

**SHREWSBURY TOWN COUNCIL  
FINANCE & GENERAL PURPOSE COMMITTEE  
6 DECEMBER 2021**

**Officer:** Helen Ball – Town Clerk

**BIG TOWN PLAN**

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### **Purpose of Report**

- (i) To update the Committee on the current work of the Big Town Plan
- (ii) To consider continuation funding for the Partnership
- (iii) To update the Committee on the development of a Movement Strategy

### **The Partnership**

The Shrewsbury Big Town Plan Partnership was formally set up in April 2019 and is a partnership between Shropshire Council, Shrewsbury Town Council and the Shrewsbury Business Improvement District with a commitment from all parties to contribute £50k a year towards the running of the partnership.

These funds have helped to pay for a number of key areas:

- Masterplan Vision
- Shrewsbury Story Narrative
- COVID Recovery activity in the town
- Specialist Consultant work to provide capacity to seek external funding
- Commissioning of a Movement Strategy

Discussions have taken place with the decision makers within the Board to ascertain a willingness for the Partnership to continue and collectively all parties wish this to happen. The Board has discussed how the Partnership moves from its current role of creating the Masterplan for the town to being that of a scrutineer of the Masterplan and in some areas a deliverer of activity. The potential recruitment of a dedicated staff resource has been discussed as work programmes have been picked up by key officers from each partner, whilst still undertaking their day jobs. Partners have also discussed the need to broaden the reach and engagement of the Partnership to the wider residential reach of Shrewsbury as well as its hinterland.

### **Movement Strategy**

The development of the Masterplan included an element of Movement review and planning, but it has been widely acknowledged that this review did not go far enough. A separate stream of work has been put in place to commission a Highways/Transport specialist to create a comprehensive Movement Strategy for the town, taking into account a number of other highways work streams including the LTP4, LCWIP, Bus Back Better and Parking Strategy. A Movement Strategy Working Group has been established involving the key officers leading on these pieces of work as well as the Town Clerk and Shrewsbury BID Executive Director.

Expressions of Interest have been sought from those in the ESPO a public sector purchasing organisation. The Tender Proposals will be forward to all who have expressed an interest with a view to the closing date being in the early New Year, shortlisting, interview and appointment in January with the 3 month contract being delivered by the end of April. Consultation features highly in the process and there will be much opportunity for engagement in the work going forward.

**RECOMMENDATIONS:**

- (i) That the report be noted
- (ii) That the Town Council commits to the Shrewsbury Big Town Partnership for a further 3-year term