



9 Area plans

9.1 Introduction

9.1.1 In this chapter we provide further detail on how our Local Transport objectives, priorities and strategies will be delivered in specific areas of the County. Area Plans are provided for the larger market towns in the County, and for the rural areas. A summary of key actions is included for smaller towns.

9.1.2 For each area we have identified specific local actions which build upon the overall County strategy.

9.1.3 In preparing these Area Plans we have drawn upon on a number of sources of information regarding local issues and aspirations. These include include existing strategy and policy documents, planning issues raised through liaison with district councils and responses from the preliminary consultation with organisations, interest groups and the general public.



9.1.4 In the past the County Council has worked very successfully with district and town council partners to deliver packages of improvements in the market towns. This work has involved the integration of transport schemes with initiatives from other policy areas such as regeneration, drawing together packages of funding, for example European funding and the

Market Towns Initiative. We will continue to develop this partnership approach and ensure that the various transport delivery programmes are coordinated within this work to maximise efficiency and achieve best value.

9.2 Shrewsbury

Shrewsbury

9.2.1 Within the overall vision for transport in Shropshire, our specific aims for Shropshire continue to be:

- To improve the accessibility of Shrewsbury for people, in ways that do not increase dependence on the private car.
- To make Shrewsbury as safe and attractive as possible in ways which respect and enhance its historic character.

9.2.2 These aims have underpinned the work of the County Council and Shrewsbury and Atcham Borough Council in recent years.

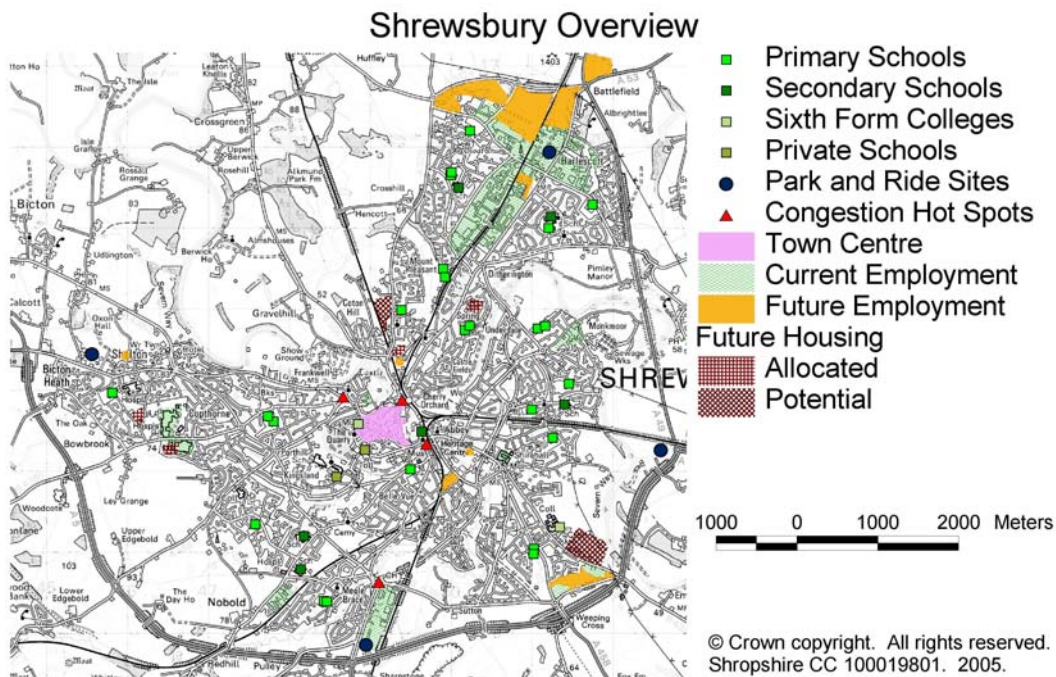
9.2.3 In delivering these aims the highest LTP priorities are:

- To improve local environmental quality and reduce the impact of traffic
- To reduce and prevent congestion
- To reduce road accident casualties
- To improve air quality particularly in AQMA's
- To reduce greenhouse gas emissions from transport.

Introduction

9.2.4 Shrewsbury is the county town of Shropshire. With a population of around 67,100, it is an important regional centre for Shropshire and mid-Wales and a sub-regional centre for the West Midlands.

Figure 9.1 Shrewsbury overview





9.2.5 The mediaeval town, which forms the present day town centre, is centred on a hill, almost entirely contained in a loop of the River Severn. The street pattern has changed little over the centuries, and many people still live in the centre of the town. This, together with a rich history and many fine buildings, gives Shrewsbury a unique character, which is much valued by local people, and makes the town an important centre for tourists and visitors.

9.2.6 The many shops and businesses operating within the river loop depend for their survival on the people who come into the town. Good access for people is therefore essential, but this must be achieved without increasing traffic congestion. Beyond the river loop are the main residential and employment areas, schools and hospitals, as well as out-of town retail areas. Good transport links are essential to support local industry, and to enable people to access jobs, services and leisure activities. Figure 9.1 presents an overview of Shrewsbury, including development pressures.

Actions

Accessibility

- We will develop more effective bus quality partnerships with operators and other stakeholders, to improve transport services, including newer cleaner buses, better passenger information, improved reliability and better passenger facilities
- We will develop more bus priority measures, including using the existing GPS facility to give greater priority to buses at traffic signal junctions
- We will continue to support evening bus services
- We will seek to improve public transport to employment areas, including the development of a circular bus service for the town, linking to new development in the Harlscott area

- We will work with Shrewsbury and Atcham Borough Council to improve the bus station
- We will support Shrewsbury Dial a Ride
- We will support the Community Car service
- We will support Shopmobility
- We will identify and improve key walking routes and implement mobility improvements
- We will continue to develop the cycle network, including routes within the town centre where feasible
- We will continue to develop Park and Ride in partnership with the Borough Council. Developer contributions will be sought from relevant town centre developments.
- We will continue to press for improved rail services to and from Shrewsbury, including direct services to London

Environment

- We will review traffic management options for the town centre, working with local stakeholders to find an acceptable way of reducing traffic, especially through traffic
- We will work with the Borough Council to implement an Air Quality Action Plan
- We will encourage the use of buses with low emission engines or using cleaner fuels
- We will continue to work to create a more attractive and pedestrian friendly environment in the town, including the completion of improvements to Castle Street, St Mary's Street and Wyle Cop.
- We will carry out improvements to the West End, in conjunction with re-development proposals
- We will carry out a major re-furbishment of the Pride Hill pedestrian street, in partnership with the developers of the Pride Hill and Darwin shopping centres

- We will systematically review road signs, markings and street furniture and take steps to reduce street clutter
- We will work with schools, employers and developers to develop sustainable travel plans

Economy

- We will undertake a feasibility study of road user charging
- We will continue to work with the Borough Council to apply a hierarchy of car parking charges, to manage demand and encourage use of Park and Ride
- We will introduce a regime of de-criminalised parking enforcement (DPE) and use these powers to improve the enforcement of parking restrictions
- We will consider the need for residents' parking as part of the DPE work
- We will review existing HGV restrictions and signing and consider the scope for improvements
- We will continue to maintain roads, footways and street lighting
- We will seek to introduce active traffic management measures, such as car park information signs to reduce unnecessary traffic and improve flows

Safety and health

- We will introduce quality walking routes linking key destinations
- We will develop and implement a programme of local safety schemes, targeting areas where there is greatest risk of accidents
- We will continue to deliver Safer Routes to School projects
- We will introduce speed limits where appropriate, with 20 mph being the norm for the town centre

- We will develop and market individual travel plans
- We will work with police, developers and other stakeholders to reduce the fear of crime through appropriate design of the street scene

Shrewsbury Parkway Station

9.2.7 We will undertake further work into the benefits to be gained from a new Shrewsbury Parkway Station combined with a fourth park and ride site.

North West Relief Road

9.2.8 In addition to the above, a decision needs to be made on the possible North West Relief Road (NWRR) and this is being considered in parallel with the development of the Local Transport Plan. The review of the NWRR will also consider non-road based solutions, consistent with the above strategy. In line with government guidelines, for the purposes of this strategy we have not made any assumption that this link would be provided.

9.2.9 The County Council has however narrowed down the route options to a specific corridor and is working to identify a single preferred route during 2006/07.

9.2.10 The scheme has been provisionally included in the Regional priority programme, submitted to the Secretary of State in 2006.

Transport Innovation Fund

9.2.11 In addition to the above measures, we will also investigate options for more radical improvement to Shrewsbury's transport system. This could lead to major improvements to public transport and innovative measures to manage demand. Following award of pump priming grant in 2005, a major study is to be undertaken in 2006/07. More details are set out in section 6.7.



Pride Hill

Pride Hill is the busiest shopping street in Shrewsbury, and the commercial centre of the town. Pedestrianised many years ago, it is in urgent need of improvement, to make it safer and more attractive for pedestrians, including people with disabilities, and to encourage businesses to remain in, and invest in, Shrewsbury and Shropshire.



We have been working with Shrewsbury and Atcham Borough Council and with the private owners of the adjacent shopping centres, to develop a potential comprehensive enhancement scheme. The cost is likely to be well over £1 million.

We undertook initial consultation with local people in November 2004. We will consult further on the proposals in 2006, and will do our best to put together the sort of partnership funding package which will be needed to supplement the LTP capital funding (£391,000) provisionally allocated to the construction of this scheme.

9.3 Market towns

9.3.1 Shropshire's market towns are of great importance to the economy and quality of life for local people. They provide a vital range of local services to the rural areas, and area focus for employment, education and tourism. Good access is vital, and we also need to protect and enhance the unique character of each town, whilst ensuring that they remain viable and attractive places in which to live.

9.3.2 In Shropshire's market towns the priorities of highest importance are considered to be:

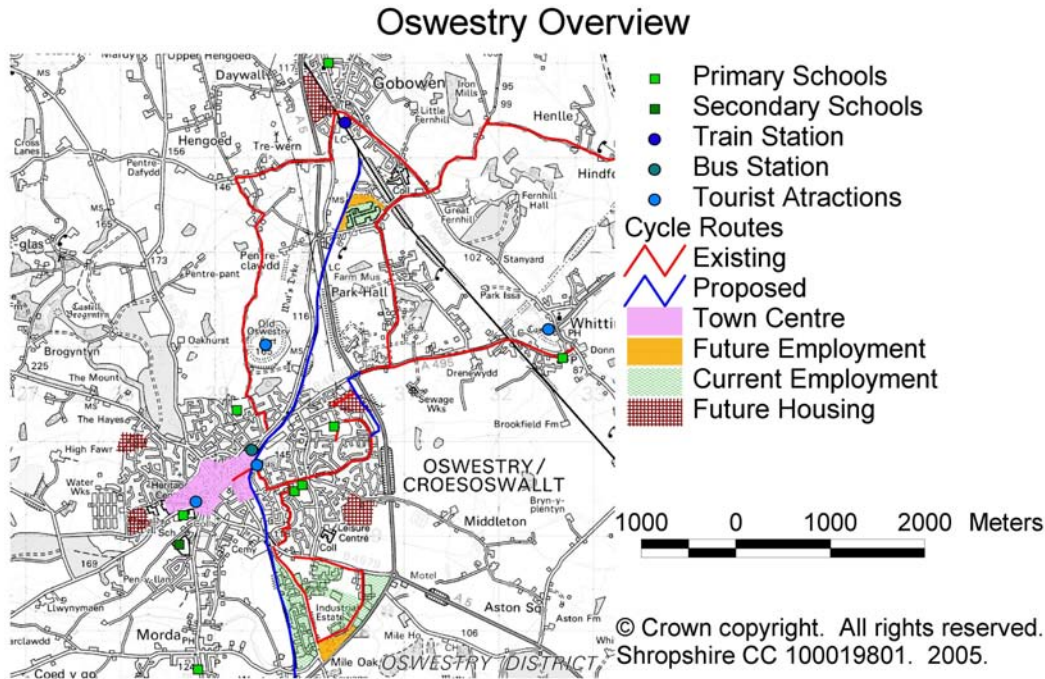
- **To improve sustainable access for disadvantaged communities**
- **To support rural regeneration**
- **To improve local environmental quality and reduce the impact of traffic**
- **To reduce road accident casualties**
- **To reduce greenhouse gas emissions from transport.**

9.3.1 Oswestry

Introduction

9.3.1.1 Oswestry is a border market town located in north west Shropshire. It has an urban population of 16,700 but serves a large rural hinterland. Historically, the local economy has been based on the agricultural sector. This is now in decline although there is still a large weekly livestock market. The employment structure is based predominantly on small businesses. Most retail outlets and services are located in the town centre, whilst the majority of manufacturing and distribution companies are located on the southern edge of the town. There is an increasing emphasis on attracting investment in visitor services and facilities. The many shops and businesses rely heavily on attracting people into the town and sustainable access is vital in order to avoid congestion.

Figure 9.2 Oswestry overview



9.3.1.2 The A5 and A483 trunk roads converge to the east of Oswestry and form a bypass around the eastern and southern edges. The A5 provides a direct link into the West Midlands and national motorway network, whilst the A483 is an important north-south route along the Welsh border. Although Oswestry is bisected by a railway line, this is currently unused and the nearest mainline railway station is at Gobowen, 4km north of Oswestry. Regular rail services link Gobowen with Chester, Wrexham, Shrewsbury and Birmingham. There is a bus station close to Oswestry town centre and this is used by the local town buses as well as buses serving rural areas and those linking with larger towns. A 'dial-a-ride' service provides a more flexible transport option for people with disabilities and those without access to public transport.

9.3.1.3 Figure 9.2 outlines key sites across Oswestry and also highlights potential development pressures.

Key actions

9.3.1.4 The delivery of the transport strategy in Oswestry will be directed by the over-arching LTP strategy framework. The following summary should be viewed as additional to this framework and represents the key actions for Oswestry in light of the above assessment. The actions are set out under the four overarching objectives:

Accessibility

- We will ensure the accessibility needs around Oswestry are fully considered and enhanced through the accessibility planning process, and our review of public transport services
- We will continue to support Oswestry Shopmobility.



- We will investigate the potential for the expansion of conventional bus services from residential to key economic sites, especially serving proposed new development such as the Medi Park.
- We will continue to support community transport initiatives in Oswestry and improve linkages to the hinterland.

Environment

- We will work with developers to create sustainable transport options for new developments particularly where there is the potential for significant growth in trips.
- We will continue to improve the pedestrian environment of the historic core of Oswestry.
- We will provide more key cycle links and develop a core network of routes across the town.
- We will undertake a town-wide signage review particularly aimed at avoiding unnecessary traffic entering the town centre
- We will investigate the feasibility of HGV restrictions on certain routes, for example avoiding residential areas.
- We will increase general travel awareness through improved marketing

Congestion and parking

- We will develop a parking strategy for the town
- We will improve tourist information around the town
- We will continue to complement existing public realm improvements
- We will endeavour to improve linkages between Gobowen rail station and the town centre

Safety and health

- We will continue to implement SRTS and School Safety measures

- We will continue to identify accident cluster sites and deliver appropriate safety improvements
- We will increase adoption of travel plans at schools and employers.
- We will improve street lighting and maintenance
- We will tackle the fear of crime

9.3.1.5 In summary the above actions seek to build on the good progress made in recent years to secure improved accessibility across the town and allow development to bring economic growth in a sustainable way.

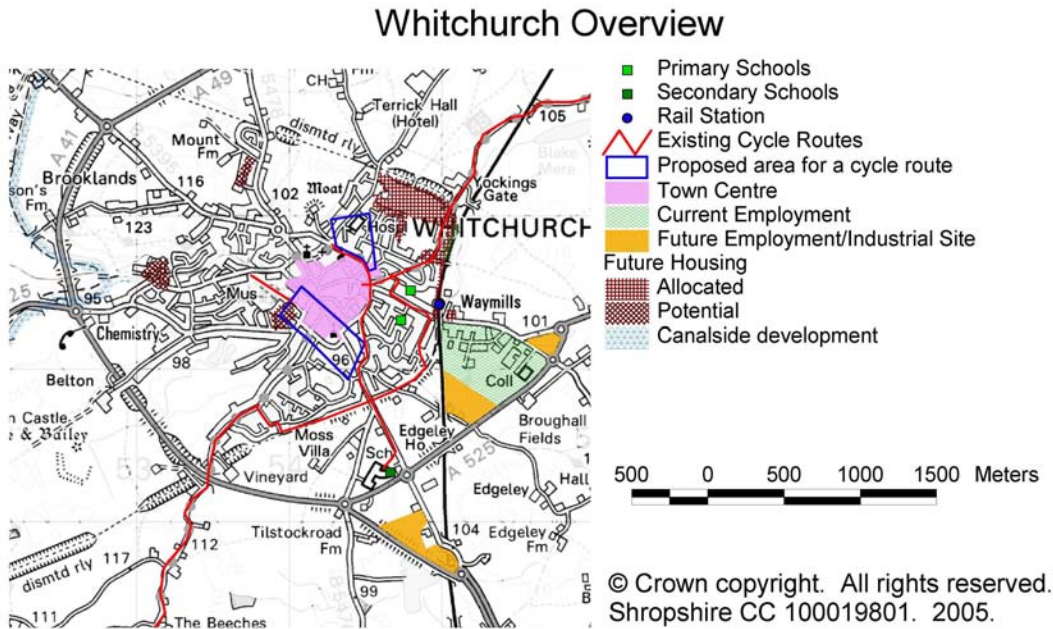
9.3.2 Whitchurch

Introduction

9.3.2.1 Whitchurch is a historic market town and has a population of around 8,700 with a hinterland population of approximately 14,000. The town is situated in North Shropshire close to and influenced by several larger towns, including Shrewsbury, Chester, Wrexham, Oswestry and Crewe. It is at the centre of an extensive road transport network which gives easy access to the rest of Shropshire, North Wales, Manchester, Cheshire, Staffordshire, the North and the Midlands. The Cardiff to Manchester main rail line runs through the town which has its own railway station.

9.3.2.2 The many shops and businesses operating within Whitchurch depend for their survival on attracting people into the town from surrounding areas. Good access is essential, and this needs to be achieved without increasing traffic congestion. Beyond the town centre are the main residential areas of the town, employment areas and schools. Good transport links are essential to enable people to access jobs, services, employment and leisure activities, whether by car, bus, cycle or on foot, and to support local industry.

Figure 9.3 Whitchurch overview



9.3.2.3 Figure 9.3 presents an overview of the key sites in Whitchurch and also highlights potential development sites.

Actions

9.3.2.4 The delivery of the transport strategy in Whitchurch will be directed by the over-arching LTP strategy framework. The following summary highlights the key specific actions for Whitchurch. The actions are set out under the four overarching objectives:

Accessibility

- We will ensure the accessibility needs around Whitchurch are fully considered and enhanced through the accessibility planning process, and our review of public transport services.
- We will look at ways of building on the success of the existing town bus service

- We will continue our support of community transport initiatives such as North Shropshire Links
- We will investigate how we can improve sustainable transport linkages to residential areas such as to the east of the Community Hospital and Wayland Road residential area.
- We will investigate the potential for a Whitchurch Shopmobility scheme
- We will investigate how we can improve integration of bus services and rail services at Whitchurch station

Environment

- We will work with potential developers of the allocated housing site to the north of the town to incorporate a new road link between Waymills Road and Black Park Road and existing schools in any application
- We believe a developer-funded new school could significantly assist the scope to



increase the number of pupils walking and cycling to school

- We will improve pedestrian linkages from local car parks to the town centre
- We will undertake and implement a town-wide review of traffic signing to improve traffic flow and reduce levels of through traffic and HGVs
- Where speeding traffic occurs - this should be investigated and remedial action taken if applicable. There may be scope to improve speed restriction signing where it is unclear to highway users.

Economy

- We will develop a parking strategy for the town, in partnership with the district council. This will consider the overall level of parking and management issues, incorporating decriminalised parking enforcement.
- We will consider prioritised and cost effective improvements to on street parking provision in residential areas where there is a demonstrated safety, environmental or congestion issue.
- We will improve pedestrian linkages from car parks to town centre especially through visitor signage.
- We will work with the main supermarket in the town if expansion is proposed

Safety and health

- We will implement prioritised schemes to reduce speeds within the town and improve safety.
- We will develop safer routes to school initiatives through the Travel Plan process, particularly with Whitchurch Primary school and with any new school to be constructed

as part of the development planning conditions.

- We will deliver other safety schemes where appropriate.

9.3.3 Wem

Introduction

9.3.3.1 Wem is a historic market town with a population of around 5,100. The town is situated in North Shropshire and is the administrative centre for North Shropshire District Council. The town is close to Shrewsbury, Oswestry and Whitchurch. Wem has easy access to the A49 and A495. The town has a railway station connecting to Crewe to the north and Shrewsbury to the south.

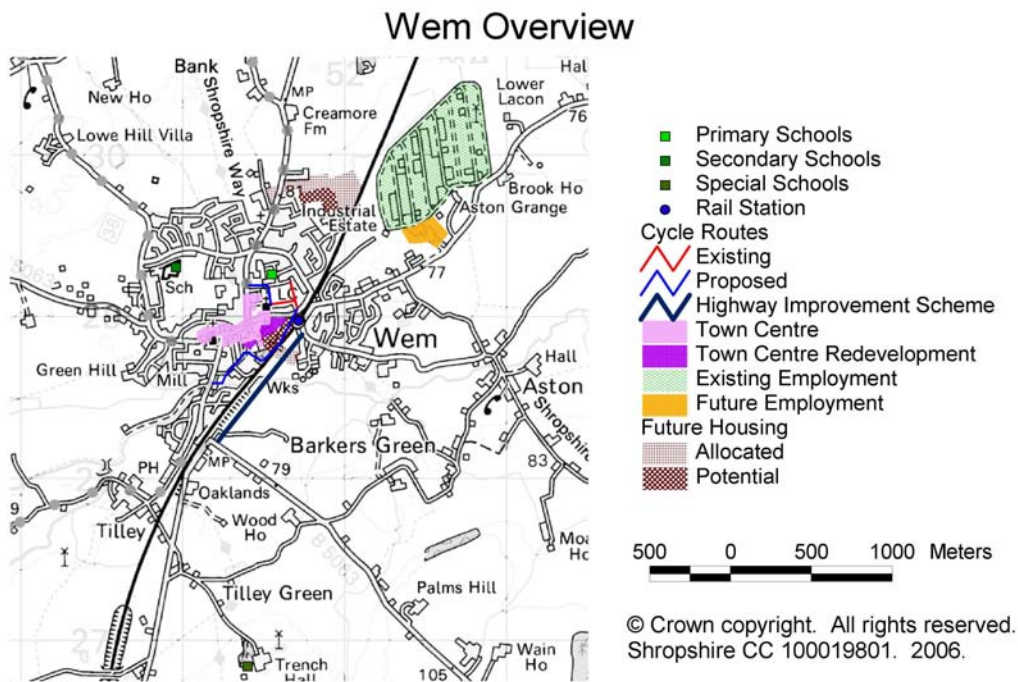
9.3.3.2 Wem has attracted significant residential development to the north of the town in recent years and has benefited from a package of enhancement and traffic management schemes. The shops and services operating within Wem depend on continuing to attract people to the town. Good access is therefore essential and this needs to be achieved without increasing traffic congestion in the constrained centre.

9.3.3.3 Figure 9.4 provides an overview of key sites in the town and also the locations of potential development.

Key actions

9.3.3.4 The delivery of the transport strategy in Wem will be directed by the overarching LTP strategy framework. The following summary should be viewed as additional to this framework and represents the key actions for Wem in light of the above assessment. The actions are set out under the four overarching objectives.

Figure 9.4 Wem overview



Accessibility

- We will ensure the accessibility needs around Wem are fully considered and enhanced through the accessibility planning process, and our review of public transport services
- We will continue our support of community transport initiatives in North Shropshire
- We will continue to improve sustainable transport linkages between residential areas and schools and economic sites such as Wem town centre and Wem industrial estate.
- We will investigate the potential for a Wem Shopmobility scheme in conjunction with other mobility improvements in the town centre.
- We will endeavour to improve integration of bus services (including community transport) and rail services at Wem station

Environment

- We will undertake and implement a town-wide signing review
- We will investigate potential for HGV restrictions and closer working with local hauliers on cross town HGV movements.

Economy

- We will support North Shropshire District Council in their pursuit of a link road between Shawbury Road and Aston Road, linked to new development.
- We will work in partnership with North Shropshire District Council, potential developers, Advantage West Midlands and other key stakeholders in implementing access and traffic measures and sustainable transport linkages as part of the the Wem Central Area Enhancement



Scheme, and development at the former timber yard site.

- We will develop a parking strategy for the town incorporating decriminalised parking enforcement.

Safety and health

- We will continue working with local schools to develop Travel Plans and where appropriate undertake infrastructure improvements. The feasibility of traffic management improvements at Shrubbery Gardens will be investigated and implemented subject to consultation.
- We will deliver other safety schemes where appropriate.

9.3.3.5 In summary the above actions seek to build on the good progress made in recent years to secure improved accessibility across the town and allow development (especially through the proposed town centre regeneration scheme) to bring economic growth in a sustainable way.

9.3.4 Bridgnorth

Introduction

9.3.4.1 Bridgnorth is a historic market town with a resident population of around 11,900. The town is situated between Telford and Kidderminster and on the A442 and is easily accessible from Shrewsbury and Stourbridge via the A458 and from Wolverhampton on the A454. The town is unique in that it is divided by a sandstone escarpment between the High Town above the River Severn and the Low Town. A cliff railway still provides a valuable link between the high and Low Towns, as well as being an attraction in its own right. Bridgnorth is the northern terminal of the Severn valley railway, which attracts many visitors, and is linked to the town centre by a dedicated pedestrian bridge.

9.3.4.2 The many shops and businesses operating within Bridgnorth depend for their survival on attracting people into the town. Good access is essential, and this needs to be achieved without increasing traffic congestion. Beyond the town centre are the main residential areas of the town, employment areas and schools. Good transport links are essential to enable people to access jobs, services, employment and leisure activities, whether by car, bus, cycle or on foot, and to support local industry.

9.3.4.3 Figure 9.5 presents an overview of the key issues facing Bridgnorth, including potential development pressures.

9.3.4.4 Two key traffic issues specific to Bridgnorth have been identified and need to be taken into account; firstly a 22 hectare development of 500 dwellings is likely at Tasley, and secondly the creation of a Whitburn Street relief road needs to be progressed.

Actions

9.3.4.5 The delivery of the transport strategy in Bridgnorth will be directed by the over-arching LTP strategy framework. The following summary highlights the key actions for Bridgnorth. The actions are set out under the four overarching objectives.

Accessibility

- We will ensure the accessibility needs around Bridgnorth are fully considered and enhanced through the accessibility planning process, and our review of public transport services
- We will continued to support community transport initiatives
- We will endeavour to improve sustainable transport linkages between residential areas and schools and economic sites such as Bridgnorth town centre and Stanmore industrial estate.

- We will investigate the potential for a Bridgnorth Shopmobility scheme in conjunction with other mobility improvements in the town centre.
- We will investigate ways in which public transport linkages to nearby rail stations could be improved.

Environment

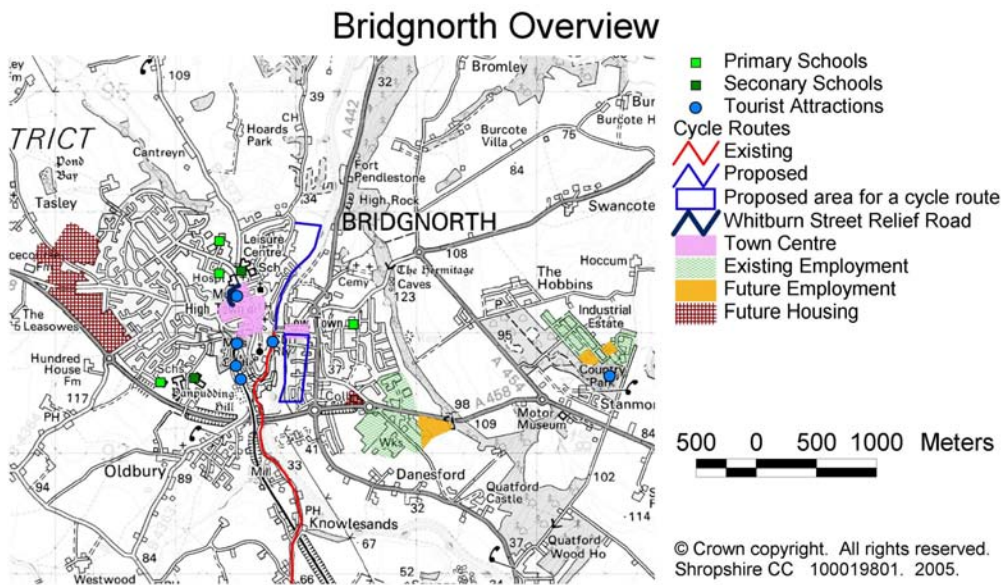
- We will support Bridgnorth District Council in pursuit of the completion of the Whitburn Street Relief Road linked to new development.
- We will work with the District Council to develop and implement an Air Quality Management Area action plan to address the air quality issues arising in the town centre

- We will continue to implement a town-wide review of traffic signs
- We will investigate the potential for HGV restrictions and routing to accommodate the new livestock market.

Congestion and parking

- We will develop a parking strategy for the town incorporating decriminalised parking enforcement.
- We will investigate potential for Park & Ride or formal promotion of town centre bus services linking to car parks.
- We will work with potential developers and other key stakeholders involved in the creation of a Whitburn Street Relief Road.

Figure 9.5 Bridgnorth overview





Safety and health

- We will continue working with local schools and businesses to develop Travel Plans and where appropriate undertake infrastructure improvements.
- We will deliver local strategy schemes where appropriate.
- We will consider how the town centre could be made more secure and appealing to the public, especially at night.

9.3.4.6 In summary the actions seek to build on the good progress made in recent years to secure improved accessibility across the town and allow development to bring economic growth in a sustainable way.

9.3.5 Ludlow

Introduction

9.3.5.1 Ludlow is located in the Teme Valley surrounded by some of Shropshire's finest countryside with the upland areas of Mortimer Forest to the west and the South Shropshire Hills dominated by Titterstone Clee to the east. It is the largest of five market towns in South Shropshire. The population of the Ludlow Ward, including Ludford, based on 2001 census figures, is 9,943. Ludlow serves the needs of a large rural and quite sparsely populated area and it is the regional centre for touring in South Shropshire, North Herefordshire and the border counties.

9.3.5.2 Ludlow is bypassed by the A49 trunk road which runs north to Shrewsbury and south to Leominster and Hereford. The town is served by a mainline station easily accessible from the town centre with services to Shrewsbury to the north and Cardiff to the south.

9.3.5.3 Figure 9.6 presents an overview of key issues facing the town, including development pressures. In recent years we have made significant improvement to the pedestrian environment, in ways that enhance the town's historic character. The next phase of our strategy will be to implement a robust parking and public transport strategy to consolidate these gains.

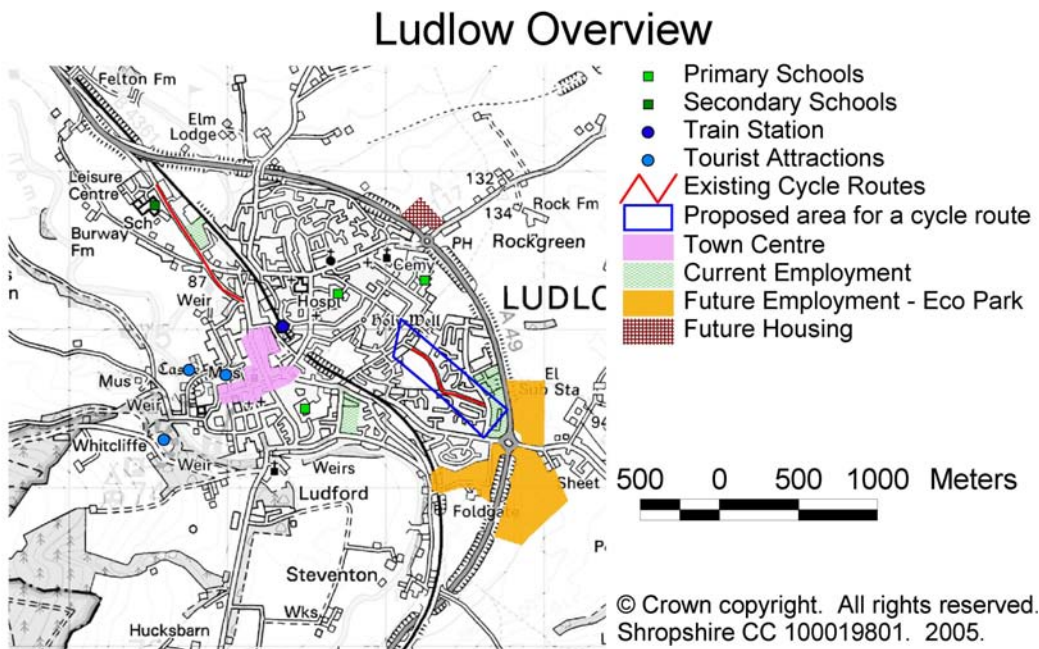
Actions

9.3.5.4 Proposed actions are grouped under the headings of Shropshire's four transport objectives.

Accessibility

- We will ensure the accessibility needs around Ludlow are fully considered and enhanced through the accessibility planning process, and our review of public transport services
- We will continue to support community transport initiatives
- We will introduce a Park and Ride service (see under Economy below)
- We will seek to improve walking and cycling links between residential areas and schools, employment sites and the town centre.
- We will investigate the potential for a Ludlow Shopmobility scheme
- We will work with local groups of disabled people to identify potential improvements for people with limited mobility
- We will seek to improve the integration of conventional bus services, community transport and rail services, especially to allow for commuter trips.

Figure 9.6 Ludlow overview



Environment

- We will seek to reduce the number of vehicles entering the historic centre through effective control of on and off-street parking, in partnership with the District and Town councils.
- We will further reduce the clutter of road signs and markings, and implement a comprehensive signing strategy for the town
- We will introduce a mandatory HGV restriction on Ludford bridge, and advisory HGV restrictions in other parts of the town
- We are investigating the feasibility of incorporating a southbound access into the most northerly junction on the A49 Bypass, enabling locally generated HGV traffic to avoid parts of the town.
- We will ensure that any highway or traffic works in the town are carried out to a high standard of design, using materials which

are appropriate to the historic character of the town.

- We will work with the District Council to identify the potential for future enhancements to the public realm, especially within the conservation area.

Economy

- In partnership with the Town and District Councils, we will implement a robust parking strategy for the town incorporating (subject to approval) a decriminalised parking enforcement regime
- We take forward proposals to introduce on-street parking charges and residents parking
- We will look at ways to enhance traffic flow in the town centre and avoid unnecessary circulation, including improved information about car parking, having consulted local people in detail on these issues. Surplus



income will be used to support public transport, especially Park and Ride

- Developments will be sensitive to the historic nature of the town
- We will ensure that the transport implications of any new development are fully considered and focused on maximising sustainable travel
- We will implement a new full time Park and Ride service for the town in 2006, based at the new “Eco-Park” development in partnership with the District Council. This will be linked to the overall transport strategy for Ludlow. The service will play a particularly important role during the Ludlow festival and other times when visitor numbers significantly increase.

Safety and health

- We will consider the extension of the existing 20mph zone in the town centre.
- We will implement local safety schemes, focusing on areas where there is a real risk of accidents.
- We will continue working with local schools and businesses to develop sustainable Travel Plans and where appropriate undertake infrastructure improvements.
- We will work with the police and others to ensure that highway and transport measures help reduce the fear of crime, including improvements to street lighting and consideration of how the town centre could be made more secure and appealing to the public at night.

9.3.5.5 In summary the actions seek to build on the good progress made in recent years to secure improved accessibility across the town and allow development to bring economic growth in a sustainable way.

9.3.6 Market Drayton

Introduction

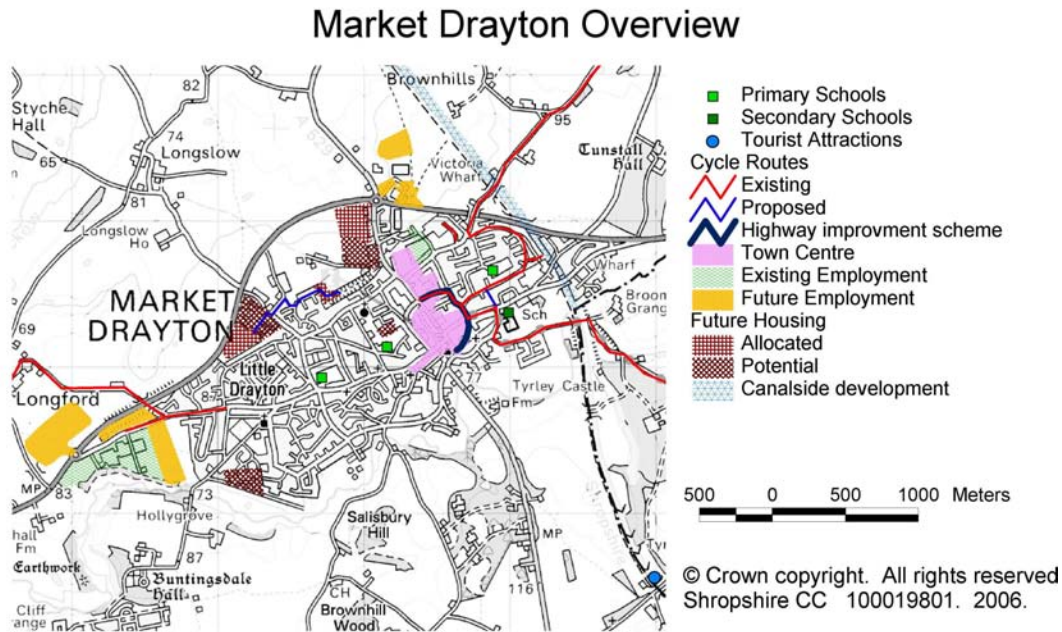
9.3.6.1 Market Drayton is a historic market town and is located in the north-east corner of Shropshire close to the Staffordshire border. The current population is approximately 10,400. Much of the town centre is covered by a conservation area preserving the historic streetscape. The A41 trunk road between Wolverhampton and Chester lies just 4km south west of the town where it crosses the A53 at the Tern Hill roundabout. The A53 is a primary route running between Shrewsbury and The Potteries. Consequently, Market Drayton lies at the junction of two significant regional road routes which play an important part in the distribution of local foods to the north-west and midlands conurbations. Employment in the town is dominated by the Muller factory on the western outskirts of the town. Future housing development to the north of the town is likely to add pressure to existing public services including the transport network.

9.3.6.2 Figure 9.7 presents an overview of the key issues facing Market Drayton including potential development pressures.

Key actions

9.3.6.3 The following summary shows how the issues and potential measures identified will be tackled through the overarching strategy areas of the LTP.

Figure 9.7 Market Drayton overview



Accessibility

- We will ensure the accessibility needs around Market Drayton are fully considered and enhanced through the accessibility planning process, and our review of public transport services
- We will continue to support community transport initiatives
- We will pursue developer funding to improve sustainable transport linkages between residential areas and schools and economic sites such as the town centre and Mullers, Tern Valley Industrial area and potential development at Sych Farm.
- We will investigate potential for a Market Drayton Shopmobility scheme in conjunction with other mobility improvements in the town.

- We will improve integration of conventional bus services and community transport, especially to allow for commuter trips.
- We will investigate ways in which public transport linkages to the closest main line rail stations could be improved.

Environment

- We will implement a town-wide signage review
- We will investigate further HGV restrictions

Congestion and parking

- We will develop a parking strategy for the town incorporating decriminalised parking enforcement if feasible, building upon the recent introduction of car park charging at Frogmore Road and Queen Street
- We will identify potential sites for public realm enhancements similar to those



undertaken at Stafford Street and Cheshire Street.

- We will work with potential developers and other key stakeholders to bring forward Phase 3 of the Inner Relief Rd

Safety and health

- We will continue working with local schools and businesses to develop Travel Plans and where appropriate undertake infrastructure improvements.
- We will consider how the town centre and Little Drayton could be made more secure and appealing to the public, especially at night.
- We will deliver local safety schemes where appropriate.

9.3.6.4 In summary the actions seek to build on the good progress made in recent years to secure improved accessibility across the town and allow development to bring economic growth in a sustainable way.

9.3.7 Other towns

Introduction

9.3.7.1 There are a number of smaller towns that serve as important service centres to their surrounding rural areas. They act as education, health care and employment centres and offer limited but important food, retail and leisure opportunities and have an important role in the tourism industry.

Key actions

9.3.7.2 Key generic actions will include:

- We will ensure the accessibility needs are fully considered and enhanced through the accessibility planning process, and our review of public transport services
- Introduction of appropriate speed limits

- Review signing for all modes to key attractions and services
- Work with partners to maintain and enhance community transport services.
- Introduce parking control
- Take appropriate action to reduce fear of crime in respect of walking and use of public transport in particular.
- Introduce local safety schemes where appropriate

Bridgnorth area

Albrighton

9.3.7.3 Key actions in Albrighton will include:

- Introduce further improvements to sustainable transport links between Albrighton and Cosford.
- Monitor HGV levels in / through the village.
- Investigate enhancement of parking facilities at Albrighton and Cosford rail stations

Broseley

9.3.7.4 Key actions in Broseley will include:

- Monitor on-street parking problems.
- Seek to develop the section of the National Cycle Network between Broseley and Bridgnorth.

Highley & Alveley

- Work with Bridgnorth District Council and the local community to develop sustainable transport initiatives for the Severn Centre, primary school and the Alveley Industrial Estate.
- Seek to minimise impacts of goods vehicles associated with the Alveley Industrial Estate

Much Wenlock

9.3.7.5 Key actions in Much Wenlock will include:

- Seek affordable and cost effective measures to address problems arising from parking, through traffic and public transport provision.
- Undertake an investigation into whether there has been a significant change in traffic or other conditions which would alter the outcome of the cost benefit analysis previously undertaken regarding the proposal for a relief road or bypass for the town.

Shifnal

9.3.7.6 Key actions in Shifnal will include:

- Work with District Council and developers to introduce sustainable travel solutions for the trips generated by new development to the south of the town.

South Shropshire**Bishops Castle**

9.3.7.7 Key actions in Bishops Castle will include:

- Identify realistic and sensitive solutions to access and traffic / pedestrian conflicts in the town centre.

Church Stretton

9.3.7.8 Key actions in Church Stretton will include:

- Identify transport improvement opportunities through the emerging MTI Action Plan.
- Develop a coherent parking strategy in partnership with South Shropshire District Council, including addressing provision of coach parking

Cleobury Mortimer

9.3.7.9 Key actions in Cleobury Mortimer will include:

- Implementation of a major environmental enhancement scheme of the high street in partnership with AWM, as part of the MTI Action Plan.
- Support the District Council in seeking additional off-road car parking capacity
- Work with the local school to help them develop school travel plans

Craven Arms

9.3.7.10 Key actions in Craven Arms will include:

- Complete transport improvements contained in the MTI Action Plan.

North Shropshire**Ellesmere**

9.3.7.11 Key actions in Ellesmere will include:

- Work with the district council to ensure maximum use of sustainable modes from the Wharf redevelopment and to secure appropriate contributions to transport investment.



9.4 Rural areas

Introduction

9.4.1 Shropshire is a predominantly rural county. Although the rural area is very sparsely populated it is vital to Shropshire's sense of place. It helps makes the County a very special place for those who live there or come to visit. There is a huge diversity of landscape and genuine tranquility, and this adds greatly to the quality of life.

9.4.2 The rural areas provide huge challenges in providing transport services to the people who live there or visit. Shropshire is an attractive place for rural tourism, and we need to find ways of coping with visitors without harming the environment that people value so much. The rural economy is important for the long term sustainability of rural areas, and we need to ensure that good access is maintained. In line with national trends, car ownership is increasing, whilst rural services are declining. This makes it harder still for those who do not have access to a car for the journeys they need to make.

9.4.3 In the east of the county, which is closer to Telford and the West Midlands, there are high levels of commuting to jobs outside Shropshire, whereas the areas bordering Wales suffer from a serious lack of accessibility to services. Different strategies are therefore needed in different parts of the County.

9.4.4 Maintaining and improving rural transport is therefore a huge challenge for the County Council, and one which we are determined to face.

9.4.5 Our approach to rural transport encompasses all modes of travel. Because so many people depend on cars for essential journeys we need to work to maintain local roads and ensure their safety in all conditions. But rural communities expect to be protected against the

adverse effects of car traffic – excess speed, noise and the risk of accidents. Our LTP strategy includes significant investment in speed reduction and safety measures.

9.4.6 Rural businesses, especially farms, need to be accessible to large vehicles, and we have to balance this against the need to protect verges and protect the environment.

9.4.7 Walking trips are bound to be fewer in rural areas, but we need to try to provide decent conditions for pedestrians in villages, especially around schools, where it is possible to do so. The rural footpath network is an important leisure asset.

9.4.8 Cycling is an increasingly important leisure activity, and we have encouraged this in Shropshire by providing good quality leisure cycling routes.



9.4.9 Rural bus services are proving increasingly difficult to sustain, yet there will always be people who do not have access to a car, especially people who are elderly, the young or people on low incomes. For this reason, a large proportion of Shropshire's expenditure on passenger transport goes to support services in rural areas. We also support a wide range of

community transport services, demand responsive “dial-a-ride” services and voluntary car schemes providing a vital safety net.

9.4.10 In developing our rural transport strategy, we will place a greater emphasis on flexible, demand responsive, services and will be making significant changes during the period of this Local Transport Plan. Some less-used fixed bus services will be replaced by accessible, demand responsive services, operating on at least two days per week, and available to the whole of the community. We will seek to do this in a way that supports and encourages the voluntary sector, whilst making it a priority area for new investment. This strategy is supported by our Local Area Agreement and Local Public Service Agreement, and our Rural Pathfinder initiative. We are investing in better, more accessible vehicles, and better co-ordination between services, with links to market towns, including railway stations, and to an improved network of hourly inter-urban bus services.

9.4.11 Shropshire has recently been awarded Beacon Status for Rural Services: empowering communities. We will seek to continue to demonstrate excellence and innovation in the way we deliver rural services, including transport.

9.4.12 Apart from improving physical transport, we will place a strong emphasis on delivering local services locally, including providing electronic access to services by, for example, the use of “Community Broadplaces”, supporting businesses and communities in rural areas, encompassing the provision of broadband access in a range of venues (pubs, village halls etc) together with training and support.

9.4.13 We are streamlining the way we support rural transport initiatives, with the creation of a Shropshire Rural Access to Services Partnership, with support from the Regional Development Agency, Advantage West Midlands. One of the key initiatives will be to develop the already successful “Wheels to Work” initiative. We also

support the Shropshire Community Transport Consortium, an independent group looking at integration, capacity building and sustainability for community transport schemes through social enterprise models.

9.4.14 In Shropshire’s extensive and sparsely populated rural areas the LTP priorities of highest importance are considered to be:

- **To improve sustainable access for disadvantaged communities**
- **To support rural regeneration**
- **To improve local environmental quality and reduce the impact of traffic**
- **To reduce road accident casualties**
- **To reduce greenhouse gas emissions from transport.**

9.4.15 The following are seen as been of less significance to rural areas

- **To reduce and prevent congestion**
- **To improve air quality particularly in AQMA's.**

Key actions

9.4.16 The delivery of the transport strategy in rural areas will be directed by the overall LTP strategy framework. The following summary should be viewed as additional to this framework and highlights the key actions for rural areas in light of the above assessment. The actions are set out under the four overarching objectives:

Accessibility

- We will enhance demand responsive bus services serving rural areas and improve frequencies of inter-urban bus services (see 4.7)
- We will continue to support community car services and will review the administration of assisted car schemes to improve efficiency and effectiveness



- We will review how innovative use of taxis can play a greater role in improving rural accessibility
- We will aim to improve integration of bus and rail services
- We will support innovative schemes such as car share schemes and car clubs that improve rural accessibility
- We will support the expansion of Wheels to Work
- We will identify and enhance sections of the Rights of Way network that can play an important role in improving access to goods and services
- We will provide small-scale interchange facilities, including bus shelters and cycle parking
- We will complete our programme of strengthening of bridges to cater for 40 tonne lorries, and enable access within rural areas
- We will implement the network management duty reducing delays experienced on the network
- We will seek to implement prioritised and cost effective improvements to the core HGV network
- We will implement measures to support rural tourism, whilst aiming to manage visitor access.
- We will develop and promote sustainable forms of access, and support leisure walking, cycling and equestrian use on rural roads
- We will ensure our programme links those outlined in the rights of way improvement plan, and support improved roadside signing of rights of way.
- We will provide small scale improvements to parking in rural areas where there is a safety or environmental justification.

Environment

- We will continue to introduce appropriate speed limits in villages, taking care not to use more signs and markings than are necessary in visually sensitive areas
- We will define a core HGV network and introduce prioritised measures to reduce flows and impacts of HGVs on inappropriate routes.
- We will undertake prioritised improvements to traffic signing where this can reduce inappropriate routing of traffic.
- We will promote more sustainable car use - car share schemes, car clubs etc.
- We continue to develop and promote the rural cycle network
- We will develop road design guidance for the Area of Outstanding Natural Beauty.

Economy

- We will increase our investment in maintenance of the secondary road network in rural areas
- We will seek opportunities to modernise roads through our expanded highway maintenance programme

Safety and health

- We will continue to implement prioritised schemes to reduce speed and improve safety in rural areas
- We will work with the police and Safety Camera Partnership to enhance enforcement of rural speed limits
- We will enhance provision of footways in rural areas.
- We will provide environmentally sensitive street lighting
- We will introduce better crossing facilities for vulnerable road users in rural areas
- We will implement road safety education, training and publicity initiatives to targeted rural road safety problems such as speeding and motorcycle accidents