

**SHREWSBURY TOWN COUNCIL
POLICY & RESOURCES COMMITTEE
9 FEBRUARY 2026**

Officer: Helen Ball (Town Clerk)

BIG TOWN PLAN

1. Purpose of Report

To update the Committee on the work of the Big Town Plan Partnership

2. Background

The Shrewsbury Big Town Plan Partnership is a tri-partner agreement between Shropshire Council, Shrewsbury Town Council and Shrewsbury Business Improvement District. It has member and officer representation from all three partners who have agreed under a three-year agreement to contribute £50,000 per year. Councillor Wagner & the Town Clerk represent the interest of the Town Council on the partnership.

This funding has been used as a mechanism to develop strategic documents relating to the long-term vision for the town.

Of late the partnership has been moving into a more delivery-based framework and partner funding has been used as match funding to release additional funding to deliver projects.

3. Current workstreams

The partnership has been currently working on the following:

- Holding the Highways Authority to account on the delivery of the Movement Strategy which all three partners have adopted by their respective decision makers
- Facilitation of Stakeholder Groups to inform wider infrastructure delivery including Riverside
- Development on Town Wide Design Guides including the Design Code
- Facilitation of the Night Bus Trial to expand the public transport offer
- Active working with partners on Strategic Infrastructure projects including Rowley's House

4 Workstreams

The partnership currently has a number of workstreams under the five priorities:

- **Movement & Place**
 - Open space management picking up on the public place part of the Movement Strategy
 - Public Pride
 - Town Centre Infrastructure enhancements
 - Abbeyforegate Public Realm Project

- **Place for Enterprise**
 - Economic Impact Assessment around the tourism offer
 - Supporting the Lion Hotel – sale particulars
 - Riverside overview
- **Vitality, Life & Mix**
 - Town of Culture Expression of Interest
 - Dressing of the Highstreet – flags & bunting
 - Youth in the town centre
 - Design Code, Shop Front Design, Local Plan
- **Nurturing Natural Shrewsbury**
 - Greenspace management
 - Town centre treecover
 - Biodiversity in the urban form
 - Roushill Park
- **Safer & Cleaner**
 - Streetscene Services
 - Rangers
 - CCTV
 - Martyn's Law
 - Resilience Planning

5 Risks

The partnership remains aligned to the risks particularly in and around local government and maintains its own strategic risk register to ensure agility in operations.

6 Communications

The partners respective Communications staff work closely together to ensure that town promotion is maximised. This has resulted in significant interest in the town through national press media.

RECOMMENDATIONS

That the report be noted