

SHROPSHIRE
COUNCIL

LOCAL TRANSPORT PLAN: IMPLEMENTATION PLAN



Shropshire
Council

Shropshire Council

Implementation Plan

Public

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1 Introduction

1.1 Overview and Purpose

- 1.1.1. The Shropshire Local Transport Plan (LTP) has been developed for the period 2027-2037. It sets out the strategic vision for transport in the county, including 12 action areas to deliver the vision and objectives. This document sets out the Implementation Plan for the LTP, covering the first five-year delivery period of 2027-2032. It sets out the interventions that will be delivered by Shropshire Council and relevant partners, potential funding sources and how the interventions support delivery of the outcomes set out in the Local Transport Outcomes Framework (LTOF).

Figure 1-1 – LTP Objectives

	Health and Wellbeing To ensure transport has a positive impact on people's health, wellbeing and social inclusion by making journeys safe and secure, facilitating active lifestyles and reducing harmful transport emissions.
	Connecting to Opportunities To provide a user-friendly, affordable and accessible transport network and reliable digital connectivity that connects people and organisations to the amenities, services and opportunities that they need.
	Decarbonisation To decarbonise transport in Shropshire by reducing the need to travel, achieving mode shift and adopting low carbon technologies.
	Support Good Economic Growth To support good economic growth in the right places, by taking an integrated approach to transport and land use planning and providing a reliable transport network that is resilient to climate change.
	Environmental Protection To support the protection of Shropshire's unique natural, built and historic environment that makes it a great place for people to live, work and visit.

1.2 Format of the Implementation Plan

- 1.2.1. The initial sections of this Implementation Plan set out potential funding sources and delivery partners for the interventions contained in the LTP. This is followed by commentary on the outcomes they seek to achieve and a discussion on change and risk management.
- 1.2.2. Each individual action area set out in the LTP is then described, including:
- A description of the action and whether Shropshire Council is the 'lead' or endorses/delivers the action as a 'partner';

- How each action will be delivered, including key tasks, the funding required and the partners that will be involved; and
- The benefits of delivering each action, including forecast carbon impacts where possible, based on the scale and location of each action.

1.2.3. A separate Monitoring and Evaluation Plan sets out how we will assess the effectiveness of actions in meeting the LTP objectives and wider outcomes.

1.3 Our Approach

- 1.3.1. It is important to establish a clear narrative on what the focus of the first delivery period (2027-2032) should be to set expectations. Shropshire Council wants to balance ambition with realism about what can be achieved in the short term and how to lay the foundations for what can be achieved over the longer term. This is consistent with the stated aims and outcomes of the Shropshire Council Corporate Plan (2026-2030) and our PROUD values, covering Partnerships, Respect, Opportunities, Understanding and can-do culture to deliver high standards and positive outcomes.
- 1.3.2. We have reflected on lessons learnt in transport delivery in recent years and are acutely aware of the current economic and political climate; all of which have played into how we are approaching this plan. We have developed the LTP to be as resilient as possible in the face of continuing uncertainty and for different future scenarios.
- 1.3.3. Many of the interventions identified for delivery during the initial 2027-2032 period represent the first step in delivering a longer-term 'on the ground' intervention; for example, the development of feasibility studies to identify where and how schemes should be delivered and inform how best to deliver against the various challenges and objectives identified.
- 1.3.4. The recent reforms in local transport funding necessitate longer-term thinking based on robust, place-based evidence. Whilst a detailed evidence base has been developed for the LTP to identify the challenges and opportunities at strategy level, specific interventions that require significant capital spend will need to be underpinned by further evidence to identify where they are needed and to shape their delivery. This is important to ensure that funding is used in the best way possible and that the interventions delivered form part of a wider cohesive strategy that will deliver real outcomes.

1.4 Principles

- 1.4.1. Our principles for the first five-year delivery period are as follows:
- **Making best use of existing resources.** We need to be cognisant of the current constraints and challenges in terms of officer capacity and in having the expertise available to deliver the LTP interventions. We therefore need to prioritise what is deliverable within our current capacity during the first two years and focus on building greater capacity to ramp up delivery in the latter three years;
 - **Developing a better understanding of needs.** We want to be able to make more informed decisions and support investment based on robust data and insights. This presents an opportunity to work with partners (including greater focus on women and girls' groups for example) at an early stage and use appropriate technology to better define what needs to be done;

- **Doing the basics well.** Initially, we want to focus on getting the basics right and in making the best of what we have, to support how people move and access places, people and services more easily every day. This will put us in a better position over the longer term;
- **Planning for resilience.** We need to think about the future today. We have identified a blend of actions that enable us to move quickly where there is a need to align priorities and maximise joint working, as well as creating the conditions with partners to build a sustainable future; and
- **Working for the county.** We will deliver short-term actions in our principal towns, especially Shrewsbury, to align with ongoing investment. At the same time, we are planning for how best to meet the needs of rural communities and the wider county and enable the right growth in the right places.

- 1.4.2. There is more focus on local authorities providing greater transparency and to demonstrate how actions are delivering outcomes. We will communicate the benefits of what we are doing, based on our Monitoring and Evaluation Plan, and how this is making life better for communities across the county. We will also update our Quantified Carbon Assessment (QCA) periodically to ensure we are on target for meeting carbon reduction aims locally.
- 1.4.3. We will listen to feedback and use the experience over the first five years of the LTP to inform our approach to the second Implementation Plan (2032-2037).

1.5 Phasing

- 1.5.1. We have developed outline phasing for the first five-year Implementation Plan period. This is useful to inform the development and annual update to the new Local Transport Delivery Plan (LTDP) which is required by the Department for Transport (DfT) to inform what actions are being delivered and to reflect updates to the programme, including budgets and spend.

Local Transport Delivery Plan (LTDP)

The LTDP is a statutory document setting out how Shropshire Council will maintain and improve its transport network over a 5-year period from 2027 to 2032. It must include both capital projects and revenue initiatives, across all modes, that will be funded through the Integrated Transport Fund (ITF) or the Bus Services Fund (BSF) for the full period. This includes schemes starting in 2027/28 up to those planned by 2031/32. It should also indicate any other significant transport investments even if funded from outside the consolidated fund.

- 1.5.2. The phasing is as follows:
- **Year One:** Pursuing 'live' or impending actions that have already been resourced and where there is known appetite and low risk (quick wins).
 - **Year Two:** Development of feasibility studies and strategies where resource is in place, alongside the delivery of quick wins that align with ongoing schemes and projects.
 - **Year Three:** Delivery of interventions based on more robust data and evidence and improved resourcing within the Council where bigger ambitions can come to fruition.
 - **Year Four:** Overseeing the delivery of more resource intensive actions that have been developed in previous years or where the timing is more apt (e.g. alignment with the Local Plan)

- **Year Five:** Continuing to support the delivery of multiple actions whilst also providing space to shape the next Implementation Plan period.

1.6 Funding the Local Transport Plan

Overview

- 1.6.1. Previous funding streams for projects and schemes have been consolidated to give Local Transport Authorities (LTAs) flexibility to use funding more effectively and efficiently across projects and programmes. This will help to deliver the priorities set out in the Local Transport Outcomes Framework and in line with the vision and objectives set out in their LTP. Councils will be provided with multi-year funding certainty from Central Government through an Integrated Transport Fund (ITF) and a Bus Services Fund (BSF). This marks a shift away from previous annual settlements and gives Councils the ability to plan and deliver over the longer term.
- 1.6.2. There are two types of funds. Capital funding is for 'one off' investments to buy a service or build or acquire an asset, such as a new bridge. Revenue funding is for recurring costs, such as wages and route maintenance. Shropshire Council has been allocated around £229m in funding from the Department for Transport (DfT), for capital delivery over the period 2026/27 to 2029/30 and revenue delivery over the period 2026/27 to 2028/29. Some routine activities in Shropshire are also funded directly by Shropshire Council.
- 1.6.3. Whilst there is more funding certainty and flexibility that comes with the consolidation of different funds and a multi-year settlement, this brings more accountability for Shropshire Council. Funds are not ring-fenced but must be used for transport under a DfT Memorandum of Understanding. Funding can also be moved between projects and years; but the DfT will require clear plans, reporting, value-for-money and delivery evidence. Poor delivery, underspend or misuse of funds can trigger action, reduced funding or claw back. Having an LTP gives Shropshire Council the opportunity to bid for additional funding should opportunities become available.
- 1.6.4. Any scheme with a total cost of £50m or more, that interacts with the national rail or strategic road networks, is novel or contentious, or requires significant funding beyond the current Spending Review period may be designated as a 'retained' scheme where DfT will be the approval authority. Schemes beneath the £50m threshold would be assured by Shropshire Council through its own assurance framework. The initial Implementation Plan period does not include any schemes of this value.

Principal Funding Sources

- 1.6.5. The two principal sources of funding are the **Integrated Transport Fund** and **Bus Services Fund**. These are provided by the Department for Transport (DfT).

Integrated Transport Fund

- 1.6.6. This is a consolidated funding settlement that replaces many other funding streams for maintenance and enhancements. This includes Local Transport Grants (LTGs), highways maintenance/structures funding, the Active Travel Fund (ATF), Bus Service Operator Grants (BSOG), Local Authority Bus Grants (capital and revenue funding) and the Local Electric Vehicle Infrastructure (LEVI) funding. It offers far more flexibility for allocating funding within the Council and will be used to fund the majority of LTP interventions where Shropshire Council is the delivering body.

Bus Services Fund (BSF)

- 1.6.7. The Bus Services Fund (BSF) consolidates the previous Local Authority Bus Grant (including 'Bus Capacity and Capability' funding) into one stream. This is to be spent exclusively on bus services, improvements and bus passenger benefits. It replaces separate bus grants under the new Bus Services Act 2025. Funding will only be provided by DfT where there is a Bus Service Improvement Plan (BSIP) in place, a delivery mechanism is secured (Enhanced Partnership), and local bus funding is maintained.
- 1.6.8. The allocation can be used to support revenue requirements such as fare caps and service frequency improvements, or capital schemes such as bus gates and bus priority. BSF must only be spent on actions that clearly benefit buses and lead to positive outcomes and impacts on the indicators set out in the LTOF (e.g. increased use of public transport).
- 1.6.9. The total cost to deliver an ambitious programme of bus related improvements set out in Shropshire's BSIP is estimated at around £73.5 million¹; equating to approximately a third of the total funding for Shropshire between 2026-2030.

Allocations

- 1.6.10. **Table 1-1** sets out the consolidated capital and revenue funding under the ITF and BSF by year between 2026-2030.

Table 1-1 – Shropshire Consolidated Transport Funding Allocation (2026 to 2030) (£000s)

Integrated Transport Fund					
Allocations	2026/27	2027/28	2028/29	2029/30	Total
Capital	£45,211	£51,875	£56,303	£64,671	£218,060
Revenue/Resource	£604	£877	£877	-	£2,358
Bus Services Fund					
Allocations	2026/27	2027/28	2028/29	2029/30	Total
Revenue	£2,919	£2,919	£2,919	-	£8,757
Total Annual Allocations	£48,734	£55,671	£60,099	£64,671	£229,175

Developer Contributions

- 1.6.11. Developer contributions through Section 106/278 agreements and the Community Infrastructure Levy (CIL) may also be used to support the implementation of some of the interventions set out in the LTP.

¹ https://newsroom.shropshire.gov.uk/2024/07/improvements-to-be-made-to-bus-services-across-shropshire/?utm_source=chatgpt.com

- 1.6.12. The Shropshire Local Plan will guide how land will be used and developed across the county over the long term (usually 10–20 years). It sets the framework for deciding whether new development, like housing, shops, or infrastructure, should be approved. The Local Plan is currently under development, and the LTP and Local Plan teams are working together to ensure alignment of spatial priorities across the county.
- 1.6.13. The process for reviewing individual applications for planning permission for larger scale residential and commercial developments will involve negotiating the contributions towards improving local infrastructure, services and connectivity. This is founded on the premise that development will generate transport and access needs that need to be supported.

Section 278 Funding

- 1.6.14. This refers to money a developer pays to a local highway authority to fund works to the public highway that are required because of a new development. These works happen outside the development boundary, on land that remains public highway. The works are physical infrastructure works such as a roundabout or traffic signals, footways or road widening. The Council can use the monies to construct the works or instruct a developer to build to a specification. This would then be approved, inspected, and adopted by the Council as the LTA.
- 1.6.15. Only works made necessary by the development can be charged. This would be based on establishing the need through Transport Statements/Assessments and Road Safety Audits. Detailed cost estimates are produced considering labour fees, highways construction/materials and contingencies. Highways works must be developed to an agreed standard, following best practice (e.g. Manual for Streets).

Section 106 Contributions

- 1.6.16. S106 contributions must be provided by property developers when planning permission is granted, on the basis that a development puts pressure on local services and contributions need to be legally agreed to manage those impacts on site and in the immediate vicinity. The infrastructure that can be built could range from highways works to new schools, parks, community facilities and flood mitigation to name a few examples.
- 1.6.17. These contributions have time limitations (five to ten years) before they can be reclaimed by developers. Similar to s278 funding, the Council can spend this money directly or request that the developer undertake the works to an agreed specification. Other parties, especially parish and town councils as well as community groups may also have a say on how the Section 106 contributions are used.
- 1.6.18. The Council has allocated funding from Section 106 contributions, especially for education and affordable housing. There is an opportunity to use Section 106 contributions in the future for transport and highways related actions where and when applicable. Table 1-2 summarises the contributions and spending profile over 2022-2024 period.

Table 1-2 – Section 106 Statements 2022-23, 2023-24 and 2024-25.

Financial Year	S106 Received	S106 Spent (spend on highways, transport and environment)	Allocated (Not Spent)	Total Held at Year End
2022-23	£2.41m	£5.37m (£633k)	£5.37m	£15.32m
2023-24	£2.29m	£1.30m (£268k)	£3.23m	£16.12m
2024-25	£2.15m	£5.65m (£2.44m)	£1.95m	£12.61m

- 1.6.19. There is potential for more effective use of Section 106 contributions to support visionary highways related works as well as travel behaviour change (ongoing revenue support) in an area where there is any underspend. The Council will look at whether the Community Infrastructure Levy (CIL) is a better option going forward because of its flexibility.

Community Infrastructure Levy (CIL)

- 1.6.20. This is a levy on developers which is used instead of or in conjunction with Section 106 contributions that funds new infrastructure and services. A charge is applied based on floorspace and becomes payable when development commences (there are occasional exemptions). It is not tied to impact like Section 106 agreements or negotiated on a case-by-case basis.
- 1.6.21. The benefit of CIL is that resource can be consolidated, and investment used in a wider context to drive strategic interventions and mitigating transport impacts from combined developments.

Other Funding Streams

- 1.6.1. Some funding programmes remain outside the ITF and BSF, including the National Roads Fund which is used for the existing Major Road Network (MRN) and Large Local Majors (LLM) programme and the Structures Fund. National Highways (NH) are responsible for investment in the Strategic Road Network (SRN) across the county namely the M54 (Telford & Wrekin border), A5, the A49 south of the A5, the A458 west of the A5, and the A483. Priorities for maintaining and improving the network are set out in the Road Investment Strategy.
- 1.6.2. We will be looking, where possible, to access other funding sources and to work with partners who may be able to access specific monies to deliver actions. This is referenced in the new funding reforms and will help to unlock more investment.
- 1.6.3. The name, value and eligibility of these sources is liable to change. The list of funding is not exhaustive and does not include investment made by private individuals or businesses with their own resource. In some cases, we may just signpost relevant funding to other partners.
- 1.6.4. Other external funding streams with the source and relevance to actions under each action area can be found in Appendix One.

1.7 Delivery Partners

- 1.7.1. Shropshire Council will lead the delivery of the LTP as part of our statutory responsibility to maintain and develop transport and highways at a local level.

- 1.7.2. The Council will not always lead on projects and will be working closely with partners across our action areas. To achieve our ambitions, we will collaborate effectively with other organisations, particularly:
- Our 153 town and parish councils across the county;
 - Our local business community representatives including Business Improvement Districts (BIDs) in Shrewsbury and Oswestry respectively alongside the Shropshire Chamber of Commerce. This is alongside local consortiums such as the Shrewsbury Big Town Partnership (SBTP) a mixture of the Shrewsbury BID and local authorities and national organisations such as the Federation for Small Businesses (FSB) and specific sector interests (e.g. British Retail Consortium and the National Farmers Union);
 - Our public sector partners in health and education, including GP surgeries, and NHS Trusts, through to schools, colleges and universities;
 - Our neighbouring Local Transport Authorities (LTAs) for better cross-boundary working and joint partnerships to support investment and decision-making. These are:
 - Telford and Wrekin Council
 - Herefordshire County Council
 - Worcestershire County Council
 - Staffordshire County Council
 - Cheshire East Council
 - Cheshire West and Chester Council
 - Wrexham County Borough Council
 - Powys County Council
 - Our Sub National Transport Body (STB) Midlands Connect which is a voluntary partnership formed of 22 local transport authorities in the West and East Midlands that provides a clear set of strategic transport improvement priorities for the region;
 - Public institutions which invest in and maintain strategic road and rail infrastructure across the county namely, National Highways and Network Rail;
 - The UK Government, specifically the Department for Transport (DfT) as well as other departments; ranging from the Department for Environment, Farming & Rural Affairs (DEFRA) to the Department for Communities & Local Government (DCLG) where appropriate;
 - The Welsh Assembly, especially on cross-boundary issues and opportunities of strategic national significance; and
 - Our national institutions that help preserve and protect historic and natural environments and who can advise on and review plans, schemes and aspirations. This ranges from Historic England (a statutory consultee on planning matters) and the Architectural Heritage Fund through to the Environment Agency and transport charities such as the Walk, Wheel, Cycle Trust.

- 1.7.3. We will work collaboratively with specific stakeholders who deliver transport services in the county and with the Council. These may include, but are not limited to:
- Bus Operating Companies (BOCs);
 - Coach Operating Companies (COCs)
 - Train Operating Companies (TOCs);
 - Community Transport Providers (CTPs);
 - Hackney Carriage and Private Hire Vehicle (PHV) operators;
 - Freight industry representatives, such as the Road Haulage Association (RHA), Logistics UK and the UK Warehousing Association (UKWA)
 - Commercial Car Club providers;
 - Lift sharing platforms to help broker shared car journeys.
- 1.7.4. We will engage with local third sector organisations as part of plan making and future joint delivery, both for enabling utility journeys but also to support sustainable tourism.
- Tourism hotspots; through Visit Shropshire, the Destination Management Organisation (DMO) and including, but not limited to the National Trust and English Heritage. The Shropshire Great Outdoors Strategy Board (GOSB) is also an important soundboard.
 - Volunteer and Community Service (VCS) groups; through to those offering local services to reduce isolation and upskill communities on digital literacy.
 - West Mercia Police and members of the Safer Roads Partnership; and
 - Major employers based across the county.

1.8 Delivering the Plan

- 1.8.1. The LTP is a Shropshire Council document managed within the Infrastructure Directorate. Delivery will be overseen through senior responsible ownership, named project management and a cross-organisational steering group that provides specialist support, challenge and direction.
- 1.8.2. This governance will coordinate cross-sector input to supplementary strategies, maintain the delivery programme and annual Local Transport Delivery Plan updates, and monitor progress against the Local Transport Outcomes Framework and the Monitoring and Evaluation Plan.
- 1.8.3. There is a need to build capacity and capabilities within the Council to implement the LTP effectively. The first few years of the LTP will focus on this, alongside improving data, evidence and insights to put the Council in a stronger position later in the Implementation Plan period to deliver more ambitious actions. The first few years will also focus on improving the effectiveness of our core work, such as network maintenance and becoming familiar with the outcomes-led approach to transport delivery required by the Department for Transport (DfT) through the Local Transport Outcomes Framework.
- 1.8.4. The outcomes-led approach requires the Council to be in the best possible position in terms of its ability to manage the delivery of the LTP interventions, both at programme level and at project level.

The Council will need to build new capacity and skills in new types of analysis (such as carbon impact calculations), stakeholder engagement and monitoring and evaluation.

1.9 Change and Risk Management

- 1.9.1. Any Change or Risk events that have a material impact on programme, cost or benefits will be escalated to the Service Director for Infrastructure. More information on this process is provided in the LTP Monitoring and Evaluation Plan.

2 Action Areas

2.1 Introduction

- 2.1.1. Our LTP sets out 12 'Action Areas' and describes *what* the individual actions are with evidence of why they are needed. Our Implementation Plan provides the detail on *how* each of the actions will be delivered.

2.2 Action Proforma

- 2.2.1. A consistent structure has been created for each action. It includes information that will be requested by investors and funders and to inform decision-making. Each action features the following information.
- **ID:** This is the unique identifier for the action. This can be cross referenced against the action in the LTP;
 - **Council Role:** This indicates whether Shropshire Council is the 'lead' or a 'partner'. The definitions for these are in the LTP;
 - **Locations:** This is where the action is being proposed geographically. In some cases, this is not applicable (NA) or is Shropshire-wide;
 - **Description:** This is an overview of the action and what the anticipated benefit outcomes are from delivery (qualitative high level);
 - **Phases:** An indicative approach towards rolling out different parts of an action; acknowledging that there are several, distinct steps involved, different locations and different impacts/costs;
 - **Development Milestones:** This is the period in which the action is going through feasibility, options appraisal, methodology definition and business case development;
 - **Delivery Milestones:** This is 'spades in the ground' or actual launch of an initiative; with the end date being the point at which it becomes accessible to the public to use and view;
 - **Delivery Partners:** This is who will be involved in bringing the action to fruition during the development and especially the delivery stages. This is specific where possible;
 - **Key Stakeholders:** Other organisations who will be involved in some capacity as consultees or interested parties; and
 - **Procurement Pathway:** How the service or infrastructure will be bought by the Council and information about how it would be commissioned by the Council.
 - **Estimated Costs:** This is the high-level range estimate for developing and delivering the action, split across the following:
 - **Capital:** Low (<£100k), Medium (£101k-£1m), High (£1m-£5m), Very High (>£5m)
 - **Revenue:** Low (<£100k), Medium (£101k-£500k), High (£501k-£1m), Very High (>£1m)
 - **Mode:** This is the transport mode, namely active travel, bus, Electric Vehicles and associated infrastructure, rail, motor traffic and assets, multimodal, back office or other; and

- **Category:** This is reference to the type of transport action proposed. The long list is based on DfT guidance and includes:
 - Interchanges, travel hubs, travel stops;
 - Priority and connectivity measures to achieve modal shift;
 - Public Transport: fleet and vehicles;
 - Public Transport: fares and ticketing;
 - Public Transport: new or enhanced routes and services;
 - Public Transport: existing routes and services;
 - Public transport and active travel: other infrastructure;
 - Road and infrastructure: highways maintenance;
 - Road and infrastructure: improvements, minor enhancements, EV;
 - Road and infrastructure: major maintenance and enhancement projects;
 - Digital, data and technology;
 - Information and marketing;
 - Back office: delivery and resourcing;
 - Back office: development of future proposals or LTPs; and
 - Other.
- **User Carbon:** Direct emissions generated from the use of the transport network (for example tailpipe emissions). This has been calculated across a five-year period within each action;
- **Infrastructure Carbon:** Emissions associated with the construction, operation and maintenance of an infrastructure asset. This has been calculated across a five-year period within each action; and
- **Funding Avenues:** These are the principal funding sources available to the Council and other funding identified through third-party sources.

2.3 Caveats

- 2.3.1. The actions have been developed to best reflect Council priorities, the LTP evidence base and examples of best practice from elsewhere across the UK. The following caveats apply:
- The proposed phasing times and approach are liable to change depending on various factors and should only be used as a guide. The exact phasing will need to be defined when the action is taken forward by the relevant departmental lead or partner organisation;
 - Carbon calculations have been developed for each individual action over a five-year period. More detailed and accurate carbon assessments will need to be made (QCA) during the development and delivery milestone periods when more information is available; and

- There will be other local qualitative benefits that are not listed in each proforma. The focus of each action is to deliver against the LTOF indicators as a priority to both secure funding and deliver the outcomes set at a national level.

2.3.2. **Note:** the action ID numbers in the following tables align to the actions set out in the LTP Core Strategy document. Some of the actions in that Core Strategy are longer term actions that are not part of this first implementation plan. As such, there are gaps in the action ID numbering e.g. actions 1.9 to 1.11 are longer term actions and do not feature in this Implementation Plan.

3 Action Area 1: Public Transport

ID	1.1	Bus Network Review			Council Role		Lead
Location(s)		Shropshire-wide. Focus in on inter-urban routes (focus of upgrades) and town networks	Development		Delivery		
			Start	Complete	Start	Complete	
Phases		Phase 1 (P1): Inter Urban Routes	2027	2028	2028	2030	
		Phase 2 (P2): Town Networks	2027	2029	2028	2032	
Description							
The Council will undertake an evidence-led review of the bus network, aligned with the Bus Service Improvement Plan and Bus Network Accessibility Plan, to assess service coverage, reliability, accessibility and value for money. Phase one will prioritise inter-urban links between the principal towns and the rural communities they serve; phase two will review town networks. Findings will inform phased service changes, school and socially necessary service planning, partnership delivery and the targeted use of available funding and developer contributions.							
Benefits Expected							
✓ People being able to reach key destinations more easily							
✓ More people choosing walking, cycling and public transport							
✓ More reliable journeys							
✓ Public transport journeys meeting passengers' expectations							
Delivery Partners			Key Stakeholders				
BOCs, CTPs			Town and Parish Councils, Shropshire Great Outdoors Strategy Board				
Procurement Pathway			Working within the Enhanced Partnership arrangements				
Estimated Costs		Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1		£101k-£1m	>£1m	Not quantified – action currently an initial review	Not quantified – unlikely to change infrastructure		
Phase 2		£101k-£1m	£501k-£1m				
Mode	Bus	Category	Priority and connectivity measures to achieve modal shift				
Principal Funding Avenues				Other (Third Party)			
Integrated Transport Fund			Bus Services Fund	✓	S106 Developer Contributions, Community Infrastructure Levy		

ID	1.2	Give buses priority in Shrewsbury and key locations across the county			Council Role	Lead
Location(s)		Key corridors in and out of Shrewsbury and within the town centre boundary	Development		Delivery	
			Start	Complete	Start	Complete
Phases		Phase 1 (P1): Shrewsbury Bus Gates	2028	2029	2029	2032
Description						
The Council will identify priority corridors using evidence on bus demand, congestion, reliability, air quality and wider place objectives. Initial work will focus on Shrewsbury and alignment with the Shrewsbury Moves Plan, progressing suitable measures through feasibility, option appraisal, consultation and design. Early delivery may include quick wins, with larger measures such as bus gates, signal priority, junction changes or bus lanes phased subject to approvals and funding.						
Benefits Expected						
✓ More people choosing walking, cycling and public transport						
✓ More reliable journeys						
✓ Public transport journeys meeting passengers' expectations						
Delivery Partners		Key Stakeholders				
Bus operators		Shrewsbury Town Council, Shrewsbury BID, BOCs				
Procurement Pathway			Council Highways Department or through supplier framework			
Estimated Costs		Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon	
Phase 1		£101k-£1m	<£100k	0.01% (1.32 ktCO2e) estimated reduction relative to 2025-2050 baseline	Minor impact – introduction of bus gates, changes to road markings and signage likely	
Mode	Bus		Category	Priority and connectivity measures to achieve modal shift		
Principal Funding Avenues					Other (Third Party)	
Integrated Transport Fund		✓	Bus Services Fund	✓	S106 Developer Contributions and Local Councillor Grants	

ID	1.3	Expand “Connect On Demand”	Council Role				Lead
Location(s)	Additional zones covering the outskirts of Shrewsbury and new zones in principal market towns		Development		Delivery		
			Start	Complete	Start	Complete	
Phases	Phase 1 (P1): New zones in Shrewsbury (outskirts/orbital)		2029	2029	2029	2030	
	Phase 2 (P2): Expand into other principal market towns		2029	2030	2030	2032	
Description							
We will build on the success of the Connect On Demand launch in Shrewsbury by improving the coverage and service offer to complement the local bus network. This will be phased and aligned to local priorities and in conjunction with the needs of local communities and local partners, including from the tourism industry.							
Benefits Expected							
✓ More people choosing walking, cycling and public transport							
✓ People being able to reach key destinations more easily							
✓ More reliable journeys							
✓ Reduced transport emissions							
✓ Older and disabled people being able to travel more independently							
Delivery Partners		Key Stakeholders					
CTPs		Town and Parish Councils, TOCs, Public Sector Institutions, Visit Shropshire					
Procurement Pathway		Council procures external operator through a tendering process by town					
Estimated Costs		Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1		£101k-£1m	£101k-£500k	0.09% (8.80 ktCO2e) estimated reduction relative to 2025-2050 baseline	Not quantified – unlikely to require changes to infrastructure		
Phase 2		£101k-£1m	£501k-£1m				
Mode	Bus	Category	Public Transport: new or enhanced routes and services				
Principal Funding Avenues				Other (Third Party)			
Integrated Transport Fund			Bus Services Fund	✓	TOC Funding (Match Funding) Private Investments (e.g. BIDs)		

ID	1.4	Upgrade bus stops	Council Role		Partner	
Location(s)		Shropshire-wide.	Development		Delivery	
			Start	Complete	Start	Complete
Phases		Phase 1 (P1): Hub Stops	2028	2028	2029	2030
		Phase 2 (P2): Strategic Stops	2028	2029	2029	2030
		Phase 3 (P3): Local Stops	2028	2028	2028	2032
Description						
Working with partners to deliver targeted upgrades of bus stop provision across the county. In the short term, we will work with partners to target the right type and scale of investment based on an agreed methodology (location, footfall, internet connectivity, demographics).						
Benefits Expected						
✓ Public transport journeys meeting passengers' expectations						
✓ Older and disabled people being able to travel more independently						
✓ People being able to reach key destinations more easily						
✓ Increased personal security						
Delivery Partners			Key Stakeholders			
Town and Parish Councils, BOC			Shropshire Great Outdoors Strategy Board (GOSB)			
Procurement Pathway		Framework supplier or external procurement for Local authority owned stops				
Estimated Costs		Capital	Revenue (y/r)	User Carbon		Infrastructure Carbon
Phase One		£1m-£5m	£101k-£500k	0.04% (4.19 ktCO2e) estimated reduction relative to 2025-2050 baseline		Minor impact – dependent on the type and mounting requirements for RTPI,
Phase Two		£1m-£5m	<£100k			
Phase Three		£101k-£1m	<£100k			
Mode	Bus		Category	Public transport and active travel: other infrastructure		
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund			Bus Services Fund	✓	S106 Developer Contributions and Local Councillor Grants	

ID	1.5	Improve access to railway stations			Council Role		Partner
Location(s)	Local stations and strategic stations to be determined		Development		Delivery		
			Start	Complete	Start	Complete	
Phases	Phase 1 (P1): Local Stations		2029	2029	2029	2032	
	Phase 2 (P2): Strategic Stations		2029	2029	2029	2032	
Description							
The Council will work with rail partners, Community Rail Partnerships and local stakeholders to prepare station access and improvement plans. These will identify and prioritise proportionate improvements to walking, wheeling, cycling, bus interchange, accessibility, wayfinding and onward travel, aligned with Place Plans and the Rural Access Strategy. Quick wins will be progressed first, with larger schemes developed and phased through partner funding, design and rail-industry approvals.							
Benefits Expected							
✓ Public transport journeys meeting passengers’ expectations							
✓ Older and disabled people being able to travel more independently							
✓ People being able to reach key destinations more easily							
✓ Increased personal security							
✓ Reduced transport emissions							
Delivery Partners			Key Stakeholders				
TOCs, CRPs			Town and Parish Councils, BIDs, BOCs, CTPs, Shropshire Great Outdoors Strategy Board (GOSB)				
Procurement Pathway		Match funding plans with rail industry. Quick wins match with partners.					
Estimated Costs		Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1		£101k-£1m	<£100k	0.04% (3.37 ktCO2e) estimated reduction relative to 2025-2050 baseline	Minor impact – will be determined by extent of improvements,		
Phase 2		£101k-£1m	£101k-£500k				
Mode	Multimodal		Category		Public Transport and Active Travel: other infrastructure		
Principal Funding Avenues				Other (Third Party)			
Integrated Transport Fund		✓	Bus Services Fund		Community Rail Funding, TOCs Funding, Network Rail Funding, Private Investment, Rural England Prosperity Fund		

ID	1.6	Support the business case to reopen the Gobowen-Oswestry line	Council Role		Partner	
Location(s)	The former rail line connecting Gobowen and Oswestry		Development		Delivery	
			Start	Complete	Start	Complete
Phases	Phase 1 (P1): Feasibility study to explore options for future use		2028	2029	2029	2029
Description						
The Council will work with partners through a single options and business-case process to assess feasible future uses of the former Gobowen–Oswestry line, including passenger rail, heritage rail and active travel. The work will address constraints such as the A5 crossing, funding and deliverability, compare the benefits and impacts of each option, and agree a preferred pathway before more detailed development or delivery is taken forward.						
Benefits Expected						
✓ People being able to reach key destinations more easily						
✓ Reduced transport emissions						
✓ More people choosing walking, cycling and public transport						
Delivery Partners			Key Stakeholders			
Network Rail, TOCs, National Highways			Town and Parish Councils, Cambrian Railway Society			
Procurement Pathway		Business case funded through a consortium or a lead partner (tbc)				
Estimated Costs	Capital	Revenue (y/r)	User Carbon		Infrastructure Carbon	
Phase 1	£101k-£1m	<£100k	0.04% (3.28 ktCO2e) estimated reduction relative to 2025-2050 baseline		Significant impact – construction and maintenance of materials likely required for reopening of railway line	
Phase 2	<£100k	<£100k				
Phase 3	<£100k	<£100k				
Mode	Rail	Category	Back office: development of future proposals or LTPs			
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund		✓	Bus Services Fund		Public Sector Institutions, TOC	

ID	1.7	Progress plans for the Shropshire & Mid Wales Parkway		Council Role	Partner	
Location(s)	LTA Wide and Shropshire & Mid Wales Parkway		Development		Delivery	
			Start	Complete	Start	Complete
Phases	Phase 1 (P1): Investigating opportunities for the Shropshire & Mid Wales Parkway		2027	2028	TBC	TBC
	Phase 2 (P2): Investigate opportunities elsewhere in the county		2028	2029	TBC	TBC
Description						
The Council will continue to work closely with the rail industry and partners to develop a business case for a new Shropshire & Mid Wales Parkway Railway Station. This work will assess the station's potential to support growth, improve access to rail, and enable mode shift. We will also engage Network Rail and TOCs to explore opportunities for new railway stations elsewhere in the county to enable multi modal journeys.						
Benefits Expected						
✓ People being able to reach key destinations more easily						
✓ Reduced transport emissions						
✓ More people choosing walking, cycling and public transport						
✓ More reliable journeys						
Delivery Partners			Key Stakeholders			
Network Rail, TOCs, Welsh Assembly			SBTP, Shropshire Chamber of Commerce			
Procurement Pathway		Providing funding contributions to match other contributions				
Estimated Costs		Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon	
Phase 1		£101k-£1m	<£100k	0.01% (1.38 ktCO2e) estimated reduction relative to 2025-2050 baseline	Moderate impact – construction / enhancement associated with railway	
Phase 2		<£100k	<£100k			
Mode	Rail	Category	Back office: development of future proposals or LTPs			
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund		✓	Bus Services Fund		Community Infrastructure Levy, Private Investments, Network Rail Funding	

ID	1.8	Improve Park & Ride Services	Council Role		Lead	
Location(s)		Focused on existing P&R sites in Shrewsbury and proposals for other towns.	Development Milestones		Delivery Milestones	
			Start	Complete	Start	Complete
Phases		Phase 1 (P1): Shrewsbury	2027	2028	2028	2028
		Phase 2 (P2): P&C Review	2028	2028	2029	2029
		Phase 3 (P3): Other Towns	2028	2029	2029	2032
Description						
The Council will first improve the service offer from existing Shrewsbury Park & Ride sites, including consideration of evening and weekend provision. A review will then assess site quality, usage and opportunities to broaden onward travel through a Park & Choose approach. Feasibility work for other towns or new sites will follow where evidence shows a clear congestion, access or visitor-economy case, with implementation phased subject to consultation, funding and an agreed operating model.						
Benefits Expected						
✓ More people choosing walking, cycling and public transport						
✓ Public transport journeys meeting passengers’ expectations						
✓ Reduced transport emissions and reduced congestion in key centres						
✓ People being able to reach key destinations more easily						
Delivery Partners			Key Stakeholders			
BOC			Town Councils, Visit Shropshire			
Procurement Pathway		Contracted to existing operator through Enhanced Partnership				
Estimated Costs		Capital	Revenue (y/r)	User Carbon		Infrastructure Carbon
Phase 1		<£100k	<£100k	0.11% (10.14 ktCO2e) reduction relative to 2025-2050 baseline		Not quantified – unlikely to require changes to infrastructure - changes to service level only
Phase 2		£101k-£1m	£101k-£500k			
Phase 3		£1m-£5m	£101k-£500k			
Mode	Bus		Category	Public Transport: new or enhanced routes and services		
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund			Bus Services Fund	✓	S106 Developer Contributions and Community Infrastructure Levy	

ID	1.12	Discounted bus travel for young people			Council Role	Lead
Location(s)		Shropshire-wide	Development		Delivery	
			Start	Complete	Start	Complete
Phases		Phase 1 (P1): Pilot period for discounted bus travel	2027	2028	2028	2029
		Phase 2 (P2): Full roll out of the scheme after pilot review	2028	2029	2029	2032
Description						
We will assess short and long-term funding options and monitor any extensions to the national fare cap so that we can work with young people (Not in Employment, Education or Training) to provide affordable, accessible and attractive bus fare options.						
Benefits Expected						
✓ People being able to reach key destinations more easily						
✓ More people choosing walking, cycling and public transport						
✓ Public transport journeys meeting passengers' expectations						
Delivery Partners				Key Stakeholders		
BOCs, Public Sector Institutions				Visit Shropshire, BIDs, DfT		
Procurement Pathway		Undertaken by the Council with BOCs through Enhanced Partnership				
Estimated Costs	Capital	Revenue	User Carbon	Infrastructure Carbon		
Phase 1	£101k-£1m	<£100k	0.11% (10.28 ktCO2e) estimated reduction relative to 2025-2050 baseline	Not quantified - unlikely to require changes to infrastructure		
Phase 2	>£5m	<£101k-£500k				
Mode	Bus	Category	Public Transport: fares & ticketing			
Principal Funding Avenues					Other (Third Party)	
Integrated Transport Fund		Bus Services Fund	✓	DfT (Government: Bus Fare Cap) Private Investments		

ID	1.15	Implement recommendations from the Bus Network Review for rural areas			Council Role	Lead
Location(s)	Key corridors in and out of principal market towns		Development		Delivery	
			Start	Complete	Start	Complete
Phases	Phase 1 (P1): Rural Services		2028	2030	2030	2032
Description and Expected Benefits						
Supporting public transport in rural communities by improving the quality and quantity of bus connections that pass through rural areas between principal market towns.						
Benefits Expected						
✓ People being able to reach key destinations more easily						
✓ More people choosing walking, cycling and public transport						
✓ Public transport journeys meeting passengers' expectations						
Delivery Partners			Key Stakeholders			
BOCs			Town & Parish Councils, BIDs, Chamber of Commerce			
Procurement Pathway			Council with BOCs through Enhanced Partnership			
Estimated Costs		Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon	
Phase 1		£1m-£5m	<£1 mil	0.02% (2.09 ktCO2e) estimated reduction relative to 2025-2050 baseline	Not quantified – unlikely to require changes to infrastructure	
Phase 2		£1m-£5m	<£1 mil			
Mode	Bus	Category		Public Transport: new or enhanced routes & services		
Principal Funding Avenues					Other (Third Party)	
Integrated Transport Fund			Bus Services Fund	✓	S106 Developer Contributions, Community Infrastructure Levy	

ID	1.16	Connect On Demand in rural areas				Council Role	Lead
Location(s)		Shropshire-wide but especially where public transport is limited	Development		Delivery		
			Start	Complete	Start	Complete	
Phases		Phase 1 (P1)	TBC with Action 1.8 and 4.1.				
Description							
A plan will be developed to shape the future role of demand-responsive and rural shuttle services, including Connect On Demand, to improve access in rural areas and to key visitor destinations. This work will build on evidence from existing services, such as the seasonal Church Stretton to Shropshire Hills shuttle, and will align with the Bus Network Review (Action 1.8), the Rural Accessibility Strategy (Action 4.1) and wider public transport actions within the LTP. The plan will establish a clear framework for assessing where demand-responsive or fixed shuttle services could be appropriate, with future delivery models, funding approaches and priorities to be confirmed through these aligned actions and in partnership with operators and stakeholders.							
Benefits Expected							
✓ People being able to reach key destinations more easily							
✓ Older and disabled people being able to travel more independently							
✓ More people choosing walking, cycling and public transport							
✓ Reduced transport emissions							
Delivery Partners				Key Stakeholders			
CTPs, VCS organisations				Town & Parish Councils			
Procurement Pathway		Phase 1 funded through Enhanced Partnership.					
Estimated Costs		Capital	Revenue (y/r)	User Carbon		Infrastructure Carbon	
Phase 1		£101k-£1m	<£501k-£1 mil	Not quantified – action maintains current (baseline) scenario		Not quantified – unlikely to require changes to infrastructure	
Mode	Bus		Category	Public Transport: existing routes & services			
Principal Funding Avenues					Other (Third Party)		
Integrated Transport Fund			Bus Services Fund	✓	Rail Industry Funds (CRN/CRPs), Private Investments (Donations)		

ID	1.17	Supporting Community Transport			Council Role	Lead
Location(s)		Shropshire-wide but especially where public transport is limited (South Shropshire especially)	Development		Delivery	
			Start	Complete	Start	Complete
Phases		Phase 1 (P1): Support existing service provision	2027	2028	2027	2032
		Phase 2 (P2): Explore CT diversification (rural services)	2029	2029	2030	2032
Description						
Community transport remains crucial for socially necessary services, including dial-a-ride, community car schemes, group travel and door-to-door journeys run by volunteers or local groups on a membership or subscription basis. We provide financial support where these services help people reach hospital or medical appointments and where public transport is limited. We will continue to support operations and attend the Community Transport Consortium, which represents providers across the county. There is also interest in exploring future diversification within the legislative framework to support the sector's long-term financial sustainability.						
Benefits Expected						
✓ People being able to reach key destinations more easily						
✓ Older and disabled people being able to travel more independently						
✓ Reduced transport emissions						
Delivery Partners			Key Stakeholders			
CTPs, VCS organisations			Town & Parish Councils			
Procurement Pathway		Phase 1 funded through Enhanced Partnership. Phase 2 with other partners.				
Estimated Costs		Capital	Revenue (y/r)	User Carbon		Infrastructure Carbon
Phase 1		£101k-£1m	<£501k-£1 mil	Not quantified – action maintains current (baseline) scenario		Not quantified – unlikely to require changes to infrastructure
Phase 2		£101k-£1m	<£501k-£1 mil			
Mode	Bus		Category	Public Transport: existing routes & services		
Principal Funding Avenues					Other (Third Party)	
Integrated Transport Fund			Bus Services Fund	✓	Rail Industry Funds (CRN/CRPs), Private Investments (Donations)	

ID	1.18	Shared Transport Feasibility Study		Council Role	Lead	
Location(s)	Shropshire-wide		Development		Delivery	
			Start	Complete	Start	Complete
Phases	Phase 1 (P1): Assessment of current schemes		2028	2028	2028	2028
	Phase 2 (P2): Consultation and defining needs		2028	2028	2028	2028
Description						
The Study will identify opportunities for people to share journeys, to reduce single occupancy car trips Phase 1 will involve assessing the impact and benefit of current schemes, and benchmarking the success and barriers faced by micromobility schemes and mobility hubs in other geographies (rural and urban). Phase 2 will involve consultation with communities and potential partners on what good looks like and how the Council can enable change (in certain areas by using planning powers or assets).						
Benefits Expected						
✓ People being able to reach key destinations more easily						
✓ Reduced transport emissions and congestion						
Delivery Partners			Key Stakeholders			
Liftsharing, Car Club Platforms and Micromobility Firms			SBTP, Town & Parish Councils, BIDs, Shropshire Great Outdoors Strategy Board (GOSB)			
Procurement Pathway		To be defined after Council assessment and needs definition				
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1	<£100k	<£100k	0.13% (12.28 ktCO2e) estimated reduction relative to 2025-2050 baseline	Minor impact –to include components such as cycle parking, e-mobility docking.		
Phase 2	<£100k	<£100k				
Mode	Multimodal	Category	Priority and connectivity measures to achieve modal shift			
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund		✓	Bus Services Fund	✓	N/A	

4 Action Area 2: Road Safety

ID	2.1	Improve road safety for everyone in Shropshire by focusing on the places where serious incidents happen most often	Council Role		Lead	
Location(s)	Shropshire-wide. Investment will be targeted around collision hotspots and road corridors	Development		Delivery		
		Start	Complete	Start	Complete	
Phases	Phase 1 (P1): Assess and prioritise target areas	2027	2028	2028	2028	
	Phase 2 (P2): Apply locally tailored measures	2028	2028	2028	2031	
Description						
Through the Safer Roads Partnership, will apply locally tailored road danger reduction measures across Shropshire’s diverse road network. The first phase will involve bringing together key stakeholders, collecting and organising evidence to identify priority areas to target using a consistent methodology and following closely the ‘people first approach’– which will then inform phase two - the appropriate measures to invest in for a period. We will expect to be part of any similar approaches to road danger reduction working closely with the Safer Roads Partnership and on the SRN with National Highways.						
Benefits Expected						
✓ Fewer road casualties						
✓ Increased personal security						
Delivery Partners			Key Stakeholders			
West Merica Police, Safer Roads Partnership, National Highways			Town & Parish Councils, Local Campaign Groups			
Procurement Pathway		Council / Framework Supplier / Contracted Externally				
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1	<£100k	<£100k	Not quantified – unlikely to have a significant impact on user carbon	Minor – various highways and landscape-based action		
Phase 2	£1m-£5m	£101k-£500k				
Mode	Motor traffic incl. Highways Asset		Category	Digital, data and technology		
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund	✓	Bus Services Fund		West Merica Police, National Highways		

5 Action Area 3: Active Travel

ID	3.1	Improve walking and cycling routes			Council Role	Lead
Location(s)		LTA Wide. Focus on where there is highest propensity to cycle/connectivity.	Development		Delivery	
			Start	Complete	Start	Complete
Phases		Phase 1 (P1): Refine priority LCWIP routes	2027	2028	2028	2028
		Phase 2 (P2): Deliver upgrades to priority routes	2028	2029	2029	2032
Description						
We will develop a refreshed and evidence-led Local Walking and Cycling Infrastructure Plan that sets out a ten-year programme of priority schemes. Phase 1 focuses on setting up a robust methodology and aligning this with other plans with input by partners in order that we can confidently prioritise routes for investment and their anticipated costs and benefits. Phase 2 focuses on the delivery of new and improved prioritised routes across the county, especially where there is an opportunity to integrate the routes with other placemaking investment, or in conjunction with new developments that can unlock funding or help to deliver the schemes to an agreed standard.						
Benefits Expected						
✓ More people choosing walking, cycling and public transport						
✓ More people travelling actively						
✓ Reduced transport emissions						
Delivery Partners			Key Stakeholders			
Developers			Town & Parish Councils, BIDs, Active Travel England			
Procurement Pathway		Phase one will be conducted internally. Phase two will vary by setting.				
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1	£101k-£1m	<£100k	0.03% (2.43 ktCO2e) estimated reduction relative to 2025-2050 baseline	Minor impact – improvements tend to involve use of asphalt and concrete. May also include signage and other elements		
Phase 2	£1m-£5m	£101k-£500k				
Mode	Active Travel		Category	Public transport & active travel: other infrastructure		
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund		✓	Bus Services Fund	✓	S106 Developer Contributions, Community Infrastructure Levy, Structures Fund	

ID	3.2	Maintain and improve Public Rights of Way (PRoW)			Council Role	Lead
Location(s)		LTA Wide. Focused on the PRoW network between and within settlements/place types	Development		Delivery	
			Start	Complete	Start	Complete
Phases	Phase 1 (P1): Categorise PRoW network		2028	2029	2029	2029
	Phase 2 (P2): Enhance and maintain PRoWs		2029	2029	2029	2032
Description						
We want to ensure that PRoWs are an integral part of getting around for making everyday trips as well as ensuring that routes are fit for purpose and promoted through tourism bodies for recreational journeys. Will we be creating a new category of PRoW – ‘utility’ routes that provide access to shops, services and everyday activities as well as protecting the integrity of existing routes in relation to new developments Phase 1 will make a clear distinction between the parts of the network that serve ‘utility’ trips and what a ‘good standard’ looks like in this instance (including from an accessibility perspective. This will also involve looking at how PRoWs intersect with proposed developments and the Green Infrastructure Strategy. Phase 2 takes steps towards supporting partners, namely Parish & Town Councils, with maintaining and improving ProW. There is an active group with an interest in maintaining and improving PROWs, including auditing and assessing the quality of the network.						
Benefits Expected						
✓ More people choosing walking, cycling and public transport						
✓ More people travelling actively						
✓ Reduced transport emissions						
✓ Shropshire remaining a great place to live, work and visit						
Delivery Partners		Key Stakeholders				
Town & Parish Councils		DEFRA, Visit Shropshire, Shropshire Great Outdoors Strategy Board (GOSB), Local Groups				
Procurement Pathway		Delivery mechanism to be agreed with Parish & Town Councils				
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1	<£100k	<£100k	Minor (0.15 ktCO2e) estimated reduction relative to 2025-2050 baseline	Minor impact – dependent on improvements, if resurfacing or new signage is required then a more significant impact likely		
Phase 2	£101k-£1m	£101k-£500k				
Mode	Active Travel	Category	Public transport & active travel: other infrastructure			
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund		✓	Bus Services Fund		S106 Developer Contributions, Community Infrastructure Levy, Rural England Prosperity Fund	

ID	3.3	Create safer, more attractive streets in towns and villages	Council Role		Lead	
Location(s)	Aligned to 19 Place Plans with initial focus in Shrewsbury,		Development		Delivery	
			Start	Complete	Start	Complete
Phases	Phase 1 (P1): Shrewsbury	<2027	2027	2027	2030	
	Phase 2 (P2): Other Towns	2027	2032	2028	2032	
Description						
We will deliver schemes, co-designed with partners, that enhance public spaces and street environments and create good places for moving and spending time in towns and villages across the county. This will support places where people want to spend time, relax and enjoy but which also function well for businesses and residents. This will celebrate and enhance the unique character of Shropshire's towns and villages whilst improving public spaces to support safer, more inclusive and more active communities. It also includes reduces noise and visual pollution. Our approach is phased and informed by progress made through local ambition; reflected in local Place Plans and opportunities to align investments and other schemes. We will continue to support the Shrewsbury Moves Plan to transform public spaces by creating new town squares, gateways and more pleasant streets and prioritise investment opportunities in other towns thereafter.						
Benefits Expected						
✓ Shropshire remaining a great place to live, work and visit						
✓ More people travelling actively						
Delivery Partners		Key Stakeholders				
Town & Parish Councils		DCLG, BIDs, Visit Shropshire, Public Institutions, BOCs, Shropshire Great Outdoors Strategy Board (GOSB)				
Procurement Pathway		Council contractor or procured externally (location/scale dependent)				
Estimated Costs	Capital	Revenue (y/r)	User Carbon		Infrastructure Carbon	
Phase 1	>£5m	£101k-£500k	0.02% (1.89 ktCO2e) estimated reduction relative to 2025-2050 baseline		Minor impact – likely to include range of soft and hard landscaping	
Phase 2	>£5m	£101k-£500k				
Mode	Multimodal		Category	Public transport & active travel: other infrastructure		
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund		✓	Bus Service Fund		S106 Developer Contributions, Community Infrastructure Levy, Pride in Place Funding Rounds Heritage Lottery Funding, Architectural Heritage Fund	

ID	3.4	Expand the Shrewsbury e-bike subscription scheme	Council Role		Partner	
Location(s)	Ludlow, Bridgnorth, Oswestry and Market Drayton		Development		Delivery	
			Start	Complete	Start	Complete
Phases	Phase 1 (P1): Expand E-bike schemes across Shropshire		2027	2027	2028	2031
Description						
We will consolidate lessons learnt and best practice from the current e-bike subscription scheme in Shrewsbury and then export the operational model to other principal market towns where feasible, such as Ludlow, Bridgnorth, Oswestry and Market Drayton. Through this process we will seek buy in from the local community and we will align our work with improvements to cycle parking infrastructure (new developments – as per sustainable living principles) and across existing residential and commercial premises where funding permits. This process will require soft market testing for both e-bike suppliers (to invite them to tender for supplying and maintaining the bikes), and for local community interest and uptake to gauge the resource requirements. This will also influence the roll out in each town.						
Benefits Expected						
✓ More people travelling actively						
✓ More people choosing walking, cycling and public transport						
✓ Reduced transport emissions						
Delivery Partners			Key Stakeholders			
E-bike suppliers, Town & Parish Councils			BIDs, Chamber of Commerce, SBTP			
Procurement Pathway		Tender process to be main suppliers in each town.				
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1	£101k-£1m	<£100k	Minor (0.30 ktCO2e) estimated reduction relative to 2025-2050 baseline	Moderate impact – power for charging required installation of cycle docks, e-bikes, and emissions from maintenance vehicles		
Mode	Active Travel		Category	Public Transport & active travel: other infrastructure		
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund		✓	Bus Service Fund	✓	BIDs, Chamber of Commerce	

6 Action Area 4: Inclusive Accessibility

ID	4.1	Develop an inclusive service plan for taxis and private hire vehicles			Council Role	Lead
Location(s)	Shropshire-wide. This will apply to all licenced hackney carriages and PHVs in the county.	Development		Delivery		
		Start	Complete	Start	Complete	
Phases	Phase 1 (P1): Develop the Inclusive Service Plan	2027	2027	2027	2028	
Description						
We will develop an Inclusive Service Plan that covers accessible taxi and private hire services across the county, setting out how provision matches demand, particularly in rural areas, and identifying areas for improvement. The plan, based on DfT best-practice guidance, will set out a framework for improved monitoring of licensed vehicles, recording non-compliance, and how we will educate and upskill drivers on passenger needs, legal rights, and vehicle standards. We will ensure the plan aligns with updates to taxi licensing policies and supports raising standards across the county, including supporting the switch to battery electric vehicles and improving access to travel for groups with protected characteristics who currently experience suppressed demand. We will align the plan and processes with the Transport Accessibility Charter and work with a wide range of operating partners and accessibility groups to co-design and shape the plan.						
Benefits Expected						
✓ Older and disabled people being able to travel more independently						
✓ People being able to reach key destinations more easily						
✓ Increase in electric vehicle use and charging points						
Delivery Partners			Key Stakeholders			
Hackney Carriages, PHVs			Parish & Town Councils, Shropshire Great Outdoors Strategy Board (GOSB)			
Procurement Pathway		Conducted by the Council but with engagement with industry				
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1	<£100k	<£100k	0.02% (1.75 ktCO2e) estimated reduction relative to 2025-2050 baseline	Minor impact – dependent on infrastructure required to support a switch to battery electric vehicles		
Mode	Motor traffic incl. Highways Asset	Category	Priority and connectivity measures to achieve modal shift			
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund	✓	Bus Service Fund		N/A		

ID	4.2	Application of Rural Proofing Toolkit & Introduce Health Impact Assessments				Council Role	Lead
Location(s)		Shropshire-wide. Focus on rural place types.	Development		Delivery		
			Start	Complete	Start	Complete	
Phases		Phase 1 (P1): Circulate and promote the toolkit widely	2027	2027	2027	2032	
Description							
We will adopt the Rural Proofing for Health Toolkit and use its systematic approach to support equitable outcomes for rural residents. Rural proofing recognises that dispersed populations and small settlements create challenges for both service providers and users. Our adoption of the toolkit and its promotion to parish and town councils is part of our 'Health in All Policies' approach and acknowledges the unique rural pressures faced in the county that hinder inclusivity, including access to services, an ageing population, budget constraints and the recent centralisation of key services. In addition, all new transport and land-use actions will undergo a Health Impact Assessment (HIA) to identify significant impacts and mitigation measures.							
Benefits Expected							
✓ Older and disabled people being able to travel more independently							
✓ People being able to reach key destinations more easily							
✓ Shropshire remaining a great place to live, work and visit							
Increase in electric vehicle use and charging points			Key Stakeholders				
Rural England, National Centre for Rural Health and Care			Shropshire Great Outdoors Strategy Board (GOSB), Public Sector Institutions				
Procurement Pathway		Not required. Materials may be branded for the county					
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon			
Phase 1	<£100k	<£100k	Not quantified – unlikely to have a significant impact on user carbon	Not quantified – unlikely to require changes to infrastructure			
Mode	Other	Category	Information and marketing				
Principal Funding Avenues				Other (Third Party)			
Integrated Transport Fund	✓	Bus Services Fund		S106 Developer Contributions, Local Councillor Grants			

ID	4.4	Work with local people and disability groups to design transport options	Council Role		Lead
Location(s)	Shropshire-wide.	Development		Delivery	
		Start	Complete	Start	Complete
Phases	Phase 1 (P1): Engage with the Shropshire Great Outdoors Strategy Board	2027	2027	2027	2032
Description					
We want to strengthen links with local people, disability groups and the Shropshire Great Outdoors Strategy Board to help shape more inclusive and place-appropriate transport options. Working more closely with the Forum will allow us to explore approaches that better reflect rural needs and ensure transport is accessible. We will review the Government’s Accessible Travel Charter once published so that its principles form a golden thread running throughout our approach to transport and travel and supporting different people to move freely across the county and beyond. We see engagement with the Shropshire Great Outdoors Strategy Board as an invaluable sounding board for testing inclusive and sustainable approaches and identifying best practice that resonates with communities across the county. This process will help to better inform decisions that reflect rural challenges and limited funding, grounded in a greater understanding of how different rural places work. We will engage on a range of issues, from how people travel around to interests in conservation and regenerative practices, helping to balance environmental sustainability with accessibility.					
Benefits Expected					
✓ People being able to reach key destinations more easily					
✓ More people choosing walking, cycling and public transport					
✓ Shropshire remaining a great place to live, work and visit					
Delivery Partners			Key Stakeholders		
Shropshire Great Outdoors Strategy Board			Town & Parish Councils, DEFRA		
Procurement Pathway		In House v Framework Supplier v Contracted Externally			
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon	
Phase 1	<£100k	<£100k	Not quantified – no quantifiable actions defined at this stage	Not quantified – unlikely to require changes to infrastructure	
Mode	Active Travel	Category	Information and Marketing		
Principal Funding Avenues				Other (Third Party)	
Integrated Transport Fund	✓	Bus Services Fund		Local Councillor Grants	

7 Action Area 5: Rural Accessibility

ID	5.1	Develop a Rural Access Strategy	Council Role		Lead	
Location(s)	LTA Wide. The strategy will consider all rural place types.		Development		Delivery	
			Start	Complete	Start	Complete
Phases	Phase 1 (P1): Co-designing a Rural Access strategy		2027	2028	2028	2032
Description						
A Rural Access Strategy for Shropshire will set out clear actions to improve physical, service, economic and digital access for rural and remote communities. It will bring together stronger data and evidence to understand the needs of rural communities and the barriers they face based on a close collaboration with different stakeholders during the creation of the strategy. The strategy will therefore be resilient and relevant; cutting across multiple policy areas, drawing together actions to form a clear rural agenda with partners delivering change on the ground. This also includes understanding the businesses and the shifting needs of the rural economy and what transport and access needs are needed. There will be a strong link to a Destination Management Plan for Shropshire to grow tourism, strengthen stakeholder collaboration, enhance access and inclusion and follow restorative tourism practices.						
Benefits Expected						
✓ People being able to reach key destinations more easily						
✓ More people choosing walking, cycling and public transport						
✓ Shropshire remaining a great place to live, work and visit						
Delivery Partners				Key Stakeholders		
Town & Parish Councils, Chamber of Commerce, VCS Groups				Visit Shropshire, Shropshire Great Outdoors Strategy Board (GOSB)		
Procurement Pathway		In House v Framework Supplier v Contracted Externally				
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1	£101k-£1m	<£100k	Not quantified – action currently consists of strategy development, rather than quantifiable actions at this time.	Not quantified – unlikely to require changes to infrastructure		
Mode	Multimodal		Category	Back office: development of future proposals or LTPs		
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund		✓	Bus Services Fund		Private Investments, Rural England Prosperity Fund	

ID	5.2	Work with visitor attractions in rural areas to develop Visitor Access and Parking Plans	Council Role		Partner	
Location(s)		LTA Wide. Focused on 'honeypot' locations that generate high footfall.	Development		Delivery	
			Start	Complete	Start	Complete
Phases		Phase 1 (P1): Identify and co-design visitor access offering	2028	2029	2029	2032
		Phase 2 (P2): Explore transport service pilots	2029	2029	2029	2032
Description						
Rural access is critical for supporting Shropshire’s tourism economy and enabling visitors to reach attractions in rural areas, including honeypot destinations such as the Shropshire Hills National Landscape. We must balance visitor demand and sustainable access with the protection of natural and historic environments. Working with visitor attractions, we will support the development of concise Visitor Access and Parking Plans that promote sustainable travel, set out responsibilities for on-site provision, and requirements for the quality of connections to and from sites. This will help inform Council investment in quiet lanes, the LCWIP and Public Rights of Way. Plans will also consider the viability and interest in measures such as shuttle bus services, coach service and welfare provision and on-site charging provision, linking with other actions in the LTP.						
Benefits Expected						
✓ People being able to reach key destinations more easily						
✓ More people choosing walking, cycling and public transport						
✓ Increase in electric vehicle use and charging points						
Delivery Partners			Key Stakeholders			
Visit Shropshire, Tourism Destinations,			Community Groups, Shropshire Great Outdoors Strategy Board (GOSB), BOCs, CoCs			
Procurement Pathway		This would be co-designed with delivery partners				
Estimated Costs		Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon	
Phase 1		<£100k	<£100k	Not quantified – unlikely to have a significant impact on user carbon	Not quantified – unlikely to require changes to infrastructure	
Phase 2		£101k-£1m	£501k-£1m			
Mode	Motor traffic incl. Highways Asset		Category	Other		
Principal Funding Avenues					Other (Third Party)	
Integrated Transport Fund		✓	Bus Services Fund		Private Investments, Attractions BAU Operations	

ID	5.3	Continue support for Community Transport services in rural areas			Council Role		Lead
Location(s)		Shropshire-wide. Focused on operators rather than geographies	Development		Delivery		
			Start	Complete	Start	Complete	
Phases		Phase 1 (P1): Supporting CTPs operations across the county	2027	2032	2027	2032	
Description and Expected Benefits							
We will continue to support Community Transport Providers (CTPs) who operate across the county and the vital role the sector plays in enabling access to services and amenities in rural areas. This includes continuing to fund services and helping providers to overcome financial, cultural and legislative barriers to expanding services through close collaboration so that they can continue to be resilient longer term. We will request the input of the Community Transport Association (CTA) to help provide inspiration and best practice from around the country so that our operators in Shropshire can raise standards, improve financial sustainability and start to diversify services longer term to meet local suppressed demand. As a key funder, we will attend regular meetings for Shropshire Community Transport Consortium but also request that there are greater links to other community-based institutions, such as Community Rail Partnerships.							
Benefits Expected							
✓ People being able to reach key destinations more easily							
✓ Older and disabled people being able to travel more independently							
✓ Reduced transport emissions							
Delivery Partners			Key Stakeholders				
CTA, SCTC, CTPs			Town & Parish Councils, Public Institutions, CRPs				
Procurement Pathway		Commitment in house to resourcing through Enhanced Partnership					
Estimated Costs		Capital	Revenue (y/r)	User Carbon		Infrastructure Carbon	
Phase 1		£101k-£1m	£101k-£500k	Not quantified - no quantifiable actions defined at this stage		Not quantified – unlikely to require changes to infrastructure	
Mode	Bus		Category	Public Transport: existing routes & services			
Principal Funding Avenues					Other (Third Party)		
Integrated Transport Fund			Bus Services Fund	✓	S106 Developer Contributions		

8 Action Area 6: Digitalisation and Digital Security

ID	6.1	Review and update the Shropshire Council ICT & Digital Strategy	Council Role		Lead	
Location(s)		Shropshire-wide. There will be some coordination required as to how this plays out spatially.	Development		Delivery	
			Start	Complete	Start	Complete
Phases		Phase 1 (P1): Join the LGA Digital Inclusion Network	2027	2027	2027	2032
		Phase 2 (P2): Update the digital strategy in Shropshire	2028	2028	2028	2028
		Phase 3 (P3) Embedding the transport narrative	2028	2028	2028	2032
Description						
The strategy will draw on our actions to improve digital skills, promote virtual healthcare and provide the services and infrastructure needed to enable digitisation across the county. Phase 1 focuses on doing the basics well. This involves joining the LGA Digital Inclusion Network to share best practice, collaborate with peers and learn from neighbouring authorities. Phase 2 involves updating the digital strategy in Shropshire to create a safer, more transparent and more connected Shropshire. Phase 3 expands digital skills to cover transport, access to services and wider digital capability and empowerment.						
Benefits Expected						
✓ People having the information they need to use the transport system confidently						
✓ More people choosing walking, cycling and public transport						
✓ People being able to reach key destinations more easily						
Delivery Partners				Key Stakeholders		
Local Government Association, VCS, Public Sector Institutions				Digital Service & Infrastructure Providers, Town & Parish Councils, Developers		
Procurement Pathway		Conducted in house and through existing relationships/contracts				
Estimated Costs		Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon	
Phase 1		<£100k	<£100k	Not quantified - no quantifiable actions defined at this stage Not quantified – unlikely to require changes to infrastructure		
Phase 2		<£100k	<£100k			
Phase 3		<£100k	<£100k			
Mode	Other		Category	Digital, data and technology		
Principal Funding Avenues					Other (Third Party)	
Integrated Transport Fund		✓	Bus Services Fund	✓	S106 Developer Contributions, Local Councillor Grants, Private Investments	

ID	6.2	Continue funding and expanding free digital skills programmes, which help people to access services online	Council Role		Lead
Location(s)	Shropshire-wide. There will be some coordination required on locations.	Development		Delivery	
		Start	Complete	Start	Complete
Phases	Phase 1 (P1): Programme transport into digital skills	2027	2028	2028	2032
Description					
We will work with partners to widen access to free digital training across the county, that can support access to services that reduce the demand to travel. We will also ensure that digital skills training includes materials that support people with accessing and using travel and ticketing aids, onward journey planning tools, real-time travel information, and multimodal travel options. This will require a refresh of the programme (and upskilling trainers) and should also include coordination opportunities with new transport services (e.g. Connect On Demand) and new developments coming forward (travel plan requirements). We will also engage trainers and third-party providers to target audiences based on need, including deprivation, health and ability to travel independently. This should be informed by engagement with key VCS groups (who may also roll out training) as much as the support from local authorities and digital service and infrastructure providers.					
Benefits Expected					
✓ People having the information they need to use the transport system confidently					
✓ More people choosing walking, cycling and public transport					
✓ Older and disabled people being able to travel more independently					
Delivery Partners		Key Stakeholders			
VCS Groups		Developers, Town & Parish Councils, Digital Service & Infrastructure Providers			
Procurement Pathway		Conducted by the Council through current trainers and third-party providers			
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon	
Phase 1	£101k-£1m	<£100k	Not quantified - no quantifiable actions defined at this stage	Not quantified – unlikely to require changes to infrastructure	
Mode	Multimodal	Category	Digital, data and technology		
Principal Funding Avenues				Other (Third Party)	
Integrated Transport Fund	✓	Bus Services Fund		S106 Developer Contributions, Community Infrastructure Levy, Private Investments	

ID	6.3	Work with local health providers to promote virtual healthcare services	Council Role		Partner	
Location(s)	Shropshire-wide. Especially targeting rural place types across the county.	Development		Delivery		
		Start	Complete	Start	Complete	
Phases	Phase 1 (P1): Promote the use of virtual healthcare	2027	2028	2028	2032	
Description						
We will work with NHS Trusts, ICBs and GP surgeries to promote virtual healthcare appointments, screenings and consultations. Virtual options offer flexibility, reduce travel costs and expand choice, particularly where transport is limited, while still complementing in-person care. Housing officers and social prescribers will play a key role by offering travel options and signposting digital support. The first steps will require a better understanding of the maturity and practical application of virtual appointments and where the biggest opportunities lie for reducing the demand to travel whilst providing the best care. A phased approach or pilots with a cross section of the population (starting with rural areas), coordinated with other actions (e.g. digital skills programme) may be pursued up to 2032 before a full roll out thereafter.						
Benefits Expected						
✓ People being able to reach key destinations more easily						
Delivery Partners			Key Stakeholders			
NHS Trusts, ICBs, GP surgeries			Town & Parish Councils, Rural England			
Procurement Pathway		Delivered by partners with in-house support by the Council				
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1	£101k-£1m	£101k-£500k	Not quantified – no quantifiable actions defined at this stage	Not quantified – unlikely to require changes to infrastructure		
Mode	Multimodal	Category	Digital, data and technology			
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund	✓	Bus Services Fund		Public Sector Institutions		

ID	6.4	Use digital tools to share up-to-date roadworks and network information			Council Role		Lead
Location(s)		Shropshire-wide	Development		Delivery		
			Start	Complete	Start	Complete	
Phases		Phase 1 (P1): Update and communicate information	2027	2027	2028	2032	
Description							
The Council will update the digital platform used to view planned, proposed and active roadworks across the county, improving how information on permanent and temporary restrictions is validated and presented. This may involve reviewing how information is received and processed with utility companies and improving the quality and timeliness of data being uploaded. We will then explore how digital tools can be used to proactively share up-to-date network and roadworks information with organisations and industries that rely on timely updates, particularly freight and logistics operators who depend on diversion plans and need to re-time or re-route journeys. This approach will be proactive, rather than relying on organisations to seek out information, and may include exploring how updates can be delivered directly to vehicles, including ‘in-cab’ systems.							
Benefits Expected							
✓ Reduced transport emissions							
✓ People being able to reach key destinations more easily							
✓ People having the information they need to use the transport system confidently							
Delivery Partners			Key Stakeholders				
Utility Companies			Freight Forums (Local & Regional), Sat Nav Companies, Safer Roads Partnership				
Procurement Pathway			Using existing contracts/platforms or tendering third party provision				
Estimated Costs		Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1		£101k-£1m	£101k-£500k	Not quantified – no quantifiable actions defined at this stage	Not quantified – unlikely to require changes to infrastructure		
Mode	Multimodal		Category	Digital, data and technology			
Principal Funding Avenues					Other (Third Party)		
Integrated Transport Fund		✓	Bus Services Fund	✓	N/A		

9 Action Area 7: Demand Management

ID	7.1	Update the Council's parking strategy		Council Role		Lead
Location(s)		Shropshire-wide. Major focus on principal market towns (especially Shrewsbury)	Development		Delivery	
			Start	Complete	Start	Complete
Phases		Phase 1 (P1): Develop a new Parking Strategy	2027	2027	2027	2032
		Phase 2 (P2) Deliver changes in Shrewsbury	2027	2028	2028	2028
		Phase 3 (P3) Deliver changes in principal market towns	2028	2028	2028	2030
Description						
A refreshed parking strategy. Phase 1 will set out the framework and rationale, supported by evidence and insights. It will also set out the subsequent stages involved in moving towards interpretation and implementation. Phase 2 focuses on changing parking changes in Shrewsbury; aligned to the MPSS proposals and supporting the use of sustainable transport modes as well as the introduction of restrictions and public realm changes. The types of changes also involve third parties such as investment in EV provision. Phase 3 focuses on making changes in principal market towns and the appropriate balance of changes to tariffs, the mix of provision and suitability to support local prosperity and nudge people to adopt sustainable behaviours (e.g. in addressing air quality concerns in Bridgnorth).						
Benefits Expected						
✓ Increase in electric vehicle use and charging points						
✓ People being able to reach key destinations more easily						
✓ Shropshire remaining a great place to live, work and visit						
✓ Reduced transport emissions						
Delivery Partners			Key Stakeholders			
Parish & Town Councils, EV suppliers			BID, Chamber of Commerce, Great Outdoors Strategy Board (GOSB)			
Procurement Pathway		Tendering process for any new provision or upgrades				
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1	<£100k	<£100k	0.15% (14.03 ktCO2e) estimated reduction relative to 2025-2050 baseline	Minor impact – civil works with materials such as concrete or asphalt		
Phase 2	£1m-£5m	<£101k-£500k				
Phase 3	£1mi-£5m	<£101k-£500k				
Mode	Motor traffic incl. Highways Asset	Category	Back office: development of future proposals			
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund	✓	Bus Services Fund		N/A		

ID	7.2	Require developers to implement robust travel plans for major new homes and workplaces			Council Role	Partner
Location(s)		New employment and residential sites in Shropshire	Development		Delivery	
			Start	Complete	Start	Complete
Phases		Phase 1 (P1): Develop travel plan guidance and expectations	2028	2028	2029	2029
		Phase 2 (P2): Deliver travel plan requirements	2029	2029	2029	2032
Description						
Travel plans will be required for new employment developments above a specified threshold to reduce car dependency and embed sustainable travel behaviour. The first phase will involve the development of guidance for developers, including a robust and measurable process of monitoring and evaluation. The production of a plan can include one to one Personalised Travel Planning (PTP). The second phase will then roll out the requirement as a planning condition for new commercial and residential developments above a specified threshold across the county. The Council will update its own Corporate Travel Plan and set aside resource to monitor and evaluate the progress made on travel plans generally in terms of meeting targets and overall travel behaviour.						
Expected Benefits						
✓ More people travelling actively						
✓ More people choosing walking, cycling and public transport						
✓ Reduced transport emissions						
Delivery Partners			Key Stakeholders			
Developers (Housing & Commercial)			Town & Parish Councils			
Procurement Pathway		Developers will procure/produce their own travel plans. The Council will review in-house/use its framework supplier.				
Estimated Costs		Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon	
Phase 1		<£100k	<£100k	Minor (0.32 ktCO2e) estimated reduction relative to 2025-2050 baseline	Not quantified – unlikely to require changes to infrastructure	
Phase 2		£101k-£1m	<£100k			
Mode	Multimodal		Category	Priority and connectivity measures to achieve modal shift		
Principal Funding Avenues					Other (Third Party)	
Integrated Transport Fund		✓	Bus Services Fund	✓	S106 Developer Contributions	

10 Action Area 8: Spatial Planning and Development

ID	8.1	Set sustainable access principles in the Local Plan	Council Role				Lead
Location(s)	Shropshire-wide. This will be specific to new development sites (focused on principal market towns)		Development		Delivery		
			Start	Complete	Start	Complete	
Phase	Phase 1 (P1): Develop clear sustainable access principles.		2028	2028	2028	2032	
Description							
Our sustainable access principles will guide developers with their applications. These principles cover location and land use integration, sustainable travel first, connected neighbourhoods, people centred urban design, public realm and placemaking, infrastructure and network capacity, sustainable access to services and employment, construction and impact mitigation, biodiversity and flood management and alignment with strategic transport policy.							
Benefits Expected							
✓ More people travelling actively							
✓ More people choosing walking, cycling and public transport							
✓ Reduced transport emissions							
Delivery Partners			Key Stakeholders				
Developers (Housing & Commercial)			Town & Parish Councils, Great Outdoors Strategy Board (GOSB)				
Procurement Pathway		The principles are agreed in house. Developers will translate on site.					
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon			
Phase 1	<£100k	<£100k	0.03% (3.27 ktCO2e) estimated reduction relatively 2025-2050 baseline	Not quantified – action may reduce infrastructure carbon impacts associated with development by encouraging denser growth, reducing requirements for new infrastructure			
Mode	Multimodal		Category	Back office: development of future proposals or LTPs			
Principal Funding Avenues						Other (Third Party)	
Integrated Transport Fund		✓	Bus Services Fund			N/A	

11 Action Area 9: Freight and Logistics

ID	9.1	Develop a freight and logistics strategy to support safe, reliable and sustainable delivery of goods across Shropshire			Council Role	Lead
Location(s)	Shropshire-wide. Strategy looks at micro level (urban) and macro level (county/cross boundary).	Development		Delivery		
		Start	Complete	Start	Complete	
Phase	Phase 1 (P1): Set up and lead a freight forum	2028	2028	2028	2028	
	Phase 2 (P2): Use insights to develop an action plan	2028	2028	2028	2028	
Description						
The Freight and Logistics Strategy will set out how the Council will work with industry, neighbouring authorities, National Highways and Network Rail to support the safe, efficient and more sustainable movement of goods. It will build on existing evidence on the ‘state of freight’ at both a local, micro (urban) level and strategically across the county and beyond its boundaries. This will be informed by data analysis and industry engagement and used to develop a co-designed action plan that clarifies the role and investment required from different partners to support safe, sustainable and efficient freight and logistics activity. We also recognise the value and importance of freight and logistics to the regional economy. Phase one will focus on establishing a freight forum to guide development of the strategy. This will bring together freight generators, freight operators and representatives from key industries and sectors, alongside public institutions and network managers. The forum (with terms of reference to be agreed) will act as a sounding board to ensure alignment with wider cross-border plans, programmes and investment priorities. Phase two will involve the analysis of countywide freight patterns to guide investment, improve network resilience and support future industry growth. This will consider rural freight needs alongside urban logistics, recognising the different challenges and trends affecting the sector. Working closely with partners, the strategy will set out priorities for action in the short and longer term and then move towards implementation and delivery of actions at a later stage aligned with other transport strategies and schemes.						
Benefits Expected						
✓ Reduced transport emissions						
✓ People having the information they need to use the transport system confidently						
Delivery Partners			Key Stakeholders			
Freight Forum (Mix of Members including industry representatives)			Town & Parish Councils, National Highways, Network Rail			
Procurement Pathway		Council-led with specialist support procured when/if required				
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1	<£100k	<£100k	Not quantified – action currently consists of developing a strategy, rather than quantifiable actions at this stage	Not quantified – unlikely to require changes to infrastructure		
Phase 2	<£100k	<£100k				
Mode	Multimodal	Category	Road & infrastructure: improvements, minor enhancements, EV			
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund		✓	Bus Services Fund	N/A		

12 Action Area 10: Asset and Network Management

ID	10.1	Improve the condition of walking, wheeling and cycling routes so they are safe, reliable and easy to use			Council Role	Lead
Location(s)	Shropshire-wide. Exact locations to be defined during the first phase.	Development		Delivery		
		Start	Complete	Start	Complete	
Phase	Phase 1 (P1): Developing an evidence led schedule	2027	2029	2028	2029	
	Phase 2 (P2): Maintenance on priority corridors	2028	2029	2029	2032	
Description						
We will maintain the active travel network using a more robust, evidence-led approach, focusing on doing the basics well and improving the current standard of footways and cycle routes. Phase one starts with using better data to guide decisions and refresh our approach to maintenance – addressing causes rather than symptoms, taking greater responsibility for women’s and girls’ safety and bringing together and improving data quality, and aligning work with the LCWIP and PROW plans. Phase two is about delivering targeted improvements. These will vary between locations and types of action, from leaf-litter removal to new tactile paving, resurfacing and kerb upstands. We will explore how this involves working with local communities, parish and town councils, and agree how they can support day-to-day maintenance, drawing on local knowledge, expectations and wider devolution and stewardship ambitions.						
Benefits Expected						
✓ More people travelling actively						
✓ More people choosing walking, cycling and public transport						
✓ More reliable journeys						
Delivery Partners			Key Stakeholders			
Town & Parish Councils			Local Access Forum, VCE Groups			
Procurement Pathway		Undertaken by the Council and with Town & Parish Councils where appropriate				
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1	<£100k	<£100k	0.01% (1.35 ktCO2e) estimated reduction relative to 2025-2050 baseline	Minor impact – likely maintenance and enhancement of existing infrastructure		
Phase 2	£1m-£5m	<£501k-£1m				
Mode	Active Travel		Category	Public transport & active travel: other infrastructure		
Principal Funding Avenues		Other (Third Party)				
Integrated Transport Fund		✓	Councillor Grants, Section 106 Contributions, Community Infrastructure Levy			

ID	10.2	Update the highways asset management strategy			Council Role	Lead
Location(s)	Shropshire-wide	Development		Delivery		
		Start	Complete	Start	Complete	
Phase	Phase 1 (P1): Assess new partnership models	2027	2027	2027	2027	
	Phase 2 (P2): Review and refresh strategy	2028	2028	2028	2029	
Description						
Phase One focuses on exploring new ways to redistribute resources and empower communities to shape local asset management. This includes improving local asset data, devolving elements of asset management work and potentially establishing Local Covenant Partnerships (LCPs) to address local priorities and improve outcomes through shared goals and support. Phase Two involves updating the asset management plan to set out future investment and guide decisions. This means ensuring we have the most appropriate data available and ensuring that it is suitably visible to ensure cross-departmental work.						
Benefits Expected						
Shropshire remaining a great place to live, work and visit						
Better maintained and more resilient roads						
Delivery Partners			Key Stakeholders			
Town & Parish Councils, Local Covenant Partnerships			N/A			
Procurement Pathway		Strategy completed by the Council with partner input				
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1	<£100k	<£100k	Not quantifiable	Not quantified		
Phase 2	<£100k	<£100k				
Mode	Other	Category	Road & infrastructure: highways maintenance			
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund	✓	Bus Services Fund		N/A		

ID	10.3	Review and update how roadworks are planned and managed			Council Role		Lead
Location(s)		Shropshire-wide	Development		Delivery		
			Start	Complete	Start	Complete	
Phase		Phase 1 (P1): Develop framework for planned works	2028	2029	2029	2030	
Description							
We will strengthen the coordination of roadworks to minimise disruption for residents, businesses and road users. This means having greater visibility of planned utility works and the communication lines to help with coordinating timings/schedules; thereby reducing the number of separate excavations and delays, particularly on major corridors and the resilient network. It will also support proactive communication of planned works, disruption and diversionary routes, helping users plan journeys more effectively across the network. This starts with understanding where coordination has previously been difficult or where there could have been opportunities to coordinate works and why this has not taken place. Bringing together key stakeholders who request works and colleagues who determine the schedules can start to outline a framework for coordinating works, including incentives or disincentives. National Highways are a key delivery partner in relation to diversionary routes and the impact on the MRN.							
Benefits Expected							
✓ People being able to reach key destinations more easily							
✓ People having the information they need to use the transport system confidently							
✓ More reliable journeys							
✓ Reduced transport emissions							
Delivery Partners			Key Stakeholders				
National Highways, Utility Companies			N/A				
Procurement Pathway		Likely in house unless new investment is required to aid coordination					
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon			
Phase 1	<£100k	<£100k	Not quantified – no quantifiable actions defined at this stage	Not quantified – unlikely to increase or decrease infrastructure requirements			
Mode	Other	Category	Road & infrastructure: highways maintenance				
Principal Funding Avenues				Other (Third Party)			
Integrated Transport Fund	✓	Bus Services Fund		Structures Fund (DfT)			

ID	10.4	Using transport data to target investment			Council Role		Lead
Location(s)		Shropshire-wide	Development		Delivery		
			Start	Complete	Start	Complete	
Phases		Phase 1 (P1): New design, resilience priorities	2028	2028	2028	2028	
		Phase 2 (P2): Review and update strategy	2028	2029	2029	2029	
Description							
We will improve our intelligence and monitoring capabilities to support better investment and decision-making. Our aim is to establish a consistent and rigorous methodology for managing and monitoring the network and to support a proactive, preventative approach to network and asset management. Phase One will look at a range of options to support the safe and efficient movement of people and vehicles across the network, with a focus on the resilient network, diversionary routing, climate mitigation and adaptation, and the active travel network. This will need input from partners and stakeholders to define priorities. It also involves scoping a data-needs specification so we can gather better data on the factors affecting our network, including utilisation and condition. Phase Two will set out a whole-life approach to highways maintenance. We will look at how we will work with partners who maintain the network and share information, including what we need collectively in terms of better data and insights. This includes deciding on the most resource-efficient technology to support Council operations, with opportunities to share resources or partner with others.							
Benefits Expected							
✓ People being able to reach key destinations more easily							
✓ People having the information they need to use the transport system confidently							
✓ More reliable journeys							
✓ More people choosing walking, cycling and public transport							
Delivery Partners			Key Stakeholders				
Utility Companies, National Highways			Freight Forum				
Procurement Pathway		Conducted by the Council with input from key partners					
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon			
Phase 1	<£100k	<£100k	Not quantified – action currently an initial review, rather than quantifiable actions at this stage	Not quantified			
Phase 2	<£100k	<£100k					
Mode	Motor traffic incl. Highways Asset	Category	Road & infrastructure: highways maintenance				
Principal Funding Avenues				Other (Third Party)			
Integrated Transport Fund	✓	Bus Services Fund		N/A			

ID	10.5	Introduce moving-traffic enforcement cameras in suitable locations			Council Role	Lead
Location(s)	Shropshire-wide	Development		Delivery		
		Start	Complete	Start	Complete	
Phase	Phase 1 (P1): Shrewsbury (aligned to MPSS)	2027	2028	2028	2032	
	Phase 2 (P2): Countywide (Not Determined)	2028	2029	2029	2032	
Description						
We will deploy traffic enforcement cameras to regulate vehicle movements and support safer, more reliable streets. Moving traffic enforcement cameras can strengthen network management, reduce congestion and address identified problems. We will develop a transparent methodology for prioritising deployment across the county over a three- to five-year period, assessing traffic flows, accidents, contraventions, footfall and cycle activity, and aligning camera locations with wider public realm improvements. These will be rolled out in stages based on local needs, evidence and sustainability considerations. Phase One will be exclusively focused on Shrewsbury to complement the MPSS and works to change the public realm and manage access to parts of the town centre. Phase Two will involve rolling out equipment to other parts of the county where there is need for enforcement to address an issue (e.g. rat running), to complement the delivery of major street changes (e.g. high street public realm works) or support safer streets and reduce road danger by working with National Highways and the Safer Roads Partnership						
Benefits Expected						
✓ People being able to reach key destinations more easily						
✓ More reliable journeys						
✓ Reduced transport emissions						
Delivery Partners			Key Stakeholders			
N/A			Town & Parish Councils, SBTP, BID			
Procurement Pathway		Conducted by the Council; camera supplier may be procured externally.				
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1	£101k-£1m	<£101k-£500k	Not quantified – unlikely to have a significant impact on user carbon	Minor impact – deployment of cameras and associated infrastructure		
Phase 2	£1m-£5m	<£501k-£1m				
Mode	Motor traffic incl. Highways Asset		Category	Digital, data and technology		
Principal Funding Avenues			Other (Third Party)			
Integrated Transport Fund	✓	Bus Services Fund		N/A		

13 Action Area 11: Protection of the Natural, Built and Historic Environment

ID	11.1	Use specialist advice early in the development of transport schemes			Council Role	Lead
Location(s)	LTA Wide		Development		Delivery	
			Start	Complete	Start	Complete
Phase	Phase 1 (P1): Convene a working group		2027	2028	ongoing	ongoing
	Phase 2 (P2): Identify input over plan period		2027	2027	2027	2032
Description						
The Council will work closely with organisations that protect Shropshire’s natural, built and historic environment to make sure transport schemes respect local character and are well designed. By engaging statutory consultees early and bringing key specialists together regularly to advise and review proposals, we aim to protect and enhance valued places, improve public spaces and deliver better outcomes more efficiently. Phase one will involve setting up a sub-working group of the Project Steering Group, bringing together key contacts across institutions representing the built, natural and historic environment, and agreeing a clear terms of reference. Phase two will focus on identifying which processes and schemes require specialist input over the LTP period, including opportunities for proactive advice and early-stage reviews, acting as a sounding board to minimise concerns around transport infrastructure design and delivery, including the design and location of signage, street furniture and other transport infrastructure in sensitive settings. We will continue to abide by the recommendations of the Habitats Regulation Assessment (HRA) in relation to lower tier projects and plans.						
Benefits Expected						
✓ Reduced transport emissions						
✓ Shropshire remaining a great place to live, work and visit						
Delivery Partners		Key Stakeholders				
N/A		English Heritage, Architectural Heritage Fund, National Trust, Forestry England				
Procurement Pathway			Led by the Council with input from named partners			
Estimated Costs		Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon	
Phase 1		<£100k	<£100k	Not quantified – no quantifiable actions defined at this stage	Not quantified – unlikely to require changes to infrastructure	
Phase 2		<£100k	<£100k			
Mode	Other	Category		Back office: development of future proposals or LTPs		
Principal Funding Avenues					Other (Third Party)	
Integrated Transport Fund		✓	Bus Services Fund		N/A	

14 Action Area 12: Climate Change, Decarbonisation and Air Quality

ID	12.1	Expand Electric Vehicle charging across the county		Council Role		Lead/ Partner
Location(s)		Shropshire-wide. Investment in towns, visitor attractions, depots and new developments.	Development		Delivery	
			Start	Complete	Start	Complete
Phases		Phase 1 (P1): Pilot and scale on street EV charging	2027	2028	2028	2032
		Phase 2 (P2): Expand EV depot-based charging	2028	2029	2029	2032
		Phase 3 (P3): EV charging and battery storage at new sites	2029	2032	2029	2032
Description						
A three-phase programme to expand charging infrastructure across Shropshire: Phase one: Use LEVI funding to expand on-street charging in areas with limited off-street parking or commercial provision, supported by a targeting methodology, procurement strategy and cross-pavement charging policy. Phase two: Expand Council depot charging as the electric fleet grows, reviewing grid capacity and installing rapid chargers above 150 kW. Spare capacity may be made available to other users where operations allow. Phase three: Support public charging through the planning process, including installations on public land, and work with utilities and developers to embed charging and storage in new developments. External funding will be promoted and used where available.						
Benefits Expected						
✓ Increase in electric vehicle use and charging points						
✓ Reduced transport emissions						
Delivery Partners					Key Stakeholders	
Distribution Network Operators (DNOs), EV Charging Suppliers, Developers					Residential Groups	
Procurement Pathway		TBC. The Council can maintain control or contract to a third party				
Estimated Costs	Capital	Revenue (y/r)	User Carbon		Infrastructure Carbon	
Phase 1	£1m-£5m	£101k-£500k	Not quantified -		Moderate impact – may require new infrastructure for charge points and increase in power use.	
Phase 2	£1m-£5m	£101k-£500k				
Phase 3	£101k-£1m	£101k-£500k				
Mode	Electric Vehicles & infrastructure	Category	Road & infrastructure: improvements, minor enhancements, EV			
Principal Funding Avenues		Other (Third Party)				
Integrated Transport Fund		✓	S106 Developer Contributions, Community Infrastructure Levy, ORCs Funding, Plug in Truck Grant, The Zero Emissions Truck and Van grant and the Depot Charging Scheme			

ID	12.2	Work with National Grid and SP Energy Networks to deliver targeted grid upgrades for growing EV charging demand			Council Role	Partner
Location(s)		Shropshire-wide. Exact locations will become clearer through work with the DNO, National Grid.	Development		Delivery	
			Start	Complete	Start	Complete
Phases		Phase 1 (P1): Assess and prioritise target upgrade areas	2028	2029	2028	2032
		Phase 2 (P2): Support skills in the industry	2028	2029	2029	2032
Description						
We will work with National Grid to ensure the electricity network can support growing EV demand. Maintaining sufficient grid headroom is essential so electricity can be received, stored and supplied to businesses and residents when required. Energy also needs to be stored and released at optimal times for the network and for business use. Phase one will involve engaging with National Grid on a regular basis to assess ‘supply side’ conditions and feedback where demand is required now and in the future (where constraints can have a big impact). This will need to be derived from local sector insights as well as the freight forum. This ‘matching’ exercise can steer short- and longer-term investments by National Grid and aid with Council communications and planning process decision making. Phase two will involve engaging higher education institutions as well as the energy industry to ensure that there are enough skills in the county to support grid upgrades and EV rollout. The Council will be a convener to help identify skills and training ‘gaps’ and foster new job opportunities in line with industry needs.						
Benefits Expected						
✓ Increase in electric vehicle use and charging points						
✓ Reduced transport emissions						
Delivery Partners				Key Stakeholders		
National Grid, Energy Companies, EV Charging Suppliers				Public Sector Institutions (Education)		
Procurement Pathway		Through partners own pathways				
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1	>£5m	>£1m	Not quantified – no quantifiable actions defined at this stage	Moderate impact – maintenance and enhancement		
Phase 2	<£100k	<£100k				
Mode	Electric Vehicles & infrastructure	Category	Road & infrastructure: improvements, minor enhancements, EV			
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund		✓	Bus Services Fund		National Grid, Public Sector Institutions, Private Investments The Zero Emissions Truck and Van grant and the Depot Charging Scheme	

ID	12.3	Plan for new, cleaner fuels that can help cut emissions from freight, buses and other heavy vehicles	Council Role		Partner	
Location(s)	LTA Wide. Specific locations may be more apparent if schemes come forward.	Development		Delivery		
		Start	Complete	Start	Complete	
Phase	Phase 1 (P1): Baselining study on Council position	2028	2029	2029	2030	
	Phase 2 (P2): Support for future developments (planning system)	2028	2029	2029	2032	
Description						
There will be a short to medium term need for The Council to collaborate with strategic bodies to understand emerging alternative fuel infrastructure needs and to actively explore how and whether spatial, land use strategy and policy can support the decarbonisation agenda. This will be driven by a subgroup of the Project Steering Group. Phase one will involve getting up to speed with regional developments and best practice (e.g. multi fuel hubs) and the interest by industry (freight, passenger transport, farming etc) for use cases. We will also reflect on our own planning decisions, stances and trends relating to micro generation across the county. This will culminate in a short baseline report and recommendations. Phase two will build on this 'baselining' exercise to understand the art of the possible and the benefits, economically, or supporting alternative fuel developments, especially to the rural economy and rural businesses. We will convene key stakeholders to explore the potential through local consultation, including the scope for innovation, community-led approaches, future funding opportunities, suitable biofuels for bus operations and more sustainable depot operations. This will inform Council planning decisions.						
Benefits Expected						
✓ Reduced transport emissions						
✓ Shropshire remaining a great place to live, work and visit						
Delivery Partners			Key Stakeholders			
Midlands Connect, Freight Forum			National Farmers Union, Chamber of Commerce			
Procurement Pathway		Conducted in house (multi departmental)				
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon		
Phase 1	<£100k	<£100k	Not quantified – action currently an initial review, rather than quantifiable actions at this stage	Not quantified – unlikely to require changes to infrastructure		
Phase 2	<£100k	<£100k				
Mode	Multimodal	Category	Road & infrastructure: improvements, minor enhancements, EV			
Principal Funding Avenues				Other (Third Party)		
Integrated Transport Fund		✓	Local Transport Grant	Innovate UK, DEFRA Funds		

ID	12.4	Deliver Air Quality Management Plans and Air Quality Action Plans in Shrewsbury and Bridgnorth				Council Role	Lead
Location(s)		Shrewsbury and Bridgnorth, which currently have AQMAs in place as well as key MRN Corridors	Development		Delivery		
			Start	Complete	Start	Complete	
Phase		Phase 1 (P1): Monitor and improve air quality in Air Quality Management Areas (AQMAs)	ongoing	ongoing	ongoing	ongoing	
		Phase 2 (P2): Assess air quality along high volume Major Route Network	2027	2029	2027	2032	
Description							
The Council is committed to reducing harmful emissions from transport. This involves understanding the scale and location of pollutants to inform the actions taken. Phase one involves ongoing monitoring and improving air quality data across Shrewsbury and Bridgnorth through Annual Status Reports (ASRs) to detail and track trends, including the impact of actions. This is an ongoing process required for AQMAs which helps us to reinforce the focus and priority order of future actions. Phase two will include assessment of the air quality along our MRN. This may need to include improving the quality and coverage of monitoring stations to be able to monitor and evaluate changes over time and ultimately inform future actions to reduce harmful emissions.							
Benefits Expected							
✓ Reduced transport emissions							
✓ Shropshire remaining a great place to live, work and visit							
Delivery Partners			Key Stakeholders				
N/A			DEFRA				
Procurement Pathway		Led by the Council. Actions will be use case and location specific					
Estimated Costs	Capital	Revenue (y/r)	User Carbon	Infrastructure Carbon			
Phase 1	<£100k	<£100k	Not quantified – action currently an initial review, rather than quantifiable actions at this stage	Not quantified – unlikely to require changes to infrastructure			
Phase 2	£101k-£1m	<£100k					
Mode	Multimodal	Category	Digital, data and technology				
Principal Funding Avenues				Other (Third Party)			
Integrated Transport Fund	✓	Bus Services Fund	✓	DEFRA Funding			



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