

**SHREWSBURY TOWN COUNCIL**  
**ACTIVE TRAVEL WORKING GROUP**

**20<sup>TH</sup> JULY 2021**

**PRESENT**

Councillor Rosemary Dartnall, Julian Dean, Kate Halliday & Rob Wilson; Helen Ball (Town Clerk) & Amanda Spencer (Deputy Town Clerk) – Shrewsbury Town Council

**PURPOSE OF THE MEETING**

- To develop broader thoughts on the development of active travel within Shrewsbury
- To consider what the Town Council can do itself to promote the development of active travel in its own estate
- To establish the most effective way of influencing/lobbying on wider active travel programmes that are not the remit of this Council
- Councillors Bentick, Mosley, Phillips & Roberts had also expressed an interest in this Working Group and had been sent an invitation to this initial meeting.

**THOUGHTS & IDEAS**

Members discussed various ideas

***Overall Strategy for Cycling & Walking***

- There was a need to have a co-ordinated plan for Shrewsbury and it had to be a whole town approach rather than just a town-centre approach
- Twenty is Plenty should be rolled out across the whole of the town
- SC currently tendering for consultancy to develop Local Cycling & Walking Plans (LCWIPs)
- Should we be looking at the Ghent approach – plan the whole thing rather than piecemeal change
- Government Funding for Mini-Hollands – town should put in a bid – Belle Vue is the best location that lends itself to a “Mini-Holland”
- Brief being written for a better Movement Strategy
- Need to be bold
- Shrewsbury is less safe for cycling than London
- Sports Village Cycle Track - could be developed into a training centre
- Developing Planning Policy that allows Cycle Storage at home in the front of properties
- Temporary Active Travel Manager post needs to be made permanent
- What can we learn from Modeshift Stars ([Modeshift STARS - Travel Plan in Education, Business & Communities](#)), a national award scheme which offers support and rewards to schools for taking steps to promote safer, greener, healthier travel to roll out to the wider community

**Town Centre**

- Worry about displacement of initiatives to reduce through traffic in the town centre – Belle Vue especially is seeking displaced traffic from the High Street closures
- Communications on using inner ring road than through the town centre would need to be consistent to get the message through

**Residential Areas**

- Concept of Low Traffic Zones/Neighbourhoods should be considered widely, taking the experiences of the work to develop a LTZ for Town Walls – How might the Town Council help develop cases for LTZs in other wards
- SC were progressing “Liveable Neighbourhoods” for Frankwell and Copthorne
- Potential for Cycle Hangers in residential areas – on-street garaging for bikes taking over a carparking space

**Soft Activities**

- Walking Festival – JD is keen to progress during his Mayoral Year
- Walking Routes – better publicity
- Map of off road cycle routes
- Priory & Meole School held an Active Travel Week encouraging their students to travel to school by bike rather than being dropped off by car
- Shropshire Cycle Hub developing Cycle Buddy Scheme
- Possible hire of Cargo Bikes to residents to test out before they buy
- Possible hire of Electric Bikes to residents to test out before they buy
- Walks/Races on Bank Holiday
- Omega Challenge currently running an initiative to walk the length of the River Severn (220 miles) through walking, running, swimming or cycling
- Given there isn't a bus service on a Sunday could roads be closed to free up the roads for cycling
- World Car Free Day – 22<sup>nd</sup> September

**Public Consultation**

- Public at large are engaged with the concept of Active Travel
- Who do we target?
- SC Cabinet agreed to consult on LTZ - how will that consultation be shaped – is there potential to take that consultation out into the wards
- Active Travel Roadshow in the wards
- Commonplace Map – and getting the information from the map

**Communications**

- What part can STC play on messaging about walking & cycling
- People who cycle rather than cyclists
- Need to get away from images of middle-aged men in lycra on bikes with drop down handles
- Social Media Messaging – convenience of cycling & walking
  - It's quicker to cycle to places than driving
  - It's easier and cheaper to park
  - “Have you tried this route” signs

**USE OF THIS GROUP**

All felt that this was a group that was well worth continuing and could form the basis of a consultee group on active travel.

Given that Councillor Wilson was the sponsor of the Motion on Mini Holland, all unanimously agreed that he should chair the group.