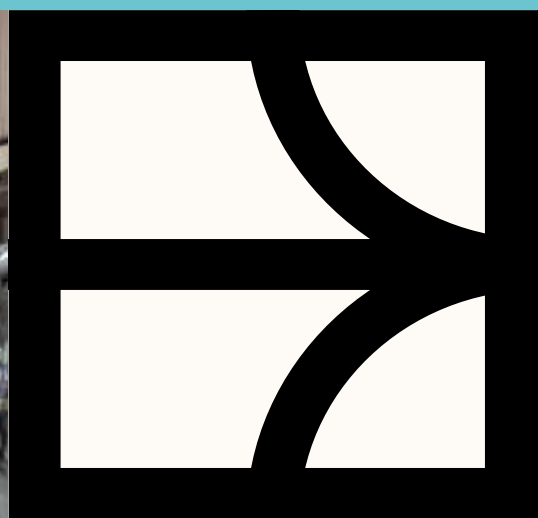
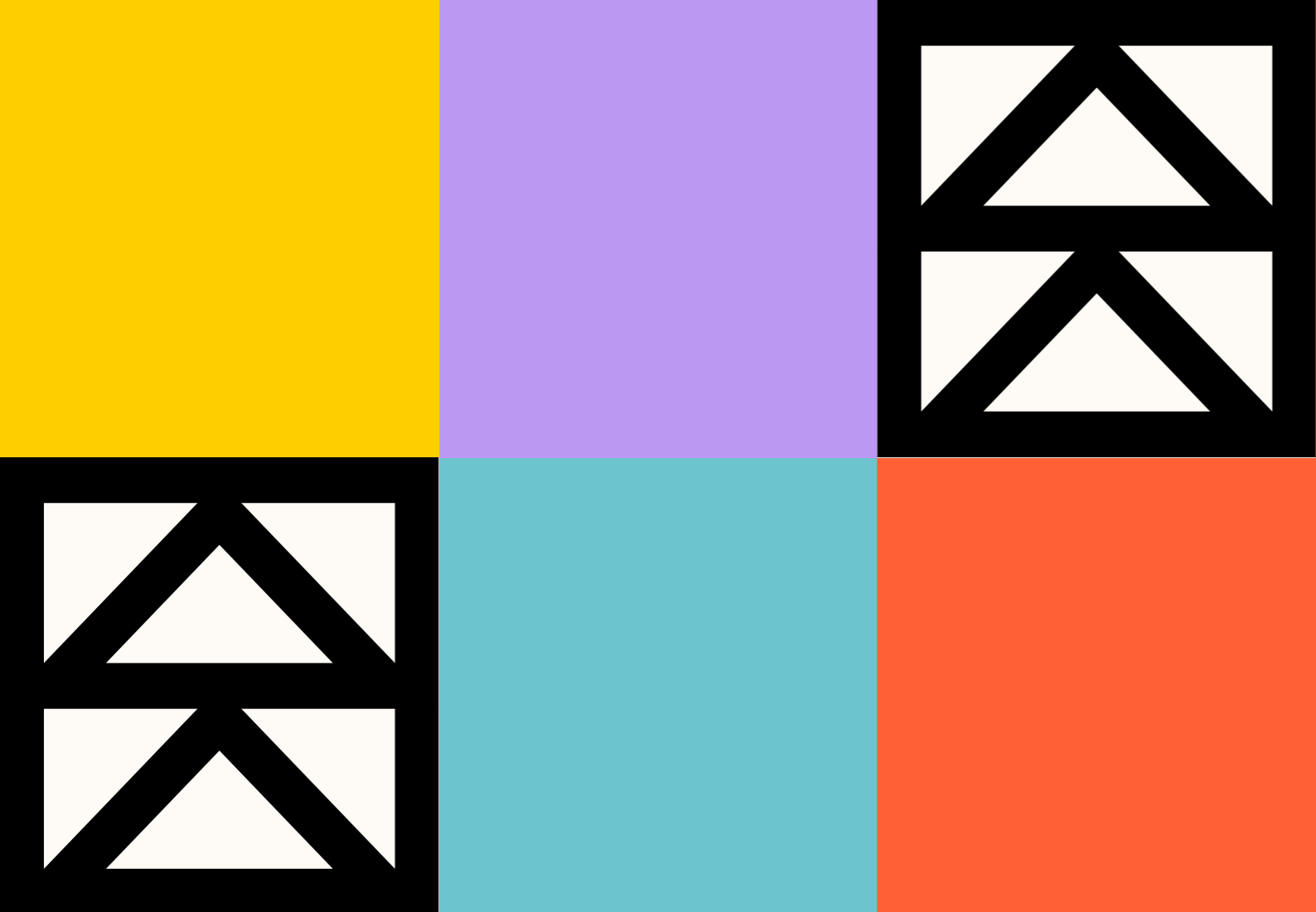


Shrewsbury Moves: A 10-year vision & plan

Summary



September 2024



Foreword

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

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

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

Our ultimate goal is to create an inclusive and connected transport system, making Shrewsbury one of the most inclusive, accessible, and economically thriving towns in the UK.



Summary

This strategy prioritises pedestrians, cyclists and public transport above private motor vehicles.

To achieve this, it is crucial to reduce the volume of motor traffic within the town centre. Much of the traffic passing through the town centre does not contribute to the town's economic prosperity, instead creating congested streets and a perceived unsafe environment for pedestrians and cyclists.

By decreasing the number of private motor vehicles in the town centre, we can allocate more space to people, fostering an even greater sense of community. This will allow for the creation of safe walking and cycling routes across the town, which will have a positive impact on the health and wellbeing of people by facilitating active lifestyles.

Recognising that transport is the highest source of greenhouse gas emissions in Shropshire, it is imperative to work towards decarbonising this sector. Implementing the interventions outlined in this strategy will reduce the volume of private motor vehicles and encourage sustainable alternatives across Shrewsbury, contributing to transport decarbonisation and towards the county's goal of becoming carbon net-neutral by 2030.

As streets become less dominated by motor traffic, we reclaim what makes Shrewsbury special – its rich history and stunning natural assets. This will empower local businesses and strengthen the town's economy by attracting more shoppers, tourists, and visitors, thereby increasing the number of customers to shops, cafés, and restaurants, injecting new life and energy into the local economy. As Shrewsbury continues to grow as a key strategic location, the town will flourish, attracting fresh investment and creating a thriving town centre.

We acknowledge that not all journeys can be undertaken by walking or cycling. Buses,

trains and Demand Responsive Transport will play crucial roles in developing a resilient transport network across Shrewsbury, facilitating sustainable local, regional and national trip making.

Enhancing the role of buses across Shrewsbury involves revising bus routes to better serve key destinations, particularly to the north of Shrewsbury. We will explore the potential of creating a new Park and Ride station to the east of Shrewsbury whilst better aligning current Park and Ride sites to serve key routes into the town.

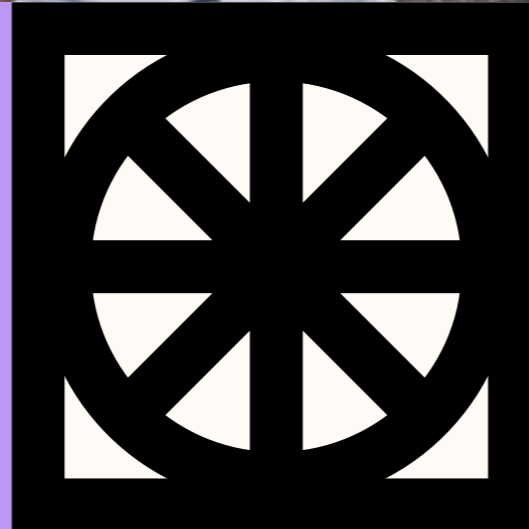
Additionally, we will seek to enhance the setting of Shrewsbury Railway Station and improve access from all directions. To complement the existing town centre station, we will also explore the potential of creating a new Parkway Station east of Shrewsbury.

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

We understand that this strategy is bold and ambitious, requiring a forward-thinking, place-based approach from all key stakeholders to become a reality. With broad cross-party support, this strategy will guide Shrewsbury's future development over the coming years.

The strategy has been updated to incorporate findings and address feedback from the public consultation conducted between January – March 2024. We thank everyone who has contributed to shaping this strategy.

Together, we can create an inclusive, resilient and thriving Shrewsbury for all to enjoy.



Strategic Context

 **SHREWSBURY
MOVES**

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

Shrewsbury Big Town Plan (2018)

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

The Plan establishes the following vision for the town:

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

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

Shrewsbury Big Town Plan Masterplan Vision (2021)

The Masterplan Vision identifies a range of ideas and opportunities to show how the town could evolve over the next 20 years. This Vision highlights that developing an integrated movement action plan, which establishes a programme of infrastructure and transport projects, is vital.

Shrewsbury Moves: A 10-year vision and plan

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

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



Strategy Development

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

The key themes of the strategy are:

Traffic Management & active travel inside the river loop

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



Traffic Management and active travel outside the river loop

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



Public Transport and Micromobility

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



Parking Plus

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





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

The key principles define the core values and priorities of the strategy, and reflect the wide reaching outcomes of investment in transport, for example health and well-being, the environment, economic growth and urban development.

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



Stakeholder Engagement

Comprehensive stakeholder engagement has formed an integral part in the development of the Movement and Public Space Strategy.

Core Advisory Group

To ensure a balanced representation of perspectives from the public, private and charity sectors and to best utilise local knowledge and expertise, a Core Advisory Group was established at the outset of the strategy's development in 2022. The Core Advisory Group acted as a sounding board and critical friend to the project team, helping to shape the strategic interventions. Key themes that were represented at the Advisory Group can be found below:

Emergency Services	Education	Young People	Elderly People
Environment	Active Travel	Industry Experts	Health & Wellbeing
Residents	Bus Interest Groups	Bus Operators	Rail
Water	Businesses	Accessibility & Disability	

Targeted Engagement

Three workshops were held with the Core Advisory Group at key intervals of developing the strategy. Feedback from these sessions highlighted a need to ensure children, young people, businesses and councillors were heard and were actively engaged in the decision making process of strategic interventions.

Recognising this importance, targeted engagement was conducted, consisting of:

- > Workshops with local businesses and councillors
- > Focus groups with 10 tourism students at Shrewsbury Colleges Group, where students were asked to vote on their views regarding each strategic Interventions.
- > Two focus groups with 30 Year 11 GCSE geography students from Meole Brace Secondary School and 34 Year 9 – 11 GCSE geography students from The Priory School. In these sessions, students discussed each strategic intervention and expressed their opinions.
- > An online questionnaire was developed to enable students to provide their views on strategic interventions and key themes. This engagement reached circa. 240 students aged between 13 and 15, facilitated through students completing the survey as part of their homework.



Public Consultation

The Movement and Public Space Strategy has been amended to incorporate feedback from the public consultation held between January and March 2024.

Public Consultation

Public consultation commenced on Friday 26th January 2024 and ran for nine weeks, ending on Friday 29th March 2024.

Activities were organised during the public consultation to provide members of the public with opportunities to learn more about the strategy and discuss proposals with the design team. This included:

- > An interactive trail across Shrewsbury
- > Consultation boards on display at St Mary's Church
- > Public drop-in sessions at St Mary's Church with the design team

4,500 contributions were made to the consultation from over 1,000 respondents.

Overall, the public consultation revealed that residents of Shrewsbury desire a transport system that accommodates all users and reduces traffic, especially in the town centre. However, there is a need for more information and clarity on some of the strategic interventions outlined in the strategy.

Therefore, the Movement and Public Space Strategy has been revised, where appropriate, to incorporate consultation responses and recommendations received from key stakeholders and members of the public. In addition, the outcomes, interdependencies and next steps relevant to each key theme are summarised at the end of each section to provide greater clarity.

Next Steps

Key stakeholders, including members of the public, will be actively involved in the decision making process of planning, designing and implementing strategic interventions as they are taken forward.

By adopting a proactive approach and collaborating closely, we aim to maximise the potential of these interventions to deliver the vision set out in the Shrewsbury Big Town Plan.



Traffic Management and active travel inside the river loop

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

Why?

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

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

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

What?

The town centre would be divided into three traffic loops:

- > Welsh Bridge / Frankwell
- > English Bridge / Kingsland Bridge
- > Chester Street / Castle Foregate

Under this configuration, all motor vehicles, unless exempt, must enter and exit from the same location and cannot travel between the different loops.

The implementation of traffic loops would not stop people from being able to drive into the town centre and all car parks within the town centre would continue to be accessible at all times of the day. This means that people who need to access the town centre by private motor vehicle (e.g. Blue Badge holders, people with limited mobility etc.) would continue to be able to do so, but would mean that private motor vehicles who use the town centre as a

through-route would need to find an alternative route.

Movement between traffic loops would be unrestricted, and enhanced for public transport, pedestrians and cyclists, facilitated through the considerable reduction in through traffic.

We acknowledge that some people would need to access the town centre from all directions. An exemption policy, based on evidence of need, would be developed with the assistance of key stakeholders to accommodate these cases. For example, all emergency services would be exempt from the traffic loop system.

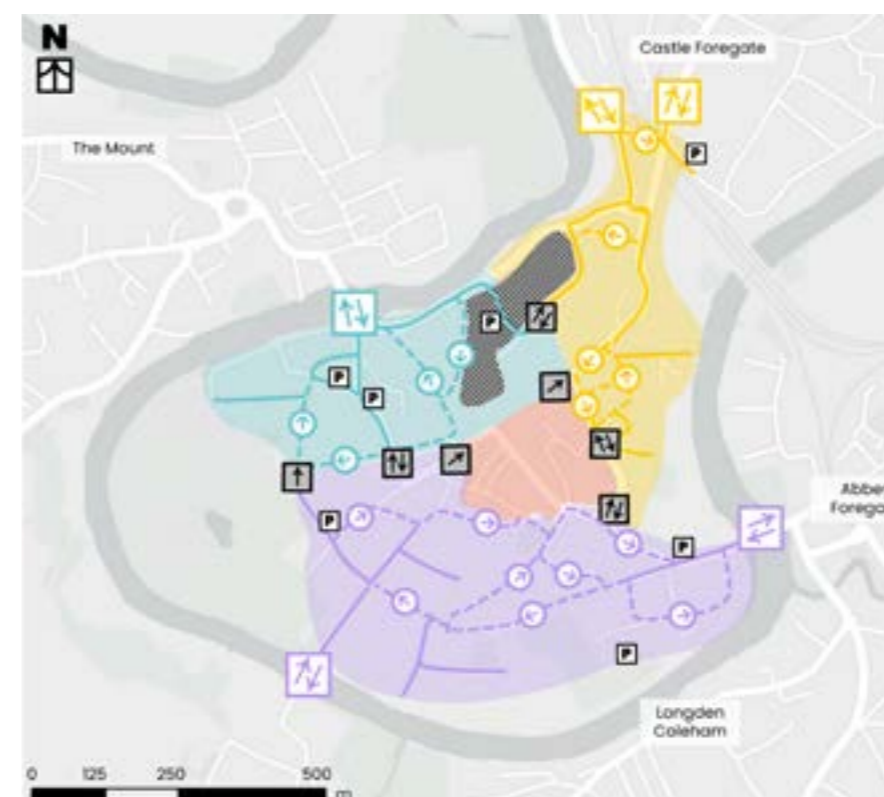
It is recognised that there are interdependencies that need to be accounted for when implementing traffic loops. For example, a suitable car park to the north of the town centre is required to enable private motor vehicles to access parking from Chester Street / Castle Foregate loop. Therefore, until there is an alternative, publicly accessible car park of suitable size available, access for private motor vehicles would be maintained to Raven Meadows Car Park from the Chester Street / Castle Foregate loop.

Through the implementation of traffic loops, there would be a space in the town centre where no motor vehicles, unless exempt, would be permitted. This area would be a designated 'Pedestrian Priority Zone' and would encompass the streets of Butcher Row, St Alkmond's Place, Shoplatch, the Square, Pride Hill and High Street.

Depending on the final arrangement of the traffic loops, there is potential to enhance other spaces in the town centre for pedestrians. Streets such as Roushill and Milk Street, which already host a diverse range of independent shops and restaurants, could benefit from these enhancements.



Above: Indicative visualisation showing Bellstone, Shrewsbury



Key

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

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

2 | Create a Pedestrian Priority Zone in the historic core of the town centre

Why?

The historic core of Shrewsbury lies within a loop of the River Severn loop and is home to a range of listed buildings, including the Square and St Alkmund's Church. The area is home to a mix of independent and national eateries/retailers which can be found on High Street, Milk Street, Princess Street and Fish Street. However, these spaces are currently overshadowed by the dominance of motor vehicles, which restricts the ability for business spill out and event spaces to be created.

Since November 2021, a section of the town centre has been temporarily closed to motor traffic between 10:00 and 16:00 on weekends, encompassing the streets of Wyle Cop (uphill), High Street and Shoplatch as well as the Square. This has created additional space for pedestrians and opportunities for business spill out and street activities, creating a greater sense of vibrancy in the town centre.

What?

By dividing the town centre into three traffic loops, we would create a space in the town centre where no motor vehicles, unless exempt, are permitted at any time of the day, establishing a 'Pedestrian Priority Zone'. This zone would encompass the historic streets of; Butcher Row, St Alkmunds Place, Shoplatch, the Square, Pride Hill and High Street and would be an extension of the current road closures implemented in the town centre on weekends.

Delivery vehicles would still be able to make deliveries within the Pedestrian Priority Zone, but only between the hours of 16:00 and 10:00.




Above: Indicative visualisation showing Wyle Cop, Shrewsbury



Above: Indicative visualisation showing High Street, Shrewsbury



Key

 Pedestrian Priority Zone (PPZ)

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

3 | Provide a two-way bus corridor across the town centre

Why?

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

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

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



What?

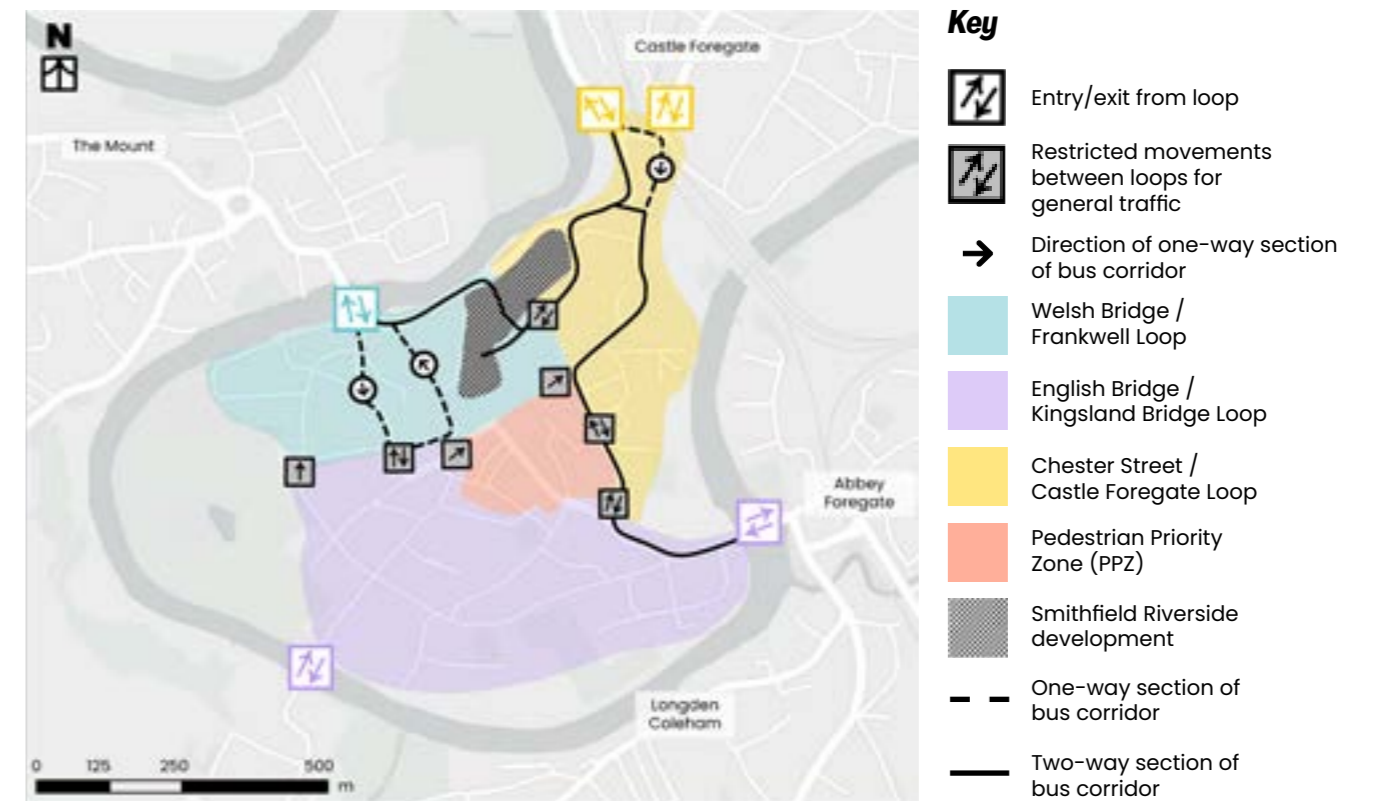
By implementing traffic loops, there would be far fewer private motor vehicles in the town centre. This would mean that it would be feasible for two-way bus movements to be accommodated along the length of a bus corridor. This bus corridor would exist between Welsh and English Bridge.

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

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



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



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

4 | Improve gateway features at key entrances to the town centre

Why?

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

- > Built in 1795, Welsh Bridge is not pedestrian friendly because there is a high volume of private motor vehicles. The pavement is also narrow, so it is hard for people to walk side by side in both directions.
- > Founded in 1083, Shrewsbury Abbey is a Grade I listed building situated on the edge of the town centre. However, its historical importance is overshadowed by high volumes of motor traffic travelling along Abbey Foregate.
- > Known as the 'grandfather of skyscrapers', Flaxmill Maltings is a Grade I listed building which has been restored as an interactive visitor exhibition by Historic England. However, active travel connections around the site are poor and high volumes of motor traffic make the area surrounding the site unappealing.
- > Facilities at Shrewsbury Bus Station are outdated and unsuitable for accommodating a modern public transport interchange, failing to meet the needs of bus users.

Overall, the volume of motor vehicles and quality of public spaces at these entry points make it unpleasant for people arriving on foot, bike or by bus and do not give a good first impression for visitors coming to Shrewsbury.

What?

Gateway features would be created at key entry points, which would provide a physical and visual indication to people that they are entering Shrewsbury town centre. Features would provide opportunities for placemaking and create a strong first impression for visitors.

Designs for gateways would be developed in collaboration with key stakeholders, but could include; wayfinding, public art, light installations, tree/vegetation planting and sustainable urban drainage systems to alleviate flood risk.

At the heart of all gateways would be a focus on enhancing conditions for pedestrians, cyclists and bus users. This would be achieved by reducing the dominance of private motor vehicles and providing high quality waiting facilities for bus users across the town.

It is envisioned that these improvements would draw people into the town centre and establish a strong sense of arrival.



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



Key

- Key entrances or gateway to the town centre
- Enhancement of existing car parks into Park and Choose site
- Indicative location of new Park and Choose site
- Welsh Bridge / Frankwell Loop
- English Bridge / Kingsland Bridge Loop
- Chester Street / Castle Foregate Loop
- Pedestrian Priority Zone (PPZ)
- Smithfield Riverside development

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

5 | Maintain servicing access to businesses and event spaces

Why?

The ability to make and receive deliveries by motor vehicle is essential to businesses and event spaces in the town centre. Except for Pride Hill (as well as High Street and Shoplatch on weekends), businesses can receive deliveries at any time of the day. Residents living in the town centre also rely on deliveries. The rise in online shopping over recent years has led to a sharp rise in the number of vehicles delivering parcels to homes, workplaces and parcel drop-off hubs. This results in a need to find a sustainable alternative to motor vehicles for deliveries.

The town centre also acts as a through route for many delivery vehicles, which fail to interact with any town centre business or residential properties. This contributes to high levels of motor traffic and creates a poor walking and cycling environment.

before being transferred into the town centre by sustainable, active travel modes.

Businesses that utilise receiving deliveries through the consolidation hub would be able to benefit from receiving deliveries at all times of the day as deliveries that are undertaken by active modes of transport (such as by cargo bike) would not be restricted to following the traffic loop system.

Shrewsbury Big Town Plan Partnership is already working to introduce a range of sustainable last mile delivery options for businesses in the town. Funding from the UK Shared Prosperity Fund is currently being used to develop a trial for a cargo bike delivery service, which would seek to reduce the number of motor vehicles delivering goods in the town.

What?

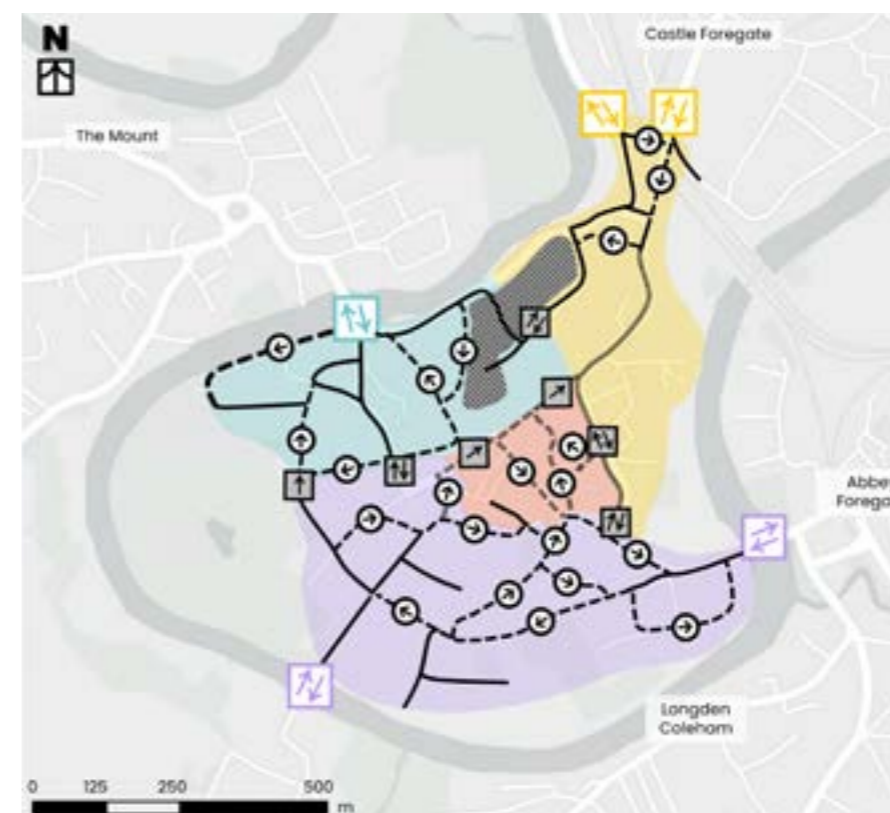
The implementation of traffic loops in the town centre would mean that delivery vehicles, unless exempt, would be unable to use the town centre as a through route. Instead, delivery vehicles would need to enter and exit the town centre at the same location. Delivery vehicles would still be able to make deliveries within the Pedestrian Priority Zone, but only between the hours of 16:00 and 10:00.

Other roads outside of the Pedestrian Priority Zone may also require delivery vehicles to travel at certain times. For example, to facilitate a two-way bus corridor through the town centre, servicing traffic would only be able to travel along St Mary's Street / Dogpole between the hours of 16:00 and 10:00.

Car parks on the edge of the town centre would be transformed into 'Park and Choose' sites. These sites would act as consolidation hubs, allowing delivery vehicles to drop off goods,



Above: Indicative visualisation showing Frankwell, featuring a signpost directing users to Park and Choose site located at Frankwell Main car park



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

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

Outcomes, Interdependencies & Next Steps

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

Key Outcomes: What will happen?

- > Reduced number of private motor vehicles in the town centre
- > Space created for business spill out and activities, creating a thriving town centre
- > Enhanced access to popular destinations within the town centre by walking or cycling
- > Improved air quality

2. Create a Pedestrian Priority Zone in the historic core of the town centre

Key Outcomes: What will happen?

- > Improved environment surrounding key heritage assets
- > Pedestrians would be able to walk freely through the Zone with no interference from motor vehicles
- > Enhanced shopping and dining experience

3. Improve gateway features at key entrances to the town centre

Key Outcomes: What will happen?

- > Develop a positive and appealing first impression of Shrewsbury as a key strategic location
- > Enhanced visitor experience through a more attractive environment
- > Improved representation of Shrewsbury's rich history and heritage
- > Enhanced sense of place

4. Provide a two-way bus corridor across the town centre

Key Outcomes: What will happen?

- > Improved journey time reliability for bus users
- > Reduced journey times for buses travelling across town centre
- > Enhanced access to popular destinations in town centre by bus
- > Modal shift for cross-town journeys away from private vehicle

Key Interdependencies: What has to happen before this can happen?

- > Identify a suitable car park to the north of the town centre as a Park and Choose site
- > Enhanced access to Shrewsbury Railway Station

Key Interdependencies: What has to happen before this can happen?

- > Implementation of traffic loops within the town centre
- > Delivery and servicing strategy for the town centre

Key Interdependencies: What has to happen before this can happen?

- > Implementation of traffic loops within the town centre
- > Publication of a revised Local Flood Risk Management Strategy
- > Publication of Shrewsbury Design Code

Key Interdependencies: What has to happen before this can happen?

- > Implementation of traffic loops within the town centre
- > Creation of a new public transport interchange facility in town centre
- > Enhanced access to Shrewsbury Railway Station

Next Steps:

- > Strategic transport modelling, considering the impact of re-routing of residual traffic away from the town centre
- > Develop an Exemption Policy, identifying who would be exempt from traffic loops
- > Trial implementation of traffic loops
- > Consider 'Prepare and Protect' measures when implementing traffic loops

Next Steps:

- > Finalise extent of Pedestrian Priority Zone
- > Trial implementation of Pedestrian Priority Zone

Next Steps:

- > Agree alignment of features with the forthcoming Shrewsbury Design Code
- > Conversations with Environmental Agency concerning future flood defence schemes in Shrewsbury

Next Steps:

- > Continued discussion with bus operators regarding bus routes, stops and layover facilities
- > Agree the most suitable route and undertake further design work along corridor
- > Undertake modelling of traffic signals along the corridor

Outcomes, Interdependencies & Next Steps

5. Maintain servicing access to businesses and event spaces

Key Outcomes: What will happen?

- > Reduced number of vehicles travelling through the town centre
- > Enhanced pedestrian and cyclist safety
- > Enhanced business reputation by adopting sustainable deliveries
- > Reduced air pollution within the town

Key Interdependencies: What has to happen before this can happen?

- > Implementation of traffic loops within the town centre
- > Develop an Exemption Policy, identifying who would be exempt from traffic loops

Next Steps:

- > Develop a freight, delivery and servicing strategy in collaboration with local businesses
- > Alignment with projects funded through the UK Shared Prosperity Fund for Shrewsbury



Traffic Management and active travel outside the river loop



6 | Lower speed limits within Shrewsbury

Why?

Lower speed limits are beneficial for people living and visiting Shrewsbury, ensuring that the expected driver behaviour is appropriate to the character of the road.

Motor vehicles that drive slower create safer environments for pedestrians, cyclists and horse riders. When motor vehicles travel faster, pedestrians and cyclists are at greater risk of being seriously hurt if there is a collision as well as leading to dangerous and stressful situations for both the horse and the rider.

Slower motor vehicles are also better for the environment because they produce fewer harmful emissions, such as carbon dioxide, than vehicles travelling at higher speeds.



What?

Most residential roads across Shrewsbury with a current speed limit of 30mph would be changed to a speed limit of 20mph.

Some main roads could be exempt from this speed limit and remain at higher speed limits, where required. These roads would be agreed in collaboration with key stakeholders and would be incorporated into a 20mph policy, setting out where exemptions may be considered.

The speed limit of 20mph would be 'self enforcing' through the use of physical and visual traffic calming measures, such as repeater signs and road narrowing.



Key

- Indicative area for 20mph speed limits in residential areas
- Indicative exemption road(s)

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

7 | Implement Local Access Priority Areas

Why?

Many urban communities surrounding Shrewsbury town centre experience 'rat running' whereby drivers, typically during peak times, seek to avoid congestion on main roads by using residential side streets.

'Rat running' can be harmful as it can lead to congestion on residential streets along with associated problems such as increased risk of collisions, noise and air pollution, ultimately making residential streets unpleasant for pedestrians and cyclists.

Other residential streets experience 'nuisance parking' in the form of pavement parking and an excess amount of vehicles parking on residential streets, typically to access nearby key destinations. This practice can cause potential access issues as well as residents being unable to park near their own homes.

Determining where Local Access Priority Areas should be implemented across Shrewsbury may also involve; collecting feedback from local people, monitoring traffic levels and other health/environmental impacts.

In some cases, it may be possible to trial Local Access Priority Areas, before working alongside local people and other key stakeholders to decide whether measures should be implemented permanently.

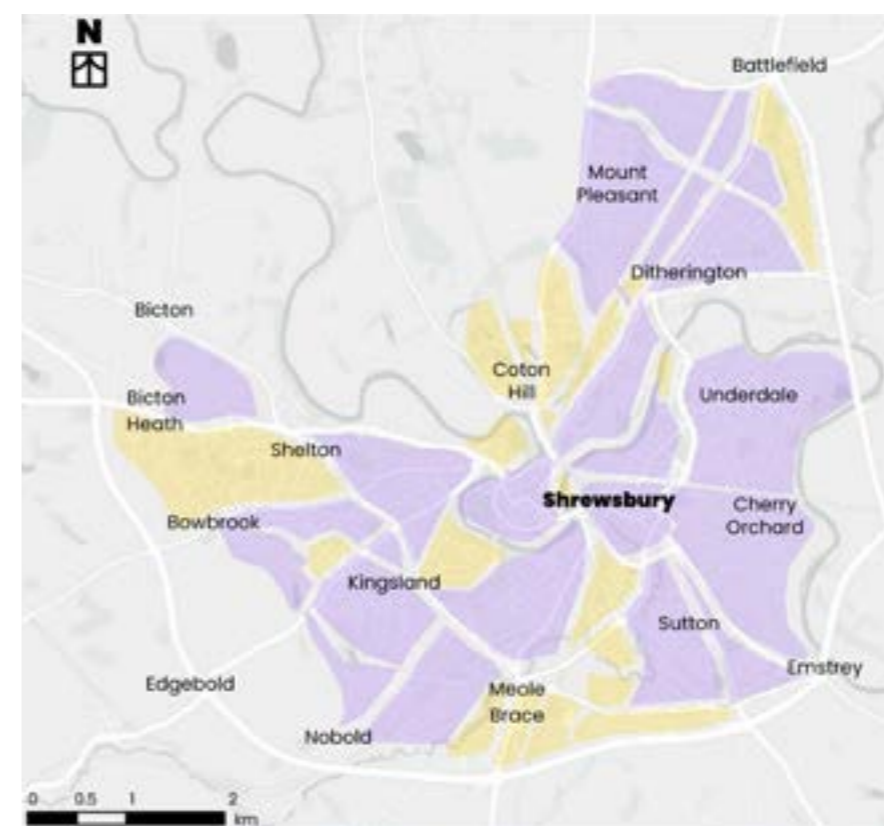
Any new residential development in Shrewsbury would be designed to ensure motor vehicles do not use residential roads as rat runs, aligning with the objectives of this intervention.

What?


Residential areas would be designated as Local Access Priority Areas. This would mean that motor vehicles, unless exempt, would not be able to use residential areas as 'rat runs'. Movement within and between areas would be unrestricted, and enhanced for public transport, pedestrians and cyclists, facilitated through the considerable reduction in through traffic.


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

Residential areas that would be transformed into Local Access Priority Areas would be determined primarily based on the level of local support for measures and would only be implemented where local consent has been obtained.



Key

 Existing Local Access Priority Areas (based on current highway layout)

 Potential future Local Access Priority Areas (based on current highway layout)

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

8 Upgrade existing pedestrian and cycle infrastructure to national standards

Why?

In Shrewsbury, most of the cycle infrastructure is outdated and does not connect well across main roads and junctions. This contributes to cycling around the town being difficult because there is no simple network that joins key destinations across the town. This leads to a confusing, disjointed and unsafe network for cyclists.

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

Additionally, many horse riders find it difficult to travel safely across the town, particularly at road crossings, junctions and on busy roads. Horse riders are typically then required to share space with private motor vehicles, leading to potential conflict.

What?

Shropshire Council has developed a Local Cycling and Walking Infrastructure Plan (LCWIP) for the town. This plan sets out a prioritised list of schemes for delivery over the next ten years that would improve cycling and walking infrastructure for Shropshire residents, workers and visitors alike.

Cycling and walking improvements would be taken from this plan and would initially focus on the high priority, short term interventions to be delivered across the town.



Key

- Core Walking Zone
- 'Local' LCWIP Cycle Schemes
- 'Primary' LCWIP Cycle Schemes
- 'Secondary' LCWIP Cycle Schemes

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

Why?

The River Severn surrounds the town centre, which can make it difficult for people who want to walk or cycle across it. There are limited bridges that cross the river and the ones that exist are often crowded with private motor vehicles and have narrow pavements or are not able to be used by cyclists.

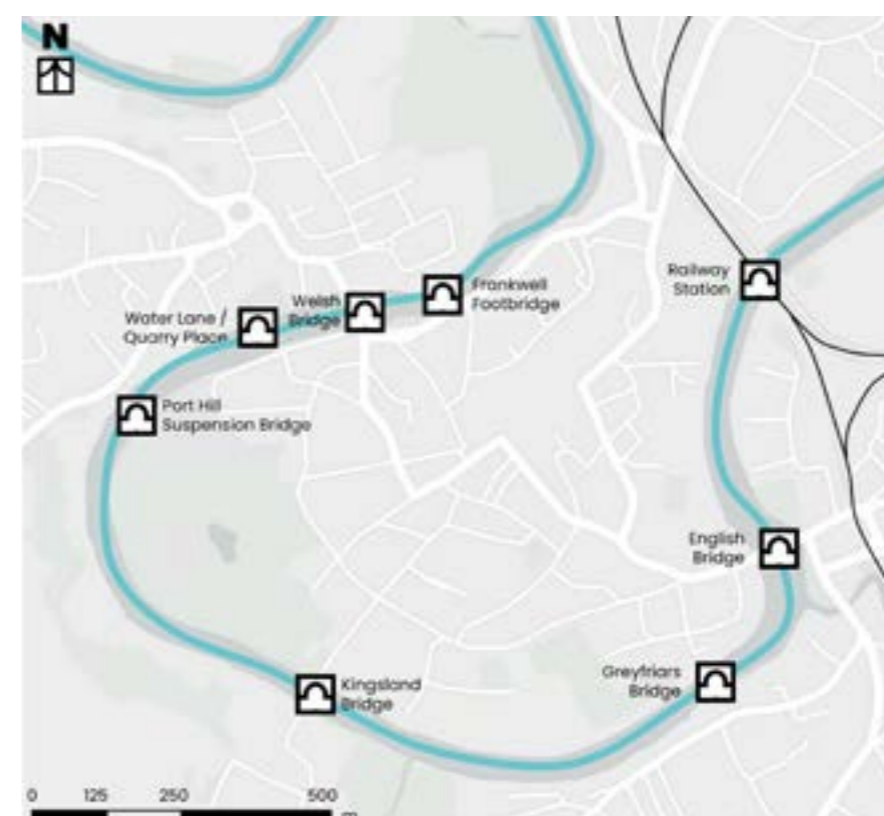
For people with mobility issues, there are currently limited accessible transport options to travel to the town centre, aside from by private motor vehicle. For example, Frankwell Footbridge is not accessible for people with pushchairs or wheelchairs as there are steps at both ends with no alternative provision.




The railway line also makes it difficult for people to walk and cycle across the town. In particular, people travelling from the east of Shrewsbury to the railway station have an extended journey time through the town centre due to no direct route provided to the station.

What?

More places for people to safely cross the river and the railway line would be explored.

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



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

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

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

Why?

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

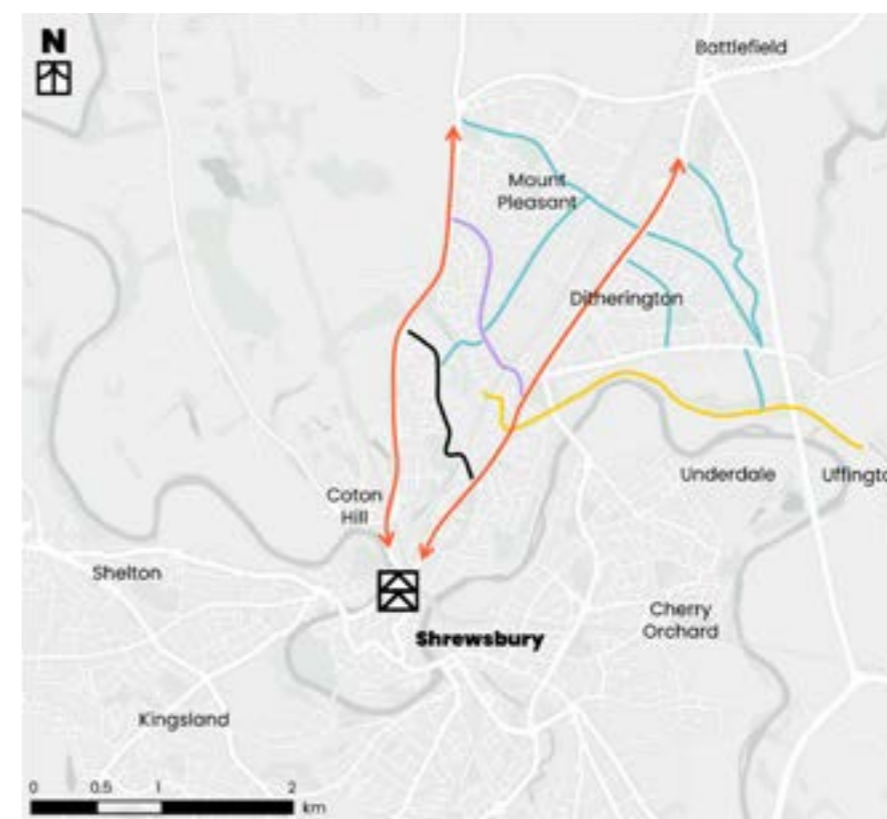
This is an issue, particularly for residents of north Shrewsbury. Neighbourhoods in this area fall within some of the most deprived areas of England and many residents do not have access to a private motor vehicle. Residents therefore have limited affordable, safe and convenient choices for getting around Shrewsbury.

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

What?

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

Additionally, there is potential to explore the reopening of Shrewsbury Canal as a dedicated route for pedestrians and cyclists as part of future work streams.



Key

- Levelling Up Round 2 Projects (Northern Corridor & Smithfield Riverside development)
- Old Shrewsbury Canal Route
- Priority routes for walking, wheeling and cycling (indicative alignment)
- 'Local' LCWIP Cycling Schemes
- 'Primary' LCWIP Cycling Schemes
- 'Secondary' LCWIP Cycling Schemes

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

Outcomes, Interdependencies & Next Steps

6. Lower speed limits within Shrewsbury

Key Outcomes: What will happen?

- > Safer streets for pedestrians and cyclists
- > Modal shift to active travel modes
- > Reduced air and noise pollution

Key Interdependencies: What has to happen before this can happen?

- > Implementation of Local Access Priority Areas
- > Policy development for the introduction of 20mph speed limits across Shrewsbury

Next Steps:

- > Develop policy for the introduction of 20mph speed limits
- > Agree which roads will be exempt from 20mph speed limit
- > Agree most suitable roads for pilots

7. Implement Local Access Priority Areas

Key Outcomes: What will happen?

- > Safer streets for pedestrians and cyclists
- > Reduced number and severity of road traffic collisions
- > Opportunities for street events and parties in residential areas establishing strong, socially cohesive communities
- > Reduced air and noise pollution in residential areas

Key Interdependencies: What has to happen before this can happen?

- > Policy development for the introduction of 20mph speed limits across Shrewsbury
- > Implementation of priorities outlined within Shrewsbury's Local Cycling and Walking Infrastructure Plan

Next Steps:

- > Agree most suitable residential area for pilots with key stakeholders and members of the public
- > Strategic transport modelling to consider the impact of re-routed residual traffic

8. Upgrade existing pedestrian and cycle infrastructure to national standards

Key Outcomes: What will happen?

- > Improved conditions for pedestrians and cyclists
- > Modal shift to active travel modes
- > Coherent network of walking and cycling links across the town

Key Interdependencies: What has to happen before this can happen?

- > Levelling Up Fund 2 project - Shrewsbury Station Gyratory

Next Steps:

- > Develop a funding and delivery strategy for Shrewsbury's Local Cycling and Walking Infrastructure Plan
- > Deliver short term priorities outlined within the Local Cycling and Walking Infrastructure Plan.
- > Detailed design of walking and cycling routes

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

Key Outcomes: What will happen?

- > More people would be able to walk and cycle into the town centre
- > Places on the edge of the town centre would be better connected by sustainable travel modes
- > Improved town centre resilience to the impacts of climate change (e.g. flood events)

Key Interdependencies: What has to happen before this can happen?

- > Levelling Up Fund 2 Project: Smithfield Riverside redevelopment
- > Implementation of traffic loops within the town centre

Next Steps:

- > Land search to identify suitable location for a new pedestrian access point to the Railway Station
- > Continued alignment with Levelling Up Fund 2 Project: Smithfield Riverside redevelopment

Outcomes, Interdependencies & Next Steps

10. Provide active travel links to the north of Shrewsbury

Key Outcomes: What will happen?

- > Reduced reliance on private motor vehicles
- > Expanded cultural offer of Shrewsbury by better connecting the town centre with Flaxmill Maltings
- > Unlock job and recreational opportunities for people living to the north of Shrewsbury by sustainable modes

Key Interdependencies: What has to happen before this can happen?

- > Levelling Up Fund 2 Project: Station Gyrary Improvements

Next Steps:

- > Continued alignment with Levelling Up Fund 2 Project: Station Gyrary Improvements
- > Detailed study to assess viability of restoring Shrewsbury Canal
- > Further engagement with key historical sites to the north of Shrewsbury e.g. Flaxmill Maltings

Public Transport and Micromobility

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

Why?

In Shrewsbury, except for the rickshaw scheme, there is no option for renting sustainable transport such as bikes or scooters. This makes it hard for people to choose eco friendly ways to travel around the town, which leads to a reliance on private motor vehicles for short trips.

There are also not enough inclusive services that help people with mobility issues to access the town centre and the routes to the town centre are not always fully accessible. This means people with mobility issues often have limited choice except to drive and park within the town centre.

Capacity at Park and Choose sites would be increased, encouraging car journeys previously parking inside the river loop to access the town. This would also help alleviate pressure on car parking, particularly during events held in the town centre.

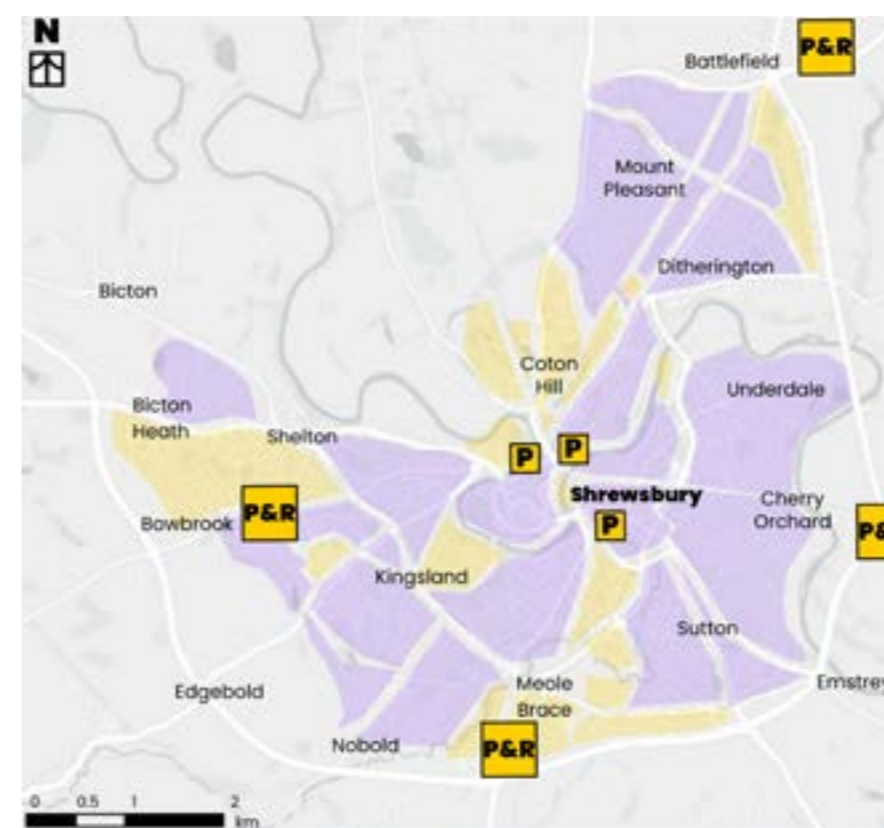
Shrewsbury Big Town Plan Partnership is already working to introduce a sustainable transport hire/share scheme across the town. Funding from the UK Shared Prosperity Fund is currently being used to develop a trial for a bike share/hire scheme, which would seek to encourage people to travel actively rather than rely on private motor vehicles.

What?

To make it easier for people to move around Shrewsbury, mobility hubs would be created across the town. These hubs would be places where people could access a wide range of micromobility modes of transport such as bicycles, scooters and rickshaws in one convenient location. Mobility hubs would also provide space for pop up businesses, opportunities for outdoor play and other forms of sustainable transport such as public transport and low emission vehicle technology facilities (e.g. electric vehicle charging points).

Mobility hubs could be implemented at varying scales:

- > **Community hubs** - located in Local Access Priority Areas.
- > **Park and Choose** - located at car parks situated on the edge of the town centre, encouraging people to park on the edge of the town and walk, cycle or take the bus into the centre.
- > **Park and Ride sites** - Located at Meole Brace, Bowbrook, Battlefield and a new Park and Ride site at Emstrey.



Key

- Indicative Park and Ride site
- Park and Choose site
- Existing Local Access Priority Areas (based on current highway layout)
- Potential future Local Access Priority Areas (based on current highway layout)

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

12 | Integrate Park and Ride with general bus services

Why?

The current Park and Ride service in Shrewsbury is not an attractive option compared to travelling by private motor vehicle. For example:

- > There are no Park and Ride services on Sundays or after 6:30pm.
- > The service is unreliable because buses do not have priority over private motor vehicles, meaning they are often delayed in congestion during peak periods.
- > The service only drops passengers to and from the town centre. This means that Park and Ride is not feasible for users who want to travel to other key destinations outside of the town centre.

These factors have contributed to a drop in passenger numbers over the last 10 years and encourage people to find an alternative way to access the town centre, likely by private motor vehicle.

What?

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

Park and Ride would be integrated within the Shrewsbury Parking Plus Strategy. This would ensure that the pricing of car parking across the town makes Park and Ride an attractive and competitive offer compared to car parking closer to the town centre.

Rural buses would continue to route into the town centre.



Key

- Indicative location of Park and Ride sites
- Indicative location of key, high frequency bus corridors

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

13 | Create an enhanced Park and Ride offer, including new and relocated sites

Why?

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

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

What?

A new Park and Ride site would be built to the east of Shrewsbury, near Emstrey roundabout.

Harlescott Park and Ride would be relocated to a location further north so that it can intercept more traffic from the A53 / A49.

Oxon Park and Ride would be relocated to improve connections between the new residential development and other key destinations to the west of Shrewsbury, such as Royal Shrewsbury Hospital.

Park and Ride sites would attract more people, particularly tourists, to travel into the town centre by bus rather than by private motor vehicle. This would help build resilience and alleviate pressure from car parks within the town centre, particularly during busy periods, such as during events.



Key

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

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

14 | Provide bus priority measures on key routes into the town centre

Why?

Many routes across the town experience high traffic volumes. Given the constrained, historic road network, this leads to traffic congestion, particularly during morning and evening peak periods.

Buses often get delayed in traffic congestion as there are very few bus priority measures (such as dedicated bus lanes and traffic signal priorities) across Shrewsbury. This results in buses finding it difficult to maintain their timetabled schedule, leading to an unreliable and higher than anticipated travel time for bus passengers. Overall, this contributes to people being less likely to choose to travel by bus over a private car.

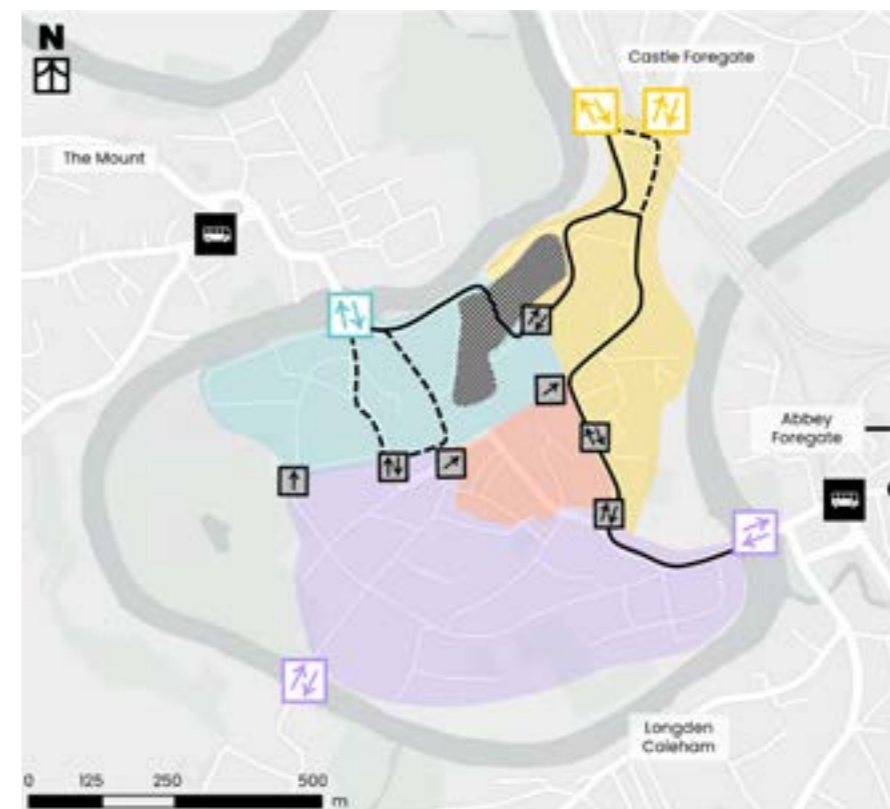
There is only one short section of bus priority in Shrewsbury, on Castle Gates. This is a bus lane, however its short length means it does not provide buses with priority over private motor vehicles.



What?

Key routes into the town centre would be made bus only for all traffic, with private motor vehicles directed onto parallel routes.

The implementation of traffic loops in the town centre and Local Access Priority Areas would also serve as bus priority measures. This is because no private motor vehicles, unless exempt, would be allowed to travel between different traffic loops or through Local Access Priority Areas.



Key

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

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

15 | Revise existing bus routes and frequency across Shrewsbury

Why?

As with many towns surrounded by a rural hinterland, the bus network in Shrewsbury and its wider catchment is infrequent and unreliable.

In particular, buses are even less reliable or frequent in the north of Shrewsbury when compared to other parts of the town such as in Frankwell. This makes it harder for people to use public transport to get to key destinations across the town, meaning that many people rely on private motor vehicles.

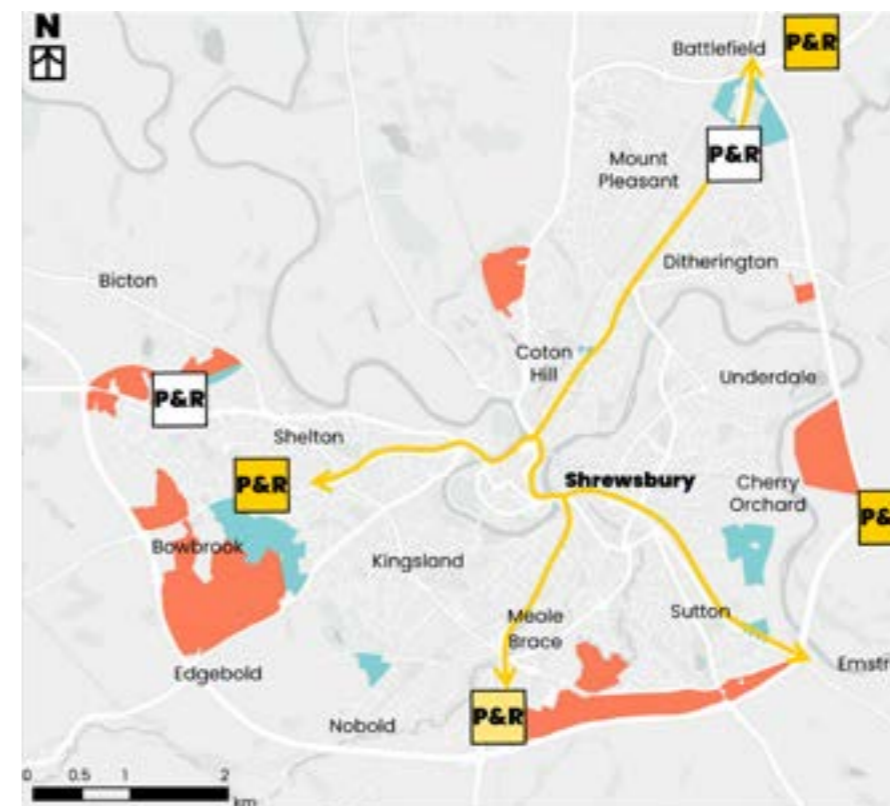
However, this is not possible for some people in north Shrewsbury as many people do not have access to a car or a van, resulting in people being excluded from easily accessing some destinations across the town.

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

What?

Bus routes and frequencies would be altered to better serve key destinations, particularly to the north of Shrewsbury.

Shropshire Connect On-Demand was launched in December 2023 and provides a flexible Demand Responsive Transport to areas across Shrewsbury such as; Longden, Hook-A-Gate and Oteley Road. This system would be enhanced, enabling people across all rural areas in Shrewsbury to be able to be picked up and dropped off at their preferred destination, complementing the existing bus service.



- Key**
- Draft allocations in draft Local Plan (2016 – 2038)
 - Allocations in current Local Plan (2006 – 2026)
 - P&R New / Re-located Park and Ride site
 - P&R Existing Park and Ride site (to be retained)
 - P&R Existing Park and Ride site (to be re-located)
 - Key, high frequency bus corridors

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

16 | Enhance Shrewsbury Railway Station and wider Station Quarter

Why?

Shrewsbury Railway Station is a Grade II listed building in the heart of the town centre, however, the immediate area surrounding the station fails to provide a welcoming first impression of Shrewsbury. This is because the station forecourt is dominated by motor vehicles, primarily because of the pickup and drop-off area located on the forecourt. This makes the area feel crowded and not a nice place to walk or spend time.

Additionally, walking routes around the station are not accessible to many people. For example, the 'Dana' is a well-used, historic pedestrian route from the north of Shrewsbury to the town centre, but steep steps which link Castle Gates and the footway mean people with mobility difficulties are unable to use the route.

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

What?

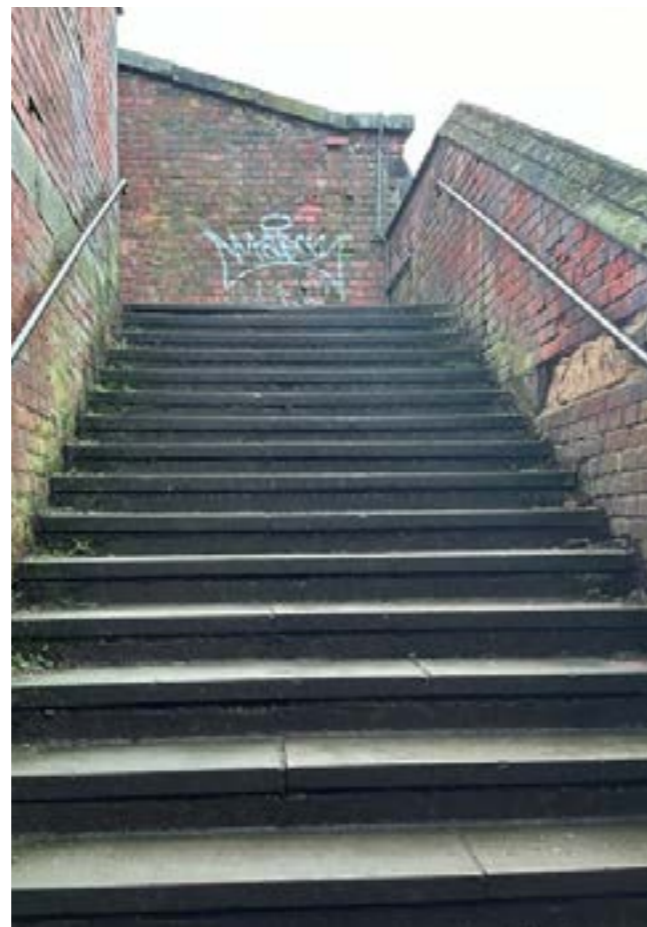
Improvements to the station and Station Quarter will be made on a phased basis.

Firstly, enhancements would focus on the current footprint of the station, remodelling and transforming it into a 21st Century modern transport hub. All entrances to the station (including the 'Dana' route) would be made fully accessible, enabling everyone to be able to access the station from all directions.







Following this, improvements would be made within the vicinity of the Station Quarter. This would consist of a new drop-off and pickup facility on Howard Street, which would be

relocated from the current station forecourt and tie in with development aspirations for adjacent land parcels. A new entrance would also be created for the station from Howard Street which could be located near the Buttermarket, acting as a gateway from the north of Shrewsbury.

The requirements of British Transport Police, Network Rail, other emergency services and rail replacement vehicles would be accommodated in future proposals/designs for the station, including retaining parking spaces that are currently positioned on the station forecourt.



Key

-  Shrewsbury Railway Station – with remodelled internal station building
-  Indicative location of new Park and Choose site
-  Bus-rail interchange and gateway to the town centre, with station forecourt improvements
-  Development sites
-  New northern station forecourt, with pickup and drop-off facilities
-  Improved active travel connections between town centre and north Shrewsbury

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

17 | Provide new public transport interchange hub in the town centre

Why?

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

What?

At least one new modern transport hub would be created in the town centre. This could be in one location or a number but would be located somewhere along the two-way bus corridor.

One hub would be positioned at Shrewsbury Railway Station, where people would be able to easily switch between bus, train and active modes of transport, otherwise known as micromobility (e.g. e-bikes).







The area surrounding the new public transport interchange facility at Shrewsbury Railway Station would be completely transformed. Bus stops would be located on Castle Gates and Chester Street, with seating, public art and planting being provided across the area.

High quality facilities are also required within the vicinity of Smithfield Riverside redevelopment, proportionate to the scale of the development and anticipated number of services. This facility would help provide good connections for bus users to key destinations such as Shrewsbury Market Hall and the Darwin Centre.

There would also be a dedicated area within the town centre for coaches, facilitating regional and national connections, seeking to maintain Shrewsbury's status as a Coach Friendly Town.



Key

-  Shrewsbury Railway Station – with remodelled internal station building
-  Indicative location of new Park and Choose site
-  Bus-rail interchange and gateway to the town centre, with station forecourt improvements
-  Development sites
-  New northern station forecourt, with drop-off facilities
-  Improved active travel connections between town centre and north Shrewsbury

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

18 | Provide Parkway Station 'Shrewsbury East'

Why?

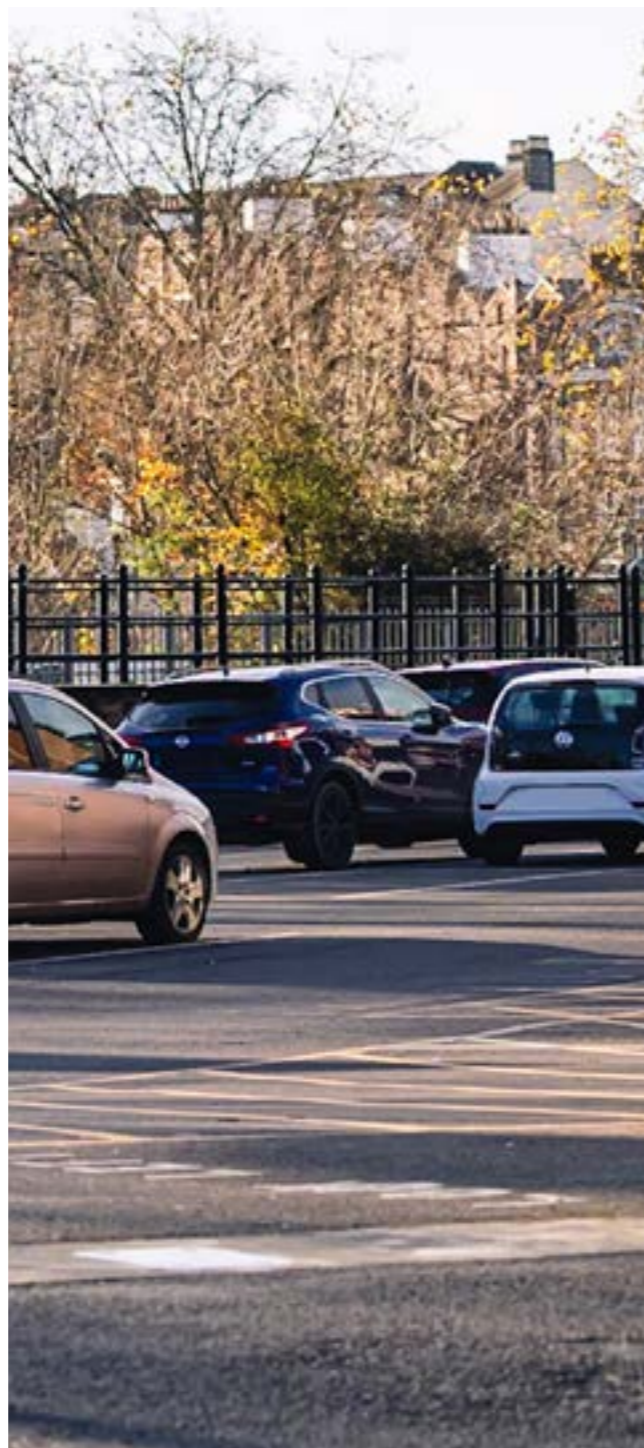
People from rural catchments are required to use Shrewsbury Railway Station as there is no alternative, with Wellington Railway Station being located more than 10 miles away. This means that most rail users must travel into the town, often arriving by private motor vehicle due to poor active travel connections.

What?




In addition to the existing, enhanced railway station in the town centre, a new railway station, 'Shrewsbury East' would be built close to the A5 and A49 junction (subject to a broad area land search).

This Parkway Station would complement the existing rail services from the town centre and help unlock access for people living to the east of Shrewsbury. It would also encourage people to switch to rail for travel towards the West Midlands.

Other places across Shrewsbury where there may be demand for a Parkway Station would continue to be looked into with the assistance of rail authorities.



Key

-  Retained Railway Station
-  Proposed additional Railway Station (indicative location)
-  Broad area of search for additional railway station

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

19 | Implement a water taxi along the River Severn, with regular stops (subject to water levels)

Why?

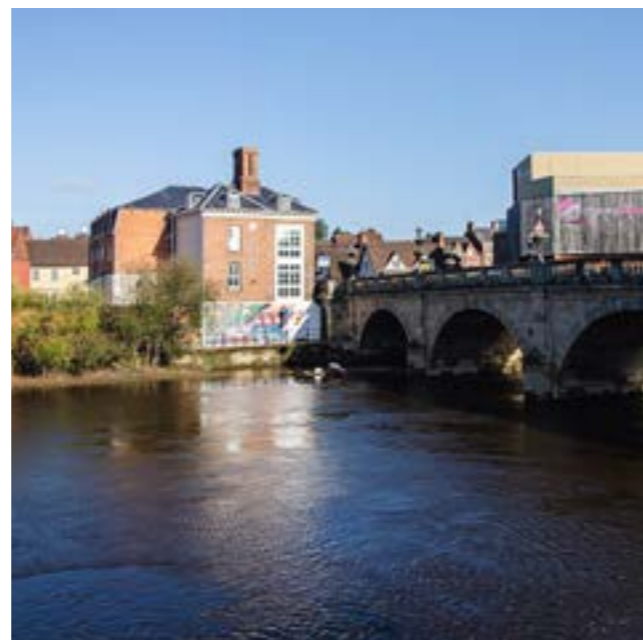
The River Severn is a prominent feature of Shrewsbury, and although it has a successful tourist boat offer, the river is not being maximised for travel purposes.

The river could be an attractive option for tourists to travel across the town and could also be important for people wanting to access the West Midlands Showground. Despite its proximity to the town centre and Frankwell, the absence of a crossing point over the river and the limited pedestrian infrastructure on the alternative route via Coton Hill pose challenges.



What?

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

Shrewsbury Big Town Plan Partnership is already working to trial a water taxi. Funding from the UK Shared Prosperity Fund is currently being used to develop water taxi infrastructure which would seek to provide a route across the River Severn from Frankwell to West Midlands Showground.



Key

-  Potential stop locations (indicative)
-  Potential route of river "hop on and hop off" water taxi system

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

Outcomes, Interdependencies & Next Steps

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

Key Outcomes: What will happen?

- > Addresses inequalities by enhancing access to active travel modes
- > Improved town centre resilience to the impacts of climate change (e.g. flood events)
- > Increased capacity at Park and Choose sites on the edge of the town centre
- > Consolidation hubs developed, providing greater convenience for local businesses

Key Interdependencies: What has to happen before this can happen?

- > Implementation of Parking Plus Strategy
- > Alignment with projects funded through the UK Shared Prosperity Fund for Shrewsbury
- > Implementation of priorities outlined within Shrewsbury's Local Cycling and Walking Infrastructure Plan

Next Steps:

- > Identify most suitable modes of transport to be provided at mobility hubs
- > Develop detailed designs for mobility hubs

12. Integrate Park and Ride with general bus services

Key Outcomes: What will happen?

- > Holistic bus network across the town, providing one coherent service
- > Enhanced customer experience by providing passengers with flexibility over their destination
- > Reduced operating costs for bus operators

Key Interdependencies: What has to happen before this can happen?

- > Sufficient demand for Park and Ride services
- > Implementation of Parking Plus Strategy
- > Alignment with bus operators service timetables
- > Implementation of Local Access Priority Areas

Next Steps:

- > Agree bus routes from Park and Ride sites to key local facilities outside of the town centre
- > Agree servicing frequency and ticketing structure
- > Further consideration of complementary measures to increase bus patronage
- > Continued liaison with Shropshire Enhanced Bus Partnership

13. Create an enhanced Park and Ride offer, including new and relocated Park and Ride sites

Key Outcomes: What will happen?

- > Improved access for private motor vehicles travelling from the Strategic Road Network
- > Improved town centre resilience to the impact of climate change (e.g. flood events)
- > Increased Park and Ride patronage, boosting revenue

Key Interdependencies: What has to happen before this can happen?

- > Publication of Shropshire Council's bus strategy for Shrewsbury Connect)
- > Sufficient demand for Park and Ride services

Next Steps:

- > Land search to the east of Shrewsbury to find a suitable location for a Park and Ride site
- > Detailed technical study to explore procurement of electric powered buses

14. Provide bus priority measures on key routes into the town centre

Key Outcomes: What will happen?

- > Improved service efficiency and journey time reliability, enhancing customer experience
- > Enhanced conditions for walking and cycling through reducing the volume of private motor vehicles on key routes
- > Reduced motor traffic in town centre

Key Interdependencies: What has to happen before this can happen?

- > Alignment with bus operators service timetables
- > Levelling Up Fund 2 Project: Station Gyratory Improvements
- > Implement Local Access Priority Areas

Next Steps:

- > Agree service frequency and routing with bus operators through the Shropshire Enhanced Bus Partnership
- > Identify most suitable key routes to become bus priority

Outcomes, Interdependencies & Next Steps

15. Revise existing bus routes and frequency across Shrewsbury

Key Outcomes: What will happen?

- > Improved connectivity by bus, particularly for people living to the north of Shrewsbury
- > Improved access to the town centre, reducing reliance on private motor vehicles
- > Reduced motor traffic in the town centre

Key Interdependencies: What has to happen before this can happen?

- > Alignment with bus operators service timetables
- > Levelling Up Fund 2 project: Station Gyrotry Improvements
- > Implement Local Access Priority Areas

Next Steps:

- > Strategic transport modelling to consider re routing of residual traffic
- > Continued liaison with Shropshire Enhanced Bus Partnership

16. Enhance Shrewsbury Railway Station and Station Quarter

Key Outcomes: What will happen?

- > Develop a positive and appealing first impression of Shrewsbury
- > Improved accessibility to the railway station from people arriving from the north of Shrewsbury
- > Improved pedestrian access to station through providing fully inclusive routes

Key Interdependencies: What has to happen before this can happen?

- > Levelling Up Fund 2 Project: Station Gyrotry Improvements
- > Implementation of traffic loops within the town centre
- > Provide additional / improved walking and cycling links over the River Severn and railway

Next Steps:

- > Detailed assessment of upgrading the 'Dana' footpath
- > Assess most appropriate location for a new entrance to the railway station
- > Liaise with Network Rail concerning enhancements to Shrewsbury Railway Station
- > Explore opportunities to create a new car park located to the north of the railway station

17. Provide new public transport interchange facilities in the town centre

Key Outcomes: What will happen?

- > Develop a positive and appealing first impression of Shrewsbury
- > Holistic public transport network, providing seamless connectivity between bus and rail
- > Enhanced cross-town connectivity by public transport through the two-way bus corridor
- > Modal shift to public transport away from private motor vehicles

Key Interdependencies: What has to happen before this can happen?

- > Alignment with bus operators service timetables
- > Levelling Up Fund 2 Project: Station Gyrotry Improvements
- > Enhancements to Shrewsbury Railway Station and Station Quarter

Next Steps:

- > Agree location for a layover facility through liaison with Shropshire Enhanced Bus Partnership
- > Agree complementary facilities to be incorporated within the new public transport interchange facility.

18. Provide Parkway Station 'Shrewsbury East'

Key Outcomes: What will happen?

- > Reduced journey times to the West Midlands by rail compared from Shrewsbury Railway Station
- > Improved connectivity between rail and bus by combining Parkway Station with a new Park and Ride site to the east of Shrewsbury
- > Reduced motor traffic in the town centre

Key Interdependencies: What has to happen before this can happen?

- > Electrification of Shrewsbury - Wolverhampton Line
- > Create an enhanced Park and Ride offer, including new and relocated Park and Ride sites

Next Steps:

- > Identify suitable capital funding source
- > Review land ownership boundaries and identify a suitable location for the Parkway Station
- > Develop business case for Parkway Station

Outcomes, Interdependencies & Next Steps

19. Implement a water shuttle along the River Severn, with regular stops (subject to water levels)

Key Outcomes: What will happen?

- > Enhanced economic vibrancy surrounding the waterfront of the River Severn
- > Improved tourism offer through providing a scenic travel option around the River Severn
- > Reduced journey time from Frankwell Car Park to West Midlands Showground

Key Interdependencies: What has to happen before this can happen?

- > Potential dredging of River Severn
- > Liaison with Environmental Agency
- > Alignment with projects funded through the UK Shared Prosperity Fund for Shrewsbury

Next Steps:

- > Trial operation from Frankwell Car Park to West Midlands Showground
- > Identify suitable operator to run service

Parking Plus

20 | Further develop the existing graduated system of parking charges, decreasing in stages as parking becomes less central

Why?

Car parks in the town centre generally have enough space to accommodate demand on weekdays and weekends. This means that many people feel confident that they can drive into the town centre and find a parking space without issue.

Whilst there is already a graduated parking system in place, the cost of parking is relatively low compared to taking the bus depending on a range of factors including; number of occupants, time of day, duration of stay and choice of car park. This, alongside the frequency and quality of services, does not encourage people to use Park and Ride.

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

What?

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

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

It is recognised that high quality sustainable alternatives to private motor vehicles are required before the 'Parking Plus' strategy is implemented across the town. Additionally, revenue obtained through the Parking Plus strategy in the future could potentially be ring-fenced. This funding could then be utilised to deliver some of the interventions outlined within this strategy, such as Park and Ride improvements. This action would help accelerate the realisation of strategic interventions within the strategy through a cost-effective, financially sustainable operating model.



Key

- Park and Choose Site
- Park and Ride Site
- Cheapest Parking Charges
- Highest Parking Charges

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

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

Why?

Blue Badge parking is important as Blue Badge holders need to have easy access to key destinations within the town centre. However, there are currently too many private motor vehicles, which means people needing to access Blue Badge parking may find it takes a long time to find a suitable space.

This can make visiting the town centre frustrating and stressful, which could mean some people might choose to not visit the town centre.

What?

To deliver the interventions of this strategy, it may be necessary to remove the majority of on-street car parking. However, to ensure no net loss, any Blue Badge parking that is removed would be replaced within the river loop.

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



Further technical work is needed to consider providing permits for people who require town centre parking as well as for possible exemptions from traffic loops.

We recognise that not everyone who requires parking in the town centre is eligible for a Blue Badge. To address this, we would explore 'courtesy' parking areas for individuals who need close access by private motor vehicles. This could include parking spaces for the elderly and/or Parent and Child parking bays.

Additionally, other interventions outlined in this strategy would create accessible conditions for people travelling around Shrewsbury. For example, ensuring buses are fully accessible and penetrate into the town centre would help to reduce people relying on private motor vehicles to access the town centre.



Key

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

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

Outcomes, Interdependencies & Next Steps

20. Further develop the existing graduated system of parking charges, decreasing in stages as parking becomes less central

Key Outcomes: What will happen?

- > Improved appeal of alternative modes of travel into Shrewsbury e.g. Park and Ride
- > Investment of car parking income, enabling further development/implementation of strategic interventions outlined in the strategy
- > Financially sustainable parking operating model

Key Interdependencies: What has to happen before this can happen?

- > Implementation of Parking Plus Strategy
- > Improve gateway features at key entrances to the town centre
- > Improvements to Park and Ride service

Next Steps:

- > Adopt new Parking Plus Strategy for Shrewsbury
- > Establish a phasing and delivery plan for introducing new car parking pricing across the town

21. Maintain the level of provision of designated parking spaces for Blue Badge Holders within the river loop

Key Outcomes: What will happen?

- > Convenient access for disabled people to essential services, shops and facilities in the town centre, promoting inclusivity
- > Enhanced mobility for disabled people
- > Enhanced economic benefits by providing an inclusive town centre for all

Key Interdependencies: What has to happen before this can happen?

- > Implementation of traffic loops within the town centre
- > Two-way bus corridor through the town centre
- > Development of Park and Choose sites on the edge of the town centre

Next Steps:

- > Agree key locations within the town centre where provision of Blue Badge parking is critical with the support of key stakeholders

Delivery and Governance

Delivery

Following on from public consultation, the delivery and development of strategic interventions must maintain momentum. To enable this, we have developed a Delivery and Phasing Plan with a core focus on implementation.

The Delivery and Phasing Plan outlines an indicative programme over the short, medium and long term and will be reviewed on at least an annual basis. As we look to the future, this plan will guide our future actions towards implementing strategic interventions as well as helping us understand interdependencies with parallel work streams.

The delivery programme may need to adapt depending on available funding, which could result in strategic interventions being redefined or rescheduled. However, having a clear, organised plan helps to facilitate the ability to identify opportunities for securing crucial external funding.

The immediate next step for many of the strategic interventions is further feasibility work. This will consist of detailed modelling to make sure that strategic interventions will work for scenarios both with and without the North West Relief Road. During this phase, we will seek to engage with key stakeholders as findings are recognised.

We also recognise that changes within the town centre will have an impact on the movement of people as well as goods. We will work with local businesses to focus on developing a freight, delivery and servicing strategy for the town centre.

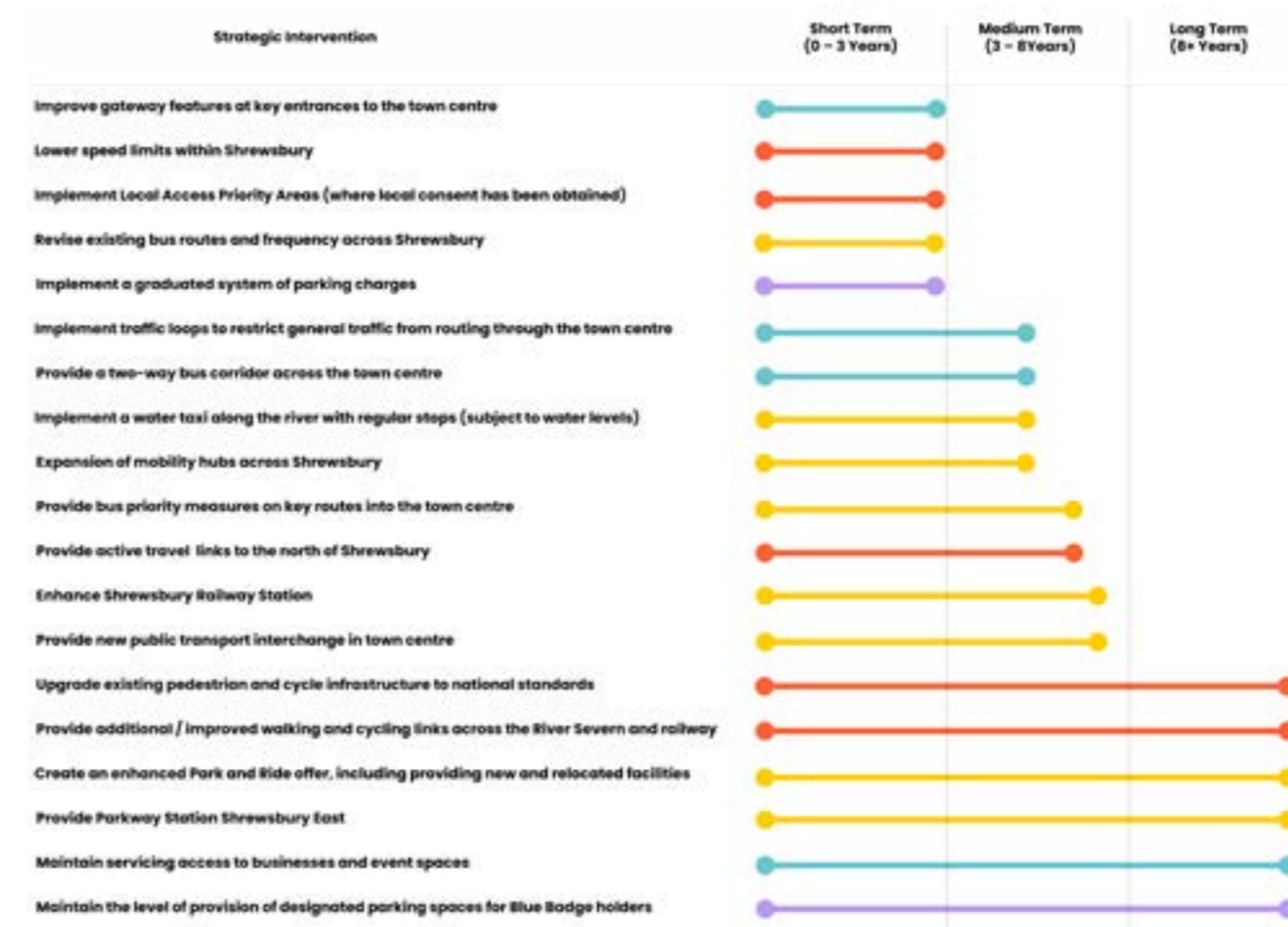
Feedback received from members of the public during the consultation phase has made it clear that many people are invested in Shrewsbury's future and want to stay informed on our progress in delivering the strategy. We will conduct further public consultations for each strategic intervention as they evolve, enabling people to participate in the future scheme development process.

We will ensure that any improvements to the town reflect the core principles outlined within the Shrewsbury Design Code, which is currently being finalised. This Design Code will guide decision makers, designers and planners to identify how buildings, public spaces and streets should look across the town. This will help make sure that any future changes reflect what makes Shrewsbury truly special, its rich heritage and stunning natural assets.

We recognise that the town has historically been impacted by flooding of the River Severn. Therefore, as strategic interventions continue to be developed, we will ensure that flood mitigation measures are embedded in their design where possible.

Phasing

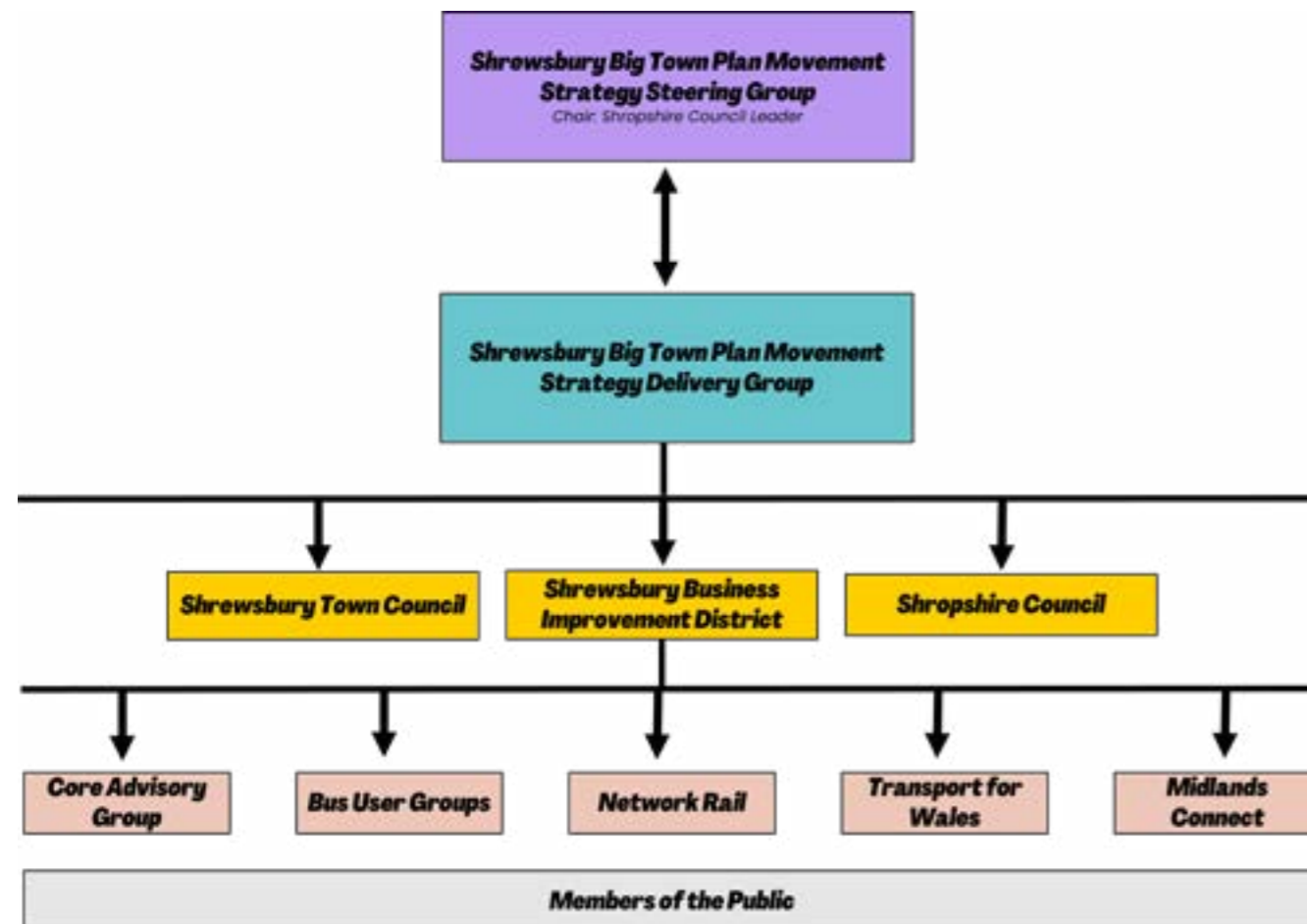
All interventions outlined in this strategy cannot be completed at once. Therefore, the below graph provides an indicative timeline for when strategic interventions may be developed and implemented over the short, medium and long term.



Governance

The Delivery and Phasing Plan is designed to be a living document throughout the lifecycle of the strategy. To keep it up to date and manage potential changes to the programme, a formal governance procedure, led by the Leader of Shropshire Council, has been established. The below organogram sets out the governance arrangements for the strategy which will provide a robust challenge and approval process for delivery. This demonstrates the commitment of the Big Town Plan Partnership, with all parties recognising the value of delivering the strategy.

Shropshire Council, in its role within the Big Town Plan Partnership, will guide all policy, strategy and funding decisions within Shrewsbury. While the Big Town Plan Partnership can coordinate and lead on many strategic interventions outlined within the strategy, some proposals will need collaboration with external partners. Therefore, the Delivery and Phasing Plan for the strategy needs to be owned by all members of Shrewsbury.



Shrewsbury Moves: A 10-year vision & plan Summary

For further information, contact:
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SHREWSBURY BID



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BIG TOWN PLAN



Created in partnership with
Transport, Engineering and
Placemaking consultancy, PJA

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