



**SHREWSBURY TOWN COUNCIL  
RECREATION & LEISURE COMMITTEE  
29 May 2019**

Agenda No

**5(iii)**

**Responsible Officer:** Matt Wilcoxon – Countryside & Greenspace Team Leader

**STC site Interpretation Capital project 2019**

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The Rea Brook Valley Local Nature Reserve runs around the south east side of Shrewsbury and acts as a 'green lung' for the southern side of the town as it cuts through heavily developed residential areas. It provides valuable recreational space for local residents and visitors and a green corridor for wildlife.

Through its management and promotion it provides opportunities for understanding and enjoyment of its wildlife and heritage. For more information about management of the site, see the 2012 Summary Management Plan.

Despite being the largest public natural space in Shrewsbury town, there is currently no on-site interpretation. As part of STC's 2019/2020 Capital Plan, £10,000 has been allocated for interpretation panels on Countryside Sites, so the Rea Brook Valley LNR is a logical starting point.

### **Previous interpretation panels**

There were at least 2 panels positioned along the brook which were installed in the mid 1990s. One was located at Old Potts Way behind the cinema car park, with others probably located at Sutton Farm and/or White Hart. The last remaining panel was removed around 2007 as they had become out of date and damaged.

### **Siting**

Siting panels at relevant points where they will be seen by users is difficult as the site has multiple access points and user routes. Positioning them at main junction points rather than entrances might be the most effective solution.

### **Considerations for design**

- **Cost-** It will not be known how many panels can be produced for the site until discussions have taken place with a design and manufacturing company, but it is likely to be 3 to 4 given the budget allocated.
- **Physical Lifespan-** The panels should last at least 10 years.
- **Branding-** STC's publicity officer will be involved with deciding which logos and corporate information is to be included.
- **Future proofing-** Information likely to go out of date should be avoided.
- **Vandal proofing-** They will likely be positioned in areas not overlooked by houses where ASB may occur, so should be robust and not vulnerable to damage.
- **Ease of maintenance-** There will be provisions to maintain these panels as part of normal site management, but this should be made as simple as possible by the design.
- **Content-** A range of information can be included as identified below, although guidance from a design company will be taken on this.
- Some of the allocated costs should go to renewing the Rea Brook Circular Walk waymarkers, which are still branded with Shropshire Council logos and are looking worn. These new



waymarkers will be identified on the panels. As they produced the originals, Shelley Signs will be asked for a cost to reproduce these, as only the text needs changing.

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### **Information**

- History- including water mills and links to the abbey
- Wildlife- Birds, Mammals, Amphibians, Fish, Trees, Plants
- Map- this should show the circular route and other footpaths, names of the fields, and also note the Shropshire Way and Rea Brook Circular Walk
- Images/Art- photos or illustrations
- Links to online information (possibly using QR codes)
- Links with Shropshire Wildlife Trust centre at Abbey Foregate

### **Timeline**

- Produce draft of text for panels
- Work with publicity officer for design draft including images needed
- Quote for design and or production from company
- Design to be approved by staff/members
- Production
- Installation by STC staff- winter 19/20