



1 Introduction

An overview of Shropshire

1.0.1 Shropshire is a beautiful county with a rich and varied natural and historic environment. It covers a large geographical area (1,235 sq miles) but has the smallest population (285,600) of all English counties. Rural Shropshire is sparsely populated and largely unspoilt. It includes some of the most remote parts of the West Midlands and has borders with both Wales and the north west region of England.

1.0.2 Shrewsbury, the historic county town, is home to around a quarter of the population and is a key employment, shopping and cultural centre for Shropshire and mid-Wales, and a popular destination for tourists and visitors.

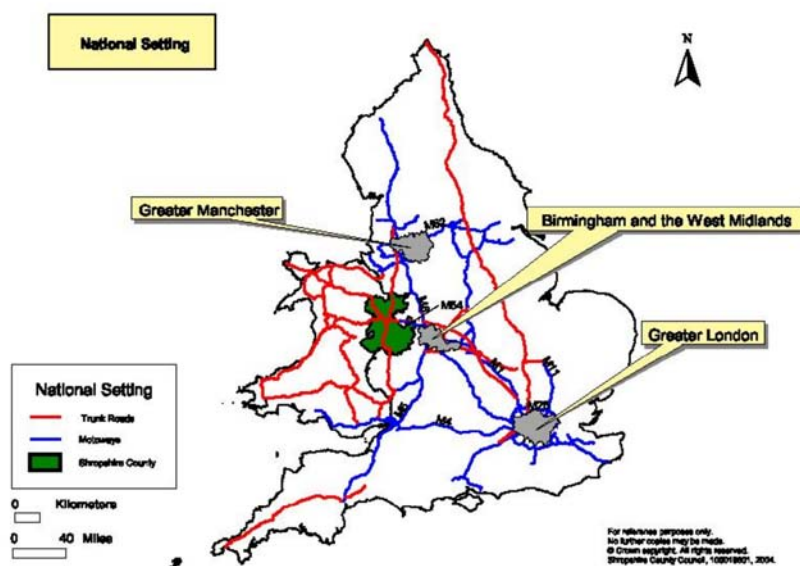
1.0.3 Shropshire's historic market towns also provide jobs and a range of local shops and services for their resident communities and large

rural hinterlands. The county's economy is based mainly on agriculture, tourism, food industries, healthcare and other public services.

1.0.4 Shropshire has strong links with the neighbouring unitary council, Telford & Wrekin. The eastern part of Shropshire also has strong connections with the West Midlands conurbation. Parts of north Shropshire have strong links with the Potteries and with towns in south Cheshire, and are also influenced by Merseyside and Manchester. Oswestry, the second largest town in Shropshire, has strong links with adjacent areas within Wales. The southern and western parts of the county are generally more remote and self contained and have been identified as a rural regeneration zone.

1.0.5 The ability to move people and goods is essential to life in Shropshire. Transport, though not an end in itself, supports our economy, provides access to the goods and services we need and enables us to lead richer, more fulfilling lives.

Figure 1.1 Shropshire in a national context



1.0.6 Providing good transport facilities in a large and sparsely populated county is a challenging task, especially in rural areas and historic towns. We need to meet people's travel needs in a cost-effective way without damaging the environment which makes Shropshire such a special place. This requires careful planning and management.

The need for a Local Transport Plan (LTP)

1.0.7 As the local transport authority, Shropshire County Council is responsible for planning and delivering a local transport system which meets the county's current needs and looks towards the needs of future generations.

1.0.8 The Local Transport Plan sets out the Council's overall transport policies and plans for local transport improvements. This is Shropshire's second Local Transport Plan. It sets out a vision and strategies which look forward over a long-term timescale towards 2020, and includes detailed plans and programmes covering the period April 2006 to March 2011.

1.0.9 As an authority rated "excellent" by the Audit Commission in 2004 and 2005, Shropshire is not required to submit a Local Transport Plan. However we have elected to do so, because we believe it offers the best way of delivering our transport strategy and achieving value for money

An overview of the Local Transport Plan

1.0.10 The LTP has been developed through extensive dialogue with all tiers of government, partner organisations and local communities. It reflects national transport priorities and shows how we plan to contribute to the Government's transport targets whilst also tackling Shropshire's local transport problems. It is based on a detailed analysis of local priorities, the views of local people, the limitations of our current transport system and an assessment of the facilities required to meet future needs.

1.0.11 The plan is set out as follows:

- **Strategic framework:** Chapter 2 sets out Shropshire's overarching transport vision, aims and objectives and translates these into a set of strategic outcomes; the things which will make a real difference to the quality of life of Shropshire people. It sets out our key priorities and the strategic approach we will take to achieving our goals; includes a set of guiding principles which will govern the way we go about implementing the LTP; and also summarises how our Shropshire's Local Transport Plan fits with the strategic framework of other strategic transport authorities and agencies.
- **Strategic analysis:** Chapter 3 provides an analysis of the key current and future challenges for Shropshire that need to be addressed by our transport strategy and plan, identified from analyses of data and community concerns.
- **Thematic strategies:** Chapters 4-7 set out our thematic delivery strategies. These describe how we propose to deliver our vision for transport. Strategies are set out for the four themes of Accessibility, Environment, Economy and Safety and Health, reflecting our four key aims. For each thematic strategy we
 - identify the strategic goals
 - set out evidence of our background analysis
 - establish our key priorities
 - set out the measures we will take to address these
 - summarise how we will work with others and
 - set out the indicators and targets we will use to monitor and manage our performance
- **Asset management:** In chapter 8 we set out our approach to ensuring we maintain



and manage our transport assets in a effective and efficient way

- **Area plans:** Chapter 9 sets out the approach we will take to delivering our strategies in different areas of the County; Shrewsbury, the other market towns and rural areas.
- **Implementation programme:** Chapter 10 contains our detailed five year transport delivery programme for the period 2006-2011. It sets out the resources available and how we intend to allocate these. It also provided details on how we will develop and manage our detailed programmes and prioritise schemes in order to ensure we are maximising progress towards delivery of our strategic outcome goals.
- **Performance management :** Chapter 11 provides further details on our performance indicators and targets, and sets out the steps we will take to ensure we stay on track to deliver real transport improvements.

Supporting documents

1.0.12 A number of supplementary documents support and provide additional background information to Shropshire's Provisional Local Transport Plan (2006-2011). The following documents are available on line at www.shropshire.gov.uk or by contacting the Transport Planning section on 01743 253008.

- **Consultation Report** – This provides a comprehensive report of all the consultation undertaken during preparation of this draft document and a full record of the issues and ideas raised.
- **Environmental Report** – This provides details of the strategic environmental assessment (SEA)