### You are invited to help shape the future of Shrewsbury.

The Big Town Plan is a collective vision and plan which will guide the development of our town – and we want your ideas to help create it.

It is vital that the identity of Shrewsbury – the place in which our businesses and residents trade and live, and visitors spend their precious free time – is sensitively curated and managed.

Shrewsbury's historic centre, with beautiful architecture and medieval layout, makes it a thriving town centre, with an enviable mix of independent and mainstream shops and green spaces.

For all its strengths, Shrewsbury has a number of weaknesses such as an ageing population, a relatively low wage economy, and poor public transport provision.

Together with local partners we will create a Big Town Plan, ensuring we are making the most of opportunities and are well positioned to manage current and future challenges.

### Our Vision

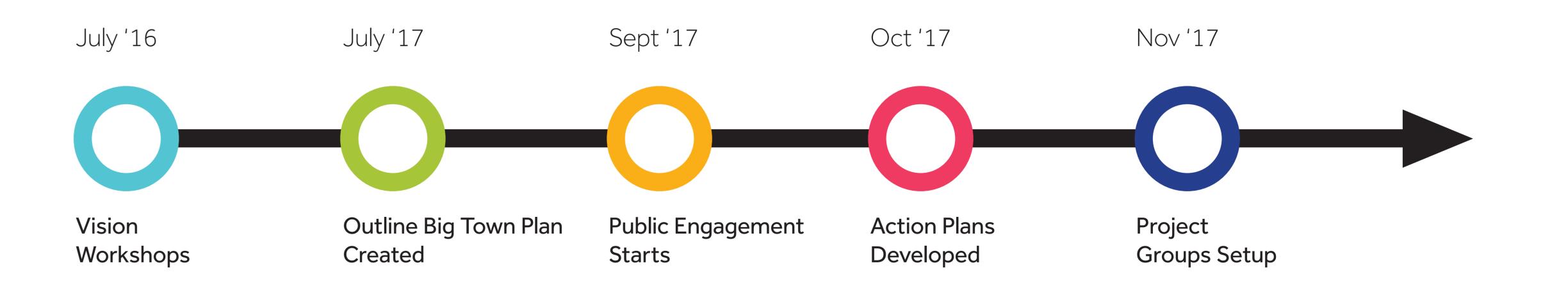
To build on Shrewsbury's heritage and good bone structure, investing in the people that form the back bone of the town. A people-friendly town, a town for all ages, a town that celebrates and encourages diversity and independence – we are laying the right foundations for its future and for generations ahead.

#### Our Aims

- 1. Creating a Place for Enterprise
- 2. Improving Movement and Place
- 3. Enabling Vitality, Life and Mix
- 4. Nurturing Natural Shrewsbury



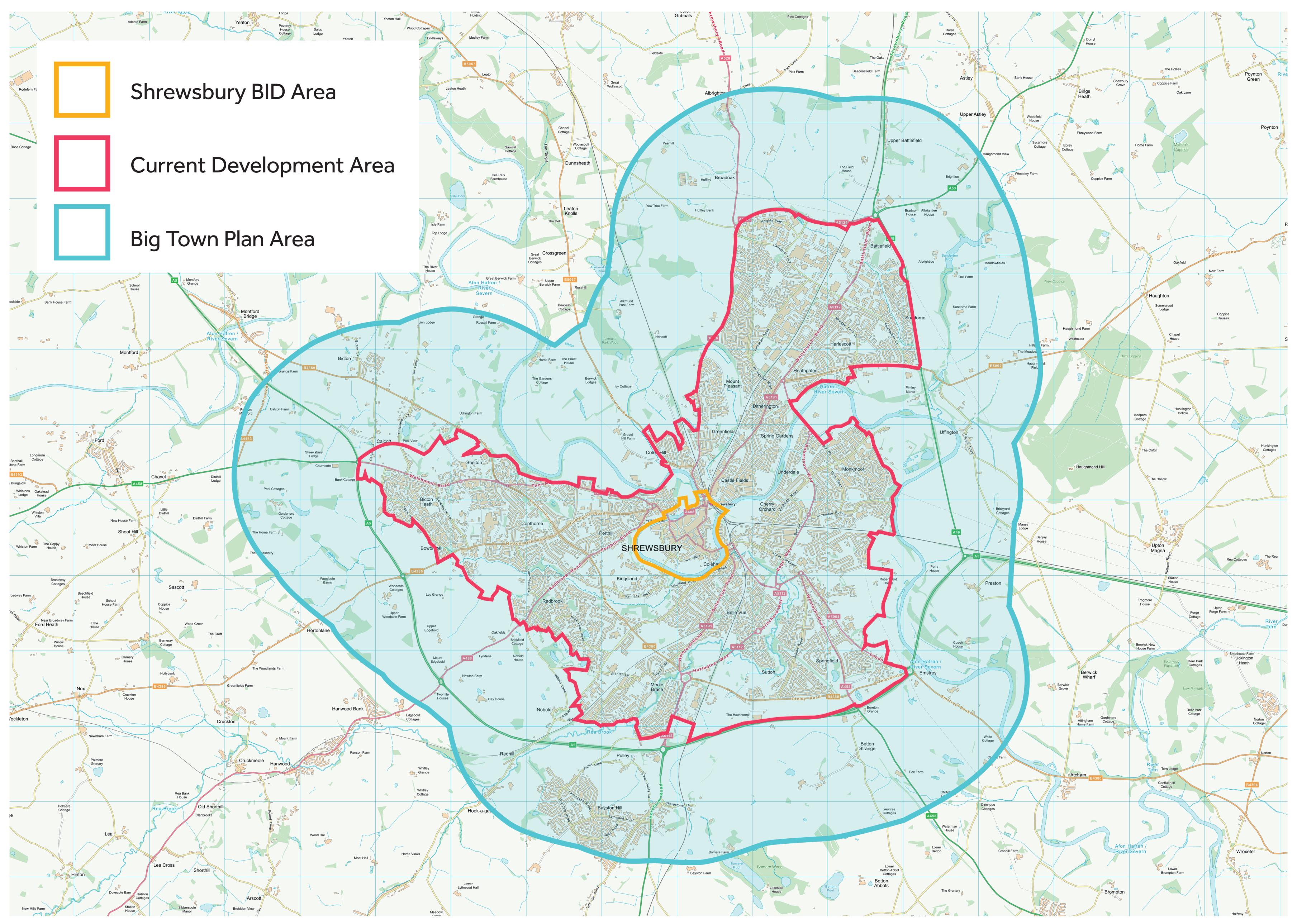
Pride Hill: The Big Town Plan will ensure that Shrewsbury grows as an economically strong and people friendly town.



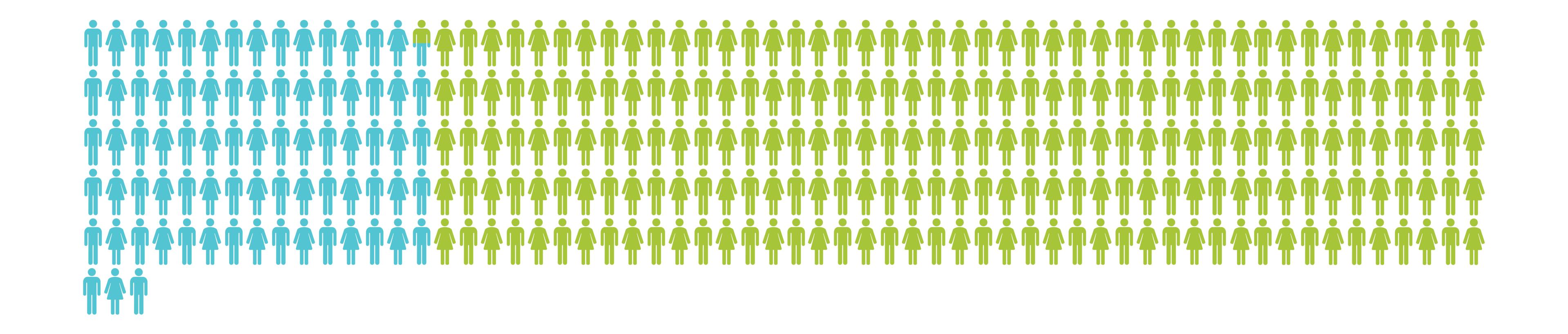








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306,000 people living in Shropshire

73,400 people living in the town and its current development boundary

Read the full plan at shrewsburybigtownplan.org



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# CREATING A PLACE FOR ENTERPRISE

- A plan for enterprise to grow key economic sectors
- A retail environment that attracts high quality anchor retailers, complementing the strong independent offer
- The re-use of buildings to create flexible co-working space
- A positive business offer for existing and potential investors
- Maximising Shrewsbury and Shropshire's tourism offer and opportunities
- The infrastructure, business and creative space to support growth
- A linked education and training plan to support the future skills needed
- Supporting the town's entrepreneurial spirit and independent culture







Creating a new Central Business District with an employment cluster around the rail station would make better use of the links to the wider region.

Read the full plan at shrewsburybigtownplan.org



## SUPPORTING VITALITY, LIFE AND MIX

- Enliven the town's network of public and green spaces to form the backdrop for improved public life, with places to enjoy public art, letting our magnificent heritage buildings shine
- Building on Shrewsbury's position as the 'original one-off'
- Shape the town's night-time economy to ensure it has something for all age ranges
- Boosting tourism in Shrewsbury through a refreshed spirit, offer and partnership working
- Work with and build on existing cultural gems and the wider cultural sector to extend provision, exploring more opportunities for programming and events
- Develop multi-functional, multi-generational places and a sense of play ensuring refreshed plans have the needs of all ages at their heart, including seats for rest and places for play





Building on Shrewsbury's position as the 'original one-off' and boosting tourism and offer through a refreshed spirit

Read the full plan at shrewsburybigtownplan.org



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# IMPROVING MOVEMENT AND PLACE

- A plan for integrated movement and placemaking that supports the town's ambitions and economic growth
- A town centre that strives to balance the needs of people, and quality of life, with the wider requirements of a working town centre
- An enhanced network of vibrant spaces and streets, green links and cycle ways; with pedestrian-priority shared spaces – connecting residential areas with key outlying assets
- Greatly improved public transport, taxi and park and ride systems that work in harmony, reducing the need for cars in the town centre
- Taking advantage of the existing community park network, expanding it to the new residential areas, increasing and improving links into and across the town
- Reducing through traffic and congestion in the town centre, by providing viable and attractive alternatives to cars
- A cycle-friendly town especially the town centre, including bike lanes, cycling routes and bike parking, including the train and bus stations





An enhanced network of vibrant spaces and streets, green links and cycle ways; with pedestrian-priority shared spaces – connecting residential areas with key outlying assets

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## NURTURING NATURAL SHREWSBURY

- A plan for Natural Shrewsbury that takes a holistic approach to defining Shrewsbury as a leading town in sustainability and resilience
- Building on being the historic birthplace of the father of evolutionary science
- Encouraging a greener lifestyle and culture for our residents and businesses
- Making the river a key feature of the town's life and offer
- Integrating and building on the natural ecology, environment and greenspace
- Tackling poor air quality which impacts on the town's health and image
- Protecting an extended network of green spaces
- Embracing new technologies, building on the strength of the environmental technology sector in the town and wider area

# HAVE YOUR SAY





A reimagined Victoria Quay would help make the river a key feature of the town's life and drive economic growth.

Read the full plan at shrewsburybigtownplan.org



