

Specification for Consultancy Services

Conservation Management Plan for Quarry Park, Shrewsbury

1. Introduction

Shrewsbury Town Council is seeking to appoint a suitably qualified and experienced consultancy to develop a comprehensive Conservation Management Plan (CMP) for Quarry Park, a key historic and recreational asset in Shrewsbury. The CMP will provide a strategic and operational framework for the sustainable management, enhancement, and protection of the park, ensuring it remains resilient to environmental challenges and continues to support a wide range of community, cultural, and ecological functions.

This plan will build upon the strategic vision established by the Shrewsbury Big Town Plan and the Movement & Public Spaces Strategy and will complement existing Conservation Management Plans for other heritage assets in the town, including Shrewsbury Castle, Rowley's House, and the Shrewsbury Museum & Art Gallery. Collectively, these plans will inform a coordinated and place-based approach to conserving Shrewsbury's rich heritage environment.

2. Background

Quarry Park (known locally as "The Quarry") is an important and iconic element of Shrewsbury's historic urban landscape, providing open green space adjacent to the River Severn, within walking distance of the town centre and close to other prominent heritage sites. The park is valued for its historic character, mature trees, and recreational amenities, and plays a major role in the cultural life of the town by hosting numerous public events and festivals.

Quarry Park sits within a context of significant heritage and public realm assets, including:

- Shrewsbury Castle, with its own CMP and ongoing conservation priorities
- Rowley's House, a rare survival of a Tudor merchant's house with major historical significance
- Shrewsbury Museum & Art Gallery, housed in the historic Music Hall and serving as the primary cultural venue in the town

These assets, along with Quarry Park, form a network of heritage destinations and public spaces that support the town's tourism economy, civic identity, and strategic place-making objectives under the Big Town Plan Vision.

The Dingle in the centre of the park is an area of high amenity gardening which has won regional and national awards for horticultural excellence. The Dingle is a visitor attraction in its own right and dates back to the 18th century when the quarried area was landscaped. Much of the planting style is a legacy of Percy Thrower who was the Park Superintendent following the second world war.

3. Objectives of the Conservation Management Plan

The CMP for Quarry Park will:

- Assess and articulate the park's historical, ecological, cultural, and recreational significance
- Identify and address current risks, particularly from flooding, erosion, and infrastructure condition
- Provide a long-term vision and phased strategy for its conservation and enhancement
- Align with and complement the CMPs of nearby heritage sites, reinforcing their collective value
- Ensure the park supports wider objectives around accessibility, climate resilience, biodiversity, and economic vitality
- Put safety and security as an overriding factor in its future management.

4. Scope of Works

The appointed consultant will deliver a CMP that addresses the following thematic priorities:

4.1 Flood Risk and Riverbank Stability

- Assess the vulnerability of the park's assets to flooding and watercourse erosion
- Conduct a detailed review of the River Severn banks within the park to identify areas of instability or degradation
- Propose sustainable and appropriate flood mitigation and erosion control measures, considering the park's historic landscape character

4.2 Infrastructure Review and Redevelopment

- Evaluate the potential for relocating toilet facilities from the flood-prone zones
- Develop options for repurposing the existing operational depot and toilet block into a new facility, with accessible toilets, operational storage and welfare facilities, flexible public use space etc
- Ensure all design proposals are sensitive to the park's setting and heritage context, and contribute to a cohesive visitor experience that links with nearby cultural attractions

4.3 Tree and Landscape Management

- Carry out a comprehensive tree stock inventory and condition survey
- Develop a Tree Management Plan that balances conservation, biodiversity enhancement, risk management, and long-term renewal of the landscape

4.4 Recreation and Play Provision

- Recognise that the Play Area and Splash park is a destination play facility
- Review the existing play area and splash park, evaluating safety, accessibility, inclusivity, gender equality and functionality
- Develop proposals for their refurbishment or redesign, ensuring provision meets the needs of diverse age groups and supports the town's sustainability goals

4.5 Events and Concessions Strategy

- Assess the park's current and potential use for events and activities, considering impact on the landscape, infrastructure needs, and community access
- Develop a strategy to manage events sustainably, including site zoning, load capacity, and post-event recovery
- Explore opportunities for seasonal or permanent concessions (e.g., cafés, food vans, activity providers) that support visitor experience without detracting from the park's character

4.6 Connectivity, Access and Integration

- Identify opportunities to enhance pedestrian and cycle connections into and through Quarry Park, particularly to reinforce its role as a green corridor within the wider town centre movement network
- Build upon the presence of the National Cycle Network Route 81, which runs through the park, to improve safe, accessible cycling infrastructure and signage
- Recognise and promote the park's proximity to the Shropshire Way, a key regional walking route, by enhancing wayfinding and interpretation to encourage linked journeys, heritage exploration, and longer recreational visits
- Improve entrance points, surfaces, lighting, and accessibility to support inclusive use and ensure year-round usability, while respecting the park's landscape character
- Propose coherent wayfinding and interpretive signage that connects the park with nearby heritage attractions (e.g., the Castle, Rowley's House, Museum & Art Gallery), reinforcing its role as a central public space within the town's heritage and tourism offer
- Ensure alignment with the Movement & Public Spaces Strategy and Big Town Plan, supporting active travel, permeability, and integrated connections between the town centre, riverside, and surrounding neighbourhoods
- Consider how the park can better integrate with Victoria Avenue, supporting aspirations to reduce through-traffic and enable a more welcoming, pedestrian-friendly environment that enhances opportunities for Food & Beverage concessions and visitor enjoyment
- Recognise that Victoria Avenue will remain the primary vehicular access for event construction traffic, maintenance vehicles, and emergency services, and ensure that any proposals accommodate this essential operational requirement

4.7 Safety & Security

- Identifying the most efficient infrastructure to address the need for park patrons to feel safe and secure including the provision of lighting and CCTV, the deployment of security, the need to address river safety and wider issues around violence against women and girls (VAWG)

5. Deliverables

- Inception report and stakeholder engagement plan
- Baseline appraisal and condition assessments
- Full Conservation Management Plan including:
 - Statement of significance
 - Key risks and management needs
 - Themed action plans (as per Section 4)
 - Implementation and phasing strategy, with indicative costings
 - Appendices: maps, survey data, consultation feedback
- Summary presentation to Shrewsbury Town Council and partners

6. Stakeholder Engagement

The consultant will undertake meaningful consultation with:

- Shrewsbury Town Council staff and elected members
- Community stakeholders, including wider community
- Shropshire Council, where relevant to planning, flood risk management, and highways
- The Environment Agency
- Event organisers, concessionaires, and accessibility advocates
- Partners managing the Castle, Rowley's House, and Shrewsbury Museum & Art Gallery
- Shrewsbury BID (Business Improvement District), to ensure alignment with town centre economy and visitor experience
- Shrewsbury Civic Society, for heritage, design, and public realm perspectives
- Shrewsbury Town Centre Residents Association, to reflect the needs and views of local residents
- Shrewsbury Youth Town Council and wider engagement with young people

7. Programme

The CMP should be completed within 12 months, with key milestones and review points established at the inception meeting. This should include a summary of findings by December 2025 to help inform any budgetary requirements for 2025/26.

8. Submission Requirements

Consultants must submit:

- A clear and robust methodology for delivering the CMP
- Relevant experience, with examples of previous conservation or landscape planning work, especially for historic parks or flood-vulnerable assets
- Profiles of key personnel
- Itemised fee proposal (including all expenses and disbursements)
- A short statement outlining how the CMP will support the Shrewsbury Big Town Plan Vision and integrate with existing CMPs for other town heritage sites

9. Evaluation Criteria

Proposals will be evaluated on the basis of:

- Quality and clarity of approach
- Relevant expertise and understanding of the local context
- Ability to align with strategic town initiatives and neighbouring CMPs
- Value for money

10. Timetable for Submission

Invitation to Quote Published	16 th June
Closing Date	31 st July
Award of Tender	1 st September