

# A1 Appendix 1: Consultation Boards (10 x A1 rescaled to fit A4)

## 1. Background and Vision

The Marches Local Enterprise Partnership (LEP) identified Shrewsbury as an 'urban powerhouse' and 'growth point' and therefore 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 Shropshire and the surrounding area.

The proposed ITP aligns closely with a number of national, regional and local policy documents. These include 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 ITP seeks to support these aims.

The core objectives of the Shrewsbury ITP are:

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

The ITP consists of a number of schemes which are described on Board 2.

The schemes proposed within the ITP have been assessed against the core objectives. The contributions of the individual schemes towards the core objectives of the ITP are shown on the summary reference tables throughout the consultation boards.



Aerial view of Shrewsbury town centre

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## 2. The Strategy / Purpose of Today

### What is the Integrated Transport Package?

It is a package of transport measures designed to improve the transport system in Shrewsbury and stimulate a new period of sustainable economic growth within the town and the surrounding area. The proposed package includes:

**Key junction improvements** at Reabrook Roundabout, Meole Brace Roundabout, English Bridge Gyratory and Coleham Head. These would involve upgrading current highway infrastructure, with the aim of reducing congestion and improving pedestrian and cycle facilities.

**Implementing further phases of the SCOOT\* network** to improve traffic signal operation and manage traffic flows on main arterial routes. This would include new VMS (Variable Message Signage) (▲), which would direct town centre through traffic onto the inner relief road and visitor traffic towards car parks and Park and Ride facilities.

**Enhancements to pedestrian and cycle links** to increase accessibility to the town centre for active and sustainable modes of transport and improve awareness of these links in Shrewsbury.

**Improved pedestrian wayfinding within and around the 'River Severn Loop'** to generate a highly accessible and connected town centre for pedestrians.

**Enhancements to the Public Realm**, such as Pride Hill (●●●●), Shrewsbury Square and Marold to improve the public realm and highlight pedestrian facilities. This closely links to the traffic management measures.

### So what is today about?

Today we want to know what you think about our proposals for:

- Improved walking and cycling routes in and around Shrewsbury;
- Key junction improvements around Shrewsbury;
- Traffic management and speeds within the town centre;
- Wayfinding;
- Proposals for town centre enhancements; and
- Enhancing the street environment on Pride Hill.

### What is SCOOT?

\* SCOOT (Split Cycle Offset Optimisation Technique) is a technology for managing and maximising the efficiency of traffic signal junctions in urban areas.



#### Key Junctions

- 1 Reabrook Roundabout
- 2 Coleham Head Roundabout
- 3 Meole Brace Roundabout
- 4 English Bridge Gyratory

#### Shrewsbury Integrated Transport Package

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### 3. What Do We Know Now?

The Outline Business Case identified the following transport problems and opportunities within Shrewsbury:

- Congestion at key junctions on the inner relief road;
- Congestion and poor air quality in the historic and commercial town centre;
- Suppressed economy;
- Cycling and walking potential;
- Accidents on key routes into the town centre; and
- Parking strategy.

#### **Congestion at key junctions on the inner relief road**

Several junctions are operating at or above their capacity to deal with the traffic flow.

#### **Congestion and poor air quality in the historic and commercial town centre**

Annual Average Daily Traffic Flows show 23,500 vehicles on the Smithfield Road corridor which is higher than the national average for this type of location.

Surveys show that 61% of all vehicles entering the town centre exit in less than 10 minutes. The majority of these are likely to be through town centre trips.

Several locations in the town centre are close to or exceeding the national objective level for Nitrogen dioxide (NO<sub>2</sub> 40µg/m<sup>3</sup>) which results in a poor air quality environment for pedestrians.



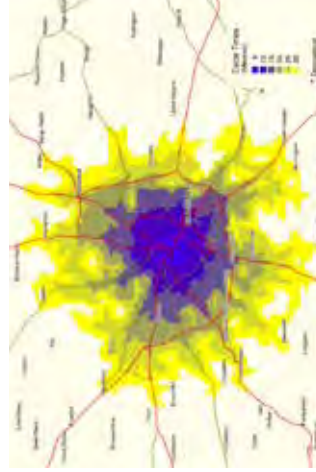
**Air Quality Management Area in Shrewsbury town centre**

#### **Suppressed economy**

There is a perception that Shrewsbury's town centre is underperforming in economic terms due to difficulties with transport access, the negative impacts of motor traffic crossing the town centre and due to poor directional information within the central area, particularly for visitors.

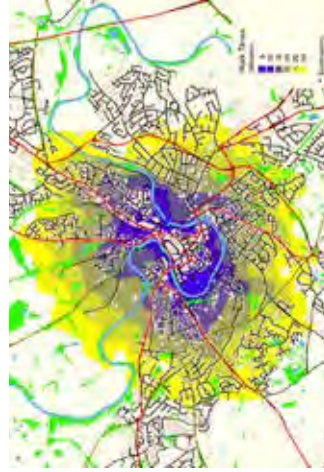
#### **Cycling and walking potential**

Given the geography, infrastructure, urban form and mix of land uses within Shrewsbury, combined with the plans for future committed developments (such as the University Masterplan), walking and cycling clearly has significant potential to increase. 67,000 residents are within a 15 minute cycling journey to the town centre and 80,000 are within 30.



**Cycling Travel time**

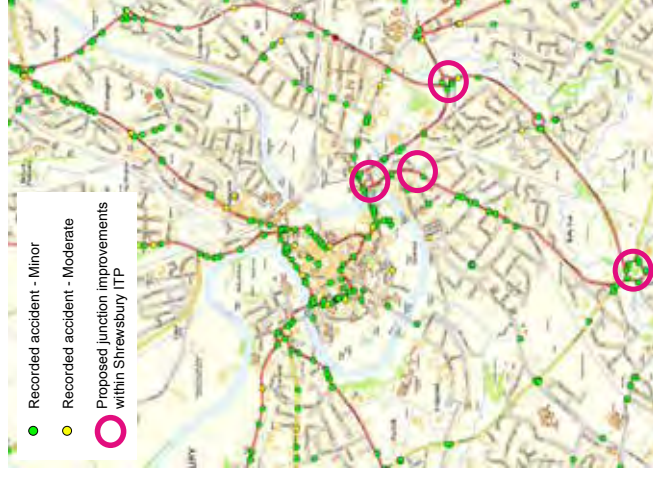
For the same journey by foot, there are nearly 12,000 residents within 15 minutes and over 37,000 residents within 30 minutes. The existing pedestrian and cycling network is good but there are significant opportunities to enhance main routes and to tackle specific barriers.



**Walking Travel time**

#### **Accidents on key routes into the town centre**

There were 720 accidents in the 5 year period to November 2014 on the majority of key routes into the town centre. It is evident that there are clusters at a number of locations including key junctions on the inner relief road. In the same period there were 115 collisions involving pedestrians and 126 involving cycle users, equal to 16% and 18% of all collisions, indicating that cyclist accidents are disproportionately high with respect to levels of bicycle usage in Shrewsbury.



**Accident Locations**

#### **Parking strategy**

Shropshire Council is developing a parking strategy that includes a series of recommendations for car parks and on-street parking within the town centre. The parking strategy for Shropshire will ensure a consistent approach to parking across the county. The availability and effective use of car parking is an important tool in managing traffic, as well as the quality of the local environment, and has a role in supporting local economic vitality. The work on the parking strategy is being carried out in parallel to the ITP and will be addressed through separate consultation.



## 4. Key Junctions and SCOOT

### Further Phases of the SCOOT Network

**SCOOT** (Split Cycle Offset Optimisation Technique) is a technology for managing and maximising the efficiency of traffic signal junctions in urban areas.

**UTC** (Urban Traffic Control) Network

**UTMC** (Urban Transport Management & Control) is a system that allows different traffic management systems to communicate and share information to enable a road network flow to operate more efficiently.

**VMS** (Variable Message Signs) are electronic traffic signs that provide information to guide drivers within urban areas.

The proposed scheme will involve a further phase of the Shrewsbury SCOOT UTC network, at two locations, and link with VMS traffic and car park signing to create a UTMC system. The locations are:

#### English Bridge / Abbey Foregate Gyrotory

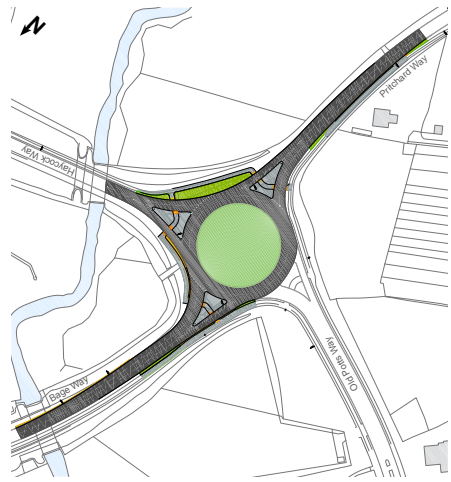
This includes improving signalised pedestrian facilities, traffic signal coordination and circulation, and ties in with the public realm / traffic management improvements on English Bridge.

#### Southern Area (Roman Road / Oleley Road corridor)

The treatment includes signalisation improvements and the introduction of SCOOT at the following junctions:

- Sutton Grange Drive / Oleley Road / Garden Centre Access;
- Oleley Road / Shrewsbury Town Football Club Access;
- Meole Brace Roundabout; and
- Hereford Road / Roman Road.

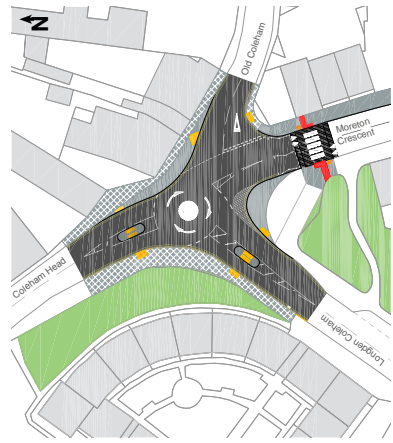
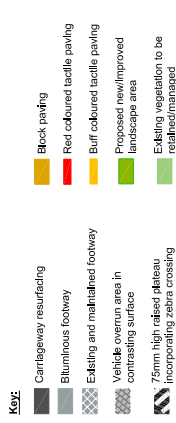
This aligns with the proposed improvements to the junction at Meole Brace.



1 Reabrook Roundabout



SCOOT and key junction locations



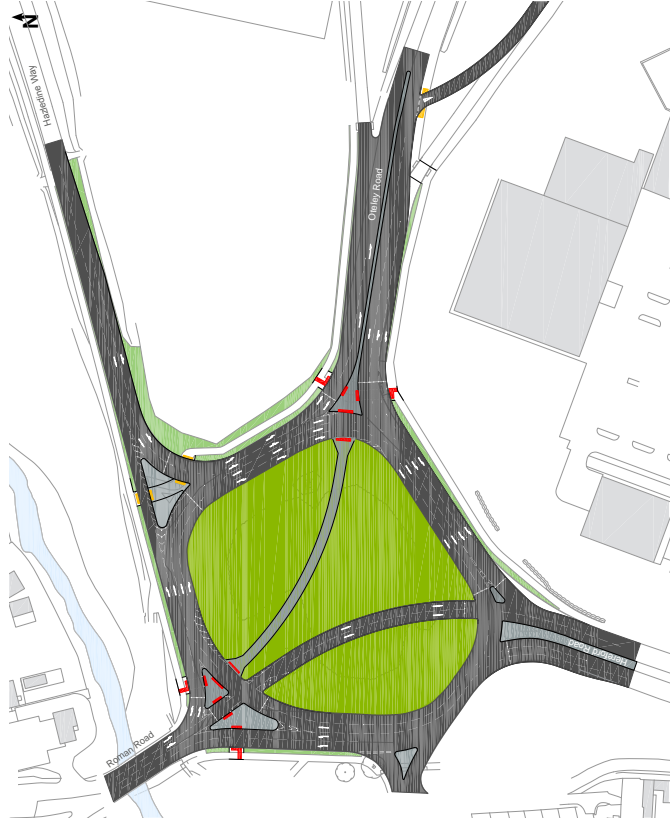
2 Coleham Head

### Key Junction Improvements

Selected junctions on the inner relief road and main links to the town centre would be upgraded to meet the traffic demand, reduce congestion and improve pedestrian and cyclist facilities. These junction include:

- 1 Reabrook Roundabout**  
Approaches would be widened to increase capacity and some refuge islands enlarged to improve pedestrian facilities.
- 2 Longden Coleham / Coleham Head**  
A mini-roundabout would replace the current priority junction. New raised table zebra crossing will provide priority for pedestrians.
- 3 Meole Brace Roundabout**  
The existing traffic signals would be upgraded to provide controlled pedestrian and cycling facilities. A new traffic link will be created between Roman Road and the A512 exit towards the A5. A shared-use pathway will also be created across the roundabout.
- 4 English Bridge / Abbey Foregate Gyrotory (See Board 9)**  
Improvements to the gyrotory will tie into the public realm / traffic management improvements on English Bridge to provide an enhanced gateway into Shrewsbury.

OB1	✓
OB2	✓
OB3	✓
OB4	✓
OB5	✓
OB6	✓
OB7	✓
OB8	✓



3 Meole Brace



## 5. Sustainable Commuter Corridors (SCC)

### Journeys by sustainable modes of transport

Existing corridors would be improved by connecting missing links on current pedestrian and cycle routes in and around Shrewsbury. The corridor improvements would also look to maximise safety and security for all users.

A range of proposed improvements would be implemented between the town centre and residential areas to create key cycling routes, enhancing the overall experience for cyclists and pedestrians and increasing their usage.

#### SCC1

The improved routes would encourage cycle users from Heathgates Roundabout and encourage use of the improved parallel routes to connect with the station, the town centre and locations east of the river.

#### SCC2 & SCC3

The improved cycle routes would deliver better quality links between the proposed Sustainable Urban Extension sites and the town centre. The improvements will seek to increase awareness and usage of the cycle routes, reduce traffic volume and lower traffic speed.

Improved pedestrian corridors would also be delivered by improving the quality of existing subways and public footpaths on key links. This will address perceived issues associated with safety and enable pedestrians to use them throughout the year.

Together, these improvements are expected to help increase the levels of active travel in Shrewsbury and thereby improve the health and well-being of the population.

### Pedestrian Wayfinding

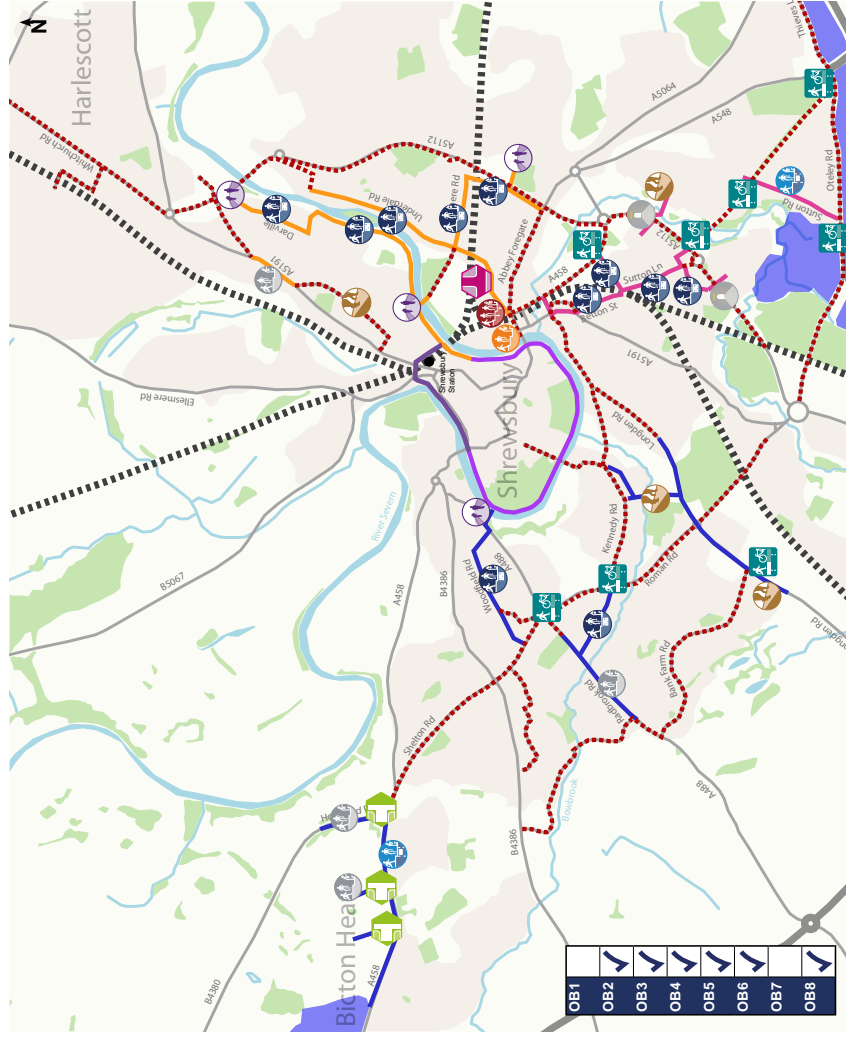
A wayfinding strategy for Shrewsbury is proposed as part of the ITP. It recognises that a methodical approach to wayfinding is the most effective tool for enhancing visitor experience. There are five main wayfinding elements:

1. Pre-journey planning
2. Arrival orientation
3. Getting around: Direction
4. Interchange planning
5. Destination finding

These will provide the following benefits:

- Highlight Shrewsbury's major cultural and historical assets and landmarks e.g. Shrewsbury Castle;
- Encourage a more intuitive interaction with the town; and
- Provide an enhanced walking experience for those visiting, working and living in the town.

OB1	✓
OB2	✓
OB3	✓
OB4	✓
OB5	✓
OB6	✓
OB7	✓
OB8	✓



Shrewsbury Sustainable Commuter Corridor Interventions



Removal of central line and include cycle lanes on both sides



Shared footway/cycleway



Advisory cycle lane with symbol only



Marches Growth Deals  
A Local Growth Deal for Shropshire

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## 6. Town Centre Packages

Improvements in the town centre incorporate a range of traffic management and public realm enhancements as a part of the overall ITP. The aims of these improvements closely align with the objectives for the overall package, these being to:

- Discourage through-traffic from using the town centre;
- Create a pedestrian-friendly town centre environment, with an increase in footfall;
- Reduce the number and severity of accidents;
- Promote economic vitality and attract investment; and
- Ultimately create a heightened sense of place and wellbeing.

The public realm and traffic management measures include the following:

- An extension of the existing 20mph zone to the north of the town centre;
- Interventions to discourage unnecessary through-traffic from the central shopping area and along the periphery of the town centre along Town Walls; and
- Introduction of low speed corridors within key town centre areas.

The proposed public realm improvements link with these measures and aim to make a positive and consistent change to the quality of the public realm within Shrewsbury town centre. The locations include:

- Town Centre Gateway at English Bridge / Abbey Foregate;
- "Light touch" enhancement of existing spaces at The Square;
- "High Street Style" improvements at Mardol and Roushill;
- Junction improvements at Dogpole, Town Walls / Belmont, Murvance / Swan Hill, Murvance / St. John's Hill, Murvance / Quarry and Mardol / Smithfield Road;
- Junction improvements at Bellstone / Shoplatch and Mardol / Roushill;
- College Zone at Clarendon Bank; and
- Pride Hill Enhancement.

Whilst these transport measures may lead to a slight increase in journey times for those travelling through the town centre by car, it is anticipated that the town centre will become more pleasant and experience less air pollution, with safer junctions and easier road crossing.



Shrewsbury Town Centre Public Realm Package





## 7. Town Centre Package 1: Pride Hill

- LEGEND**
- Footway: Yorkstones slab paving
  - Granite setts - raised table
  - Granite sett paving - feature banding
  - Yorkstone setts
  - Pedestrian crossings: Yorkstone setts
  - Red coloured tactile paving
  - Existing tree retained
  - Seating with integrated lighting
  - Single seating
  - Timber bollards



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### Pride Hill Enhancements

As the primary shopping street in the town centre, the physical upgrading of Pride Hill is key to improving the public and urban realm for Shrewsbury.

- Resurfacing of the pedestrianised area with high quality materials to reinforce the character of the street;
- Replace existing street furniture to reflect the proposed high quality finish;
- Reduced street clutter;
- Improve pedestrian connections at either end of the street;
- Emphasise key access points with the street with the use of informal banding;
- Enhance the setting of High Cross; and
- Retain the existing trees.



Artist Impression: View north east along the Pride Hill pedestrianised area towards Castle Street

## 8. Town Centre Package 2

The proposals will enhance a number of key town centre streets providing wider footways, new pedestrian crossing points, defining parking areas and slowing traffic. High quality materials which strengthen the character of Shrewsbury will be used. The following locations have been proposed for enhancement:

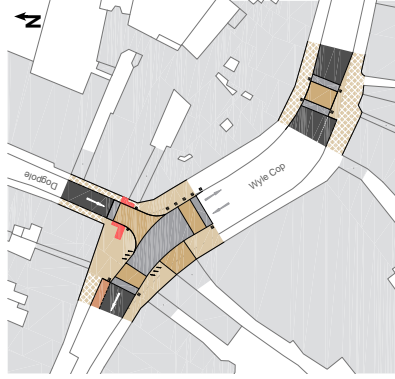
- Dogpole;
- Bellstone;
- Shoplatch;
- Mardol;
- Roushill;
- The Square;
- Town Walls;
- Quarry Gateway;
- Claremont Bank; and
- English Bridge.



Proposals will reflect existing good practice within Shrewsbury



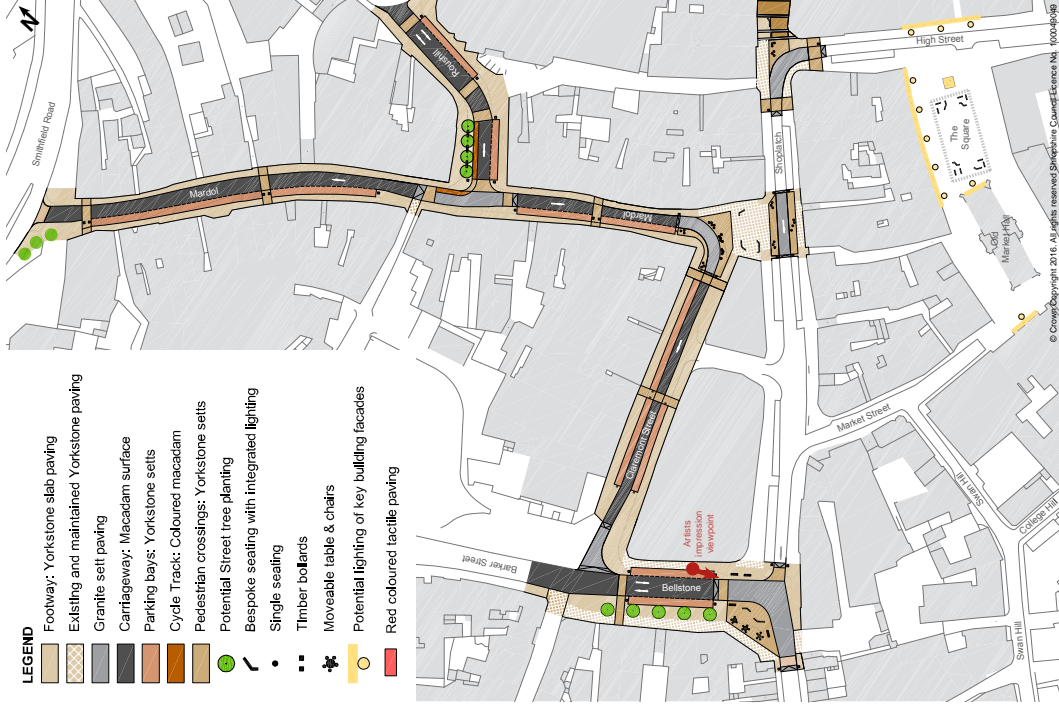
Artist Impression: View southeast along Bellstone of new streetscape enhancements



**Dogpole**

- Realign kerbs to increase footway width;
- Controlled crossing at Dogpole retained;
- Yorkstone set informal crossings and access margins incorporated, in line with previous town centre enhancements; and
- Introduction of an informal crossing on Wyle Cop.

- LEGEND**
- Footway: Yorkstone slab paving
  - Existing and maintained Yorkstone paving
  - Granite sett paving
  - Carrageway: Macadam surface
  - Parking bays: Yorkstone setts
  - Cycle Track: Coloured macadam
  - Pedestrian crossings: Yorkstone setts
  - Potential Street tree planting
  - Bespoke seating with integrated lighting
  - Single seating
  - Timber bollards
  - Moveable table & chairs
  - Potential lighting of key building facades
  - Red coloured tactile paving



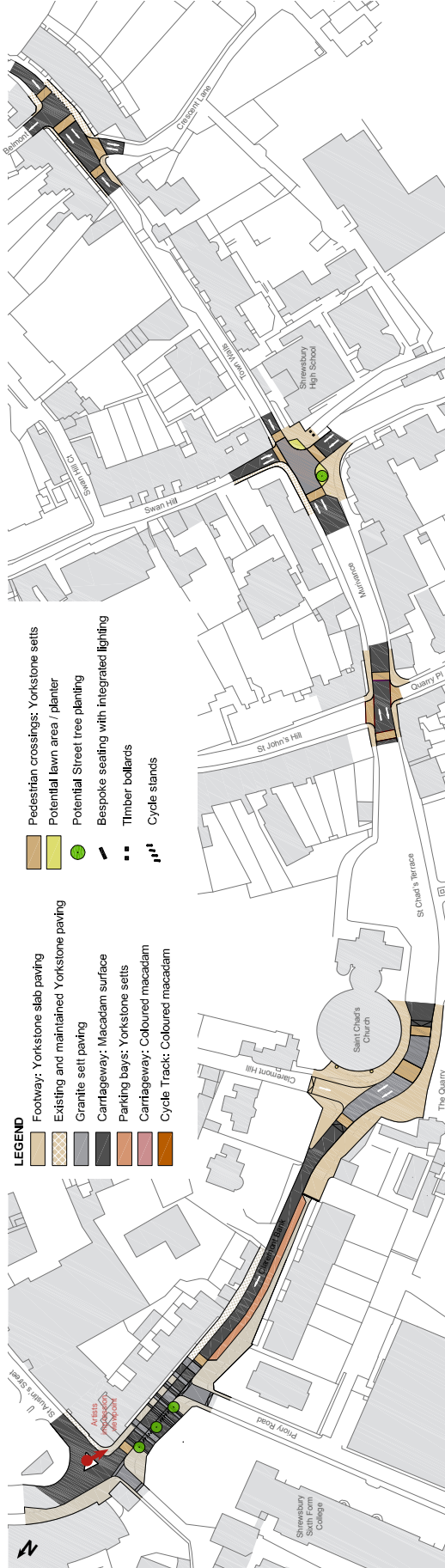
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**Town Centre works: Bellstone, Shoplatch, Mardol, Roushill & The Square**

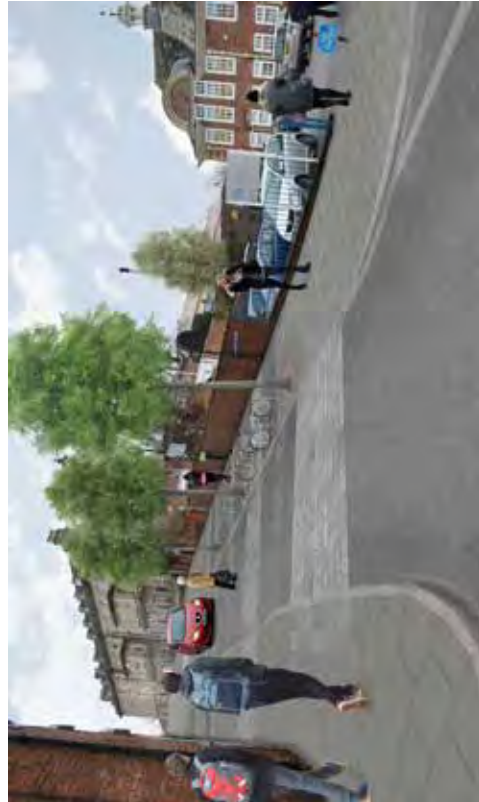




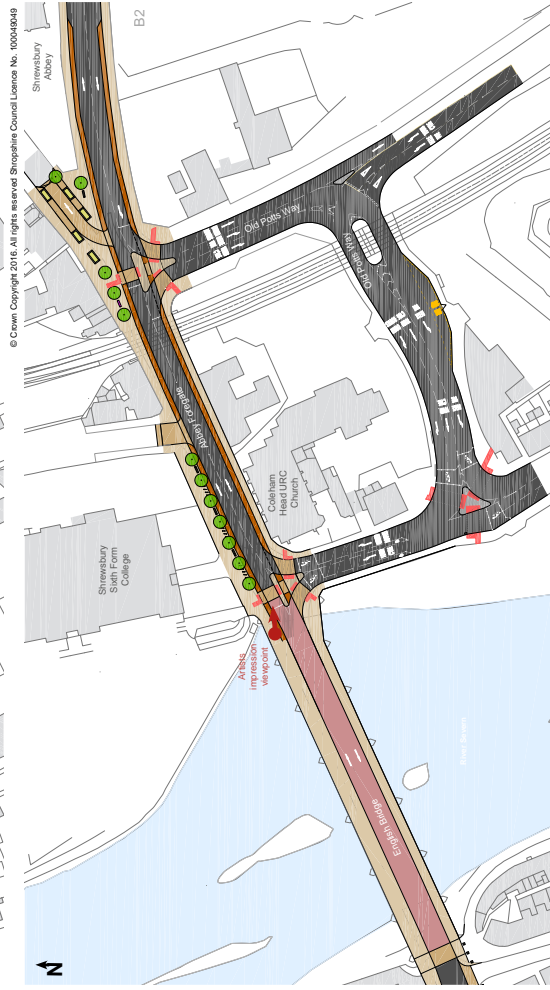
### 9. Town Centre Package 3



Town Walls to Clarendon Bank



Artist Impression: View southeast along Clarendon Bank of new streetscape improvements



English Bridge

## 10. Programme

### Funding Status

Funding for the proposed Integrated Transport Package works has been secured and will comprise a total of £12.1m of investment in the town. This has been secured through the following sources:

- 50% funded through The Marches LEP Regional Growth Fund; and
- 50% funded through Shropshire Council's developer contributions.

Consultation, Design and Procurement is taking place in 2016.

The outline construction programme is set out below:

Location	Timescale	Symbol
Key Junctions:		
1. Rea Brook Roundabout	2017 2017 / 2018	○
2. Coleham Head	2016 / 2017 2017 / 2018	○
3. Meole Brace Roundabout	2017 / 2018	○
4. English Bridge Gyrotory	2017 / 2018	○
Pride Hill	2017 / 2018	○
SCOOT	2016 / 2018	■
Variable Message Signs	2020	■
Town Centre Packages	2018 / 2019	■
Sustainable Corridors / Pedestrian & Cycle route Enhancements	2019 / 2020	■
Pedestrian Wayfinding	2016 / 2019	■

### How can you get involved?

Please take time to provide feedback by completing the questionnaire.

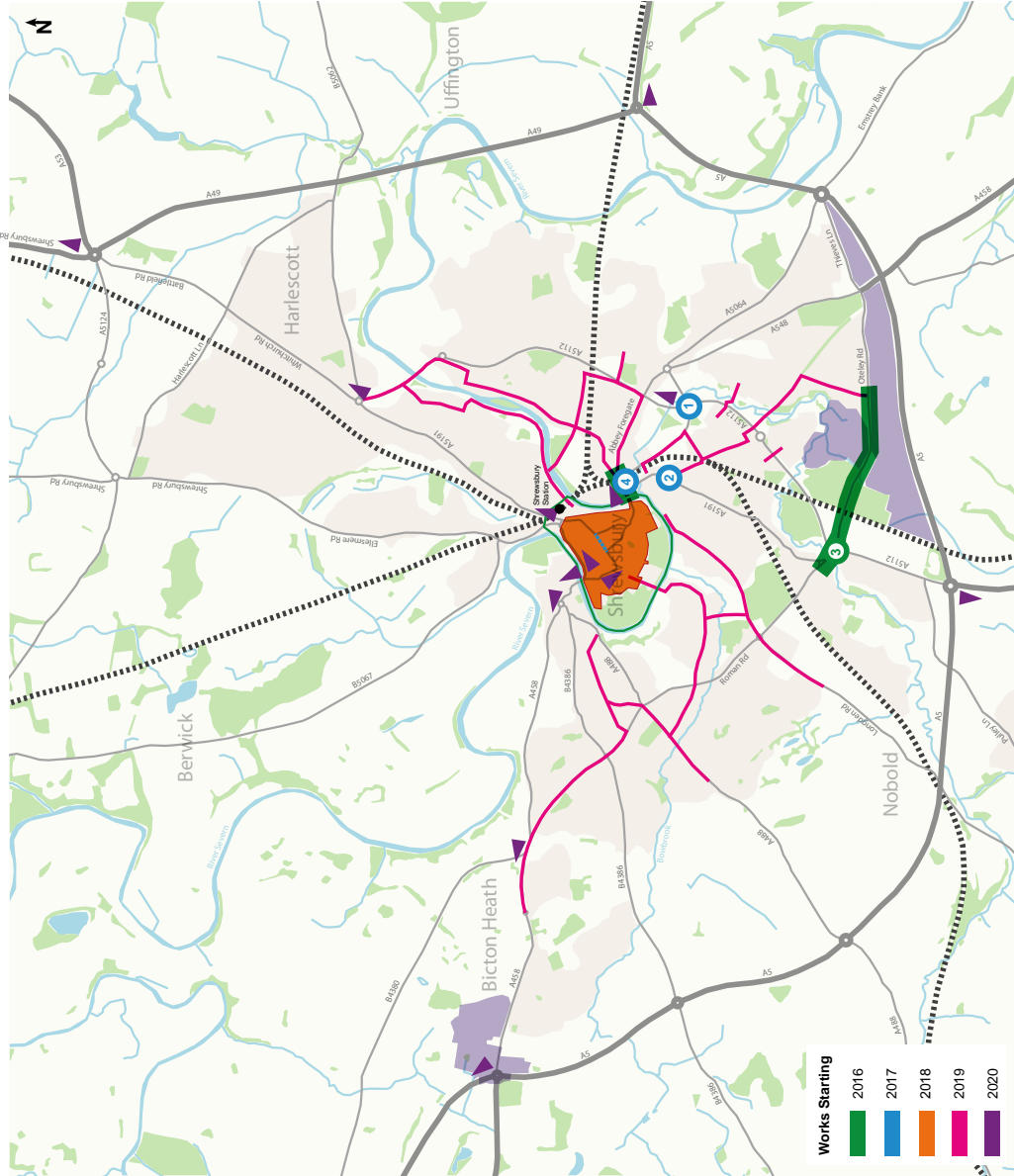
An electronic copy of the questionnaire together with all the information on display today will be available on Shropshire Council's website from Friday 12th February 2016.

All questionnaires should be returned or submitted online to Shropshire Council before Tuesday 29th March 2016.

Speak to your Shropshire Council local members.



Artist Impression: View east along Abbey Foregate



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### Phasing Plan





**A2 Appendix 2: Shrewsbury ITP Questionnaire**

## Shrewsbury ITP Consultation Questionnaire

Having looked at all the information provided, please let us know your thoughts by selecting to what extent you agree with the following statements:

**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.**

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

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

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

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

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

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

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

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

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

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

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

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

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**Please select the responses most important to you;**

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

- |   |  |
|---|--|
| <input type="checkbox"/> English Bridge and Abbey Foregate                  | <input type="checkbox"/> Shrewsbury Square           |
| <input type="checkbox"/> Bellstone and Shoplatch junction                   | <input type="checkbox"/> Pride Hill                  |
| <input type="checkbox"/> Dogpole junction with the High Street and Wyle Cop | <input type="checkbox"/> Roushill and Mardol         |
| <input type="checkbox"/> Town Walls junctions incl. Quarry Park gateway     | <input type="checkbox"/> Claremont Bank College area |

**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.**

- |   |  |
|---|--|
| <input type="checkbox"/> High quality materials             | <input type="checkbox"/> More seating              |
| <input type="checkbox"/> More planting                      | <input type="checkbox"/> More artwork              |
| <input type="checkbox"/> Areas for market stalls and events | <input type="checkbox"/> More pedestrianised areas |
| <input type="checkbox"/> More wayfinding signage            | <input type="checkbox"/> Accessibility             |
| <input type="checkbox"/> Other _____                        |  |

**10 Please let us know any other thoughts or suggestions on the package of schemes proposed: (If required, please continue on a separate sheet)**

**A few questions about yourself:**

**11 How did you travel to town today?**

- |                                  |                                     |   |
|----------------------------------|-------------------------------------|---|
| <input type="checkbox"/> Walked  | <input type="checkbox"/> By bicycle | <input type="checkbox"/> By car           |
| <input type="checkbox"/> By rail | <input type="checkbox"/> By bus     | <input type="checkbox"/> By Park and Ride |

**12 Please select the following statement(s) that describe you.**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> I live in Shrewsbury  | <input type="checkbox"/> I work in Shrewsbury | <input type="checkbox"/> I shop in Shrewsbury |
| <input type="checkbox"/> I study in Shrewsbury | <input type="checkbox"/> Other _____          |   |

**13 How old are you?**

- 18 or under
- 19 - 25
- 26 - 39
- 40 - 59
- 60 or over

**14 What is your postcode?**

*(This is important but cannot be used to identify individual households)*

**Thank you for taking the time to complete this questionnaire.  
The results of this consultation will be published in summer 2016.**



### Continuation Sheet

Please let us know any other thoughts or suggestions on the package of schemes proposed:

**Thank you for taking the time to complete this questionnaire.  
The results of this consultation will be published in summer 2016.**

**A3 Appendix 3: Shrewsbury ITP Questionnaire Raw Data results**

**Table 1: Hard Copy Responses by number count (Total: 129)**

Q	Hard copy responses by number count										Total
	Strongly Agree	Agree	Niether	Disagree	Strongly Disagree	N/A					
1	38	28	37	13	13	7					136
2	61	33	19	10	10	1					134
3	54	49	17	5	5	0					130
4	24	42	33	21	21	5					146
5	53	37	22	10	10	3					135
6	24	14	36	30	30	18					152
7	33	56	21	10	10	4					134
8	English Bridge and Abbey Foregate	Shrewsbury Square	Bellstone and Shoplatch	Pride Hill	Dogpole, Hight Street, Wyle Cop	Roushill and Mardol	Town Walls incl. Park Gateway	Claremont Bank College Area	N/A		Total
1st Choice	37	11	4	20	28	3	6	5	15		129
2nd Choice	19	18	7	7	18	8	11	7	33		128
3rd Choice	8	14	7	12	11	9	9	12	46		128
9	High quality materials	More seating	More planting	More artwork	Areas for markets	More pedestrian streets	More way-finding	Accessibility	Other	N/A	Total
1st Choice	21	7	15	5	12	35	9	10	10	7	131
2nd Choice	19	12	23	3	7	12	7	17	17	21	143
3rd Choice	10	12	12	0	24	10	12	11	11	28	136
11	Walked	Bicycle	Car	Rail	Bus	P&R	N/A				
	71	9	24	0	17	2	6				129
12	Live here	Work here	Shop here	Study here	Other	N/A					
	113	23	45	0	9	35					225
13	<18	19-25	26-39	40-59	60+	N/A					
	2	0	6	35	85	1					129



**Table 2: Online Responses by number count (Total: 110)**

Q	Online responses by number count										Total
	Strongly Agree	Agree	Niether	Disagree	Strongly Disagree	N/A					
1	31	21	27	15	14	2					110
2	53	22	11	13	9	2					110
3	27	43	22	10	6	2					110
4	13	24	30	26	13	4					110
5	23	38	23	13	10	3					110
6	13	21	33	16	21	6					110
7	16	38	21	16	14	5					110
8	English Bridge and Abbey Foregate	Shrewsbury Square	Bellstone and Shoplatch	Pride Hill	Dogpole, Hight Street, Wyle Cop	Roushill and Mardol	Town Walls incl. Park Gateway	Claremont Bank College Area	N/A		Total
1st Choice	32	15	16	15	22	7	6	16	3		132
2nd Choice	13	13	19	14	21	15	14	8	3		123
3rd Choice	14	13	1813	15	17	17	18	3	46		128
9	High quality materials	More seating	More planting	More artwork	Areas for markets	More pedestrian streets	More way-finding	Accessibility	Other	N/A	Total
1st Choice	16	10	15	5	14	52	7	17	24	1	136
2nd Choice	11	25	25	5	16	13	18	17		1	130
3rd Choice	21	11	20	13	13	11	9	12		1	110
11	Walked	Bicycle	Car	Rail	Bus	P&R	N/A				
	39	19	24	2	14	6	6				110
12	Live here	Work here	Shop here	Study here	Other	N/A					
	88	42	72	1	20	0					223
13	<18	19-25	26-39	40-59	60+	N/A					
	2	2	10	42	52	2					110

**Table 3: Hard Copy Responses by percentage (Total: 129)**

Q	Online responses by percentage									
	Strongly Agree	Agree	Niether	Disagree	Strongly Disagree	N/A				
1	28%	21%	27%	10%	10%	5%				
2	46%	25%	14%	7%	7%	1%				
3	42%	38%	13%	4%	4%	0%				
4	16%	29%	23%	14%	14%	3%				
5	39%	27%	16%	7%	7%	2%				
6	16%	9%	24%	20%	20%	12%				
7	25%	42%	16%	7%	7%	3%				
8	English Bridge and Abbey Foregate	Shrewsbury Square	Bellstone and Shoplatch	Pride Hill	Dogpole, Hight Street, Wyle Cop	Roushill and Mardol	Town Walls incl. Park Gateway	Claremont Bank College Area	N/A	
1st Choice	29%	9%	3%	16%	22%	2%	5%	4%	12%	
2nd Choice	15%	14%	5%	5%	14%	6%	9%	5%	26%	
3rd Choice	6%	11%	5%	9%	9%	7%	7%	9%	36%	
9	High quality materials	More seating	More planting	More artwork	Areas for markets	More pedestrian streets	More way-finding	Accessibility	Other	N/A
1st Choice	16%	5%	11%	4%	9%	27%	7%	8%	8%	5%
2nd Choice	13%	8%	16%	2%	5%	12%	5%	12%	12%	15%
3rd Choice	7%	11%	11%	0%	18%	7%	9%	8%	8%	21%
11	Walked	Bicycle	Car	Rail	Bus	P&R	N/A			
	55%	7%	19%	0%	13%	2%	5%			
12	Live here	Work here	Shop here	Study here	Other	N/A				
	50%	21%	51%	0%	20%	13%				
13	<18	19-25	26-39	40-59	60+	N/A				
	2%	0%	5%	27%	66%	1%				

**Table 4: Online Responses by percentage (Total: 110)**

Q	Online responses by percentage									
	Strongly Agree	Agree	Niether	Disagree	Strongly Disagree	N/A				
1	28%	19%	25%	14%	13%	2%				
2	48%	20%	10%	12%	8%	2%				
3	25%	39%	20%	9%	5%	2%				
4	12%	22%	27%	24%	12%	4%				
5	21%	35%	21%	12%	9%	3%				
6	12%	19%	30%	15%	19%	5%				
7	15%	35%	19%	15%	13%	5%				
8	English Bridge and Abbey Foregate	Shrewsbury Square	Bellstone and Shoplatch	Pride Hill	Dogpole, Hight Street, Wyle Cop	Roushill and Mardol	Town Walls incl. Park Gateway	Claremont Bank College Area	N/A	
1st Choice	54%	37%	30%	36%	36%	18%	16%	38%	2%	
2nd Choice	22%	32%	36%	33%	39%	38%	38%	9%	2%	
3rd Choice	24%	32%	34%	31%	25%	44%	46%	43%	2%	
9	High quality materials	More seating	More planting	More artwork	Areas for markets	More pedestrian streets	More way-finding	Accessibility	Other	N/A
1st Choice	33%	22%	25%	22%	33%	68%	21%	37%	15%	1%
2nd Choice	23%	54%	42%	22%	37%	17%	53%	12%	0%	1%
3rd Choice	44%	124%	33%	57%	30%	14%	26%	26%	0%	1%
11	Walked	Bicycle	Car	Rail	Bus	P&R	N/A			
	38%	18%	23%	2%	13%	6%	5%			
12	Live here	Work here	Shop here	Study here	Other	N/A				
	80%	38%	65%	1%	18%	-				
13	<18	19-25	26-39	40-59	60+	N/A				
	2%	2%	9%	39%	48%	2%				



## A6 Appendix 6: Recommendation/responses to comments in 3.4

The following table contains the Council and designers' responses to the comments and suggestions made during the consultation for Shrewsbury ITP. These responses form the recommendations for the next stages of design for each scheme, and actions to be taken. Conclusions drawn from the questionnaire analysis can also influence the next steps to be taken in each scheme. The recommendations have been categorised to align with the data analysis, and the comments made in Section 3.4 and 3.5.

The comments highlighted in grey are beyond the scope of the ITP schemes, these have been included as they are nevertheless relevant to the topics and proposals.

### Vehicular movement

The feedback shows that generally respondents agree with the need to alleviate the town centre congestion. Some respondents question the need for more pedestrianised areas in the town centre to improve the safety and experience of Shrewsbury. A number of respondents would like to see more traffic calming measures to slow the traffic and discourage through traffic.

Location	Comment	Recommendation
<b>General</b>	<b>Northern link road needed before these schemes</b>	Funding is not currently available for the North West Relief Road and the relief road would not achieve all of the objectives of the ITP. As outlined in the Shropshire Local Transport Plan, the will retain the ability to construct the road in future if necessary and affordable."
	<b>Need to deter number of vehicles passing through town</b>	Reducing through traffic from the town centre is one of the objectives of the package. A number of the elements of the Package will contribute to achieving this objective.
	<b>Changes do not address the issue of the high traffic volumes</b>	It is anticipated that the changes implemented as part of ITP will encourage people to use more sustainable modes of transport and thus reduce the volume of traffic
	<b>Traffic signals not in sync with flows and volumes of vehicles</b>	The ITP proposes to link traffic signals on the Meole Brace – Oteley Road corridor and English Bridge Gyratory with the pedestrian crossing on the Old Potts Way in order to make them operate more efficiently.
	<b>Need more traffic calming to slow everyone down</b>	The ITP proposes to introduce pedestrian priority areas, the heightened awareness of drivers will

		require them to slow down and be more alert in these areas.
	<b>Draw more attention to the start of 20mph zones</b>	The use of gateway treatments can be considered by the design team in the next stage of design
	<b>Enforce the 'access only' streets better so not misused</b>	Enforcement is outside the scope of the ITP.
	<b>Introduce electric/low emissions buses</b>	Bus operation is outside the scope of the ITP. The Council, through its contract with bus operators, are working to introduce electric/low emissions buses.
	<b>Add surface treatment to all crossing points to make them clear to drivers and pedestrians</b>	This detail will be taken into consideration during the next stage of the design process for each scheme
	<b>Closure during these works will cause too much disruption</b>	Disruption during the works is unfortunately inevitable but will be minimised as far as practical through phasing and programming the works.
	<b>Ensure all emergency service vehicles have access</b>	Access for emergency services will be provided at all time during the works and is a primary consideration during design development.
	<b>Pinch points will increase traffic jams</b>	Pinch points (if used) may slow traffic speeds making streets safer for all users
	<b>Little confidence in any 'shared space' with the behaviour of motorists and lack of awareness</b>	Whilst some principles of shared space are incorporated to heighten pedestrian perception of safety in the street the ITP proposals are not for "shared space". All designs will still be compliant with requirements from visually impaired and disabled groups
	<b>Use retractable bollards on key entrances to stop vehicles</b>	This detail will be taken into consideration during the next stage of the design process for each scheme but consideration will need to be given to ongoing operation and maintenance costs of any proposal to incorporate retractable bollards.
	<b>It seems motorcyclists have not been considered here</b>	All vehicle groups have been considered in the designs with motorcycles being a subset of motor vehicles.

High Street	Pedestrianise the High Street	Pedestrianising High Street is not considered deliverable due to the divergent views of local businesses and residents. Deliverability was a key consideration of the current funding allocation.
	Close to vehicles during certain times of day	Increased restriction to access along High Street is not currently considered deliverable as part of the ITP due to views of local businesses and residents. Deliverability is a key consideration as part of the funding allocation.
Meole Brace	Needs to address congestion to the shopping centre	The congestion in access to the retail park results from the inner configuration car park which is outside the remit of the Council.
	Too many lanes	The number of lanes at Meole Brace Roundabout are based on the current and future traffic demand. New lane markings and signage will help drivers use the correct lane.
	Needs more toucan crossings	Additional pedestrian crossing facilities are included within the proposals for Meole Brace Roundabout.
Wyle Cop	Traffic calming needed here	The ITP proposes to introduce pedestrian priority in this area the heightened awareness of drivers will require them to slow down and be more alert in these areas.
	Drivers ignore the 'No Right Turn' and block up the junction	The reconfiguration of the carriageway space allocation will be considered in the next stage of design, with the potential to tighten up the junction and deter this.
English Bridge	Concerns that narrowing lane widths will make it more difficult to exit The Crescent when coming out of the car park	All designs will be compliant with the requirements of the vehicles using them. Narrowing of carriageway widths will slow the traffic making it safer to manoeuvre in and out of side roads/accesses
	More consideration needed for the turning onto St Julian's Crescent	This will be considered in the next stage of design.
Bellstone	Widening footways will make it too hard for trucks to turn	All designs will be compliant with the requirements of the vehicles using them. Narrowing of carriageway



		widths will slow the traffic making it safer to manoeuvre in and out of side roads/accesses
Train Station Area	Pedestrian priority and traffic calming needed here	This area is currently beyond the scope of the ITP but may be considered in future projects.
Shoplatch	Pedestrianise this road	Pedestrianising this street is not considered deliverable as part of the ITP due to views of local businesses and residents. Deliverability is a key consideration as part of the funding allocation.
Smithfield Road	Change signals to alleviate heavy traffic at peak times	This area is currently beyond the scope of the ITP but may be considered in future projects.
Claremont Bank	Removing a lane will cause more congestion	The Package aims to reduce the overall volume of traffic passing through the town alleviating congestion.
Town Walls	Encourage cars to use this instead	The ITP does not aim to promote either the Town Walls or High Street route through town. Instead the Package aims to reduce the overall volume of traffic passing through the town.
Market Square	Discourage cars here, especially as thoroughfare route	The ITP proposes to introduce pedestrian priority areas, the heightened awareness of drivers will require them to slow down and be more alert. The appearance of this area will be taken into consideration during the next stage of design to try to deter this behaviour such as making it appear as footway space.
Abbey Foregate	Turning left from The Old Meadow development needs to be made easier and safer as there are many residents here	All designs will be compliant with the requirements of the vehicles using them. Narrowing of carriageway widths will slow the traffic making it safer to manoeuvre in and out of side roads/accesses

## Parking and loading

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 is being developed in parallel with the ITP but is not part of the ITP Delivery Programme. The parking strategy will have a separate consultation process starting within 2016.

Where required it is recommended that parking and loading will be retained, particularly for shops, however the time restrictions on these could be reconsidered.

Location	Comment	Recommendation
<b>General</b>	<b>More parking needed</b>	The adequacy of current parking provision within Shrewsbury is not part of the ITP scope. The current parking provision and utilisation is being considered as part of a separate parking strategy.
	<b>Restrict all parking and loading times</b>	The Council is reviewing parking and loading across the town as part of the parking strategy review.
	<b>Increase cost of parking to discourage cars</b>	The Council is reviewing parking pricing across the town as part of the parking strategy review.
	<b>On street parking causes congestion</b>	The Council is reviewing on-street parking across the town as part of the parking strategy review.
Bellstone	More loading bays and parking needed here for shops	The project team will consider options to adjust the parking and loading for Bellstone to increase provision.
Market Square Area	Parking and loading needs to be retained here and accommodate deliveries at all times of day	The ITP is not proposing to alter the parking or loading provision within the Market Square. Any changes to parking provision as part of the parking strategy will be subject further consultation.
South of Welsh Bridge	There should be a multi-storey carpark here	The provision of a multi-storey car park is outside the scope of the ITP.
Claremont Bank	Parking and loading bays needed here	The project team will consider options to adjust the Claremont Bank arrangement to include limited parking and loading.

Abbey Foregate	Free electrical car charging points needed here	The provision of free electrical car charging points is outside the scope of ITP.
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### Pedestrian accessibility

A key aim of the ITP is to increase the pedestrian priority areas in the town centre, analysis of the consultation responses prove this ambition is supported by the respondents too. The next stages of design will determine how this aim is realised through the schemes, however many specific comments and locations for consideration of crossing points were suggested by respondents.

Location	Comment	Recommendation
<b>General</b>	<b>Increase frequency of Park and Ride facility</b>	The Park and Ride service is being considered as an element of the Parking Strategy review
	<b>Increase pedestrian priority in streets</b>	This is one of the aims to be implemented by the ITP
	<b>Please maintain vegetation on 'walking areas' better</b>	The Council is responsible for maintenance of highway land, however this is beyond the scope of the ITP
	<b>More consideration of public transport needed, more bus services</b>	The Council is currently considering a new Bus Strategy which describes Shropshire Council's approach to services not already provided by the commercial market.
Wyle Cop	More crossings needed	Additional pedestrian priority areas are included within the proposals for this area, the location of crossings will be determined in the next stage of design.
High Street	More crossings needed	Additional pedestrian priority areas are included within the proposals for this area, the location of crossings will be determined in the next stage of design.
Claremont Bank	Better crossing facilities, especially for students	Additional pedestrian priority areas are included within the proposals for this area, the location of crossings will be determined in the next stage of design.
Train Station Area	Pedestrian priority needed from here to English and Welsh Bridges	Whilst pedestrian priority is a key aim within the ITP, this location is beyond the scope of the project and can be considered in future projects.



Welsh Bridge	Needs to be included in improvements	Whilst pedestrian priority is a key aim within the ITP, this location is beyond the scope of the project and can be considered in future projects.
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## Cycling

The ITP outlines a clear potential for an increase in walking and cycling in the town centre, this appeared to be a topic many respondents were passionate about during the consultation, with many suggestions as to where to extend cycle facilities.

Location	Comment	Recommendation
<b>General</b>	<b>More cycle parking, especially secure parking</b>	This will be considered across all packages within ITP with cycle stand applied where appropriate during the next stage of design.
	<b>More segregated cycle lanes needed</b>	This design detail will be considered in the next stage of design. Not all carriageway widths can facilitate a fully segregated track, but the most appropriate design will be proposed to ensure safety and continuity.
	<b>Need to widen the scope of the cycle network improvements</b>	The scope of the cycle network improvements have been agreed as part of the funding allocation on the basis that they support the Package objectives and offer “good value for money”.
	<b>Segregated lanes preferred to ‘shared spaces’</b>	This design detail will be considered in the next stage of design. Not all carriageway widths can facilitate a fully segregated track, but the most appropriate design will be proposed to ensure safety and continuity. ‘Shared areas’ can accommodate all users in smaller streetscapes where appropriate.
	<b>Cyclists are often obstructed by clutter in places, eg. Market Square</b>	This will be considered in the next stage of design to ensure safety for all, including cyclists.
	<b>Advanced stop lines favoured</b>	These will be applied to the design where appropriate, and considered as part of the next stage of design.
Meole Brace	Do not see the need for route across here	This proposal is part of enhancements to the pedestrian and cycle networks as outlined in the ITP

Wyle Cop	Improve cycling here	This area will be considered in the next stage of design. Not all carriageway widths can facilitate a fully segregated track for cyclists, but the most appropriate design will be proposed to ensure safety and continuity.
Train Station Area	More cycle stands needed here	This area is beyond the scope of the ITP, but can be considered in future projects.
Frankwell Road	Needs more attention as a major gateway into the town	This area is beyond the scope of the ITP, but can be considered in future projects.
A458	Cycle lane needed here, many collisions at present	This area is beyond the scope of the ITP, but can be considered in future projects.

### Street furniture, materials, and paving

In response to the questionnaire, respondents stated that they value pedestrianised areas, high quality materials, more planting, and areas for markets and events. These are therefore the most important elements to consider during the next stage of design for each scheme. Generally people would like to see the designs compliment the heritage of Shifnal, promote its historic character, and emphasise the town's reputation for enchanting flowers.

Location	Comment	Recommendation
<b>General</b>	<b>Ensure sensitivity to old town centre and heritage</b>	This will be factored into the next stage of the design and influence the style of elements used.
	<b>Setts are uncomfortable for wheelchair users</b>	Disability groups have been engaged in various projects with the design team throughout Shropshire, to ensure the designs are compliant with their needs.
	<b>More trees and seating</b>	These will be factored into the next stage of design.
	<b>More flowers as it is the 'Town of Flowers'</b>	This will be factored into the next stage of design.
	<b>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</b>	The ITP aims to make walking easier and safer for people through enhancing pedestrian priority, this involves maximising footways in areas where appropriate. Street furniture will be considered in the next stage of design.

	<b>Focus all funding on the town centre only and explore the surrounding areas in the future</b>	The proposals within the town centre alone do not achieve all the objectives against which the funding for ITP has been secured. All elements of the package need to be delivered as the basis of the funding allocation.
	<b>Enforce design guide for shop frontages</b>	Whilst a plausible aspiration, this is beyond the scope of the ITP.
	<b>Yorkstone is expensive, utilities companies should be forced to replace what they damage during any future works</b>	The ITP aims to use the highest quality materials possible. Funding will be allocated accordingly to each scheme, influencing the quality of the materials used. The Council will work with utility providers to ensure they mitigate the impact of their work on the surface materials.
	<b>Used coloured bricks instead of painted lines</b>	This detail will be considered in the next stage of design.
	<b>Timber seating preferred over stone which is too cold</b>	This detail will be considered in the next stage of design. Furniture will be chosen to ensure the highest quality is used for longevity, as well as the most appropriate for its historic town centre surroundings, as well as taking comfort into consideration.
	<b>Discourage night time use of public space as it is noisy</b>	As always disorderly behaviour is discouraged in the town centre, and appropriate lighting will be considered to ensure safety during hours of darkness. The Council cannot guarantee what 'new' evening events may occur in the town centre as a result of the ITP implementation.
Pride Hill	Appearance should be akin to High Street	This detail will be considered in the next stage of design.
Riverside	Improvements needed around English Bridge to attract people, it is currently poorly maintained	This is beyond the scope of the ITP but may be considered for future projects in the town centre.
	Improve lighting to enable night use, particularly for cyclists	Lighting will be considered as part of the next stage of design, however this location is beyond the scope of the ITP.
Smithfield Road	Improvement needed here	Improvements to Smithfield Road is not part of the ITP scope but would be considered as part of future enhancements to the town centre.

Bellstone	Seating outside pub will attract anti-social people at night	Options to discourage anti-social behaviour in this area will be developed in the design development.
	Art installation outside Morgan's, and more flowers	There is no funding provision with ITP for public art installations.

### Signage and Way-finding

A way-finding strategy for Shrewsbury is proposed as part of the ITP, respondents during the consultation agreed that this should be used as a tool to promote the attractions of Shrewsbury to tourists and promote local businesses, where current residents may be less likely to use the signage due to their existing knowledge of the town.

Location	Comment	Recommendation
<b>General</b>	<b>More signs needed to attract tourists to local businesses</b>	The Way-finding signage strategy is being compiled alongside the ITP.
	<b>More signage to advertise car parks</b>	This will be considered in the signage strategy for Shrewsbury, but may be beyond the scope of works within the ITP.
	<b>Signage needed to inform where nearest toilets are</b>	This will be considered in the signage strategy, a project running alongside the ITP.
Gateways to town centre	Signs needed saying 'Town Centre Only' or 'No through traffic'	This will be considered in the signage strategy, a project running alongside the ITP.
Quarry Park	More formal gateway and signage needed to direct people here and on the River Loop	This will be considered in the signage strategy, a project running alongside the ITP, and in the next design stage of this scheme.