



Committee and Date

Council
12 December 2024

Item

Public



Shrewsbury Movement & Public Space Strategy

Responsible Officer:	Mark Barrow		
email:	mark.barrow@shropshire.gov.uk	Tel:	01743 258919
Cabinet Member (Portfolio Holder):	Cllr Ian Nellins Cllr Dan Morris		

1. Synopsis

- 1.1. To adopt the Shrewsbury Movement and Public Space Strategy (MPSS) as a material consideration in the planning decision-making process as recommended by Cabinet on 11 September 2024.

2. Executive Summary

- 2.1. Healthy Environment is a key objective of The Shropshire Plan and commits to providing an integrated transport system and greater choice of active travel options across the county. This Movement and Public Space Strategy (MPSS) for Shrewsbury aims to deliver on this commitment, as well as improving health and wellbeing outcomes, by providing a reduction in vehicular emissions, encouraging modal shift and improvements to air quality across the town, contributing to a cleaner, safer environment. It also identifies the opportunities to create new and improve existing public spaces in and around the town centre, supporting the vibrancy, attractiveness and economic activity of Shrewsbury, for residents, businesses, tourists and other visitors.
- 2.2. The MPSS is cross cutting across all four objectives of the Shropshire Plan (appendix 1) and the results of an extensive programme of engagement and public consultation, (over a 9-week period from 26 January to 31 March 2024), demonstrates an overall positive sentiment towards the key principles within the strategy, and specifically, the 21

associated interventions identified to deliver the goal of making Shrewsbury one of the most inclusive, accessible, and economically vibrant towns in the UK.

- 2.3. The Shrewsbury Big Town Plan (2018) sets the strategic vision for the town, with a core objective to improve movement, accessibility and the environment, encapsulated by the following aspiration:

“Traffic in the town centre is very light and slow moving. Pedestrians and cyclists can walk and move wherever they want, making the streets their own. The whole town is much better connected by cycle or on foot, in a safe way, avoiding conflict with vehicular traffic. It is possible now to make your way across town by cycle or on foot”.

- 2.4. In 2020/21 the Plan was supplemented by the development of the Shrewsbury Big Town Plan Masterplan Vision. Informed by extensive stakeholder engagement and subsequent public consultation, this Vision identified the importance of equitable choices to modes of movement and public transport, and the need to reduce unnecessary traffic entering the town centre and its immediate hinterland. Consequently, the Vision identified the need to commission a dedicated, place-based study of movement and public space, resulting in the commissioning of the MPSS).
- 2.5. The MPSS has been co-developed and funded by the Shrewsbury Big Town Plan (SBTP) Partnership and it will deliver key objectives of the Big Town Plan (BTP 2018) and the Masterplan Vision (2021). Specifically, the MPSS boldly sets the strategy for the BTP’s ‘Rethinking Movement’ and public space across Shrewsbury, providing a series of interdependent interventions that the Council, on behalf of the Big Town Partnership Movement Steering Group and wider stakeholders, will collectively develop and deliver through existing and proposed funding sources.
- 2.6. Shropshire Council, through its role as the Highway Authority and a key partner within the Shrewsbury Big Town Plan Partnership, has a pivotal role in implementing and delivering the interventions within the MPSS, as adoption of the MPSS and its subsequent embedding into strategic policy, specifically the emerging Local Transport Plan (LTP4) and Local Plan. The MPSS provides an overarching framework for projects and activities currently in delivery, in development and yet to be identified. It further ensures an integrated approach to related activities such as parking, park & ride provision, and rail and bus services. Whilst not considered a dependency to delivering the MPSS, the Strategy is cognisant of the proposed North West Relief Road (NWRR) and the need for such highway infrastructure improvements to remove unnecessary through traffic from the town centre, which aligns with the key principles of the MPSS.
- 2.7. Underpinned by a further, extensive programme of stakeholder engagement and public consultation (via the Commonplace platform), the MPSS has identified key principles, prioritised from responses received, summarised as follows:
- Reduce/remove through traffic from the town centre key principle A
 - Provide an efficient public transport network with improved facilities in the town centre key principle I
 - Reduce vehicle speeds and volumes of private motor vehicles key principle C
 - Reallocate road space to provide space for business and event activity, pedestrians and cyclists. key principle M
 - Improve cross-town connectivity by sustainable transport modes key principle J

- 2.8. The draft MPSS, presented to Cabinet in January 2024, has been updated to further reflect the outcomes of all engagement and consultation activities; the final version for approval within the recommendations of this report is provided as appendix 2, titled 'Shrewsbury Moves – 10-year vision and delivery plan. September 2024'. In summary these revisions include:
- Additional detail relating to Stakeholder Engagement and Public Consultation.
 - Further clarifications and cross-referencing of the 21no. proposed interventions.
 - Additional details of proposed outcomes, interdependencies and next steps (delivery plan)
 - Expand the intervention to 'Enhance Shrewsbury Railway Station' to include the wider 'Station Quarter'.
 - Acknowledge the need for high-quality facilities at a new public transport interchange within the vicinity of the Smithfield Riverside redevelopment.
 - Reaffirmed delivery and governance structure with phasing to interventions.
 - Include section titled 'Summary of Public Consultation, September 2024,' capturing latest responses.
 - Desktop publishing changes for clarity/aid reader.
- 2.9. The Public Consultation report is provided in full as appendix 3.
- 2.10. The MPSS is an ambitious 10-year strategy designed to be phased, subject to further detailed surveys, assessments and traffic modelling, the availability of funding and is aligned to local, regional and national priorities.
- 2.11. The residents of Shrewsbury are clear on the principles they wish to see adopted and implemented as demonstrated through the public consultation results.

3. Recommendations

That Council agrees to:

- 3.1. Adopt the Shrewsbury Movement and Public Space Strategy (MPSS) as a material consideration in the planning decision-making process.
- 3.2. Delegate responsibility to the Executive Director of Place, in consultation with the Section 151 Officer, and the Portfolio Holder for Climate Change, Environment and Transport, to progress implementation of the MPSS, to include, but not limited to, finalising the 10-year delivery plan, subject to securing funding.

Report

4. Risk Assessment and Opportunities Appraisal

- 4.1. Following the public consultation, a further Equality, Social Inclusion and Health Impact Assessment (ESHIA) has been undertaken and updated to reflect the views of the respondents and inform the outcomes of the finalised MPSS. There is now an even greater degree of confidence that the development and delivery of the Shrewsbury Movement and Public Space Strategy (MPSS) will bring potential positive impacts for communities in Shropshire. The strategy will ensure that the goals and objectives of both the Shropshire Plan and the Shrewsbury Big Town Plan are realised by creating a

vibrant, safe and inclusive town for residents, people working in the town, and visitors. This is provided as appendix 5.

- 4.2. Positive impacts continue to therefore be anticipated for a variety of intersecting Protected Characteristic groupings as defined by the Equality Act 2010 (Age, Disability, Pregnancy and Maternity, Sex) through tackling issues associated with the transport network, ensuring that Shrewsbury is accessible for all. Furthermore, there is potential for an increase in the positive impact in equality terms from low to positive, for the groupings of Gender Reassignment, Race, Religion and Belief, and Sexual Orientation. This will be achieved through measures outlined within the Strategy anticipated to result in safety gains for; pedestrians, cyclists and other active modes of transport, such as mobility scooters, wheelchair user and people with pushchairs and prams. The reduction in vehicular traffic in the town centre will create more space for pedestrians and cyclists and allow for the introduction of pedestrian areas and dedicated cycle lanes.
- 4.3. The results of the consultation have provided reassurance that we have engaged with a diverse age range through the capturing of participants age ranges as part of the consultation responses. Strategic interventions outlined within the MPSS will also benefit neurodiverse individuals. This will be achieved through public space improvements which will make public spaces safe and accessible for everyone. As the strategic interventions progress into bespoke work packages, detailed design will be conducted, including engagement with a range of accessibility groups to ensure that Shrewsbury is inclusive. For example, it is important that any wayfinding implemented across the town is multi-sensory, enabling neurodiverse individuals to be able to experience the town in a safe and accessible manner.
- 4.4. Through the enhancement, and in some instances repurposing, of the public space within the town it is anticipated that personal safety could also be improved through the use of lighting, improved natural surveillance and initiatives such as 'designing out crime' through engagement with Designing Out Crime Officers at West Mercia Police in and designing with young people and girls in mind championed by Make Space for Girls charity [Home \(makespaceforgirls.co.uk\)](https://www.makespaceforgirls.co.uk).
- 4.5. It is recognised that in improving perceptions of personal safety through a range of such measures, this will help younger people, irrespective of the gender with which they identify, thereby leading to positive impacts for those in the Protected Characteristic groupings of Sex and Gender Reassignment as well as Age. The aim in so doing is to also achieve positive impacts for those in our additional groupings as a Council, which whilst not mandated in Equality Act legislation help us to give due regard to the needs of those who are vulnerable by virtue of their circumstances, and those who consider themselves to be vulnerable. This includes young people leaving care, and those at risk of social exclusion.
- 4.6. For example, young people who may have a learning disability will benefit from much quieter streets within the town centre, empowering individuals to feel confident walking and cycling within the town centre, creating a much more pleasant environment for all to enjoy. Similarly, older people who may be frailer due to associated physical disability may also feel more confident about venturing out, therefore mitigating against loneliness as well as improving physical wellbeing.
- 4.7. The public consultation has successfully engaged with a large percentage of younger people (aged 13 – 24), a Protected Characteristic group, to ensure that their views have been taken into consideration as the strategy progresses. This was important

considering this age group will inherit the outcomes of the Movement and Public Space Strategy as well as young people often being underrepresented in public consultations.

- 4.8. Targeted engagement was undertaken with young people, consisting of:
- Focus groups with students from Shrewsbury Colleges Group, Meole Brace Secondary School and The Priory School.
 - Bespoke online questionnaire to allow students to provide their feelings and comments towards each of the strategic interventions.
- 4.9. Targeted engagement with young people has resulted in 268 respondents to the consultation being aged between 13 – 15 years. This represents 32% of the 828 respondents who answered that specific age question. Overall, 302 respondents to the age question (36%) were aged between 13 - 24 years, which is a more representative sample of Shropshire’s (25%) and Shrewsbury’s (26.4%) demographic of individuals aged 24 or under (Census, 2021).
- 4.10. Overall, engagement with young people has provided fresh perspectives on the proposals and ensures their voices are heard. This is important as it ensures that the Movement and Public Space Strategy remains relevant for future generations.
- 4.11. Given the recognised intersectionality across the nine Protected Characteristic groupings as set out in the Equality Act 2010 above, there will be a predicted positive impact for individuals and households across all groupings, particularly in the groupings of Age and Disability.
- 4.12. A specific question was asked within the consultation regarding whether respondents considered themselves to have a disability. 28% of the 470 who responded to that question identified as having a disability, with 6% not willing to say. Of the 28% of respondents who considered themselves to have a disability:
- 11% (51 people) stated a physical/mobility impairment
 - 8% (36 people) stated a long-standing illness or health condition
 - 4% (20 people) stated a sensory impairment.
- 4.13. The importance of ensuring interventions moving forward are of positive benefit to these nine Protected Characteristic groupings is recognised and has been confirmed by respondents to the consultation.
- 4.14. Further engagement & consultation work specifically related to the 21 interventions within the Strategy will continue into the implementation and delivery phases, as a key feedback point was for both stakeholders and the public to remain engaged as individual or groupings of interventions are progressed towards delivery.
- 4.15. Efforts have been made to strengthen engagement with people in Protected Characteristic groupings and people at risk of social exclusion, to maximise positive health impact benefits for individuals and for the wider community, and to define and deliver actions accordingly to mitigate any negative impact and enhance positive impact of the proposals as they progress. An example of this is the positive relationship with Age UK that has been fostered over the consultation period and their subsequent offer to host consultation activity and promote to their databases.

<i>Risk</i>	<i>Mitigation</i>
-------------	-------------------

<p>Reputational risk: outcomes and interventions proposed are perceived not to be appropriate to Shrewsbury context.</p> <p>Public opposition to MPSS and or delivery plan/ interventions</p>	<p>MPSS delivered via SBTP Partnership with cross-sector representation.</p> <p>The MPSS has been developed with key stakeholders from across the public, private and voluntary sector, with stakeholders helping to develop the key principles and shape the strategic interventions as part of a Core Advisory Group. The result of the public consultation is provided within appendix 3 “Public Consultation Report” and demonstrates broad positive sentiment to the proposed interventions.</p> <p>Given the extended timescale of the public consultation (over 9 weeks) and the report indicating the responses are broadly representative of the wider population of Shrewsbury the risk is already significantly mitigated.</p> <p>In addition, public consultation asked respondents their sentiment towards each intervention and to provide any further comments they would like to make regarding interventions. Responses received have provided constructive feedback which have been considered in the revised strategy.</p> <p>The detailed procurement process attracted subject matter experts with demonstrable experience in the development of movement and public space strategies from inception to design and delivery on site and in locations appropriate to the Shrewsbury context.</p>
<p>Technical ability to deliver interventions identified in the MPSS.</p>	<p>The summarised delivery plan (provided in the update and finalised Shrewsbury Moves: A 10-year vision and plan – appendix 2) recognises the need to undertake detailed assessments, surveys and modelling to generate full business case for interventions. The recommendation in Section 3.2 identifies the need to undertake technical assessments in order to progress the delivery programme and support external funding bids.</p>
<p>MPSS delivery plan unaffordable/fails to attract funding.</p>	<p>Delivery plan will be indicative and will be required to respond to emerging local, regional and national priorities and funding opportunities. The presence of an adopted Strategy that aligns to wider priorities provides considerable comfort and benefit to funders who are assured that their investment is part of a wider scheme and will help broker future investment.</p> <p>The Strategy has been informed by exemplar schemes undertaken in similar contexts elsewhere and are likely to attract funding and/or be delivered within existing budgets; many are relatively low-cost traffic management interventions.</p>
<p>MPSS indicative delivery plan conflicts with interventions</p>	<p>The MPSS has been developed with representatives responsible for current/ proposed projects; no conflicts identified. The emerging strategic development and</p>

currently in delivery/ under development.	<p>discussions around the Local Transport Plan (LTP4), developed on behalf of Shropshire Council, are considerate of the role the Movement and Public Space Strategy can have in its delivery as the Transport Strategy for Shrewsbury.</p> <p>The delivery plan, when complete, will continuously be updated to reflect other interventions taken forward across the town, ensuring conflicts are minimised.</p>
An incremental approach to the delivery of interventions fails to generate the intended positive impacts.	<p>The MPSS provides the overarching framework for all interventions; in delivery, development and to be identified.</p> <p>This report identifies the pivotal role Shropshire Council has in the delivery of the MPSS in its role as the Highway Authority, its ability to adopt the MPSS as a policy document ensures the impact it can have been maximised and its delivery prioritised.</p>
Interventions have an adverse impact on economic activity within the town.	<p>Economic Impact Assessment to be undertaken as part of business case development for future projects and interventions, and as funding bids are developed.</p>
Interventions fails to deliver environmental/ air quality/ carbon reduction/ health and wellbeing benefits/ improvements	<p>A further ESHIA has been conducted for the finalised contents of the MPSS and has indicated that there will be a positive impact on communities across Shropshire.</p> <p>Environmental and Health and Wellbeing assessments to be undertaken as part of business case development.</p> <p>Monitoring strategy to accompany interventions and importantly 10 Telraam cameras, that capture and review multiple modes of transportation including pedestrian movements, have been installed across the town centre providing benchmark data.</p>

- 4.16. Key risks were raised and understood by the SBTP Partnership very early on and will continue to be reviewed and addressed through the implementation and delivery timeframe of 10 years. The 'Shrewsbury Moves' brand will continue to be used across all movement activity, and a new website www.shrewsburymoves.com was launched in early September 2024 and now includes some of the associated projects that help deliver the MPSS such as the launch of Shrewsbury Moves eBikes (funded by UKSPF). It also showcases the associated documentation and demonstrate project development that is being undertaken in support of delivery of the strategy by continuing to communicate in an engaging, innovative, and inclusive way, with additional information provided on the SBTP core website www.shrewsburybigtownplan.org to ensure the information and updates are easy to find.

5. Financial Implications

- 5.1. Shropshire Council is currently managing an unprecedented financial position as budgeted for with the Medium Term Financial Strategy approved by Council on 29 February 2024 and detailed in our monitoring position presented to Cabinet on a

monthly basis. This demonstrates that significant management action is required over the remainder of the financial year to ensure the Council's financial survival. While all Cabinet Reports provide the financial implications of decisions being taken, this may change as officers review the overall financial situation and make decisions aligned to financial survivability. Where non-essential spend is identified within the Council, this will be reduced. This may involve:

- scaling down initiatives,
- changing the scope,
- delaying implementation, or
- extending delivery timescales.

- 5.2. The costs arising from the report are estimated as £427k (set out in appendix 4). At present, officers are seeking grant funding for 100% of this value. The proposal in this report is to approve the direction of travel it sets out, but for expenditure only to be incurred once grant funding is achieved. If grant funding is lower than the estimated £427k, the overall programme will be reviewed and reduced accordingly. If more grant funding is secured, then spending may exceed the £427k indicated. The principle Members are asked to approve is that this programme of work will be 100% grant funded and that there will be no additional unfunded cost to the council in either revenue or capital budgets arising from this work.
- 5.3. The MPSS has been cited in several funding bids and subsequent awards including those associated with the Levelling Up Fund, the Local Cycling and Walking Infrastructure Plan (LCWIP) and UK Shared Prosperity Fund (UKSPF) project applications, demonstrating a cohesive approach to delivery and comfort to funders of a longer-term plan over and above their initial funding investment.
- 5.4. These proposals will be included in the Capital Programme for 2025/26.

6. Climate Change Appraisal

- 6.1. The Strategy aims to prioritise pedestrians, cyclists, and public transport over private vehicles and create opportunity for modal shift towards more environmentally friendly methods of transportation, such as walking and cycling and other forms of 'Micromobility', whilst not adversely impacting on the economic vitality and viability of the town centre. To achieve this, it is necessary that the volume of motor traffic within the town centre is reduced. Much of the traffic passing through the town centre fails to contribute to the town's economic prosperity, and the high levels of congestion contributing to poor air quality.
- 6.2. **Carbon consumption:** Transport is the largest contributor to UK domestic greenhouse gas (GHG) emissions, responsible for 29% of total emissions in 2023 (Department for Energy, Security & Net Zero, March 2024). One of the key outcomes of many of the interventions within the MPSS is modal shift away from the private car towards more sustainable modes such as walking, cycling, bus and rail. Research conducted across several European cities has shown that modal shift away from the private car, particularly to active modes (walking and cycling), can greatly contribute towards reductions in greenhouse gas emissions from transport. One of the key figures from the research is that "By following nearly 2,000 urban dwellers over time, we found that those who switch just one trip per day from car driving to cycling reduce their carbon footprint by about 0.5 tonnes over a year, representing a substantial share of average per capita CO2 emissions". Several of the interventions within the MPSS will also

encourage and support the use of electric vehicles. Research by Midlands Connect identifies that by 2030 an additional 121,000 electric vehicles could be on the road across Shropshire and Telford & Wrekin. Whilst there is embodied carbon associated with new vehicles, many of these will be replacing petrol and diesel vehicles. According to a European Environmental Agency Report on electric vehicles, greenhouse gas emissions of electric vehicles across their whole lifecycle are 17-30% lower than that of petrol and diesel cars. Overall, this demonstrates the potential of the MPSS to reduce greenhouse gas emissions in Shrewsbury.

- 6.3. In addition, a quantified transport carbon baseline will be prepared as a key part of the evidence base for LTP4. This gives Midlands Connect and Department for Transport (DfT) ratified 2023 carbon assessments for Shropshire and Shrewsbury for any future baseline.
- 6.4. **Air Quality:** The area adjacent to the Shrewsbury's Rail Station has one of Shropshire's highest levels of nitrogen dioxide and exceeds the national objective level, as a result large areas of the town centre are within a designated Air Quality Management Area (AQMA). As per the Environmental Act 1995, local authorities are required to develop a clear action plan outlining measures aimed at achieving and maintaining air quality standards and objectives in the area. A reduction in vehicular emissions and a robust improvement to air quality in the town centre will contribute to a cleaner, safer environment. Interventions within the MPSS will contribute towards potentially revoking the AQMA.
- 6.5. **Public Realm / Space:** Through reducing unnecessary traffic through the town centre, there will be more space for public realm opportunities, including planting new plants and trees. The public consultation has identified that a key principle of "reallocate road space to provide for space for business and event activity, pedestrians and cyclists" is a priority. Additionally, respondents were asked 'what else would you like to see more of in the town centre', with 28% of respondents stating more trees and plants, 19% of respondents stating seating areas and 18% of respondents stating cycle storage. Overtime, the town will be dominated by a more inclusive green environment, helping to absorb CO2 from the atmosphere.
- 6.6. **Public Health:** there are acknowledged health and wellbeing benefits of increased walking and cycling rates, increasing physical activity and minimising the time spent sitting down helps to maintain a healthy weight and reduces the risk of cardiovascular disease, type 2 diabetes, cancer, and depression. The UK Chief Medical Officers recommend that adults should do at least 150 minutes of moderate activity, or 75 minutes of vigorous activity, each week. Interventions within the strategy can improve an individual's health and will help reduce demand on health services via avoidable disease prevention - 'Health matters: getting every adult active every day' - GOV.UK (www.gov.uk). Air pollution is associated with several adverse health impacts. It is recognised as a contributing factor in the onset of heart disease and cancer. The reduction in concentrations of air pollutants and exposure to air pollution will positively impact on the health and quality of life of residents and visitors to Shrewsbury and the wider Shropshire area.
- 6.7. **Climate change adaption:** The MPSS will enhance pedestrian and cyclist access to the town. This will play a crucial role in lowering the town centre's susceptibility to climate change effects, especially during severe weather events when the town centre can become inaccessible due to flooding. Creating more accessible and inclusive connections to the town centre through walking and the installation of infrastructure

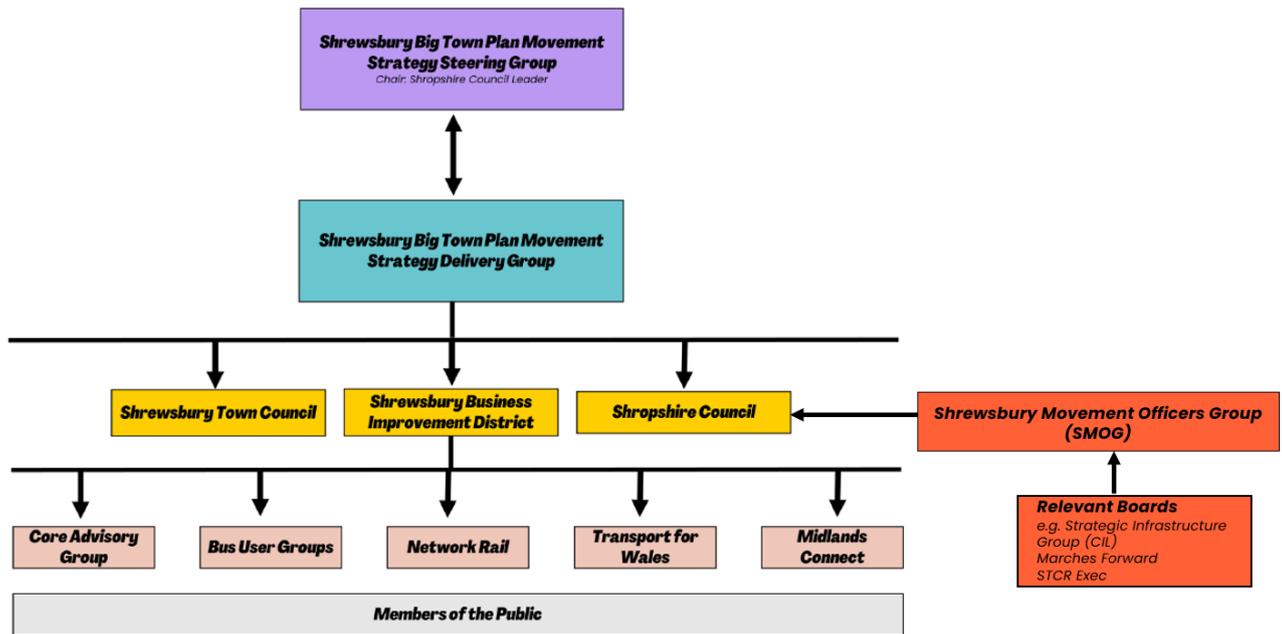
designed to capture and manage rainwater will ensure that the town centre remains open and accessible.

7. Background

- 7.1. The Shrewsbury Big Town Plan (2018), co-created by Shropshire Council, Shrewsbury Town Council and Shrewsbury Business Improvement District (BID), was adopted by Shropshire Council as a material consideration in planning terms. It is also recognised within Shropshire Council's Draft Shropshire Local Plan 2016 - 2038 regarding its influence on the town's development to 2038.
- 7.2. Key requirements to be addressed with the strategy included, and have been incorporated into the finalised MPSS:
 - Review of Strategic Context
 - Appraisal of Current and Proposed Interventions:
 - Consideration of Emerging Requirements:
 - Stakeholder engagement, consultation and mapping
 - Identify Outcomes and Deliverables
- 7.3. Following a detailed procurement exercise, PJA were commissioned in Spring 2022 by the SBTP Partnership to produce the draft MPSS for Shrewsbury. The procurement has been extended by the Partnership to finalise the MPSS by analysing the responses submitted through the consultation and amending the MPSS to reflect the results of the consultation. In support of this work a "you said: we did" document has been provided which is available as appendix 6.

8. Additional Information

- 8.1. **Status of the Movement and Public Space Strategy (MPSS):** This report recommends adoption of the MPSS is approved by Council to become a material consideration in planning decisions. Whilst the MPSS is not a statutory policy document in its own right, it nevertheless forms part of a suite of documents highlighted in the emerging Shropshire Local Plan (currently at an advanced stage of its Examination process) as being important considerations in the planning process. For instance, draft policies SP1 and S16 of the draft Local Plan make specific reference to the need to ensure a comprehensive and co-ordinated approach to the planning and development of Shrewsbury, and to ensure that development is consistent with the objectives of the Big Town Plan' and its associated masterplan documents, which are intended to be material considerations in decision making. The proposal to agree the MPSS as a material consideration in the planning process is therefore consistent with this approach.
- 8.2. **Governance:** The governance arrangements put in place to commission, manage and deliver the MPSS, are proposed to be retained to take forward the strategy into delivery. Overseen by the Shrewsbury Big Town Plan Movement Strategy Steering Group, comprising local councillors, representations of the Big Town Partnership, Council officers, specialist consultancy advisors, this stakeholder group will continue to sponsor the implementation of the Strategy.
- 8.3. These ongoing governance arrangements are summarised as follows.



- 8.4. The Council's Shrewsbury Movement Officers Group (SMOG) is a collaborative group, established to collectively identify, prioritise and develop MPSS projects, in partnership with external stakeholders and agencies, facilitated via the above Movement Steering and Delivery Groups. Comprising 'internal' officers across diverse range of service areas within Shropshire Council, SMOG will ensure policy and strategy alignment, as summarised above. It will also ensure synergy between complementary projects and programmes, including prioritisation, inception, development through to grant application/funding bids, delivery and completion.
- 8.5. **Engagement and consultation:** The governance arrangements have also ensured the MPSS has been informed by an extensive programme of engagement activities, including public presentations, workshops with specific stakeholder groups, resident, businesses, bus and rail providers, youth and community groups, schools and colleges, as well as several online engagement activities.
- 8.6. The MPSS has identified four key themes and fourteen key principles that have collectively identified 21 strategic interventions. The four key themes are summarised as follows.
- Traffic Management/Active Travel Inside the River Loop: shifting the focus from private motor vehicle to sustainable, active transport.
 - Traffic Management/Active Travel Outside the River Loop: encouraging walking, cycling and public transport for local trips across the town.
 - Public Transport and Micromobility: establishing a comprehensive network of public transport and micromobility options (such as bicycles or scooters, especially electric models and short-term hire facilities) across the town.
 - Parking Plus: remodelling parking charges within Shrewsbury to make sustainable alternatives more cost-effective incorporated and supported by bus (especially Park and Ride) and rail facilities.
- 8.7. The Commonplace website utilised for the consultation [Community Forum - Shrewsbury Moves - Commonplace](#) received 8,881 visitors and 4,547 contributions comments were submitted from 1,018 respondents. Commonplace, who develops and operates consultation websites, have provided feedback that indicates a response of this level is deemed 'good'. In addition to the online consultation, there was a weekly in-person presence over the 9-week period and the boards remain in situ within St Marys Church

on Dogpole within the town centre. It was accompanied with a PR campaign associated with raising awareness of the consultation, including totems around the town centre, press releases and radio interviews and meetings with special interest groups.

- 8.8. The key findings of the consultation are summarised below. The full consultation report is provided as appendix 3 and is summarised in the Strategy (appendix 2).
- The importance of detailing the interdependencies between the 21 interventions and their next steps has been recognised from consultation feedback and has subsequently been provided in the final Strategy. Further information and assessments needing to be in place and delivered ahead of larger interventions being implemented is also acknowledged from the results.
 - The 'implement traffic loops to restrict general traffic from routing through the town centre' is recognised as the key 'game changing' intervention and there is a need to provide greater detail within the Strategy on this intervention. Namely to show the intervention relative to residents within the town centre (of which there are 1,155 households within the river loop of which 61.7% have access to a car) and those accessing the town from the suburbs and beyond. The importance of retaining access for disabled users of the town, businesses and residents needs greater investigation and clarity on which groups will be granted valid exemptions to access the town as they need.
 - More information is required to fully understand how businesses will be impacted by the proposals and a greater understanding of how servicing will change because of interventions outlined within the MPSS is necessary. A freight, delivery and servicing strategy in consultation with local business is the next step that must be taken.
 - 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.
 - Further clarity is required on how interventions will embed mitigation measures for extreme weather events, particularly flooding.
 - Respondents want to be kept informed on the proposals and want to play an active role in decision making as interventions continue to progress.
- 8.9. To progress the implementation and delivery of the MPSS, the following key activities have been identified as necessary within the next 12 months. These are:
- Town-wide modelling to test the town centre interventions, to ensure the network has the necessary capability and capacity and to identify where improvements are required. This modelling will test scenarios for a range of highway infrastructure measures, including scenarios both with and without the North West Relief Road, which also aligns with the removal of through traffic from the town centre, to identify interdependencies and phasing implications.
 - A detailed feasibility study of implementing traffic loops, bus study full optioneering report, further consultation, technical back-office and enforcement, permit eligibility. Including delivery strategy. Resulting in a business case for external funding.
 - Strategic Outline Business Case (SOBC) for rail improvement to Shrewsbury station, including parkway.
 - Parking Plus development (incorporating P&R and parking as a holistic approach) and a new strategy aligned to the principles of the MPSS.
 - Development of a freight, delivery and servicing strategy in consultation with local businesses.

- Public Transport & Mobility development strategy (P&R and bus integration, bus priority measures on key routes, revising routes and frequencies).

9. Conclusions

- 9.1. The MPSS has been developed with extensive stakeholder engagement over a two-year period, supported by a Steering Group administered by the SBTP Partnership. It has also been subject to a 9-week public consultation. This Steering Group will continue as part of the governance arrangements of the MPSS and oversee alignment of the strategy with other current and proposed interventions and emerging requirements, supported by Shropshire Council's own internal governance arrangements for the MPSS and commitment to embed the MPSS into strategic policy particularly the emerging Local Development Plan and Local Transport Plan.
- 9.2. The public consultation undertaken by the SBTP Partnership has been extensive, over a 9-week period and is representative of the wider population of Shrewsbury and the final version of the Strategy have been amended to reflect the findings. It has demonstrated there is significant, positive interest in the MPSS from all sectors of the residential and business communities, as well as those across the county and the wider region. The Strategy is gaining interest from other Local Authorities due to its collaborative approach and high levels of public engagement responses.
- 9.3. The MPSS sets out the vision, aspirations and a deliverable plan of actions and interventions to realise many of the opportunities that it highlights for Shrewsbury. It is vision-led with the goal of making Shrewsbury one of the most inclusive, accessible, and economically vibrant towns in the UK. To achieve this there must continue to be a transformational approach to rethinking movement and public space within Shrewsbury whilst recognising that that some of these interventions will require further scoping, technical assessment and traffic modelling in the locality, as well as a period to sensitively introduce any interventions.
- 9.4. Therefore, the Strategy has been authored to be adaptable and flexible, yet with clear objectives, as set out in the document, for which it must be recognised that any associated changes in the town are managed sensitively and over a realistic period that allows interventions to be well developed, appraised and introduced, possibly through trials, that minimise any concerns or generate any adverse implications for the town. The importance of ongoing public consultation and engagement as the interventions are designed and developed was a key ask and its importance in the process moving forward is acknowledged by the SBTP Partnership.

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

Cabinet report – Shrewsbury Movement & Public Space Strategy – 11 September 2024

Cabinet report - Shrewsbury Movement & Public Space Strategy – 17 January 2024

Shrewsbury Place Plan [Link](#)

Shropshire Local Transport Plan (LTP4) [Link](#)

Shrewsbury Local Cycling and Walking Infrastructure Plan (LCWIP) [Link](#)

Shrewsbury Big Town Plan 2018 [Link](#)

Shrewsbury Big Town Plan Vision 2021 [Link](#)

Castle Street Vision [Link](#)

Local Member:

Cllr Nat Green

Cllr Julia Evans

Cllr Alan Mosley

Cllr Kate Halliday

Cllr Julian Dean

Cllr Pam Moseley

Cllr Bernie Bentick

Cllr Kevin Pardy

Cllr Dean Carroll

Cllr Tony Parsons

Cllr Ted Clarke

Cllr David Vasmer

Cllr Rosemary Dartnall

Cllr Alex Wagner

Cllr Mary Davies

Cllr Rob Wilson

Appendices

1. Shrewsbury Movement and Public Space Strategy and the Shropshire Plan (below)
2. Movement and Public Space Strategy for Shrewsbury – Summary Report titled “Shrewsbury Moves – A 10-year vision and plan. September 2024” (provided as a separate attachment).
3. Movement and Public Space Strategy: Public Consultation Report. (provided as a separate attachment)
4. Preliminary (Next steps) Delivery Plan (below).
5. ESHIA for Shrewsbury Movement and Public Space Strategy (provided as a separate attachment).
6. ‘You Said: We did’ summary document, extracted from the Public Consultation Report. (provided as a separate attachment)

Appendix 1: Shrewsbury Movement & Public Space Strategy and the Shropshire Plan

**Movement and Public Space Strategy: The benefits for Shrewsbury
Delivering the Shropshire Plan**

PJA

Healthy Economy

- Additional space for spill-out activities
- Increased spend, dwell time and footfall
- Increased patronage on public transport and Park & Ride
- Support delivery of key development sites
- Improved journey time reliability

Healthy Environment

- Improved air quality
- Improved setting for historical assets
- More pleasant environment for pedestrians, cyclists and public transport users
- Promoting use of low/zero-carbon modes transport
- Improved resilience against flooding events
- Delivery of Shrewsbury Big Town Plan vision

Healthy People

- Increased uptake of active travel modes
- Improved perceived and actual safety levels
- Improved connectivity by affordable, sustainable and convenient modes of travel
- Ensures equal access to town centre for all users
- Improved quality of life

contact@pja.co.uk

pja.co.uk

Appendix 4: Preliminary (Next steps) Delivery Plan

To progress the implementation of the MPSS, and building on the ongoing delivery of initial projects under the BTP Partnership's successful Shrewsbury Moves Brand, the following integrated work packages have been identified as necessary within the next 12 months. The following table details the requirement alongside anticipated costs, these requirements can be instigated to run concurrently to ensure continued coherence and synergy and will require detailed briefing documents to ensure transferable outcomes to facilitate external funding bids.

	Requirement	Lead commissioner(s)	Budget estimate	Delivery/ procurement	Status/target timescales
1	Shrewsbury Moves Wider impacts assessment - Traffic modelling to assess the capacity of the local network to accommodate displaced traffic and identify any hinterland interventions (both highway and sustainable transport measures) required to facilitate/accommodate the key principle of reducing/removal of through traffic from the town centre. This will include scenario testing of how modal shift from private car to sustainable modes may impact any highways issues identified, including scenarios both with and without the North West Relief Road, and any implications on phasing Develop prioritised delivery plan/programme for bidding purposes.	Shropshire Council	£80,000	Framework arrangement (mini competition)	Scope and brief (under development; target date for finalising: October 2024) Timescales: Procurement: 2 months Mobilisation and delivery: 6 months?
2	Shrewsbury Moves Traffic Loops Detailed Feasibility Study - Detailed technical feasibility study to develop/finalise proposed traffic loops, facilitating/incorporating two-way bus corridor across the town centre. Develop prioritised delivery plan/programme for bidding purposes.	Shropshire Council	£80,000	Framework arrangement (mini competition)	Timescales: Procurement: 3 months Mobilisation and delivery: 6 months?
3	Shrewsbury Moves Parking Plus Strategy - Develop Parking Plus Strategy (incorporating P&R and parking as a holistic and sustainable financial model) as a new strategy aligned to the delivery of the MPSS.	Shropshire Council	£90,000	Framework arrangement (mini competition)	Scope and brief (under development; target date for finalising: October 2024) Timescales: Procurement: 3 months Mobilisation and delivery: 6 months?

4	Shrewsbury Moves freight, delivery and servicing strategy – develop a strategy aligned with the MPSS, in consultation with local businesses, and co-ordinated with the ongoing UKSPF last mile delivery project	Shropshire Council/ Shrewsbury BID	£50,000	Tbc	
5	Shrewsbury Moves Public Transport & Mobility development strategy – Develop a strategy for Shrewsbury, to build on the Shropshire wide BSIP, which provides a detailed plan to deliver P&R and bus integration, bus facilities/station, bus priority measures on key routes, revising routes and frequencies and alignment to the strategic rail network.	Shropshire Council	£65,000	Tbc	Bus Service Improvement Plan submitted to Department of Transport July 2024
6	Rail Improvement Strategy – station, entrance and forecourt improvements supported by parkway	Shropshire Council	£62,000	Framework direct award	Strategic Outline Business Case (SOBC) brief agreed and pending funding identification/ approval
		Budget estimate total	£427,000		