

Shrewsbury Integrated Transport Package

Consultation Report

18th May 2016



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1 Introduction

This report summarises the outcomes of a consultation period during which the proposals set out within the Shrewsbury Integrated Transport Package of works were presented to the public and key stakeholders.

The Marches Local Enterprise Partnership (LEP) has identified Shrewsbury as an ‘urban powerhouse’ and ‘growth point’, key to the economic well-being of Shropshire. It also acknowledges the Integrated Transport Package (ITP) as a priority project for Shropshire because of the important role transport plays in a successful economy.

To secure funding for the ITP, Shropshire Council submitted a transport business case to The Marches LEP which demonstrates how the ITP will support the delivery of long-term economic benefits and sustainable growth for Shrewsbury and the surrounding area. The proposed ITP aligns closely with a number of national, regional and local policy documents, including The Marches Strategic Economic Plan, Local Transport Plan, Local Development Framework, Place Plan, and regeneration plans. The strategies make it clear that transport investment should benefit all modes of transport and respect and enhance the environment.

The core objectives of the Shrewsbury ITP are:

- To contribute to economic growth; new jobs and new homes;
- To alleviate congestion on the inner relief road; improving key junctions, and altering junction priorities;
- To reduce the volume of traffic flows through the historic and commercial town centre
- To improve the reliability of journey times; for commuters and visitors travelling in and out of Shrewsbury;
- To improve air quality in the town centre;
- To encourage sustainable modes of transport by adding missing links to current pedestrian and cycle routes;
- To enhance the built environment; which will promote a more positive experience and support the visitor economy; and
- To improve safety for all road users, which will encourage the use of sustainable transport modes.

The ITP consists of a number of schemes including improvements to key junctions, the enhancement of the pedestrian/cycle networks, wayfinding strategy implementation, and town centre public realm improvements. Shropshire Council, in collaboration with designers at Mouchel completed initial designs for each of these schemes, which were put out to public consultation to ensure that any affected or interested parties could comment on the package prior to commencing detailed design.

2 Consultation

To ensure that as many affected or interested parties as possible could be informed about the Shrewsbury ITP and how to get involved, various forms of consultation were undertaken between 9th February and 29th March 2016. The consultation period lasted for a period of six weeks, the maximum duration possible within the constraints of the overall delivery programme.

Through various forms of consultation including public exhibition events, radio interviews, online material and stakeholder workshop meetings, the results from this consultation process have been analysed and consolidated into this report. This feedback will influence the next stage of design for the schemes within the ITP.

2.1 Consultation events with groups and stakeholders

As the ITP encompasses a large geographical area, many people have an interest in changes to the town centre that could affect them. Meetings were held with the following groups during the consultation period to establish their particular view and their needs in relation to the schemes was captured. These groups were encouraged to submit their feedback directly to the Council.

Feb 2016

- Shrewsbury River Loop Meeting
- BID Board
- Shrewsbury Town Residents
- Cllrs Fraser and Bannerman
- Friends of the Earth
- BBC Radio Shropshire and Free Radio Interviews
- BID Exhibition Preview
- Public Exhibition
- Meole Residents Meeting

- Shrewsbury Town Council
- Market Hall representative discussion

March 2016

- Shopmobility
- Shropshire Wheelchair Group
- Access Group
- Shrewsbury Business Chamber
- Shrewsbury Cycle Group
- Town Centre Residents
- Guide Dogs Association

2.2 Public Exhibition

The public exhibition events were held from 10am till 5pm on Friday 12th and Saturday 13th February 2016 at the Darwin Centre, Pride Hill in Shrewsbury town centre. This timescale and location ensured that the event was easily accessed by those who might live and/or work in the town centre. An exhibition preview for local businesses was held on Thursday 11th February and promoted by Shrewsbury BID.

The events were promoted in a number of ways including The Marches LEP website, Shropshire Council website, local radio stations, newspapers, and on posters throughout the town centre.

Groups and individuals who had previously registered an interest in 'Consultations' or 'Travel and Transport' via Shropshire Council's website received an email informing them of the consultation. At the time of the consultation 1096 people were informed through the 'Consultations' group and 3806 through 'Travel and Transport' group. An advertisement was also posted on the Shropshire Council Twitter account, which has more than 15,000 followers.

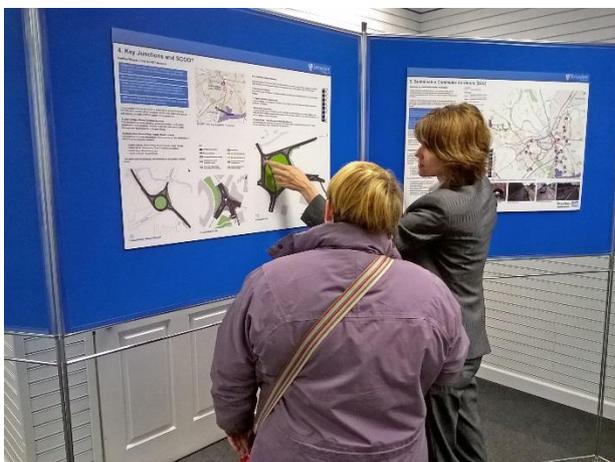
In excess of 350 members of the public attended the exhibition event across two days. Representatives from Shropshire Council and Mouchel, including Council Officers, the Project Manager, Highway & Traffic Engineers and Landscape Architects were on hand to answer questions and queries about the ITP and the schemes displayed.

The ten exhibition boards (see Appendix 1) provided background information about the ITP and its core objectives, as well as the initial design proposals for the town centre improvement areas and key junction schemes. Feedback and comments were gathered using a questionnaire which was available at the events and online for the duration of the consultation period (see Appendix 2). Attendees of the public exhibition were invited and encouraged to complete a questionnaire during their visit.

The exhibition boards remained on display at the venue for a further week after the event. All of the material displayed at the exhibition event was available online, and in paper format at the following locations for a six week period:

- Shop Mobility Office
- Shrewsbury Library
- Shrewsbury Swimming Pool
- Travelodge Hotel
- Old Market Hall

Where appropriate, feedback and clarification was given to the public and interested parties throughout the consultation period.



Photographs from the Shrewsbury ITP Public Exhibition – 12th-13th February 2016

3 Consultation Results

3.1 Sources of the consultation results

The results from the whole consultation process can be divided into the following groups;

- Hard copy: questionnaires and comments completed during the two day public exhibition event or from any of the five public locations noted above throughout the consultation period;
- Online copy: questionnaires and comments completed at any time online during the consultation period; and
- Other correspondence from the various meetings held, or directly to the Council via post and email.

3.2 Assumptions and limitations

For some ITP objective areas there is a noted difference in the response statistics received between those undertaking self-completion of questionnaires and those completed during the public exhibition. As the latter would have had the opportunity for mentoring and comment from Council and design team members prior to completing the questionnaire, this may possibly have led to a more informed judgement from those attending the exhibition.

For the purpose of this report, all of the data has been collated to create a 'total' for each question, however a fuller breakdown of the response data between self-completed and exhibition questionnaires can be found in Appendix 3. Any significant difference within the results has been highlighted within the written analysis for each question.

Analysis of the data reveals that a number of people did not fully complete the questionnaire, which has an influence on the outcome of each question respectively. Where possible, this has been factored into the data analysis to provide the most accurate results.

3.3 Questionnaire Feedback

The questionnaire (see Appendix 2) referred to specific aspects of the schemes proposed within the ITP, with reference to the exhibition material. This enabled the analysis to correlate proposals with specific comments, notable issues and details to inform the ongoing design of the schemes. The following sections outline the results from the questionnaires and reference any comments made. Section 4 contains a set of recommendations for the next stages of the schemes' development that are based on the responses received.



Photograph from the Shrewsbury ITP Public Exhibition – 12th-13th February 2016

3.3.1 Profile of respondents

A total of 239 people responded to the questionnaires, their method of response is recorded in Table 1 below, and the age group of the respondents is shown in Table 2.

The questionnaire comprised of 9 questions regarding the schemes, a comments box, and three questions for the respondent to provide more information about themselves. Each question has a corresponding pie or bar chart to clearly display all the responses provided. The data from both the hard and online copies of questionnaires have been consolidated into the following results. A breakdown of the data from each source can be found in Appendix 3.

Table 1: Number of questionnaires completed by each method

Response method	Number
Hard copy questionnaire	129
Online questionnaire	110
Total	239

Table 2: Age group of respondents

Age group	Percentage	Number
18 or under	1.7%	4
19 – 25	0.8%	2
26 – 39	6.7%	16
40 – 59	32.2%	77
60 or over	57.3%	137
No response	1.3%	3
Total		239

Table 3: Mode of transport used to town centre

Respondents were asked how they travel to and from the town centre. For the questionnaires answered during the exhibition, the answer would most likely reflect that particular day. However respondents answering questionnaires online may be more generic about their chosen mode of transport, given that the question queries ‘today’.

Mode of transport	Percentage	Number
Walking	46%	110
Bicycle	12%	28
Car / motor vehicle	20%	48
Rail	1%	2
Bus	13%	31
Park and ride	3%	8
No response	5%	12
Total		239

Table 4: Main reason for travelling to Shrewsbury

This question sought to find out the main reason respondents come to Shrewsbury town centre, for many there was more than one applicable answer.

Reason	Percentage	Number
I live in Shrewsbury	84%	201
I work in Shrewsbury	27%	65
I shop in Shrewsbury	49%	117
I study in Shrewsbury	<1%	1
Other	12%	29
No Response	15%	35

Table 5: Post Code

This information gives a clear understanding of the geographical spread of questionnaire respondents.

Post Code	No. of Respondents
SY1	72
SY2	51
SY3	81
SY (other)	24
Non-SY Post Code	7

The results show that the majority of respondents live in Shrewsbury. Other reasons people specified for travelling to Shrewsbury included:

- Leisure
- Children go to school there
- Having an allotment there
- Volunteering
- Attending events/meetings
- Closest town and shops

People also used the comments box to explain reasons for not coming to Shrewsbury town centre, including:

- Shopping elsewhere due to difficulty accessing the town centre
- Park and Ride being slow and more expensive than alternative destinations, for example Telford
- Having to drive to Shrewsbury as the public transport is inadequate



Photograph from the SITP Public Exhibition – 12th-13th February 2016

3.3.2 Overall support for the ITP

This question sought to identify the overall level of support for the schemes as a whole, giving multi-choice answers. This was the final ITP related question in the questionnaire (Question 7), allowing respondents to consider particular aspects and themes within the ITP schemes before indicating their support for the package as a whole. The collated results to this question are shown in Figure 1 below, while a breakdown of data from each source can be seen in Appendix 3.

Question 7: Overall I support the proposals outlined for the Shrewsbury Integrated Transport Package.

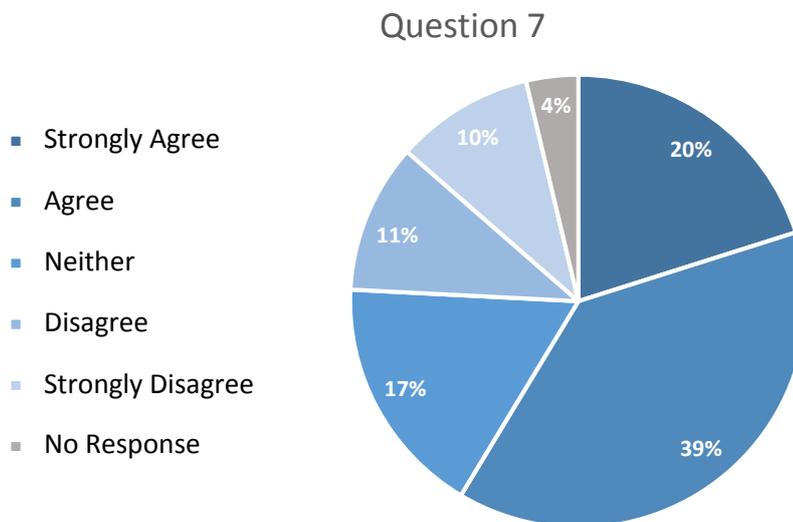


Figure 1: Pie chart displaying responses by percentage to Question 7

The results from the questionnaires completed were generally supportive of the schemes in the ITP. In total, 59% of respondents agreed with the overall proposals for Shrewsbury town centre.

Of the people who completed the questionnaire during the consultation event 67% agreed overall, compared with 49% of people who responded online. It is possible that the exhibition event attendees would have had the opportunity to have the material explained and their queries answered in greater detail by Council officers and with the design team present at the event. This greater understanding of the schemes may have contributed to the higher percentage of respondents agreeing with the proposals, compared to those answering online.

3.3.3 Pedestrian and cycling routes

This question sought to identify the likelihood of respondents walking and/or cycling more following the implementation of the schemes, giving multi-choice answers. The collated results for this question are in Figure 2 below, while a breakdown of data from each source can be seen in Appendix 3.

Question 1: If the proposals to improve pedestrian and cycle routes between residential areas and the town centre are completed I would be more likely to walk or cycle.

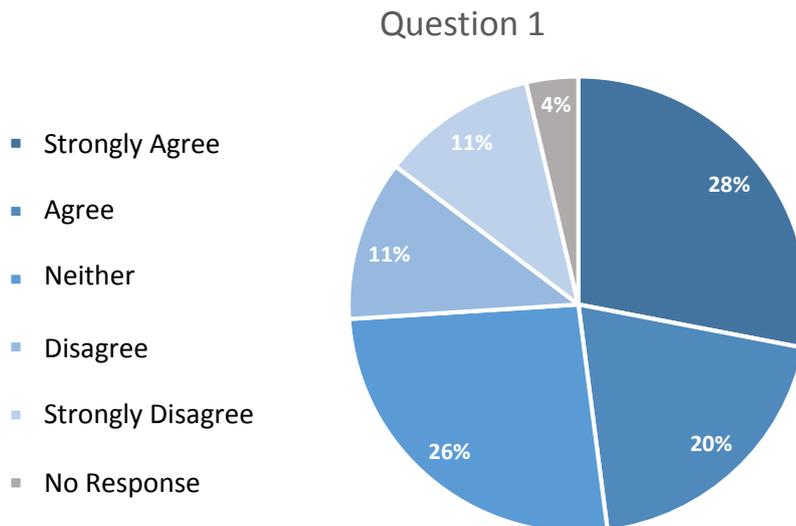


Figure 2: Pie chart displaying responses by percentage to Question 1

The results show that 48% of respondents would be more likely to walk or cycle between their home and the town centre when the improvements are made. The results to question 11 enquiring as to respondents' mode of transport show that 58% already walk and/or cycle to Shrewsbury town centre currently, which reflects a positive attitude to sustainable modes of transport for people who live within a commutable distance.

3.3.4 Pedestrian friendly

This question sought to identify whether respondents believe the town centre needs to be made more pedestrian friendly, giving multi-choice answers. The collated results for this question are in Figure 3 below, while a breakdown of data from each source can be seen in Appendix 3.

Question 2: I think the town centre needs to be made more pedestrian friendly.

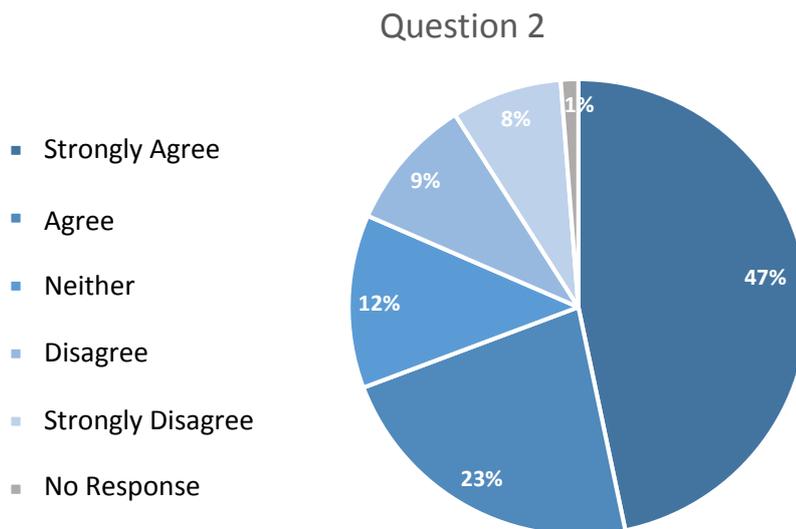


Figure 3: Pie chart displaying responses by percentage to Question 2

The results show that in total 70% of respondents agree that the town centre should be more pedestrian friendly. This demonstrates a high desire for pedestrian priority enhancements in Shrewsbury, as less than 17% of respondents disagreed with measures to make the town centre more pedestrian friendly.

This is reflected in many of the comments made, the most common being:

- consideration of pedestrianising more streets permanently, or during certain times of day;
- lowering the volumes of traffic passing through the town centre;
- increasing the number of crossing points; and
- ensuring materials used are comfortable for pedestrians and wheelchair users.

Other comments from respondents are documented in Section 3.4.

3.3.5 Wayfinding

This question sought to identify the value respondents place on wayfinding signage for visitors to the town centre, giving multi-choice answers. The collated results for this question are in Figure 4 below, while a breakdown of data from each source can be seen in Appendix 3.

Question 3: Wayfinding signage is an important aspect of the public realm and will improve the visitor experience of Shrewsbury town centre.

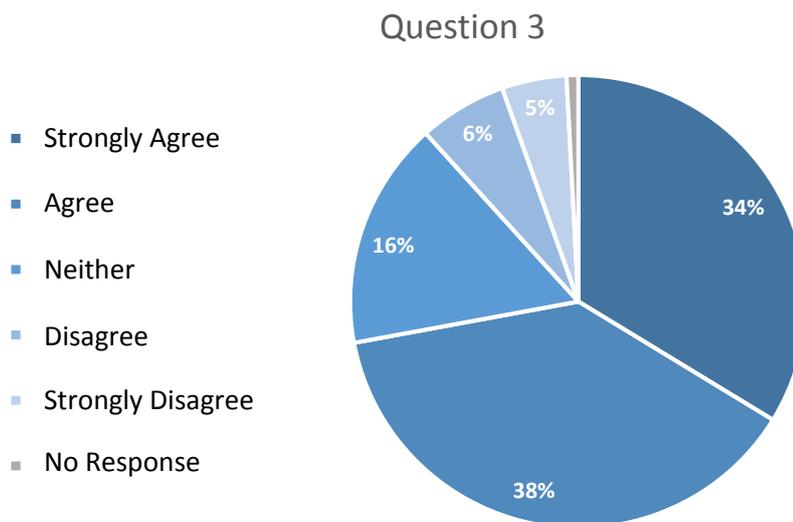


Figure 4: Pie chart displaying responses by percentage to Question 3

The results show that 72% of respondents agree with the importance of wayfinding signage to aid visitors' experience in Shrewsbury town centre. The variation between the online and hard copy results, shows that 79% of respondents present at the exhibition event agree with the importance of wayfinding, compared with 64% of people who responded online.

It is noted that wayfinding was not a core element of the exhibition material presented, so further explanation from Council officers and the design team at the event would have aided the respondents' understanding of this topic. This element of the ITP, whilst included in the proposals is a separate project undertaken by Shropshire Council, Shrewsbury Town Council and Shrewsbury BID and is being implemented across Shrewsbury. It is also reasonable to make the observation that the majority of respondents may be familiar with Shrewsbury and not recognise the importance of wayfinding for visitors to the town.

The most frequently made comments relating to wayfinding included:

- Using wayfinding to promote local businesses more; and
- Using signage to guide people to the 'river loop' walk and the Quarry Park

Other comments from respondents are documented in Section 3.4.

3.3.6 Distinctiveness of Pride Hill

This question sought to identify whether respondents believe Pride Hill should be more distinct than other town centre areas, giving multi-choice answers. The collated results in total to this question are in Figure 5 below, while a breakdown of data from each source can be seen in Appendix 3.

Question 4: I think the proposals for Pride Hill should be distinct from other areas of the town centre incorporating a higher quality finish.

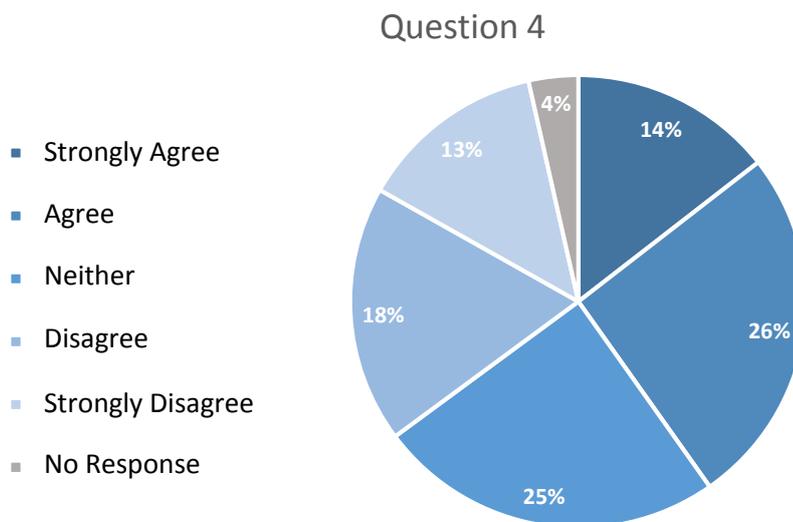


Figure 5: Pie chart displaying responses by percentage to Question 4

The results show a relatively even spread in terms of opinion on the distinctiveness of Pride Hill, with 40% of respondents in total believing that Pride Hill should be made more distinctive than other public realm areas in the town centre. Analysis of the response data reveals that 45% of those who answered the questionnaire during the exhibition event were in agreement, compared to 34% who responded online. This disparity may be due in part to the availability of dialogue with Council/design team members at the exhibition.

Many people commented that the historic heritage of the town should be reflected more in the designs, and to consider the comfort of elderly and disabled when choosing materials and furniture.

Other comments from respondents are documented in Section 3.4.

3.3.7 Inner relief road junctions

This question sought to identify whether respondents believe the inner relief road junctions are congested and require improvements to improve capacity, giving multi-choice answers. The collated results for this question are in Figure 6 below, while a breakdown of data from each source can be seen in Appendix 3.

Question 5: I think that the inner relief road junctions are congested and improvements are required to increase capacity.

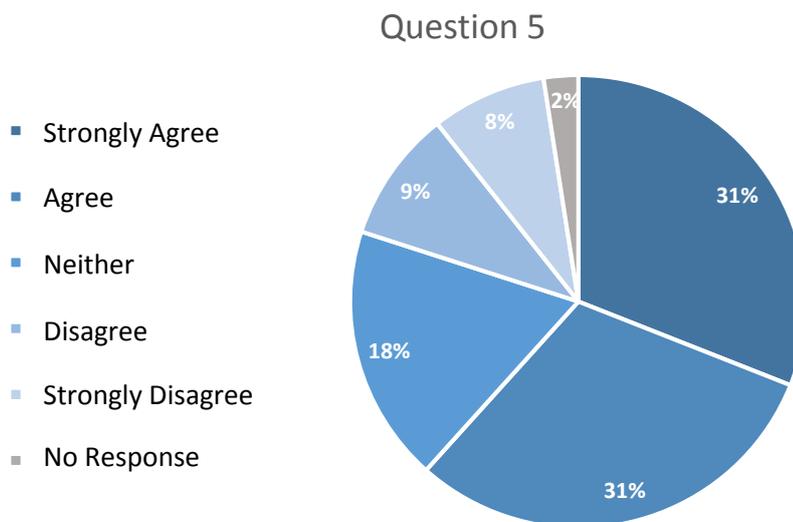


Figure 6: Pie chart displaying responses by percentage to Question 5

The results show that 62% of respondents agree improvements are required to relieve congestion on the inner relief road junctions. From a more in depth analysis of the questionnaire responses, the need to increase capacity on the inner relief road is acknowledged by pedestrians and cyclists as well as regular drivers.

Many comments were made in relation to the junction schemes and specifically the need for a North West Relief Road. Whilst beyond the scope of this package, this feedback has been captured in the record of questionnaire comments (see Section 3.4).

3.3.8 Reduced car usage

This question sought to identify the likelihood of respondents reducing their car usage following the implementation of the ITP, giving multi-choice answers. The results collated for this question are shown in Figure 7 below, while a breakdown of data from each source can be seen in Appendix 3.

Question 6: I am likely to use my car less to access Shrewsbury town centre following implementation of the proposals.

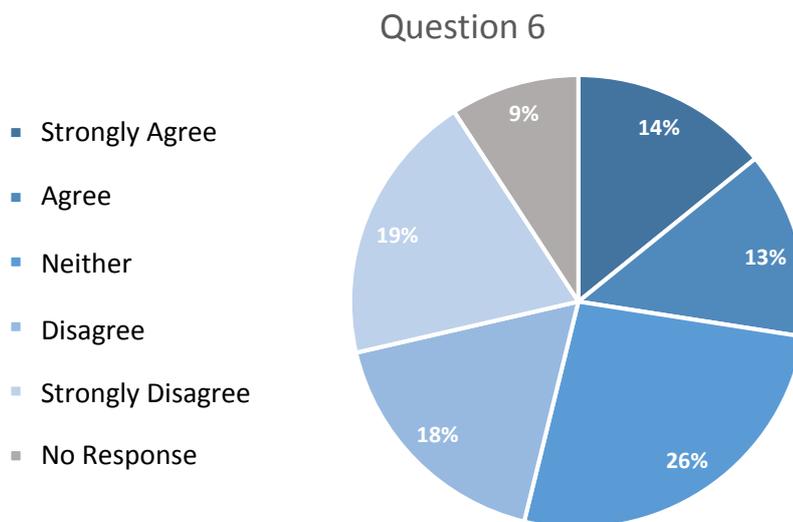


Figure 7: Pie chart displaying responses by percentage to Question 6

The results display a broadly even spread of response to this question, with 37% of respondents remaining unconvinced of using their cars less compared with 27% who considered that their driving habits may change as a result.

Some respondents noted in the comments box that they do not own a car, hence their response which may alter the results. This question would have benefited from a 'Not Applicable' answer option for respondents who do not own a car.

3.3.9 Public realm enhancement location

This question sought to identify respondents' preference on which town centre location should receive public realm improvements. For this question, respondents were asked to provide their 1st, 2nd, and 3rd choices from a selection of answers.

For each public realm location, the results have been shown in a bar chart to represent the number of times it was chosen as a preference by the 239 respondents. The result from this question can be interpreted in two ways; by the total number of times each option was selected, or by considering the respondents' first preference. A breakdown of this data from each source can be seen in Appendix 3.

Question 8: Of the proposed public realm enhancement locations, which three do you feel are the most important to improve? Number the three locations from 1 to 3, 1 being most important.

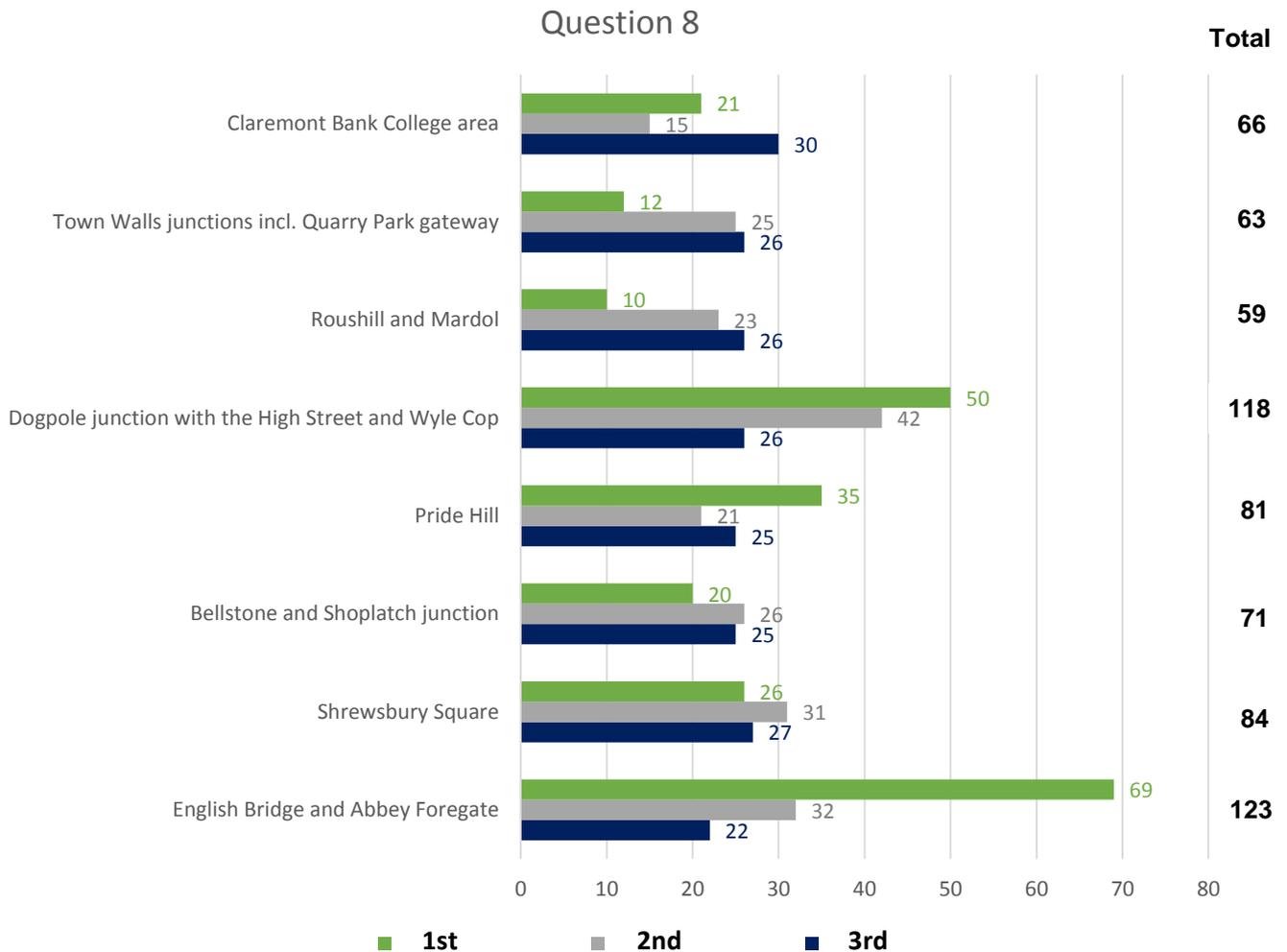


Figure 8: Bar chart to show how many respondents chose each of the public realm locations as their 1st, 2nd and 3rd preference.

The bar chart shows that the most frequently selected option by the respondents for features of public realm improvements are:

- 1 | English Bridge and Abbey Foregate (chosen 123 times each)
- 2 | Dogpole, High Street, and Wyle Cop (chosen 118 times)
- 3 | Shrewsbury Square (chosen 84 times)

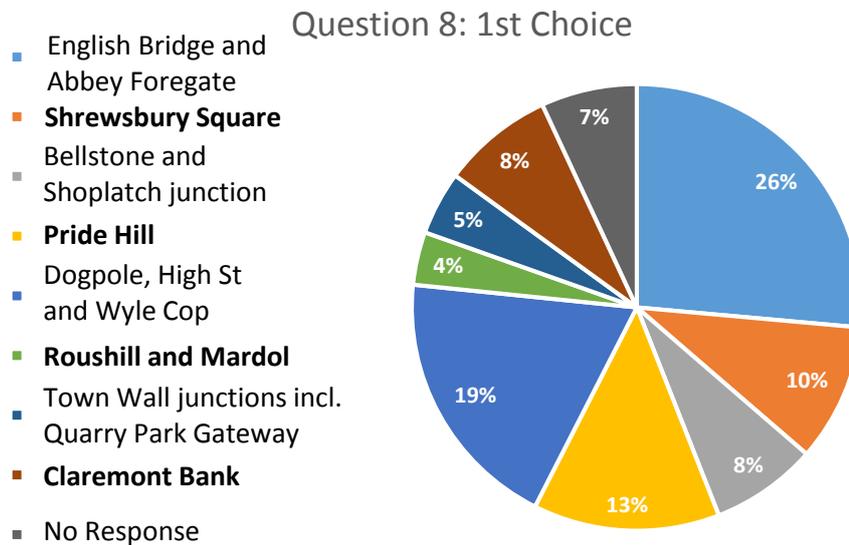


Figure 9: Pie chart displaying the first preference by percentage to Question 8

The pie chart above shows the results by percentage for respondents' first preference. This result shows that the first choice of respondents for public realm improvements to be implemented are at:

- 1 | English Bridge and Abbey Foregate
- 2 | Dogpole, High Street, and Wyle Cop
- 3 | Pride Hill

3.3.10 Public realm enhancement

Again, for this question, respondents were asked to provide their 1st, 2nd, and 3rd choices for a selection of answers. This question was to ascertain which elements of public realm enhancements people value most and would like to see in Shrewsbury town centre. A breakdown of this data from each source can be seen in Appendix 3.

The result from this question can be interpreted in two ways; by the total number of times each option was selected, or by considering the respondents' first preference. A breakdown of this data from each source can be seen in Appendix 3.

For each public realm feature, the results have been shown in a bar chart to represent the number of times it was chosen as a preference by the 239 respondents. This form of chart has been used to best display the data by number, as in some cases respondents answered with one preference, or put three options as their 1st preference which can skew the data. Respondents who provided an 'Other' option generally made this their first preference. While some of the suggestions listed were not relevant to the public realm enhancements, these have been captured in the 'Other comments' in 3.4.

Question 9: What do you value most in enhancing public spaces in the town centre? Number the three from 1 to 3, 1 being most important.

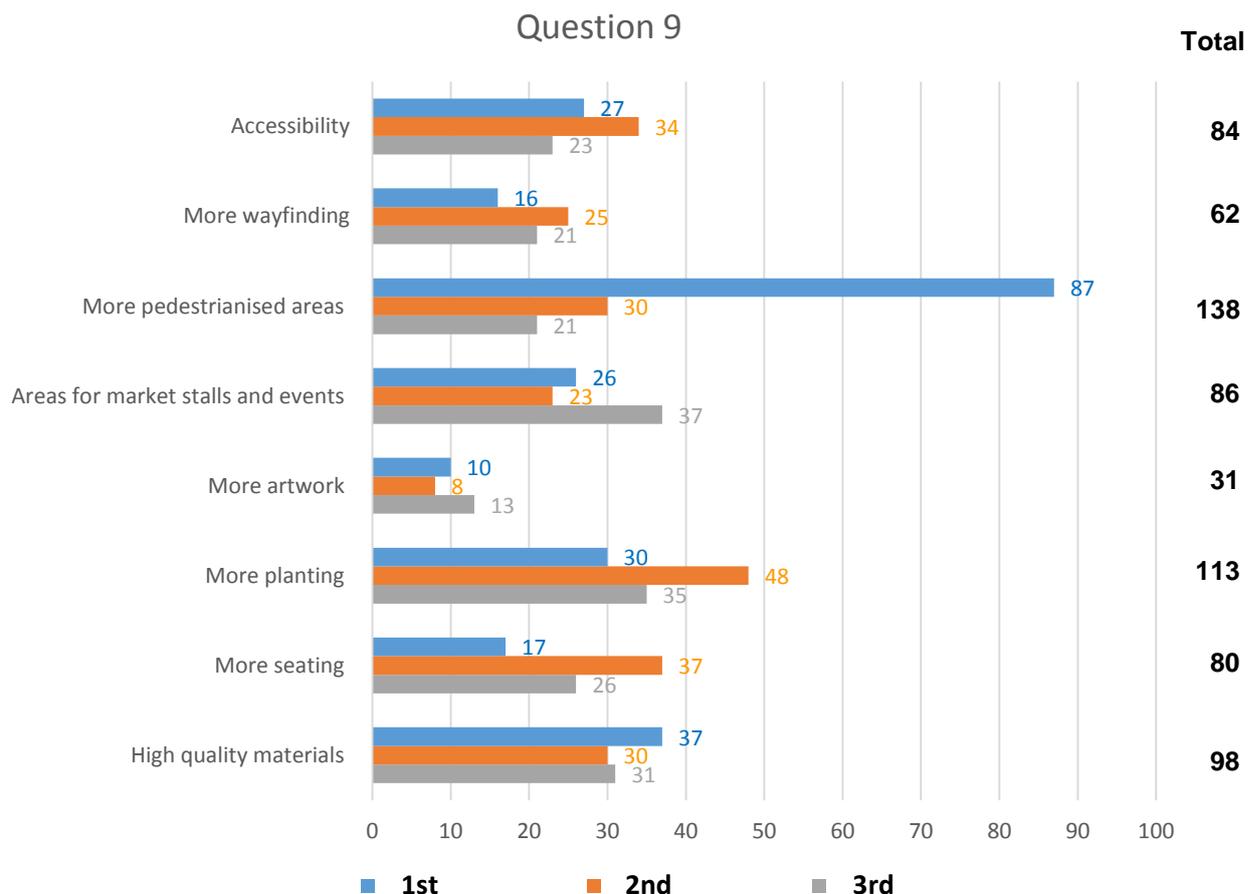


Figure 10: Bar chart to show how many respondents chose each of the public realm enhancements as their 1st, 2nd and 3rd preference.

The bar chart shows that the most frequently selected option by the respondents for features of public realm improvements are:

- 1 | More pedestrianised areas (chosen 138 times)
- 2 | More planting (chosen 113 times)
- 3 | High quality materials (chosen 98 times)

The pie chart below displays the first choice of respondents by percentage, which shows a clear preference for more pedestrianised areas, with a fairly even spread between the other options.

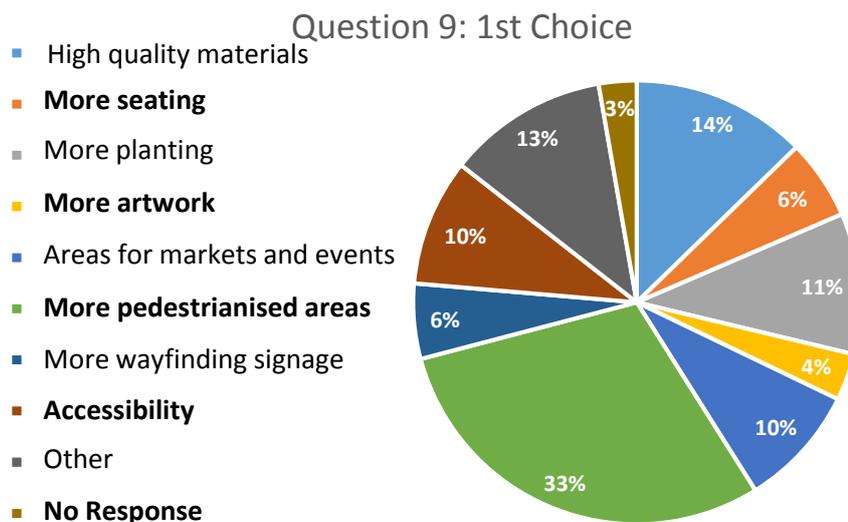


Figure 11: Pie chart displaying responses by percentage to Question 9 (1st choice)

Based on the results by percentage for each public realm feature, the first, second, and third preferences are:

- 1 | More pedestrianised areas
- 2 | High quality materials
- 3 | "Other"

The preferences made in the 'Other' option include:

- More green space
- More secure cycle parking
- Shop front strategy and guidance
- More play areas
- Sustainably sourced materials
- Less traffic signals

3.4 Questionnaire comments: categorised feedback

In addition to the quantitative feedback derived from the questionnaires, a number of comments were also reported in relation to the schemes, and other issues in Shrewsbury.

Where possible, comments have been categorised by topic and geographic location. Whilst not all comments are directly listed in this section, those relevant to the schemes have been combined and summarised to avoid repetition. General comments are included with the assumption that this will be considered across all schemes where applicable.

Comments relating to locations beyond the scope of the project have been included separately (3.3.7) and may be considered in future works. These comments are listed fully in Appendix 4, however this Appendix has been omitted from the published report to prevent identification or compromising the anonymity of respondents.

The comments highlighted in grey in the following tables are beyond the scope of the ITP scheme site boundaries and funding allocations. These have been included as they are nevertheless of relevance to the topics and proposals.

The frequency of the comments made has also been recorded, the comments are ordered according to this figure.

3.4.1 Vehicular movement

Location	Comment	No.
General	Northern link road needed before these schemes	16
General	Need to deter number of vehicles passing through town	15
General	Changes do not address the issue of the high traffic volumes	11
General	Concerns about the air quality in the town centre	11
General	Traffic signals not in sync with flows and volumes of vehicles	9
High Street	Pedestrianise the High Street	8
Meole Brace	Need to address congestion to the shopping centre	8
General	Need more traffic calming to slow everyone down	6
High Street	Close to vehicles during certain times of day	6
General	Draw more attention to the start of 20mph zones	5
General	Enforce the 'access only' streets better so not misused	5
Claremont Bank	Removing a lane will cause more congestion	4
Wyle Cop	Traffic calming needed here	4
Train Station Area	Pedestrian priority and traffic calming needed here	4
General	Introduce electric/low emissions buses	3
English Bridge	Concerns that narrowing lane widths will make it more difficult to exit The Crescent when coming out of the car park	3

English Bridge	More consideration needed for the turning onto St Julian's Crescent	3
General	Add surface treatment to all crossing points to make them clear to drivers and pedestrians	3
Market Square	Discourage cars here, especially as thoroughfare route	3
Abbey Foregate	Turning left from The Old Meadow development needs to be made easier and safer as there are many residents here	3
Shoplatch	Pedestrianise this road	2
Smithfield Road	Change signals to alleviate heavy traffic at peak times	2
General	Closure during these works will cause too much disruption	2
General	Ensure all emergency service vehicles have access	2
General	Pinch points will increase traffic jams	1
General	Little confidence in any 'shared space' with the behaviour of motorists and lack of awareness	1
General	Use retractable bollards on key entrances to stop vehicles	1
General	It seems motorcyclists have not been considered here	1
Meole Brace	Too many lanes	1
Meole Brace	Needs more toucan crossings	1
Wyle Cop	Drivers ignore the 'No Right Turn' and block up the junction	1
Bellstone	Widening footways will make it too hard for trucks to turn	1
Town Walls	Encourage cars to use this instead	1

3.4.2 Parking and loading

Location	Comment	No.
General	More parking needed	7
Bellstone	More loading bays and parking needed here for shops	4
General	Restrict all parking and loading times	3
General	Increase cost of parking to discourage cars	2
Market Square Area	Parking and loading needs to be retained here and accommodate deliveries at all times of day	2
General	On street parking causes congestion	1
South of Welsh Bridge	There should be a multi-storey carpark here	1
Claremont Bank	Parking and loading bays needed here	1
Abbey Foregate	Free electrical car charging points needed here	1

3.4.3 Pedestrian accessibility

Location	Comment	No.
General	Increase frequency of Park and Ride facility	8
Wyle Cop	More crossings needed	7
General	Increase pedestrian priority in streets	5
Welsh Bridge	Needs to be included in improvements	5
General	Please maintain vegetation on 'walking areas' better	3
General	More consideration of public transport needed, more buses	3
Claremont Bank	Better crossing facilities, especially for students	3
Train Station Area	Pedestrian priority needed from here to English and Welsh Bridges	2
High Street	More crossings needed	1

3.4.4 Cycling

Location	Comment	No.
General	More cycle parking, especially secure parking	17
General	More segregated cycle lanes needed	9
General	Need to widen the scope of the cycle network improvements	7
General	Segregated lanes preferred to 'shared spaces'	6
Meole Brace	Do not see the need for route across here	5
General	Cyclists are often obstructed by clutter e.g. at Market Square	3
Train Station Area	More cycle stands needed here	3
General	Advanced stop lines favoured	1
Wyle Cop	Improve cycling here	1
Frankwell Road	Needs more attention as a major gateway into the town	1
A458	Cycle lane needed here, many collisions at present	1

3.4.5 Street furniture, materials, and paving

Location	Comment	No.
General	Ensure sensitivity to old town centre and heritage	3
General	Setts are uncomfortable for wheelchair users	3
General	More trees and seating	3
General	More flowers as it is the 'Town of Flowers'	2

Pride Hill	Appearance should be akin to High Street	2
Riverside	Improvements needed around English Bridge to attract people, it is currently poorly maintained	2
Smithfield Road	Improvement needed here	2
General	Extending footways will encourage shops to put out more tables and seating at the expense of pedestrian space, obstructions such as trees and benches are needed	1
General	Focus all funding on the town centre only and explore the surrounding areas in the future	1
General	Enforce design guide for shop frontages	1
General	Yorkstone is expensive, utilities companies should be forced to replace what they damage during any future works	1
General	Use coloured bricks instead of painted lines	1
General	Timber seating preferred over stone which is too cold	1
General	Discourage night time use of public space as it is noisy	1
Riverside	Improve lighting to enable night use, particularly for cyclists	1
Bellstone	Seating outside pub will attract anti-social people at night	1
Bellstone	Art installation outside Morgan's, and more flowers	1

3.4.6 Signage and Wayfinding

Location	Comment	No.
Quarry Park	More formal gateway and signage needed to direct people here and on the River Loop	3
General	More signs needed to attract tourists to local businesses	2
General	More signage to advertise car parks	1
General	Signage needed to inform where nearest toilets are	1
Gateways to town centre	Signs needed saying 'Town Centre Only' or 'No through traffic'	1

3.4.7 Other comments on Shrewsbury Town Centre

Many other valuable comments have been made regarding other elements of the town centre requiring attention in the future, which have been summarised below:

Comment	No.
Consider more pedestrianised areas in town centre	13
Concerns about the air quality in the town centre	11
Traffic signal sequences need to be reviewed to minimise congestion and waiting times	9
Improve the bus services and the bus station environment	7
Restrict access for all vehicles in the town centre during certain times of day, restrict delivery times in the morning	7
The town centre could be bus, cycle, and taxi only	3
Improve parking on the outskirts of town, and signage to it	3
Address issues surrounding Shrewsbury's homeless and tackle begging	3
Change the parking to 'Free after Three' for example	2
Improve the general maintenance and street cleansing	2

3.5 Other Correspondence

Shropshire Council received many other comments regarding the ITP schemes, from the public and community groups via letter, email, and from stakeholder meetings. These included the following comments and suggestions which have been summarised to avoid repetition.

Responses were received from individuals, and representatives at the following organisations:

- Co-ordinators from **Shrewsbury Friends of the Earth**
- Town clerk from **Shrewsbury Town Council**
- Facilities manager from **The Market Hall**
- Co-ordinator from **Shrewsbury and North Shropshire Green Party**
- Councillor for **Quarry and Coton Hill**
- Councillor for **Shropshire & Shrewsbury Town Council**
- Councillor for **Meole Ward in Shropshire Council**
- Chairman of the **Shrewsbury Tourism Association**
- **Bus users Shropshire**
- **Shrewsbury BID**

Location	Comment
General	Concerns about the implications of the schemes on traffic flows, need to simulate these changes beforehand
General	Media campaign should go alongside the changes to change people's behaviour, and communicate the objectives
General	More consideration needed for cyclists and their network
General	Schemes must fit into a larger long term vision for Shrewsbury
General	Wayfinding needs to be included as part of materials palette
General	More consideration needed for public transport improvements too
General	Need for an overall Parking Strategy
General	Shared Space would benefit Historic Core to eliminate rat runs and preserve the pedestrian 'ambience'
Abbey Foregate	Opportunity for a heritage gateway feature into the town
Abbey Foregate	Concerns about access to residential developments in this area with changes to traffic signals which would compromise ability to enter/exit driveway safely
Meole Brace	Concerns about the necessity to make changes here, particularly to the established vegetation
Meole Brace	Its role as a key gateway into Shrewsbury
Meole Brace	The need to improve the entrance to the Retail Park to prevent congestion in this location
Bellstone	Removal of loading and parking bays could impact businesses
Market Hall area	Maximise parking and loading bays

Market Hall area	Ensure materials match surrounding buildings
Shoplatch	Should be included in designs to it does not contrast adjacent Bellstone and Pride Hill
Shoplatch	This should be pedestrianised including the High Street
Shoplatch	Existing Loading and Disabled Bays should remain the same
Quarry Park	The need for a gateway feature to lead people to the park from town
Bus Station	Improvements here to encourage use of public transport

Full material from 'Other Correspondence' received can be found in Appendix 5, however this Appendix has been omitted from the published report to prevent identification or compromising the anonymity of respondents.

4 Recommendations

Throughout the consultation period, feedback on the Package was received through the public exhibitions, questionnaire responses, written representations and through stakeholder and group discussions. In response to written comments and during group discussions further information and specific responses have been provided. Where appropriate, in addition to the questionnaire responses, feedback received during the consultation has been reviewed and addressed within the Recommendations outlined within this section of the report. Categorised feedback to each of the specific comments listed in Section 3.4 can be referenced in Appendix 6.

The following observations and recommendations consider:

- Opinion trends from the consultation in relation to the ITP, its core objectives and packages; and
- Analysis of opinion in respect of the specific topic areas as identified in the previous section.

4.1 ITP Core Objectives and Delivery Packages

The various proposals and design packages that make up the Shrewsbury ITP will, in their combination, serve to achieve its core objectives. These being:

- OB1 To contribute to economic growth; new jobs and new homes
- OB2 To alleviate congestion on the inner relief road; improving key junctions, and altering junction priorities
- OB3 To reduce the volume of traffic flows through the historic and commercial town centre
- OB4 To improve the reliability of journey times; for commuters and visitors travelling in and out of Shrewsbury
- OB5 To improve air quality in the town centre
- OB6 To encourage sustainable modes of transport by adding missing links to current pedestrian and cycle routes
- OB7 To enhance the built environment; which will promote a more positive experience and the visitor economy
- OB8 To improve safety for all road users, which will encourage the use of sustainable transport modes

In summary, the consultation outcomes show the following opinion trends:

Overall support for the Shrewsbury ITP was positive, both from the dialogue with stakeholders and in the outcomes from the public consultation. Results of the public consultation show that 59% of respondents were in agreement with the proposals for Shrewsbury town centre.

There was support and recognition of the role of each of the ITP delivery elements:

Key Junction Improvements (OB's 1,2,3,4,5,6 and 8)

There was acknowledgement of currently experienced congestion and the need to increase capacity and traffic flow at these junctions (with 62% of consultation respondents in agreement). Issues surrounding the implementation of SCOOT were received positively during the public exhibition. While beyond the scope of the ITP, the North West Relief Road and its strategic role in resolving the town's traffic issues was a focus for debate.

Sustainable Commuter Corridors (OB's 2,3,4,5,6 and 8)

Opinion was in favour of the proposals, with some indication that people may elect a more sustainable mode of transport for town centre visits on the implementation of the schemes (the majority of respondents from the public consultation living within a reasonable commutable distance from the town centre). There was however less direct indication that the delivery of the ITP would mean people using their cars less to access the town centre.

Pedestrian Wayfinding (OB's 5,6,7 and 8)

Opinion was strongly in favour of signage and wayfinding being an essential part of the visitor experience to Shrewsbury town centre (72% of respondents in agreement)

Town Centre Packages (OB's 1,3,4,5,6,7 and 8)

The consensus of opinion was in support of the town centre proposals. In particular, the proposals at English Bridge and Abbey Foregate, Dogpole and Wyle Cop, and Pride Hill were the most favoured locations for improvement.

Both stakeholder dialogue and public opinion favoured the use of high quality materials within the town centre, with a desire for the creation of more pedestrian priority environments. There was also a perceived desire for Shrewsbury town centre to be "greener" in terms of trees and amenity planting.

4.2 Parking and loading

The majority of comments in relation to parking and loading (14 of 22 in total) were divided between:

- A perceived need for more parking provision in the town centre;
- The retention of existing parking, with direct comments for Bellstone, Market Square area and Claremont Bank.
- Alternatives or additional measures beyond the remit of the ITP were also suggested, such as increased parking charges and restrictions of parking/loading times.

The feedback results show mixed views on town centre parking and loading. There is a clear divide between those who drive in the town centre and desire the convenience of parking, and those who feel vehicles impact on the experience of Shrewsbury and are unnecessary.

As outlined as part of the consultation documentation, the Council is currently developing a parking strategy for Shrewsbury. The parking strategy has been developed in parallel with the Shrewsbury ITP but is not part of the Package. The parking strategy will have a separate consultation process starting Summer 2016.

Shrewsbury ITP delivery actions:

- Use information from discussions with key and relevant stakeholders (interest groups and local businesses) to influence the design of the town centre improvement areas within the remit of the ITP; parking/loading provision at Bellstone being the most significant;
- Identify areas for 'short stay' loading provision for residents and businesses on Claremont Bank, in line with the proposed changes to lane and footway widths.
- Provide parking and loading bay design solutions that do not unduly hinder the perception of pedestrian priority within the town centre.

4.3 Traffic Flow and Management

The feedback shows that generally respondents agree with the need to alleviate the town centre congestion. This aspect of the ITP prompted a high number of comments and observations (136 in total), with a number of specific issues raised in relation to the key junction and town centre improvement areas.

The majority of general comments related to:

- The acknowledged need to reduce the number of vehicles that pass through the town, with additional street works, management of 20mph zones and controlled access;
- Travel issues outside of the ITP remit, such as the prioritisation of the North West Relief Road and improved public transport provision.

Site specific issues were divided between opposing perspectives:

- Those favouring traffic management measures and widened pedestrian footways as a way of reducing traffic density and speed; and
- Those expressing a concern over potential impacts on traffic movement as a consequence of the above.

The Council position is to optimise the use of current highways assets to meet demand within the town. The issues raised beyond the remit of ITP are noted, with the North West Relief Road being a long term strategic objective subject to available funding.

The even spread of views reflects a natural desire for pedestrians to experience a safer, more pleasant town centre environment versus the views of drivers expressing concern over a perceived negative change to the status quo in respect of travel times. The ITP objectives are to promote alternatives to driving through the town, not to specifically increase any travel time experienced. The provision of SCOOT and variable message signing for drivers, combined with the enhancement of key junctions on the inner relief road will provide viable alternatives to town centre routes and possible congestion.

Shrewsbury ITP delivery actions:

- Undertake a review of statutory traffic orders, including the Market Square;
- Design pedestrian priority areas to encourage slower traffic speeds;
- Use gateway treatments at the start of 20mph zones;
- Use appropriate surface treatments and/or material contrasts on crossing points to emphasise these to vehicles and pedestrians;
- Undertake a reconfiguration of the Abbey Foregate / English Bridge scheme to consider the entry/exit of accesses to residential areas which currently experience difficulty.

4.4 Street furniture, materials, and paving

In response to the questionnaire, respondents stated that they value pedestrian priority areas, high quality materials, more planting, and areas for markets and events. Generally people would like to see the designs compliment the heritage of Shrewsbury and promote its historic character.

Another aspect of public realm that featured highly was a desire for more planting within the town centre. While not a specific aim of the ITP, the town centre enhancement areas do provide an opportunity where considered appropriate and practically deliverable, to consider tree and amenity planting.

High quality materials were seen as important, maybe a consequence of the historic town centre enhancements recently implemented. The ITP town centre proposals recognise the value of high quality materials and advocate the use of a similar palette to that already implemented. Interestingly, the perception of Pride Hill as a distinct place was not particularly reflected in the consultation responses.

Concerns were raised during the consultation regarding the maintenance of the public realm after the ITP has been delivered specifically when work is carried out by third parties including utility companies. The Council position is to work with stakeholders in respect of design codes and practice, and to seek agreements with relevant utility companies that ensure the retention of material finish and quality of completed future schemes.

Shrewsbury ITP delivery actions:

- Ensure a sensitive design approach to the historic character and heritage of the town centre in all schemes;
- Ensure that street furniture caters for elderly and less abled people;
- Include trees and amenity planting where appropriate and practical;
- Aim to reflect the 'Town of Flowers' reputation that the town holds;
- Adopt the "High Street" suite of materials as the basis for progression of the town centre enhancement schemes.

4.5 Signage and Wayfinding

The questionnaire response was overwhelmingly in favour of this being an essential part of the visitor experience to Shrewsbury town centre. There were a limited number of directed comments, most of which requested additional signage provision to specific town centre facilities such as car parks, toilets, visitor attractions, etc.

The Council position is to support the town council in respect of existing wayfinding provision.

In respect of the Shrewsbury ITP delivery the wayfinding element of the package is being undertaken in partnership with Shropshire Council, Shrewsbury Town Council and Shrewsbury BID and is being implemented across Shrewsbury. In line with the other aspects of the ITP the wayfinding strategy will, in combination with public realm and junction enhancements, aim to make the town centre more legible to visitors and residents.

The practicality and deliverability of specific comments such as those highlighted below will be considered through the strategy delivery process:

- Using wayfinding to promote local businesses more; and
- Using signage to guide people to the 'river loop' walk and the Quarry Park;
- Consider key gateway areas within Shrewsbury town centre to emphasise points of entry and orientation.

4.6 Pedestrian accessibility

The overriding trend from the questionnaire showed a high level of support for a more pedestrian friendly town centre (Q2, 70% of respondents in agreement). Pedestrian focussed spaces were also highlighted as being a valuable part of the town centre environment.

Additional comments, both generic and site specific, focussed primarily on:

- increasing pedestrian priority;
- more and better pedestrian crossings, in particular at high flow locations.

Travel issues outside of the ITP remit were raised, including Park and Ride facilities and improved public transport as a means of efficient pedestrian (non-private vehicle) movement into the town centre.

At a strategic level the Council position is to encourage sustainable modes of transport into the town centre and to only install facilities with a defined maintenance plan.

The responses to Question 9 identified significant minority support for increased pedestrianisation within the Town Centre. About a third of respondents selected “More pedestrianised areas” as their first priority (the most popular response). This level of support does not provide a mandate to alter the package proposals especially as further pedestrianisation is not currently supported by the Town Council or the majority of businesses within the Town. However the SITP acknowledges the support for enhancements to pedestrian facilities within the town through widened footpaths, improved surfacing, pedestrian wayfinding and improved crossings.

Shrewsbury ITP delivery actions:

- Ensure that proposed crossing points in all schemes meet with pedestrian desire lines;
- Incorporate measures to increase pedestrian priority in the town centre enhancement areas, including where possible widened footways, the use of materials to emphasise formal/informal crossing points and areas of high pedestrian density.

4.7 Cycling

The geographic spread of consultation respondents (from the postcode data supplied) was very much local to the town, with a “snap-shot” of travel trend at the time of the exhibition/consultation period revealing around 1 in 8 of respondents electing to cycle into the town centre. There was a positive response to the direct question on cycle routes (Q1) where roughly half of all respondents indicated that they would feel more inclined to walk/cycle into the town centre following the enhancement of the sustainable commuter corridors.

The main focus of additional comments related to:

- provision for cycle parking facilities (20 of 54 comments);
- more segregation of cycle lanes (16 of 54 comments); and
- the need to widen the scope of cycle network improvements (7 of 54 comments)

Shrewsbury ITP delivery actions:

- The scope for the provision of segregated cycle lanes is limited by the physical nature of the identified sustainable corridors and proposed enhancement areas. In many instances a segregated lane cannot be accommodated either through impracticality or it not being the most viable solution in cost/function. Where practical and desirable, segregation will be considered.
- Ensure that demand for cycle infrastructure is catered for in each of the implemented town centre enhancements.
- Ensure that street furniture does not clutter or obstruct cycle routes, either in delivery of the sustainable corridor enhancements or in the town centre.

5 Next Steps and Conclusion

There has been a high level of engagement from the public and stakeholders during the six week consultation period, as demonstrated through the exhibition attendance, questionnaire responses and detailed correspondence. This represents the comprehensive and robust nature of the consultation itself. Through the consultation it has been demonstrated that there is clear public and stakeholder support for the Package, its content and its objectives. The public and stakeholder response to the consultation provide a mandate to deliver the Shrewsbury ITP in its current form. The individual elements of the package will be developed incorporating the specific actions outlined in the Recommendations (Section 4) of this report.

The Council are undertaking its delivery, with funding having been secured through The Marches LEP Regional Growth Fund and Shropshire Council's developer contributions, totalling a sum of £12.1million investment in the town. The constructive dialogue and public interaction received via the consultation processes has helped to positively inform and actively influence the package delivery.

A Monitoring and Evaluation Plan has been developed for the Shrewsbury ITP in accordance with the requirements of the DfT's Monitoring and Evaluation Framework for Local Authority Major Schemes. The plan will be agreed with The Marches LEP as part of the Full Business Case approval. The plan includes monitoring up to five years post completion of the packages and will be made available to the public.

The construction programme for the Package is set to run between 2016 and 2020, with the following indicative timescales:

- Key Junctions 2016 / 2018
- SCOOT 2016 / 2018
- Variable Message Signs 2020
- Town Centre Packages 2017 / 2019
- Sustainable Corridors 2019 / 2020
- Pedestrian Wayfinding 2016 / 2019

Acceptance of this report brings to conclusion the consultation phase of the Shrewsbury ITP. Further consultation will necessarily take place where it is required as part of a statutory process for delivery.

We would like to thank all stakeholders, user groups and members of the public who have contributed their time and effort in the course of the consultation process.

A Appendices

- A1 Consultation Panels
- A2 Questionnaire
- A3 Raw data results from questionnaire
- A4 Other comments from Question 10 (*omitted from Public Report*)
- A5 Other correspondence (*omitted from Public Report*)
- A6 Recommendations and Responses to 3.4