappy ■ Dissatisfied ■ Neutral ■ Satisfied ■ Happy
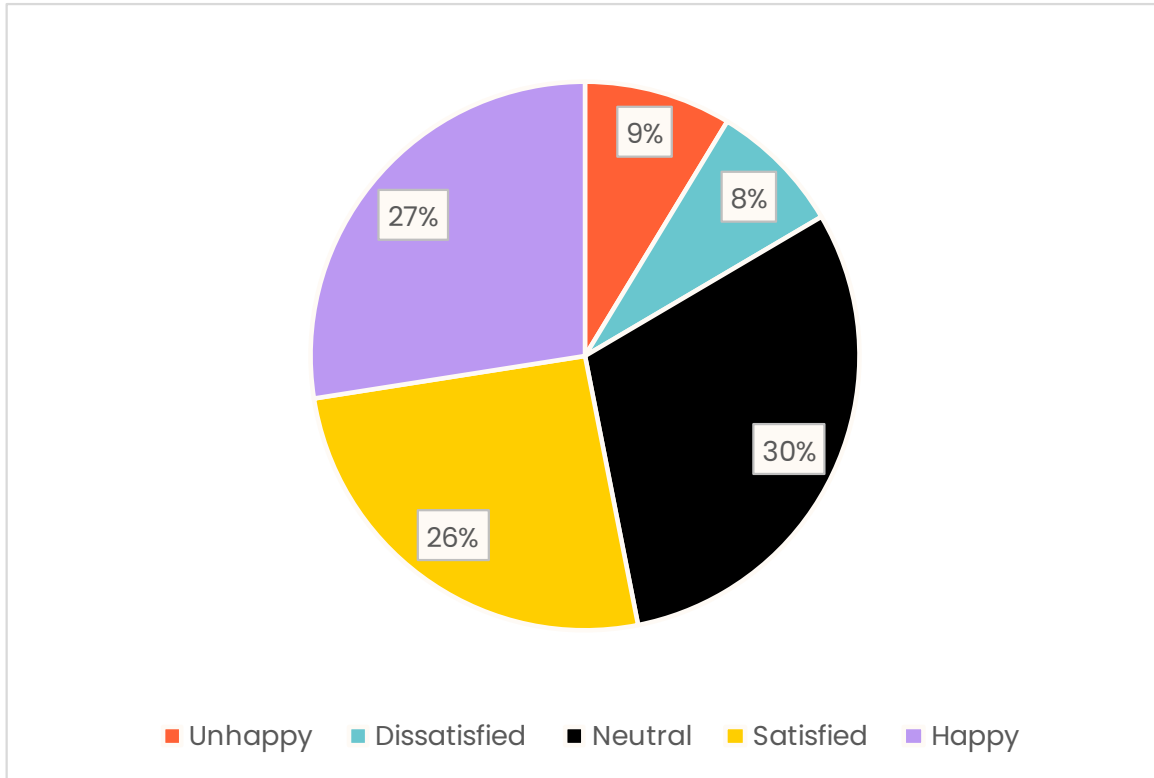
A cross-tabulation of feelings towards Intervention 15 by age of respondent was undertaken and results are presented in Figure 35. The analysis revealed that intervention 15 was most popular among 16-24 year olds (86%, n=25 stated they were "happy" or "satisfied"), with a similar proportion of 35-44 year olds also being "happy" or "satisfied" with this intervention (81%, n=17). Intervention 1 was least popular among respondents aged 85 or over (100%, n=1 stated they were "unhappy" or "dissatisfied"), with a similar proportion of 75-84 year olds (33%, n=2) also stating they were "unhappy" or "dissatisfied". However, it is important to note the low response rate to this question from respondents aged 85 or over (n=1) and respondents aged 75 – 84 (n=6). A total of 28 respondents did not provide their age (either preferred not to say or did not answer the question "what is your age group?"

*Figure 35 Responses to intervention 15 by age*
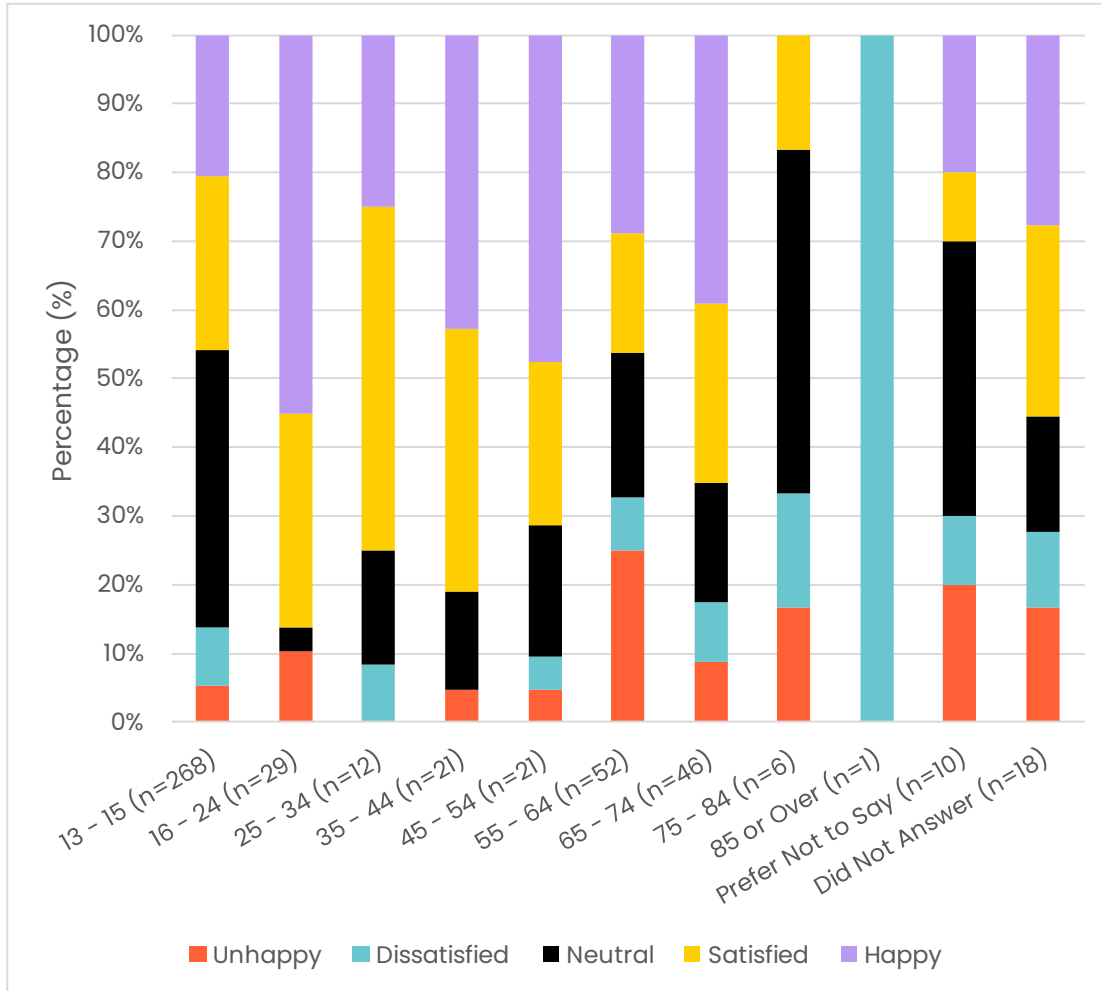


Respondents were also asked if they think that there should be one or multiple public transport facilities across the town centre. As Figure 36 shows, of the 157 respondents who were asked this question, 64% (n=100) of respondents stated that they think there should be one public transport interchange facility whilst 36% (n=57) of respondents stated that they think there should be multiple public transport interchange facilities.

*Figure 36: Feeling on interchange facilities across the town centre*
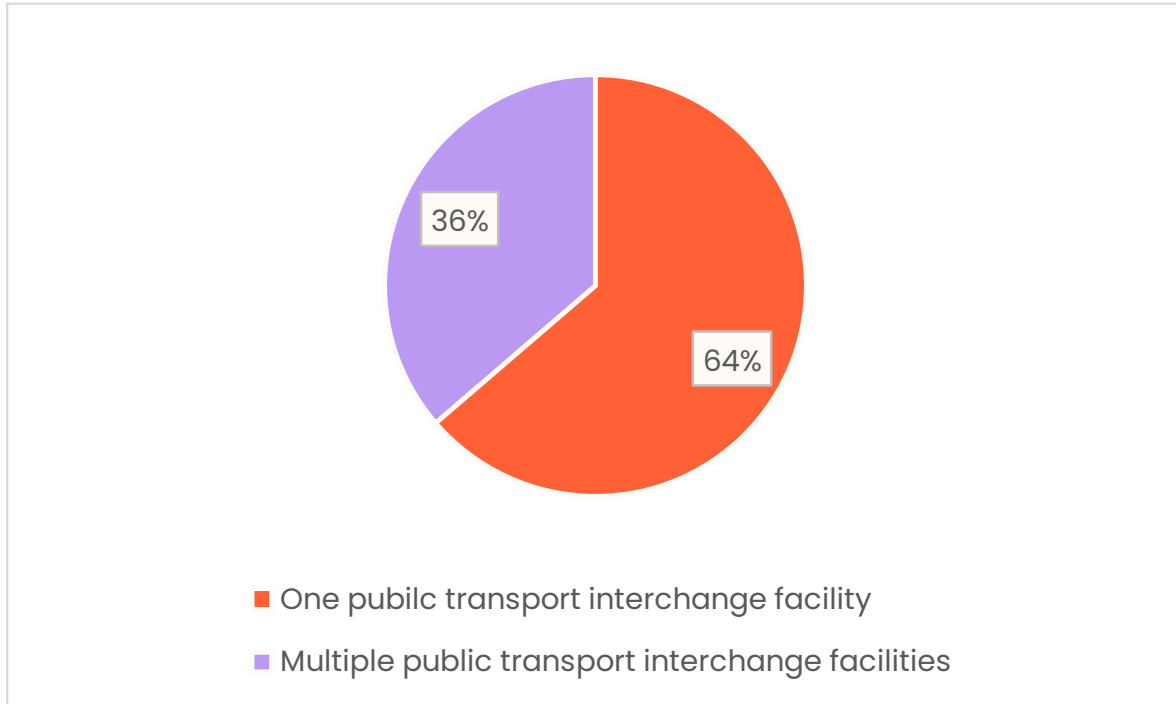


- One pubilc transport interchange facility
- Multiple public transport interchange facilities

Respondents were given the opportunity to provide any comments they would like to make regarding Intervention 15. 320 comments were received from respondents. Common themes emerging from responses included:

- **Retaining Existing Bus Station:** Many respondents expressed a preference for retaining and updating the existing bus station due to the bus station's proximity to the railway station and familiarity to users.
- **Efficiency and Convenience**: Many respondents emphasised that efficiency and convenience were very important to them, and there should be short travel time between the railway station and transport interchange facilities, as well as between platforms in Shrewsbury Railway Station.
- **Fragmentation of Services**: Concerns were raised over the potential for services to be fragmented if there were multiple transport interchange facilities, potentially introducing confusion and increasing travel time for users.
- **Accessibility**: Accessibility was cited as a top priority, including better facilities for users with mobility issues, and accessible transfers between transport modes including the possibility of shuttle buses between the railway station and other transport facilities.

☒ **Preference for Cost-Effective Solutions:** Many respondents expressed a preference for cost-effective solutions such as refurbishing the existing bus station rather than building new transport interchange facilities.

**You said**: Further clarity is required regarding bus facilities in the town centre, including where they will be located, what facilities will be provided and how the connection to the Railway Station will be provided. There was also a preference to maintain one interchange facility, with concerns that multiple interchanges could be confusing for passengers.

## Intervention 16 – Provide Parkway Station Shrewsbury East

Respondents were asked to rank how they feel about Intervention 16 – *"Provide Parkway Station Shrewsbury East".* As Figure 37 shows, of the 496 respondents who answered this question, 58% (n=288) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 35% (n=173) were *"happy"* and 23% (n=115) were *"satisfied"*. In contrast, 18% (n=89) were *"unhappy"* or *"dissatisfied"* with the intervention. 8% (n=41) were *"unhappy"* whilst 10% (n=48) were *"dissatisfied"*. A further 24% of respondents (n=119) stated *"neutral"*.

*Figure 37: Feelings on providing Parkway Station Shrewsbury East*
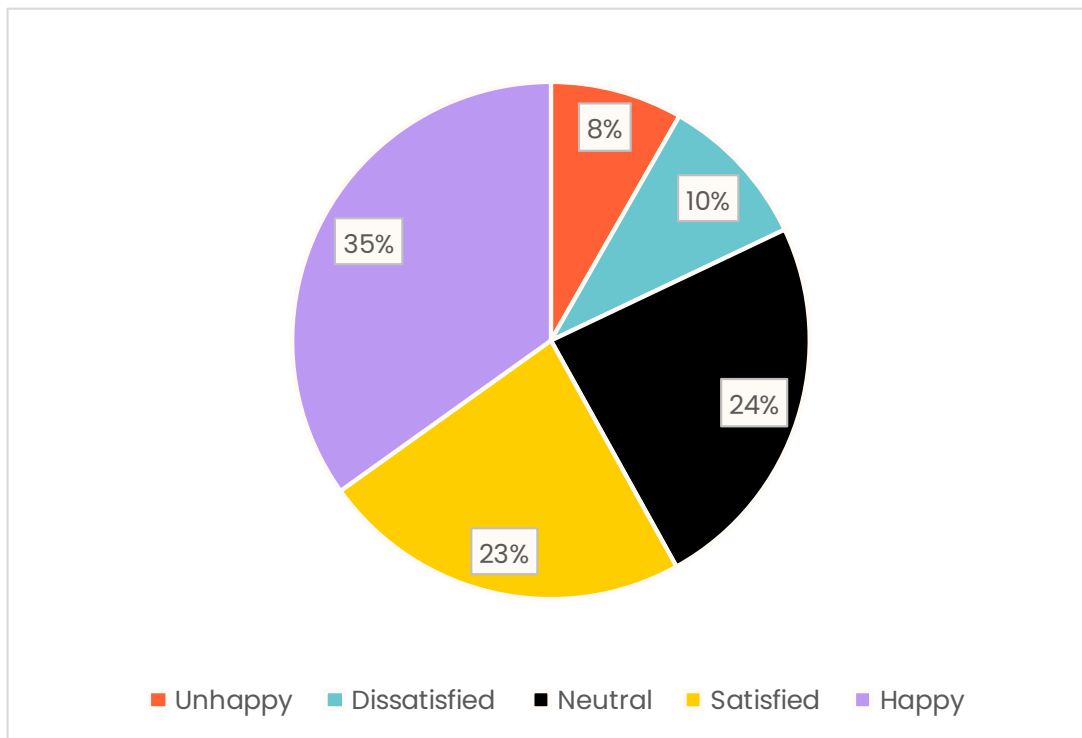


A cross-tabulation of feelings towards Intervention 16 by age of respondent was undertaken and the results are presented in Figure 38. The analysis revealed that

intervention 16 was most popular among 16-24 year olds (84%, n=26 stated they were "happy" or "satisfied"), with a similar proportion of 25-34 year olds also being happy or satisfied with this intervention (82%, n=9). Intervention 16 was least popular among respondents aged 35-44 (23%, n=5), with a similar proportion of 55-64 year olds (23%, n=12) also stating they were "unhappy" or "dissatisfied". No respondent aged 85 or over answered this question. A total of 33 respondents did not provide their age (either preferred not to say or did not answer the question "what is your age group?"

Overall, all respondent age groups responded more positively then negatively to intervention 16.

*Figure 38 Intervention 16 responses by age*
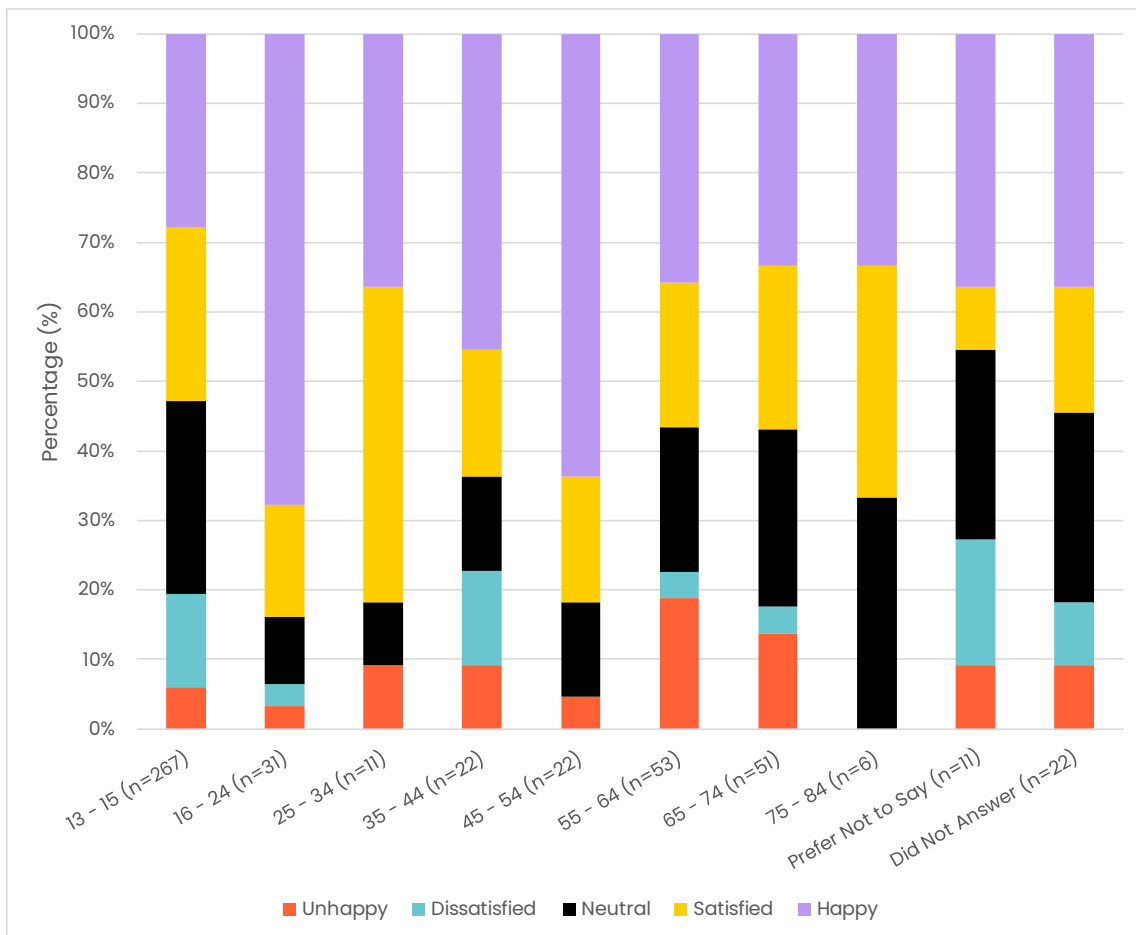


Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 16. 324 comments were received from respondents. Common themes emerging from responses included:

- ⤷ **Traffic Management:** Respondents expressed a concern with managing increased vehicle traffic around Shrewsbury Railway Station and noted the need for infrastructure improvements on these roads.
- ⤷ **Railway Electrification**: Many respondents have highlighted the importance of electrifying the railway line to improve travel times and connections to Birmingham.
- ⤷ **Impact on Shrewsbury Town Centre**: Concerns were raised over the potential negative impacts of creating a Parkway Station to Shrewsbury Town Centre, such as reducing incidental visits to existing businesses.
- ⤷ **Low Priority for Immediate Action**: Respondents have stated that whilst providing new railway stations in the Shrewsbury area is a good idea, it should not be deemed as an immediate priority.
- ⤷ **Location Concerns**: Respondents expressed concern over the Parkway Station in terms of its location, particularly due to the area being susceptible to flooding.

**You said**: Respondents would like to see detailed plans developed for the Parkway Station, including greater clarity over how the design of the Parkway Station would seek to mitigate extreme weather events. Respondents also stated that whilst the intervention is reasonable, electrification of the railway line to Birmingham is required.

## Intervention 17 – Implement a water taxi along the river, with regular stops (subject to water levels)

Respondents were asked to rank how they feel about Intervention 17 – *"Implement a water taxi along the river, with regular stops (subject to water levels)"*. As Figure 39 shows, of the 505 respondents who answered this question, 58% (n=294) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 35% (n=179) were *"happy"* and 23% (n=115) were *"satisfied"*. In contrast, 17% (n=84) were *"unhappy"* or *"dissatisfied"* with the intervention. 9% (n=43) were *"unhappy"* whilst 8% (n=41) were *"dissatisfied"*. A further 25% of respondents (n=127) stated *"neutral"*.

*Figure 39: Feelings on Implementing a water taxi along the river*



Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 17. 328 comments were received from respondents. Common themes emerging from responses included:
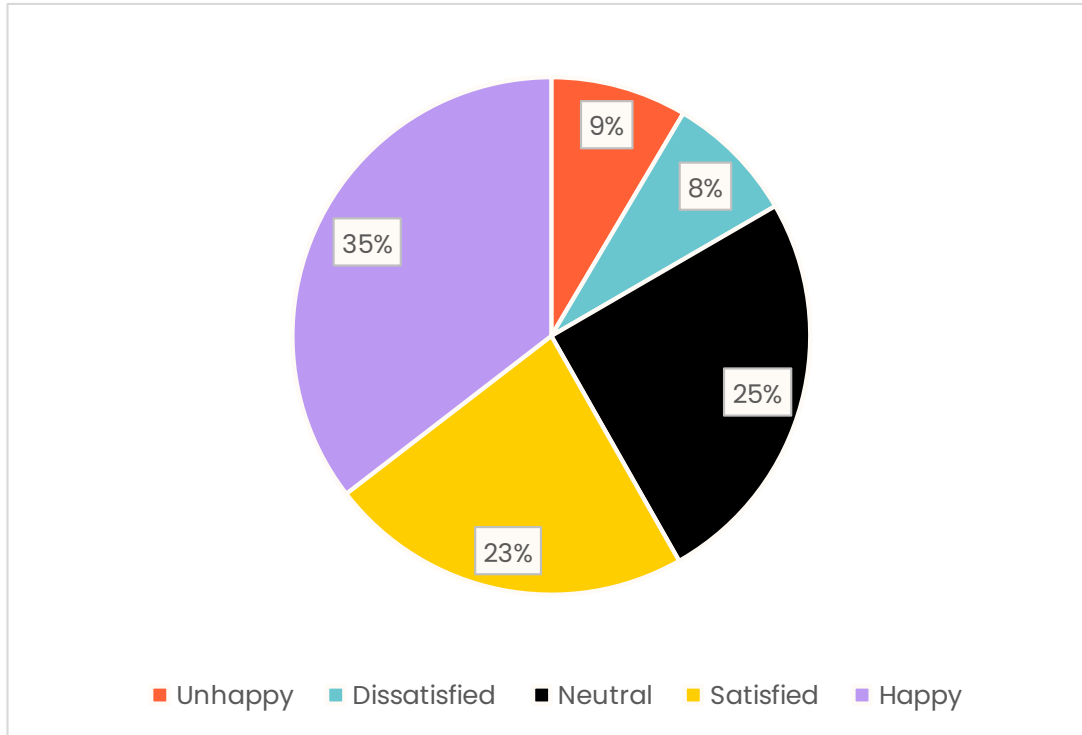
- **Tourism**:  Many respondents recognised the potential of a water taxi to attract tourists and to act as a leisure attraction but doubted its practicality or usefulness for local users.
- **Reliability and Practicality**:  Many respondents expressed concerns about the impact of weather and river conditions on the reliability and practicality of a water taxi service, especially during winter months. Dredging the river to address silt build-up and ensure navigability was emphasised.
- **Other River Users**:  Many respondents recognised the need to be sensitive to existing river users such as rowers and kayakers.
- **Environmental Concerns**:  Many respondents expressed concern over the potential disruption on the river environment, river serenity and pollution.
- **Cost and Viability**:  Many respondents expressed concern over the service's commercial viability, and its cost-effectiveness for both users and

operators. Questions were raised about funding and who will establish and maintain the service.

**You said**: More detailed analysis is required to understand if a water taxi operation along the River Severn viable, particularly given the  potential for silt build-up and river pollution. There is also a need to understand an operation would be cost effective and to ensure that any proposal is not detrimental to other river users.

### Intervention 18 – Expansion of mobility hubs across Shrewsbury, including creating Park and Choose sites

Respondents were asked to rank how they feel about Intervention 18 –"*Expansion of mobility hubs across Shrewsbury, including creating Park and Choose sites*". As Figure 40 shows, of the 480 respondents who answered this question, 61% (n=294) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 31% (n=148) were *"happy"* and 30% (n=146) were *"satisfied"*. In contrast, 13% (n=61) were *"unhappy"* or *"dissatisfied"* with the intervention. 7% (n=35) were *"unhappy"* whilst 5% (n=26) were *"dissatisfied"*. A further 26% of respondents (n=125) stated *"neutral"*.

*Figure 40: Feelings on expanding mobility hubs across Shrewsbury*



Legend: ■ Unhappy  ■ Dissatisfied  ■ Neutral  ■ Satisfied  ■ Happy
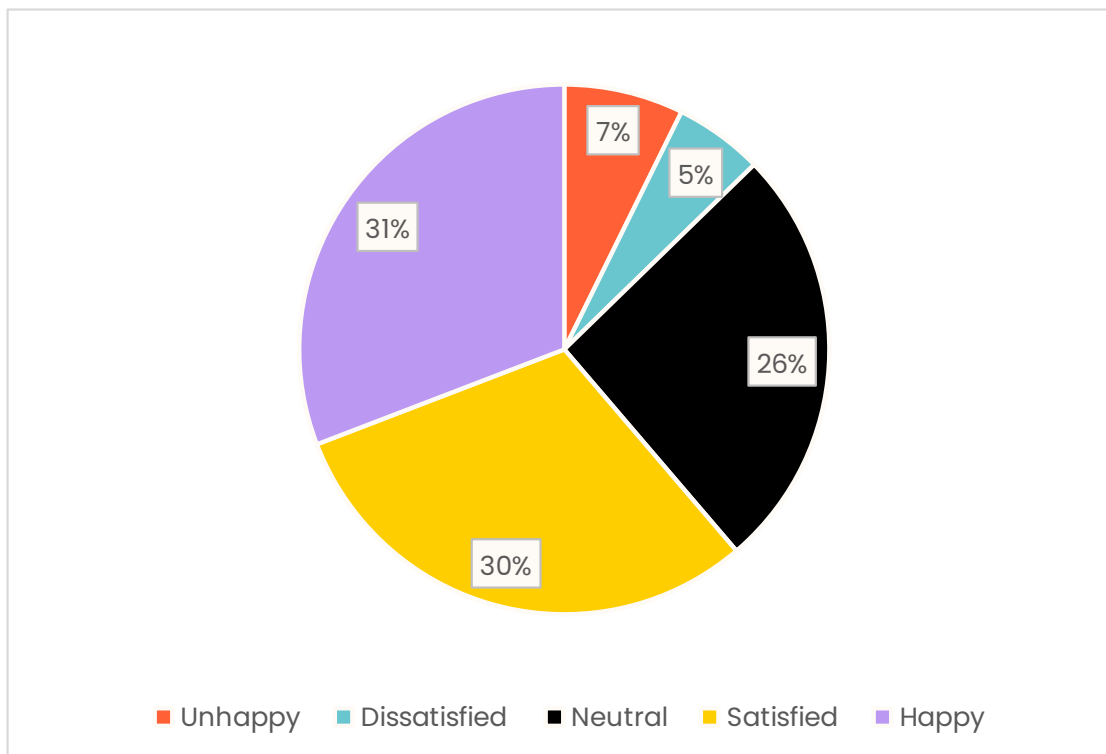
Respondents were also asked what sustainable modes of transport they would like to see at mobility hubs. Respondents were able to select multiple answers to this question. As Figure 41 shows, of the 168 responses that were provided, there was a preference for buses (52%, n=88) and e-bikes (18%, n=31). The least popular option was E-scooters, with only 3% of respondents (n=5) selecting this option. Of those respondents who stated 'other' (7%, n=12) a preference for standard bicycles and cars was noted as modes of transport they would like to see available at mobility hubs.

*Figure 41: What sustainable modes of transport respondents would like to see be available at mobility hubs*
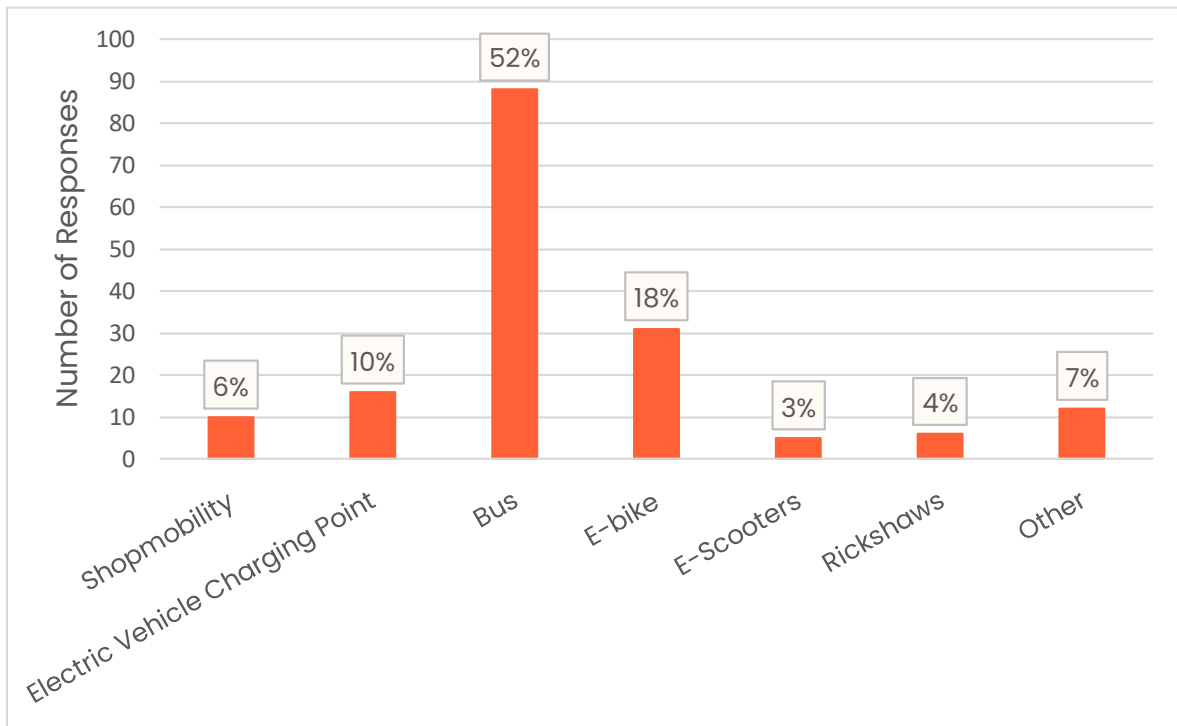


Respondents were also asked what other amenities they would like to see at mobility hubs. As Figure 42 shows, of the 145 responses that were provided, there was a preference for provision of covered waiting areas (48%, n=70) and planting / trees (25%, n=36). The least preferable option was for package delivery lockers, with only 4% of respondents (n=6) stating this option. Of those respondents who stated other (10%, n=15) a preference for toilets and charging facilities for e-charging was noted as amenities they would like to see available at mobility hubs.

*Figure 42: What other amenities respondents would like to see at mobility hubs*
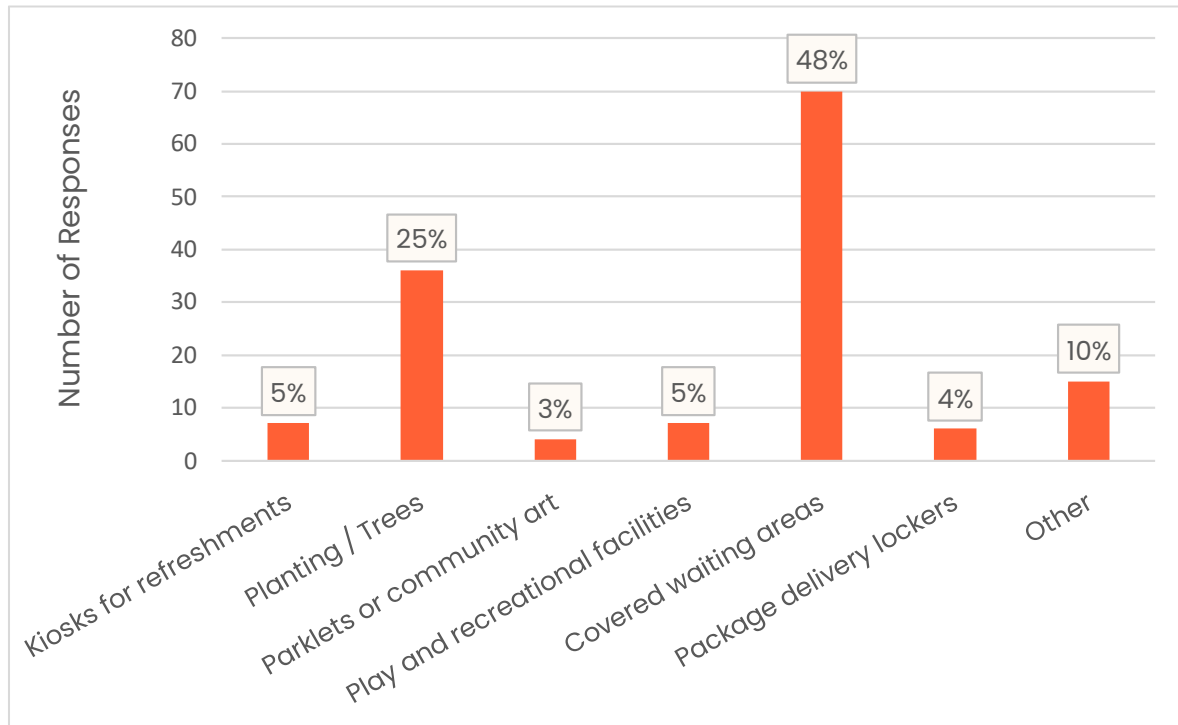
Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 18. 156 comments were received from respondents. Common themes emerging from responses included:

- ⊠ **Micromobility**: There were varied opinions on the viability and effectiveness of micromobility options such as e-scooters and e-bikes, with concerns about safety, vandalism, and practicality.
- ⊠ **Feasibility**: Many respondents expressed scepticism over the feasibility and practicality of cycling and rickshaws due to the topography of Shrewsbury.

**You said**:  Further clarity is required as to how micromobility options would be operated across the town, ensuring that they do not pose adverse effects on travelling around Shrewsbury. There is also a need to assess the feasibility of micromobility options to ensure that there would be sufficient demand.

## Additional comments received during consultation period

Responses received to the consultation via email have been summarised and categorised based on the relevant key theme. In total, 33 respondents made additional comments regarding the key theme of "*Public transport and micromobility*". Common themes emerging from these responses included:

- **Infrastructure:** Respondents took the opportunity to note the interdependencies between 'Intervention 3: Provide a two-way bus corridor across the town centre' and other interventions outlined within this key theme, with concerns over the town's narrow streets and the need for joined up thinking in regards to complementary measures to boost bus patronage (e.g. covered bus stops, digital displays and real-time information).
- **Environmental Impact:** Concerns about the potential increase in emissions and pollution, particularly regarding the water taxi service.
- **Frequency and Unreliability:** Concerns about the unreliability of current bus services and long waiting times for services. There is also a desire for more frequent and regular bus schedules, especially during the evenings and weekends.
- **Cost:** Issues regarding the high cost of bus fares, particularly for regular travellers.

**You said**: Detailed analysis is required to assess the viability of buses travelling around narrow streets within the town centre. Respondents also want to see more frequent and regular bus services to better meet the need of residents and visitors to Shrewsbury. An environmental impact assessment would also be welcomed to understand and mitigate any adverse effects that the water taxi service could have.

# Analysis – Parking Plus

## Intervention 19 – Implement a graduated system of parking charges, increasing in stages as parking becomes more central[7]

Respondents were asked to rank how they feel about Intervention 19 – *"Implement a graduated system of parking charges, increasing in stages as parking becomes more central"*. As Figure 43 shows, of the 496 respondents who answered this question, 38% (n=189) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 20% (n=98) were *"happy"* and 18% (n=91) were *"satisfied"*. 41% (n=205) were *"unhappy"* or *"dissatisfied"* with the proposed Intervention. 25% (n=126) were *"unhappy"* whilst 16% (n=79) were *"dissatisfied"*. A further 21% of respondents (n=102) stated *"neutral"*.

***Figure 43: Feelings on Implementing a graduated system of parking charges***



Legend: ■ Unhappy ■ Dissatisfied ■ Neutral ■ Satisfied ■ Happy

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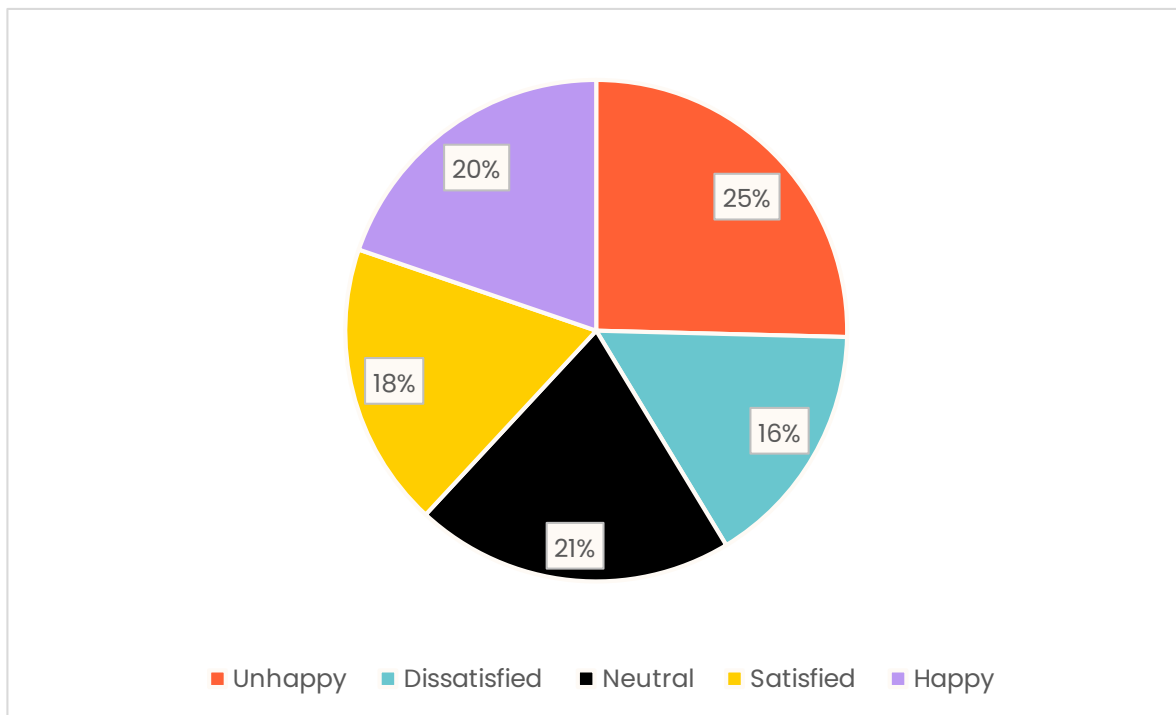
[7] N.b. The MPSS consultation was undertaken concurrently as Shropshire Council approved plans to increase parking charges across Shrewsbury. Therefore, this could influence some of the responses obtained as part of this consultation.

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A cross-tabulation of feelings towards Intervention 19 by age of respondent was undertaken and the results are presented in Figure 44. The analysis revealed that intervention 19 was most popular among 75-84 year olds (75%, n=3 stated they were "happy" or "satisfied"), with a similar proportion of 65-74 year olds also being happy or satisfied with this intervention (66%, n=29). Intervention 19 was least popular among respondents aged 13-15 (46%, n=123), with a similar proportion of 16-24 year olds (46%, n=13) also stating they were "unhappy" or "dissatisfied". A total of 36 respondents did not provide their age (either preferred not to say or did not answer the question "what is your age group?"

*Figure 44 Responses to intervention 19 by age*
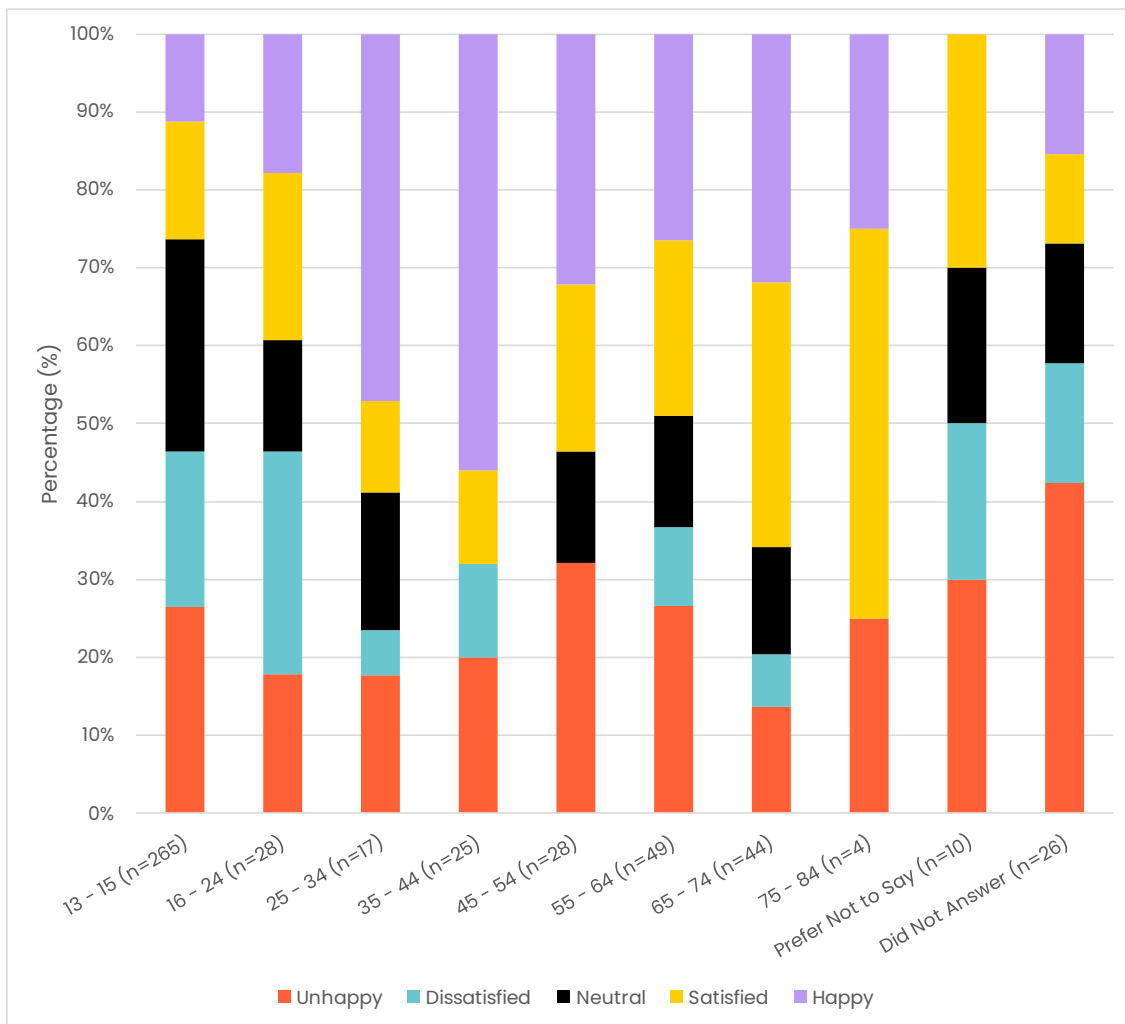


Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 19. 233 comments were received from respondents. Common themes emerging from responses included:

- ➦ **Parking Charges:** Many respondents expressed concern that increasing parking charges will deter people from visiting the town centre, and this does not reflect the needs of the majority of visitors who drive.
- ➦ **Residential Areas:** Many respondents fed back that increased charges in central areas will push more cars into surrounding neighbourhoods, exacerbating existing parking problems. It was noted that this displacement of parking is currently a significant issue in residential areas such as Coleham.
- ➦ **Economic Impact:** Many respondents expressed concern that increasing parking charges could affect local businesses, and higher charges in the evening could affect the nightlife and evening economy.
- ➦ **Delivery & Phasing:** Alternative transport options should be improved and made more attractive before implementing higher parking charges.
- ➦ **Accessibility:** Many respondents expressed concern over the increased parking charges affecting accessibility and impacting people's ability to visit the town centre, with further information required on the availability of Blue Badge parking.

**You said**:  A detailed assessment of parking is required to ensure that there is adequate parking supply for people who need to travel to Shrewsbury by private motor vehicle. Greater understanding on the phasing of parking charges across the town is required, with a need to improve the current conditions of alternative travel arrangements (walking, cycling, bus, train etc.) prior to implementing higher parking charges.

### Intervention 20 - Maintain level of provision of designated parking spaces for Blue Badge holders

Respondents were asked to rank how they feel about Intervention 20 – *"maintain level of provision of designated parking spaces for Blue Badge holders"*. As Figure 45  shows, of the 476 respondents who answered this question, 60% (n=287) of respondents were *"satisfied"* or *"happy"* with the intervention. Of these responses, 29% (n=140) were *"happy"* and 31% (n=147) were *"satisfied"*. In contrast, 10% (n=49) were *"unhappy"* or *"dissatisfied"* with the intervention. 6% (n=29) were *"unhappy"* whilst 4% (n=20) were *"dissatisfied"*. A further 29% of respondents (n=140) stated *"neutral"*.
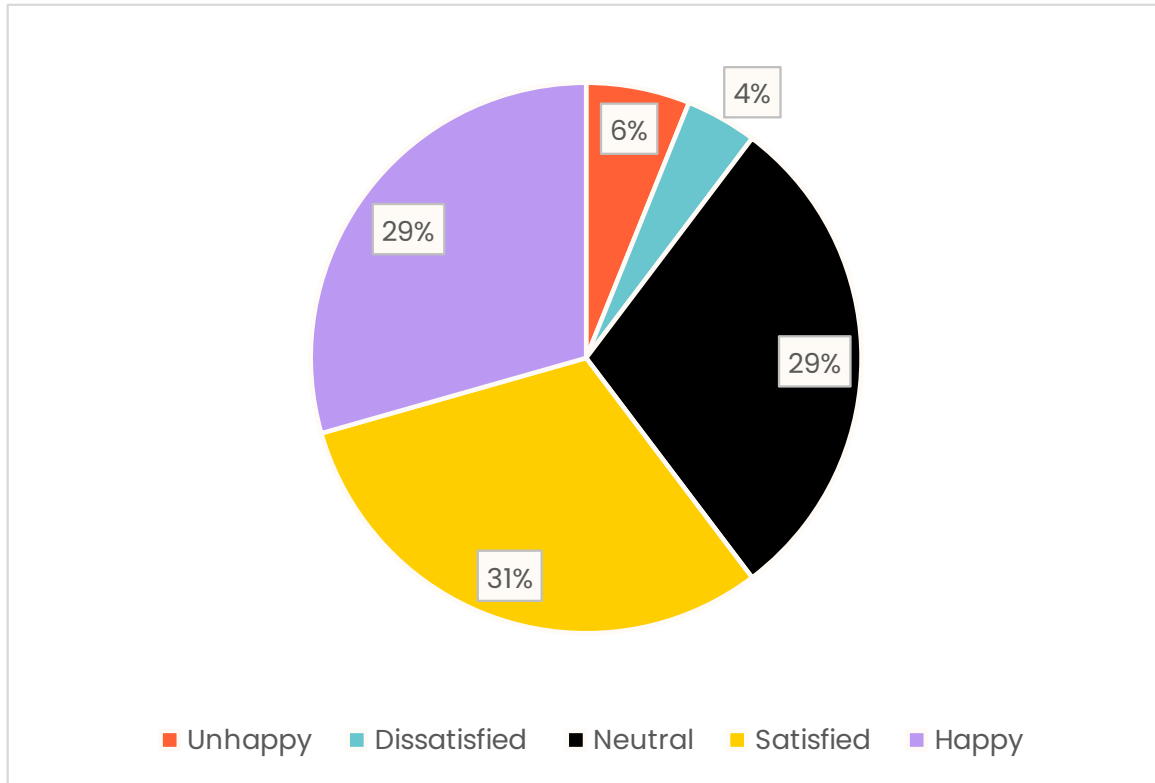
*Figure 45: Feelings on maintaining level of provision of designated parking spaces for Blue Badge holders*



Respondents were invited to indicate where if there are any key locations within the town centre where Blue Badge parking should be provided. Respondents were allowed to respond freely to this question. 50 responses were received, with common locations being noted including:

- St. Mary's Street and around St. Mary's Church;
- Barker Street car park;
- Shoplatch;
- Claremont Street;
- High Street;
- Princess Street;
- Mardol;
- Market Hall area;
- Belmont Street;
- Dogpole;
- Milk Street;
- Raven Meadows;
- Fish Street;
- Wyle Cop; and

- Frankwell

Respondents were given the opportunity to provide any further comments they would like to make regarding Intervention 20. 133 comments were received from respondents. Common themes emerging from responses included:

- **Abuse of Parking:** Many respondents expressed concern that Blue Badge parking could be abused so stricter enforcement measures would be needed to prevent misuse of designated spaces.
- **Hidden Disabilities:** Many respondents expressed consideration to individuals' with hidden disabilities and mobility impairments which may not qualify for a blue badge but still impact individuals' ability to access parking spaces.
- **Demographic Considerations:** Many respondents highlighted the ageing population and increasing number of blue badge holder as factors that should be considered in planning for accessibility in the town centre.
- **Public Transport Accessibility:** Suggestions were made to improve public transport accessibility for blue badge holders so that people have an alternative to travelling by private motor vehicle.
- **Consultation:** Many respondents emphasised the need for careful consideration and consultation before implementing any new measures as previous trials and changes have negatively impacted blue badge holders.

**You said**:  An assessment of Blue Badge parking spaces, conducted with Blue Badge holders, is required to understand key locations where parking is required.

## Additional comments received during consultation period

Responses received to the consultation via email have been summarised and categorised based on the relevant key theme. In total, 9 respondents made additional comments regarding the key theme of "*Parking Plus*". Common themes emerging from these responses included:

- **Parking Charges :** Disagreement with plans to increase parking charges in certain areas, particularly outside the town centre, due to concerns about practicality and convenience.
- **Community Engagement:** Respondents would like to see further community engagement and involvement in future consultations to ensure comprehensive feedback and representation of residents' concerns.

- **Blue Badge Holders:** More detailed information is needed on parking areas for Blue Badge holders, and considerations for those with hidden disabilities and mobility issues.

**You said**: Detailed discussions with communities across Shrewsbury to ensure residents' are able to have their say on proposals to increase parking charges across the town. There is also a need to ensure Blue Badge holders continue to be able to access key services within the town centre easily by private motor vehicle.

# *Analysis – Further comments on the MPSS*

Responses received to the consultation via email have been summarised and categorised based on the relevant theme. In total, 18 respondents made additional comments concerning Shrewsbury Moves.

Common themes emerging from these responses included:

- **Equity and Impact on Residents:** Concerns about the potential impact on different groups, particularly the elderly, disabled and rural residents, with emphasis on the need for inclusivity throughout all interventions.
- **Infrastructure:** Infrastructure upgrades were suggested, including road repairs, and traffic calming measures to provide more suitable conditions for walking and cycling.
- **Environmental and Health Benefits:** The proposals have been recognised to have potential environmental and health benefits, such as reducing traffic, improving air quality, and promoting active travel.
- **Local Context and Experience:** Importance of learning from past initiatives in Shrewsbury and other towns, and tailoring proposals to suit the specific needs and challenges of Shrewsbury.
- **Community Engagement:** Communication and engagement with the community, including addressing concerns raised by residents ensuring that all voices are heard.

**You said**: Respondents raised concerns regarding some groups (e.g. elderly, disabled and rural residents) being excluded from accessing the town centre by private motor vehicle. There was also a need to provide adequate infrastructure to encourage active travel across the town and respondents stressed the importance of continuous community engagement to ensure the local context is understood as interventions are developed further.

# Analysis – Delivery and Phasing

Respondents were presented with a high level phasing plan, outlining when interventions outlined within the strategy could be delivered in the Short Term (0-3 years) Medium Term (3 – 8 years) and Long Term (8+ years).

Respondents were then asked If they have any comments they would like to make regarding the phasing of interventions. 269 responses were received, with the following common themes emerging:

- **Pedestrian Infrastructure:** Respondents would like to see upgrades to pedestrian and cycling infrastructure sooner rather than waiting for 8+ years.
- **Dependencies:** Greater clarity on how other projects, such as the North West Relief Road are independent/dependent on the interventions outlined within the strategy.
- **Phasing and implementation:** Many people called for a clear delivery and phasing plan, highlighting the importance of staggering interventions, cost considerations and ensuring that major elements such as public transport improvements are implemented early to support the overall success of the strategy.
- **Costs:** Respondents would like to see greater transparency on project costs, funding sources and timelines for interventions, with a focus on delivering tangible improvements as soon as possible.

**You said**: Respondents wanted further information on phasing and implementation and called for a clear phasing and delivery plan to accompany the strategy. There was also a call to accelerate certain interventions (pedestrian and cycle infrastructure, public transport) prior to implementing any interventions which seek to restrict private motor vehicles.

## Summary and Conclusions

This report has summarised feedback received from the wide ranging public consultation process that has been carried out for the MPSS.

The consultation received a high number of responses, with 1,369 people responding to the survey. This large sample of responses has provided a useful range of views regarding the MPSS.

Overall, there was general support for most interventions outlined within the MPSS. Most notably:

- 44% (n=312) of respondents were "*satisfied*" or "*happy*" with the intervention to **implement traffic loops to restrict general traffic from routing through the town centre**. Of these responses, 23% (n=163) were "*happy*" and 21% (n=149) were "*satisfied*". Conversely, 37% (n=264) were "*unhappy*" or "*dissatisfied*" with the intervention. 23% (n=163) were "*unhappy*" whilst 14% (n=101) were "*dissatisfied*". A further 19% of respondents (n=134) stated "*neutral*".

- 49% (n=263) of respondents were "*satisfied*" or "*happy*" with the intervention to **implement Local Access Priority Areas**. Of these responses, 28% (n=150) were "*happy*" and 21% (n=113) were "*satisfied*". In contrast, 25% (n=133) were "*unhappy*" or "*dissatisfied*" with the intervention. 13% (n=70) were "*unhappy*" whilst 12% (n=63) were "*dissatisfied*". A further 27% of respondents (n=144) stated "*neutral*".

- 65% (n=325) of respondents were "*satisfied*" or "*happy*" with the intervention to **integrate Park and Ride with general bus services.** Of these responses, 37% (n=183) were "*happy*" and 28% (n=142) were "*satisfied*". In contrast, 12% (n=58) were "*unhappy*" or "*dissatisfied*" with the intervention. 6% (n=39) were "*unhappy*" whilst 6% (n=28) were "*dissatisfied*". A further 23% of respondents (n=116) stated "*neutral*".

- 38% (n=189) of respondents were "*satisfied*" or "*happy*" with the intervention to **Implement a graduated system of parking charges, increasing in stages as parking becomes more central.** Of these responses, 20% (n=98) were "*happy*" and 18% (n=91) were "*satisfied*". 41% (n=205) were "*unhappy*" or "*dissatisfied*" with the proposed Intervention. 25% (n=126) were "*unhappy*" whilst 16% (n=79) were "*dissatisfied*". A further 21% (n=102) stated "*neutral*".

### 'You said we did'

After analysing the results of the public consultation, commonly raised issues and themes have been identified from the responses that need to be considered as the MPSS is progressed forward to the next stages of development.

Table 4 presents the next steps that the project team will take following respondents feedback obtained through the public consultation.

*Table 4: You said, we did responses*

| You Said | We Did |
|---|---|
| There needs to be a more detailed understanding of the impacts interventions outlined in the MPSS will have on the highway network. | We will utilise a detailed transport model to assess the operation and impacts of interventions outlined within the MPSS on the wider transport network of Shrewsbury. |
| More information is required on the Pedestrian Priority Zone to be created in the town | We have included a new Strategic Intervention focused solely on the Pedestrian Priority Zone within the updated summary document. |
| There needs to be continued access to the town centre by private motor vehicle for people with disabilities, including exemptions from Intervention 1 – Implement traffic loops to restrict general traffic from routing through the town centre. | We will engage with key stakeholders, including disabled people, to define an exemption list which could include Blue Badge holders. Exempts would permit private motor vehicles to travel without restrictions. |
| There needs to be continued access to religious buildings such as St Chad's Church and Shrewsbury Unitarian Church for all. | We will engage with St Chad's Church and Shrewsbury Unitarian Church as we define arrangements for traffic loops in the town centre, which could include providing exemptions on a case by case basis. |
| More information is required to understand how businesses will be impacted by proposals and a greater understanding of how servicing will change as a result of interventions outlined within the MPSS. | We will develop a freight, delivery and servicing strategy in consultation with local businesses. |
| People who live in the town centre must continue to be able to access their homes by private motor vehicles from all directions and should be exempt from Intervention 1 - Implement traffic loops to restrict general traffic from routing through the town centre. | We will engage with key stakeholders, including people who live in the town centre, to define an exemption list which could include Blue Badge holders. Exempts would permit private motor vehicles to travel without restrictions. |

| You Said | We Did |
|---|---|
| There are concerns that due to the narrow road layout of the town centre, some interventions, most notably Intervention 2 – Provide a two-way bus route through the town centre would not be feasible. | We will conduct detailed swept path analysis along the full proposed two-way bus corridor to ensure vehicles are able to sufficiently make turning manoeuvres. We will also model the operation of shuttle working sections using outputs from the strategic transport model and detailed junction/network modelling to assess its feasibility. |
| There are multiple roads in Shrewsbury which would benefit from the implementation of 20mph speed limits as well as many residential areas where the introduction of Local Access Priority Areas would be beneficial. | We will develop a draft 20mph policy, including desired objectives and outcomes. We will also work with key stakeholders to develop a prioritisation approach which would quantify areas across Shrewsbury where Local Access Priority Areas are required and complement this with local knowledge to accelerate plans in key locations. |
| More Information is required as to what bus provision will be available across the town, particularly where the current Bus Station is located and what amenities would be incorporated within a new 'public transport interchange'. | We will conduct a bespoke feasibility study to assess bus provision across the town and agree on facilities to be provided within the new public transport interchange. High quality alternative bus facilities will be provided as part of the Smithfield Riverside development on or near to the site of the current bus station. |
| The measure to integrate Park and Ride with general bus facilities as well as revising bus routes and frequencies is welcomed, but details of locations of Park and Ride sites and the exact bus route amendments is required to ensure maximum benefit to the town. | We will work with bus operators to agree on servicing frequency and routing arrangements through our role in the Shropshire Enhanced Bus Partnership arrangement and we will identify the most suitable bus routes to serve local populations in Shrewsbury. We will also undertake feasibility studies to understand the most suitable locations and viability of providing a new Park and Ride site to the east of Shrewsbury and relocating Oxon / Harlescott Park and Ride. |
| More information is required on which streets would be transformed into bus priority routes and the overall impact this may have on the transport network across Shrewsbury. | We will work with stakeholders to agree on locations where bus priority measures would be most suitable. This would be informed by detailed modelling outputs to |

| You Said | We Did |
|---|---|
|  | assess how bus priority measures will impact traffic congestion across the town. |
| There is a need to understand the environmental impacts on interventions outlined within the strategy, particularly intervention – implement a water taxi along the River Severn. | We will conduct and Equality Impact Assessment to understand the viability of operating a water taxi. This assessment will identify and mitigate any adverse effects on the environment. |
| Further clarity is required on how interventions will embed mitigation measures for extreme weather events, particularly flooding. | As interventions are developed further, we will ensure that materials to be utilised in the development of interventions use sustainable materials where possible, which will seek to mitigate the impact of flooding on the town. |
| A well-defined strategy for parking in Shrewsbury that clearly outlines any adjustments to parking fees and outlines future initiatives for parking throughout the town is needed. | We will develop a 'Parking Plus Strategy' which will detail how car parking will be managed in the future as well as establishing a phasing plan for introducing new car parking prices across Shrewsbury. |
| Additional details are needed on how blue badge parking will be managed throughout the town centre, while also acknowledging that many individuals require prioritised access even if they do not possess a blue badge. | We will provide 'priority parking' spaces at Park and Choose sites on the edge of the town centre. |
| Respondents want to be kept informed on the proposals and want to play an active role in decision making as interventions continue to progress. | We will work with key stakeholders in the community to ensure a wide range of viewpoints are considered prior to any interventions are delivered across Shrewsbury. |
| Respondents want further information on phasing and implementation of interventions outlined in the strategy. | We will produce a delivery and phasing plan which will take into account key dependencies and set out a clear pathway for delivery. |