

**SHREWSBURY TOWN COUNCIL  
FULL COUNCIL  
30 SEPTEMBER 2024**

**Officer:** Helen Ball (Town Clerk)

**SHREWSBURY MOVEMENT & PUBLIC SPACE STRATEGY**

---

**Purpose of Report**

The "Shrewsbury Movement & Public Space Strategy" (MPSS) aims to improve transportation, public space, health, and environmental outcomes in Shrewsbury. The strategy aligns with Shropshire Council's commitment to integrated transport systems and active travel options, supporting Shrewsbury's vibrancy, accessibility, and economic activity. Key objectives include reducing vehicle emissions, encouraging modal shift, and improving air quality.

**Key Aspects of the Strategy:**

1. **Strategic Vision:** The MPSS builds on the Shrewsbury Big Town Plan (2018) to enhance movement, accessibility, and environmental quality. The plan prioritizes pedestrian and cyclist-friendly spaces, reducing traffic in the town centre.
2. **Public Engagement:** A nine-week public consultation revealed positive sentiments towards 21 proposed interventions designed to make Shrewsbury inclusive and vibrant.
3. **Key Principles:** The strategy focuses on reducing traffic, improving public transport, reallocating road space for pedestrians and cyclists, and enhancing cross-town sustainable transport.
4. **Ten-Year Vision:** The strategy outlines a phased, adaptive, and flexible delivery plan subject to detailed surveys, assessments, and funding availability.
5. **Inclusivity:** The MPSS emphasizes creating safer, accessible public spaces for all, including protected characteristic groups.
6. **Consultation Feedback:** The strategy reflects consultation feedback, with revisions to enhance details on proposed outcomes, interdependencies, and next steps.
7. **Next Steps:** Immediate actions include traffic modelling, feasibility studies, parking strategy development, and a freight and servicing strategy to support businesses.

The Movement & Public Space Strategy was considered by Shropshire Council Cabinet on 11 September 2024 and received cross party support for its adoption. The Business Improvement District shall also consider its adoption.

**Recommendations:**

**That Shrewsbury Town Council:**

- (i) Supports the adoption the MPSS as a material consideration in planning decisions
- (ii) Uses the document in the consideration of its comments to the Planning Authority
- (iii) Works with Big Town Plan Partnership Stakeholders to implement the 10-year delivery plan