

SHROPSHIRE
COUNCIL

SHROPSHIRE LOCAL TRANSPORT PLAN

LOCAL TRANSPORT PLAN 2027 – 2037

SEPTEMBER 2026



Shropshire
Council

Foreword

Transport plays a vital role in all our lives, and I strongly believe that safe, reliable and affordable ways to get around are essential to the success and wellbeing of our communities.

The Shropshire Local Transport Plan (LTP) is our long-term strategy for transport and highways across the county. We need a transport system that connects people to opportunities, supports economic growth, improves health and well-being, reduces carbon emissions and helps protect the environment that makes Shropshire such a special place to live, work and visit.

Our draft LTP sets out the vision, objectives and priorities that will guide future transport policies, investment and decision-making between 2027 and 2037.

Our draft LTP has been informed by evidence gathering and ongoing engagement with local communities, businesses and stakeholders. However, it is important that we continue to hear a wide range of views before the Plan is finalised next year.

I encourage you to take part in this consultation and share your views on the proposals. Your feedback will help us ensure that the final LTP reflects the needs and aspirations of communities across Shropshire. We will carefully consider all feedback received alongside other evidence to shape the final LTP, which we intend to adopt and begin implementing in Spring 2027. Together, we can create a transport system that supports a healthy, prosperous and sustainable future for Shropshire.

Councillor Rob Wilson

Portfolio Holder for Transport and Regeneration

Shropshire Council

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1. Introduction

1.1. Overview

- 1.1.1. A Local Transport Plan (LTP) is a statutory, long-term strategy that guides how we invest in and manage transport networks. It provides a clear vision for how people and goods should move over a defined period, shaping decisions on highways, public transport, road safety, active travel, digital connectivity and wider transport services and supporting the achievement of social, economic and environmental objectives.
- 1.1.2. Transport affects everyone, every day. Whether travelling to work, attending school, accessing healthcare, visiting family and friends, receiving deliveries, or enjoying leisure activities, transport systems underpin almost every aspect of daily life. A well-functioning network connects people to jobs, services and opportunities; supports local businesses; enables independent living; and helps create vibrant, healthy and inclusive communities. Conversely, limited or unreliable transport can restrict access, deepen inequalities, isolate rural communities, constrain economic growth and negatively impact people's health and wellbeing.
- 1.1.3. Transport also shapes the places we live in. The quality and design of streets, walking and cycling routes, public spaces and public transport services influence how easy and enjoyable it is to move around. Transport choices affect air quality, carbon emissions, congestion and the quality of our natural and historic environment. As travel behaviour, technology and the needs of communities change, a robust evidence-based LTP is essential to guide investment and ensure the transport system meets people's needs, now and in the future.
- 1.1.4. This LTP for Shropshire covers the period 2027-2037. It responds to the county's unique rural and urban character, changing demographics, economic priorities and the need to create healthier, more inclusive and more sustainable places.

1.2. Scope of the LTP

- 1.2.1. The LTP considers all of the reasons why people travel and the transport and non-transport solutions needed to support them. While transport planning has traditionally focused on commuting and peak time demand, commuter trips now represent only a small share of all journeys, and travel patterns have changed significantly due to more flexible and remote working.
- 1.2.2. The LTP covers a wide range of everyday journeys such as shopping, healthcare, education, leisure, socialising, business purposes and tourism, as well as the movement of goods. It also considers why some people may not travel, or why they are unable to use their preferred mode.
- 1.2.3. It has been developed with reference to the Department for Transport (DfT) Local Transport Plan guidance (April 2026) which sets out how Local Transport Authorities should prepare a Local Transport Plan and the statutory duties of Shropshire Council as a Local Transport Authority (LTA). The LTP also aligns with the principles and priority areas set out in the Government's *Better Connected Strategy for Integrated Transport* published in April 2026.

Enabling Integrated Journeys

- 1.2.4. The LTP covers all modes of travel: active travel, public transport, motor vehicles, shared and demand responsive services, and freight. It includes measures to make walking, wheeling¹ and cycling safer and easier; improve bus and rail services; support shared transport; and enable the transition to low and zero emission vehicles. The plan also promotes better integration between modes and supports behaviour change through improved travel information, marketing and accessibility.
- 1.2.5. Recognising that not all journeys are currently possible for everyone, the LTP proposes targeted measures to remove barriers, reduce social isolation and improve mobility for people with additional needs.
- 1.2.6. Some solutions fall outside the Council's direct control and will require collaborative delivery with transport operators, partner organisations, and neighbouring authorities, particularly where networks cross boundaries. Shropshire Council is engaging with delivery partners, operators and other authorities to deliver the solutions that can best meet the needs of people locally.

Non-Transport Solutions

- 1.2.7. The LTP also considers interventions that can reduce the need to travel or make travel easier through non-transport solutions. These include improving digital connectivity, enabling access to online services and supporting remote working. Whilst digital access can reduce the need for travel, the plan recognises the continued importance of social contact, especially for rural communities.
- 1.2.8. Good spatial planning helps to reduce car dependence by ensuring new developments are situated in well-connected locations close to key services, with strong public transport links and high-quality walking and cycling connections supported by comprehensive information on local travel options. Embedding sustainable travel habits is particularly important for young people, helping to shape long-term behaviour.
- 1.2.9. Shropshire's Local Plan aligns closely with the LTP to ensure growth is supported by sustainable transport infrastructure. With national housing targets requiring significant new development, this alignment will be essential to manage pressures on the transport network and ensure that developments are in the right place at the right scale to make best use of existing transport provision or to support the case for transport investment.
- 1.2.10. Integrated land use and transport planning is also about creating the places where people want to live, work and visit and Shropshire Council will set out key principles for how developments will look, feel and work for future users. This is crucial for embedding sustainable lifestyles at the outset that can help to drive a higher quality of life.

1.3. Our LTP

- 1.3.1. Following this introduction:
- Section 2 provides an overview of Shropshire's context: geography, communities and travel patterns, alongside key trends;

¹ Wheeling means travelling at walking pace using wheels rather than on foot. This includes people using wheelchairs, mobility scooters, prams or other wheeled mobility aids.

- Section 3 identifies the specific transport challenges and opportunities for Shropshire based on a detailed evidence base covering the county's geography, demography, social and economic conditions, environment, accessibility, travel behaviour, infrastructure and services;
- Section 4 sets out the Vision, Objectives and Policies that we have developed for the LTP;
- Sections 5-16 cover the 12 action areas within the LTP and our approach to planning, delivering and managing the county's transport system over the period 2027–2037. For each of the action areas we outline the current situation before setting out the policies we will adopt and the actions we will undertake. The action areas are as follows: 1. Public Transport; 2. Road Safety; 3. Active Travel; 4. Inclusive Accessibility; 5. Rural Accessibility; 6. Digitalisation and Digital Connectivity; 7. Demand Management; 8. Spatial Planning and Development; 9. Freight and Logistics; 10. Asset and Network Management; 11. Protection of the Natural, Built and Historic Environment and 12. Climate Change, Decarbonisation and Air Quality;
- Section 17 sets out a high-level summary of how the LTP action areas are expected to benefit different places in our settlement hierarchy;
- Section 18 sets out how the LTP action areas align to the Government's Better Connected Strategy; and
- Section 19 provides a summary of how the LTP will be implemented, monitored and evaluated over the plan period.

1.3.2. This LTP Strategy document forms part of a suite of LTP documents, including an LTP Implementation Plan and an LTP Monitoring and Evaluation Plan. It is a statutory duty of the Council to develop an Equalities Impact Assessment (EQIA) for the Local Transport Plan which is covered in our Integrated Impact Assessment (IIA). The full suite of documents can be accessed via our website at www.shropshire.gov.uk.

2. Context

2.1. Shropshire: Our Unique County

- 2.1.1. Located in the West Midlands region of England, on the border with Wales, Shropshire is a unique and diverse county, with a rich blend of natural, industrial and social heritage. From the Shropshire Hills Area of Outstanding Natural Beauty, which covers 23% of the county, to bustling towns and villages, Shropshire's distinctive geography, heritage and settlement pattern shape how people move around and access places across the county. It is the most geologically diverse area of similar size in Britain, with hills, crags, scarps and valleys forming its distinctive character. This is complemented by the historic, medieval market towns that are dotted around the county, each with its own unique culture and identity, alongside the castles and markets.
- 2.1.2. The resident population of 323,600 people² (2021 Census) is spread across urban and rural areas, ranging from isolated dwellings and rural hamlets at the smallest scale to rural villages and towns and small urban areas. Shrewsbury is the county's largest settlement and is home to 24% of the county's population. Around 98% of the county's 1,235 square miles is classified as rural. By land area, Shropshire is the second largest inland Council in the UK.

² Office of National Statistics (2023) How life has changed in Shropshire, The population passed 320,000, [online], available <https://www.ons.gov.uk/visualisations/censusareachanges/E06000051/> [Accessed 02/07/2026].

Figure 2-1 – Shropshire Geographic Context



2.2. Our Places

2.2.1. Shropshire is a large and predominantly rural county with a total population of 323,600 people (2021 census) within the Shropshire Council area. It has a wide variety of settlement types, each with distinct characteristics, needs and travel patterns. Understanding this diversity is essential in shaping transport policies and interventions that work for all communities. For the purposes of the LTP and Local Plan, the county is categorised into a community hierarchy, each reflecting settlement size, function and role within the wider transport network.

2.2.2. The settlement hierarchy has been developed based on:

- Community size – using resident population and the number of dwellings present; and

- Community Connectivity: Employment, Services and Social Engagements – Using the maximum ‘overall connectivity score’ for a community resulting from the new Department for Transport Connectivity Metric which is a score showing how easily people can reach jobs, services and other opportunities; higher scores mean better connectivity.

2.2.3. The Shropshire settlement hierarchy is set out in Error! Reference source not found. Later in this document **Table 17-1** considers which elements of the LTP are likely to deliver benefits for our different communities.

Table 2-1 – Shropshire settlement hierarchy

Community Category	Population	Dwellings	Maximum Connectivity Score	Towns/villages in this category
Strategic Centre	50,000 or more	25,000 or more	75 or more (Band A)	Shrewsbury
Principal Centre	8,000 or more	4,000 or more	60 or more (Band A)	Bridgnorth, Ludlow, Market Drayton Oswestry, Shifnal, Whitchurch
Key Centre	1,500 or more	750 or more	29 or more (Band A)	17 places. Examples: Bishop's Castle, Church Stretton, Ellesmere, Gobowen, Much Wenlock
Primary Connected Village	700 or more	350 or more	21 or more (Band B or more)	15 places. Examples: Burford, Dorrington, Prees, Shawbury, West Felton
Secondary Connected Village	300 or more	150 or more	14 or more (Band D or more)	31 places. Examples: Claverley, Ditton Priors, Hanwood Bank, Montford Bridge, Westbury
Tertiary Connected Village	150 or more	75 or more	9 or more (Band F or more)	62 places. Examples: Beckbury, Chirbury, Hampton Loade, Oldbury, Welshampton
Other Communities	149 or less	74 or less	8 or less (Band G or less)	Hamlets or other named locations consisting of scattered groups of houses. Such communities are outside the predominantly built-up area.

2.3. Our Statutory Responsibilities

2.3.1. Shropshire Council is the statutory Local Transport Authority and Local Highway Authority for the county. Under the Transport Act 2000, as amended by the Local Transport Act 2008, the Council is required to prepare and maintain a Local Transport Plan that sets out policies and proposals for the promotion of safe, integrated, efficient and sustainable transport. The Council is also responsible for the management and maintenance of the local highway network, supporting local bus services where appropriate, promoting road safety and accessibility, and ensuring that transport planning contributes to wider economic, environmental and social objectives.

- 2.3.2. Transport also forms part of wider statutory duties, such as social care and education (including Special Educational Needs and Disabilities), and home-to-school transport. These responsibilities are reflected throughout the LTP.

2.4. Trends and Changes in Shropshire

- 2.4.1. The LTP responds to changes to Shropshire's society, ensuring we take an appropriate contemporary approach to transport planning. Some of the key trends and changes are shown in **Table 2-2**.

Table 2-2 – Trends and Changes in Shropshire

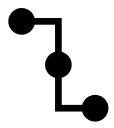
	A growing population: Shropshire's population has grown by 6% since 2011. The population is forecast to grow to 385,000 by the year 2050 – a 19% increase.
	An ageing population: Since 2011 there has been a 30% increase in people aged 65 years and over (compared to 20% in England overall). There will be almost one person needing support for every one person of working age by 2050 at the current rate.
	Lower levels of employment: between 2011 and 2021 Shropshire saw the West Midlands' second largest percentage-point decrease in the proportion of people aged 16 and over (excluding full-time students) who were employed; from 59% to 55%.
	A more qualified population: as of 2021, 33% of the population had a Level 4 qualification (bachelor's degree) or above compared to 28% in 2011. Only 17% of over 16s had no qualification in 2021, down from 23% in 2011.
	More people working at home: 27% of respondents to the 2021 Census reported working from home as their 'mode of transport' to work, up from 16% in 2011. Post-pandemic, levels of home working have remained elevated above pre-pandemic levels.
	A healthier population: in 2021 84% of the population had good or very good health, up from 81% in 2011. Average life expectancy increased slightly from 81.3 to 81.9 years.
	A more connected population: It is estimated that more than 85% of people in Shropshire use a smartphone and around 90% use the internet regularly.
	A more car-dependent population: In 2011, 84% of Shropshire households had one or more cars or vans in the household. By 2021, this had increased to 86%. There were around 27,000 more cars in Shropshire in 2021 than in 2011.
	A safer road network: The number of collisions per mile travelled has almost halved from 3.66 collisions per 10 million miles travelled in 2011 to 1.88 in 2021.

3. Our Transport Challenges and Opportunities

3.1. Evidence Base

- 3.1.1. This LTP has been informed by a wide-ranging review of evidence relevant to local transport in Shropshire. The evidence base comprises:
- A “databook” which sets out the social, environmental and economic context, current connectivity and transport system performance in Shropshire;
 - A freight evidence base which explores freight trip patterns and trip generators;
 - Mode shift potential assessment – a data-led assessment of the *opportunity* to shift modes (which trips could switch to sustainable travel) and the *propensity* to shift modes (which groups are most likely to switch), which informed the overall “mode shift potential” in Shropshire based on modelled car journeys, socio-demographic data and modal preferences;
 - A carbon evidence base, informed by the Midlands Connect Carbon Assessment Playbook (CAP) – including a breakdown of sources of current transport emissions, forecasting baseline emissions to 2050 and establishing a local target decarbonisation pathway;
 - Review of relevant national and regional policy; and
 - Review of Shropshire Council policy and relevant strategies.
- 3.1.2. The evidence base is complemented by engagement with representatives of businesses, transport operators, community organisations and other stakeholders. We recognise that local knowledge, lived experience, community insight and stakeholder expertise are important sources of evidence alongside quantitative data, helping to ensure that transport planning reflects the needs and priorities of different places and communities across Shropshire. The Council will continue to work with communities, stakeholders and delivery partners throughout the life of the LTP to help inform the prioritisation, design, delivery and review of transport interventions.
- 3.1.3. In this section, we draw on the evidence base to set out some of the key transport challenges and opportunities for Shropshire. **Table 3-1** provides an overview of Shropshire’s key characteristics and implications for the LTP.

Table 3-1 – Shropshire’s Key Characteristics and Implications for the LTP

Topic	Key Insights	Implications for the LTP
Demography 	- Shropshire’s population is ageing (25% of residents are aged 65+), increasing the demand for accessible and local transport, as well as a shift towards off-peak travel patterns; and - There is a diverse rural population, with varying needs across rural and urban communities.	- Stronger focus on step-free, inclusive journeys and door-to-door support. - Prioritise off-peak and rural access solutions (e.g., demand-responsive transport/community transport) and local access to services.
Economy 	A service-based economy with lower than average Gross Value Added (GVA) requires reliable, affordable transport to sustain productivity. GVA per head: £24,250. Unemployment is lower than the national average at just 2.3%.	Improve access to jobs, training and town centres. Target reliability on key corridors for business and freight movements.
Deprivation 	- Deprivation is not widespread, but pockets exist where improved connectivity and access to services is essential – for example 37% of Shropshire residents cannot access a GP within a 15-minute public transport journey; - Pockets of deprivation are concentrated in parts of Shrewsbury, Oswestry and Ludlow.	Need to ensure that people in more deprived areas can access services and job opportunities.
Environment & Health 	- Air quality is generally good but with local hotspots; - Road casualties are on a downward trend but remain a concern with 63 road deaths between 2019–2023; - Active travel has strong potential to deliver health benefits through more people walking and cycling. 1 in 4 work trips are under 5km; and	Target casualty reduction on high-risk rural routes and settlements. Prioritise walking/cycling and cleaner travel in towns and AQMA locations to improve health and air quality.

Topic	Key Insights	Implications for the LTP
Accessibility 	There are two Air Quality Management Areas (AQMAs): in Shrewsbury and Bridgnorth.	
Travel Behaviour 	- Access to essential services varies widely, with residents having fewer amenities within walking distance but strong cycling potential to district centres. - Dispersed rural residents face long travel distances and limited modal choice. But there is potential for more cycling, bus and rail use: 56% of residents are within a 15-minute cycle of a district centre, 87% of residents live near a bus stop and 13% near a rail station.	- Prioritise town and market-town access to services through better walking/cycling links and 'last mile' connectivity. - Strengthen bus and demand-responsive transport links for rural communities and rail 'access to rail' connections where station coverage is low.
Infrastructure & Services 	Travel patterns show high car dependency and longer-distance commutes, influenced by rural geography and high car ownership. 21% of Shropshire residents commuted over 20km in 2021 but 25% commuted less than 5km.	Prioritise short-trip mode shift through safe walking/cycling and better local links. Reduce reliance on private cars by improving bus, demand responsive and shared-transport options, supported by travel planning and information.
	5,150 km road network. Maintenance of key road corridors that carry heavy traffic and freight through the county is a key priority. However rural roads deteriorate faster and pose a maintenance challenge. - Access to bus stops is lower than average and bus frequencies are low in many areas. - Maturing Electric Vehicle (EV) charging network concentrated in towns. - Fragmented cycling networks limit attractiveness of cycling as a way of getting around.	- Maintain highway condition of key corridors and improve resilience of rural roads. - Address gaps in rural bus service coverage. - Further expand EV charging. - Create a more coherent cycling network.

3.1.4. Based on the evidence base, five key transport challenges were identified.

Figure 3-1 – Five Key Transport Challenges

	We need to reduce the health and safety impacts of transport Through air pollution, noise pollution and road danger, transport can have negative impacts on health and wellbeing. However, transport can also improve health and wellbeing through increased activity, enhanced accessibility to key services and improved access to green space.
	We need to make sure people can get to places and access services We all need to get to places for work, education, health and leisure activities. For many people in Shropshire, especially the 57% living in rural areas, it is not always easy. By 2050, we will also have more older residents and fewer children and younger adults living in the county.
	We need to reduce carbon emissions from transport In 2019, the transport sector accounted for 27% of Shropshire's greenhouse gas emissions, slightly lower than the UK average of 31%. Car trips accounted for 58% of transport emissions. While we expect EV uptake to continue to increase, we recognise that 'net zero' targets cannot be achieved by this alone.
	We need transport to be more reliable However people choose to travel, they need to be confident that the network meets their needs as far as possible, whether this be high quality walking and cycling routes, well-maintained roads or frequent, reliable public transport services.
	We need to keep Shropshire special It is important that Shropshire's transport system supports and protects its unique assets and that any new measures complement the high quality natural and built environment that contributes to good quality of life for residents and attracts visitors.

4. Our Vision, Objectives and Policies

4.1. Our Vision

“By 2037, an inclusive, safe and sustainable transport system will connect a healthy, productive and resilient Shropshire, supporting thriving urban and rural communities whilst protecting Shropshire’s unique natural, built and historic environment.”

4.2. Our Objectives

4.2.1. Shropshire’s five LTP Objectives are as follows:

	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.

4.2.17. Our LTP objectives have been developed that align with the three guiding principles in ‘Better Connected; A Strategy for Integrated Transport’: Place, People and Partnerships. We have also ensured that our proposed actions align with the eight priority areas of the strategy.

4.2.18. The outcomes we want to achieve are:

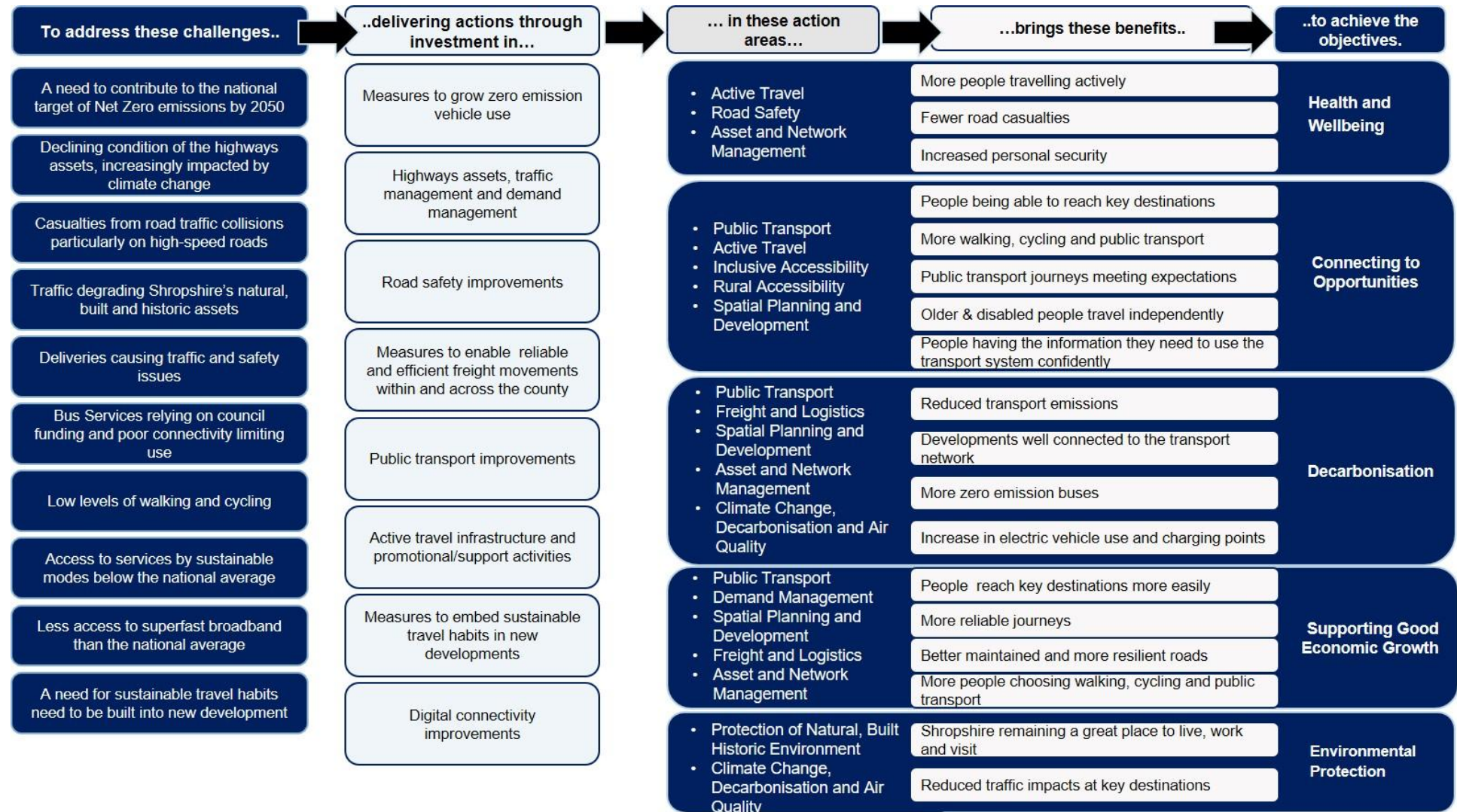
- A healthy, resilient natural environment;
- A stronger economy with higher productivity and output;
- A healthier population with increased life expectancy; and

- Strong, socially cohesive communities.

4.3. Our Action Areas

- 4.3.1. We will achieve our vision and objectives through the delivery of interventions and initiatives under 12 different action areas: Public Transport; Road Safety; Active Travel; Inclusive Accessibility; Rural Accessibility; Digitalisation & Digital Connectivity; Demand Management; Spatial Planning & Development; Freight and Logistics; Asset & Network Management; Protection of the Natural, Built and Historic Environment; and Climate Change Resilience, Decarbonisation and Air Quality.
- 4.3.2. Many of the transport interventions included within each action area overlap with other action areas and contribute to achieving broader objectives. For example, improvements to public transport often depend on good walking, wheeling and cycling connections to enable first and last mile journeys, whilst measures to improve accessibility, road safety and public realm can support wider health, inclusion and decarbonisation outcomes. Inclusive accessibility and behaviour change are key themes that will therefore be considered throughout the planning, design and delivery of transport interventions across Shropshire.
- 4.3.3. The logic map in **Figure 4-1** links together the context in which the LTP has been developed and how delivering actions across our 12 action areas will achieve our objectives. This has been used as a basis on which to develop a Monitoring and Evaluation Plan for the LTP, which will enable us to see how we are performing in relation to our objectives.

Figure 4-1 – Logic Map



4.4. Our Proposed Actions

4.4.1. Under each action area we have identified a set of actions for the first five years of the LTP (2027-2032) and our longer-term aspirations. The actions were assessed using a Multi Criteria Assessment Framework (MCAF), a process that scored each intervention against:

- **Deliverability:** This included cost, stakeholder/public acceptability and levels of risk; and
- **Strategic Fit:** The extent to which interventions could satisfy the LTP objectives and wider policy.

4.4.2. The process of creating an agreed list of actions was iterative and involved combining the assessment process with capturing local preferences and priorities. Two separate workshops took place with Shropshire Council Officers and Members in late 2025, and input was provided by Council officers across Council departments to validate the mix of interventions and ensure these aligned with other plans and priorities.

4.5. Shropshire Council's Role

4.5.1. As the LTA, Shropshire Council will lead the delivery of many of the actions within our initial five-year action plan and our longer-term aspirations. The Council will also work with a range of partners and other authorities to deliver other actions, either in partnership or with the Council providing its support to organisations who are taking the lead in delivery. This approach is in keeping with Shropshire Council PROUD Values³, covering Partnerships, Respect, Opportunities, Understanding and a “can-do” culture to deliver high standards and positive outcomes.

A people-first approach

We will take a people-first approach in implementing the LTP. That means applying a “road user hierarchy” with greater priority given to the safety and needs of people walking, wheeling, cycling or using public transport. The hierarchy is as follows:

- Pedestrians (especially children, older people and disabled people);
- Cyclists (and other non-motorised two, three or four wheel vehicles such as scooters);
- Public Transport (including buses, trains and Community Transport);
- Freight and commercial vehicles; and
- Private motor vehicles (cars and motorcycles).

This principle is part of national policy and design guidance. In delivering the LTP, we will apply the road user hierarchy to help shape how actions are designed, prioritised and implemented. This means that, when developing schemes and making investment decisions, we will prioritise the safety, accessibility and needs of people walking, wheeling, cycling and using public transport, while still recognising the role of freight, commercial traffic and private vehicles. This approach will help ensure that actions support safer, healthier and more inclusive places for people who live, work in and visit Shropshire.

³ Shropshire Council (2026) Corporate Plan 2026-2030, Rebuilding Shropshire Together, [online], Available at <https://shropshire.gov.uk/committee-services/documents/s44375/Draft%20Corporate%20Plan%20-%20FINAL%20DRAFT-02.pdf> [Accessed 30/09/2026]

LTP ACTION AREAS

5. Public Transport

- 5.1.1. **Public transport** comprises Shropshire's **bus and train** networks as well as **community transport** and **demand-responsive transport** services.
- 5.1.2. Shropshire has 3,000+ bus stops, with 87% of residents living within a 10-minute walk of a bus stop. Service frequency is generally very limited; only a small number of inter-urban routes operate every 30 minutes, with most services running hourly and some rural services running only once daily or every few hours.
- 5.1.3. Passenger demand is lower now than it was before the COVID-19 pandemic with almost half as many journeys taking place. There were 3.2 million journeys in 2024/25, compared with 6 million in the mid-2010s peak and Shropshire ranks 169th of 174 local authorities for public transport use⁴. Concessionary travel has declined significantly; from 2.45 million in 2014 to 1.11 million in 2025.
- 5.1.4. The demand responsive Connect On Demand service provides flexible, bookable services in areas south of Shrewsbury, helping connect rural communities using electric vehicles. Wider electrification of bus fleets is limited, with isolated trials to date.
- 5.1.5. Shropshire is served by several rail lines, with Shrewsbury providing the key rail hub in the county, where these rail lines meet:
- Welsh Marches Corridor: principal north-south spine linking Herefordshire to Shropshire and Cheshire, with hourly or better services to major cities like Cardiff, Newport, Crewe and Manchester;
 - Shrewsbury-Birmingham Corridor: a key east-west commuter link with up to 3 trains per hour into the West Midlands;
 - Shrewsbury-Chester Corridor: links to North Wales and Merseyside with 1–2 trains per hour, plus onward Merseyrail connections;
 - Cambrian Line: hourly to 2-hourly services towards Mid/West Wales; around 12 direct trains daily to/from Aberystwyth; and
 - Heart of Wales Line: very low frequency but vital rural connections (5 trains/day; 2 on Sundays).
- 5.1.6. 13% of residents live within a 15-minute walk of a rail station, making bus and Community Transport integration essential, especially for rural and market-town catchments.
- 5.1.7. Towns with relatively stronger bus and rail access include Shrewsbury, Oswestry, Wem, Whitchurch, Ludlow and Church Stretton. Market towns such as Market Drayton and Bridgnorth have established bus networks but do not have direct access to rail services.

⁴ Shropshire Council (2023), Method of Travel to Work, Summary Bulletin for Shropshire, [online], Available at <https://next.shropshire.gov.uk/media/n3slupxz/census-2021-travel-to-work-bulletin.pdf> [Accessed Shropshire Council (2023), Method of Travel to Work, Summary Bulletin for Shropshire, [online], Available at <https://next.shropshire.gov.uk/media/n3slupxz/census-2021-travel-to-work-bulletin.pdf> [Accessed 01/07/2026]

What are we already doing?

- We developed a Bus Service Improvement Plan (BSIP) in 2021. It was refreshed and updated in 2024 to reflect the vision, ambitions and proposed actions to improve and transform local bus services across the Shropshire area;
- We are exploring the viability of low-carbon and zero-emission bus fleets across local authority services, building on the success of the battery-electric demand responsive service in Shrewsbury and wider Government ambitions;
- We are contributing to feasibility studies and the business case for a new parkway rail station outside Shrewsbury (Shropshire & Mid Wales Parkway), one of two potential Park & Choose sites that will offer a range of onward transport options that are not limited to bus and rail;
- We are working with rail industry partners to understand and support future aspirations for improved line speeds and service patterns, particularly on the Shrewsbury-Wolverhampton Growth Corridor;
- We are reviewing school bus service contracts, including cost effectiveness, value for money and fleet sustainability, and assessing the potential role of Connect On Demand; and
- We are leading the development of summer shuttle bus services to rural destinations in the Shropshire Hills, with support from local partners.

5.2. Our Plan for Public Transport

Creating a more convenient, integrated and reliable bus and rail network for the county with high quality and accessible services, stations and stops.

We will work with rail and bus operators to deliver an enhanced public transport network.			
Our plan for 2027-2032		Lead	Partner
1.1	Bus network review	✓	
1.2	Give buses priority in Shrewsbury and key locations across the county	✓	
1.3	Expand the “Connect On Demand” service	✓	
1.4	Upgrade bus stops to be better and easier to use		✓
1.5	Improve access to railway stations		✓
1.6	Support the business case to reopen the Gobowen-Oswestry line for passengers or active travel		✓
1.7	Progress plans for the Shropshire & Mid Wales Parkway		✓
1.8	Improve Park & Ride services	✓	

What we will do in the longer-term		Lead	Partner
1.9	Develop plans for upgrades to key bus stations and interchanges to improve passenger facilities		✓
1.10	Campaign for better rail services, including faster, more reliable and higher-capacity trains and regular connections to major cities and airports		✓
1.11	Work with bus operators to introduce more zero emission buses, such as electric buses, into the bus fleet		✓

Our Plan for 2027-2032

- 5.2.1. We will work with bus operators under the Enhanced Partnership agreement, established in 2022 between the Council, bus operators and Community Transport providers, to pursue shared goals. This framework will continue to strengthen and help deliver the ambitions of the county's BSIP and to deliver future plans, such as the emerging Bus Network Accessibility Plan and Socially Necessary Services list to protect and enhance services and provision for more vulnerable passengers.
- 5.2.2. The BSIP aims to improve services, information and integration across the county. This includes enhancing the passenger experience to make bus travel more attractive for everyday journeys and expanding flexible, on-demand services, to encourage greater use of public transport. We will also explore what 'good' integrated travel looks like, including ticketing and information and will consider how to apply the Government's Accessible Travel Charter upon its adoption.
- 5.2.3. We will align the public transport offer with the Shrewsbury Moves Plan to improve streets and public spaces and enable more reliable, faster sustainable travel. We will also make facilities more attractive and improve the whole door-to-door experience for integrated, multi-modal journeys that people can make conveniently and safely.

Action 1.1 Bus network review

Ensuring the bus network supports access to jobs, amenities and visitor destinations.

- 5.2.4. Given Shropshire's dispersed settlement pattern, constrained public finances and the importance of ensuring value for money, it is essential that limited revenue funding for bus services is targeted where it can deliver the greatest social, economic and environmental benefit. In a largely rural county, many services are not commercially viable without public support, and decisions on intervention must therefore be evidence-led, proportionate and aligned with our LTP objectives.
- 5.2.5. Within this context, the Council's approach focuses on maintaining access to essential services while strengthening the role of the bus network as a realistic alternative to the private car, particularly for longer inter-urban journeys between towns. We will continue to review services operating in Oswestry and Bridgnorth to identify gaps and determine the specific types of improvements that could be made.
- 5.2.6. As part of the BSIP, we will continue to review socially necessary services, including access to amenities, workplaces, tourism hotspots, and neighbourhoods. This will also form part of our regular Bus Network Accessibility Plan review and update. A key priority is improving inter-urban services between principal towns to make the bus network more frequent and attractive.

- 5.2.7. Given current funding pressures, we must have a clear business case to subsidise services. Instead, we will work more effectively with partners to enhance existing routes and improve current services to encourage mode shift and increase attractiveness. The outcome from the review will inform our delivery in the longer-term.

Action 1.2 Give buses priority in Shrewsbury and key locations across the county

Improving reliability by giving buses priority.

- 5.2.8. We will introduce targeted bus priority measures where they can support wider transport and place-based objectives. These measures will be considered on a case-by-case basis as part of wider studies or investment programmes, particularly in locations with high bus demand, congestion, air quality challenges or planned public realm improvements.
- 5.2.9. Interventions may include bus-only streets or ‘bus gates’, dedicated or part-time bus lanes, bus detection and priority at traffic signals, changes to junction layouts and parking management. Together, these tools will be used selectively to improve bus reliability and journey times while supporting safer, more attractive streets and town centres. Bus priority through the town centre and on main bus routes into the town centre is a key part of the Shrewsbury Moves Plan and we will continue to implement and develop that plan throughout the LTP period.

Action 1.3 Expand the “Connect On Demand” service

Making on-demand public transport available to more people in Shropshire.

- 5.2.10. The *Connect On Demand* service in Shrewsbury has grown strongly since launching in 2023, with new zones, stops, positive feedback and rising patronage showing clear demand for expansion.
- 5.2.11. Connect On Demand is a flexible, bookable public transport service that currently operates in and around Shrewsbury, including areas to the south of the town, providing an alternative to conventional fixed-route bus services where these are difficult to deliver effectively. Instead of running to a fixed timetable or route, services respond to passenger demand, with users booking trips in advance to travel between local stops, key destinations and transport hubs. Connect On Demand complements the existing bus network by providing a more responsive option in lower-density areas, at quieter times of day, or where travel needs are varied. The service supports access to jobs, education, healthcare and shopping, helps reduce social isolation, and offers an alternative to private car use, particularly for people living in areas with limited public transport provision.
- 5.2.12. In the short term, we will build on this success and improve the service’s commercial viability in Shrewsbury to complement the local bus network, including serving outer areas. We will then look at expanding the offer to other parts of Shropshire.

Action 1.4 Upgrade bus stops to be better and easier to use

Using a tiered investment approach to deliver targeted bus stop upgrades.

- 5.2.13. We will deliver targeted upgrades to bus stops across the county using a “tiered investment methodology” that matches the level of improvement to the role, usage and context of each stop. This approach recognises that not all bus stops require the same level of infrastructure and allows investment to be prioritised where it will have the greatest benefit. Higher-use stops in town centres, along key corridors or at important interchange locations will receive more comprehensive improvements, such as real-time passenger information, disruption information, enhanced shelters, seating and improved onward journey information, while lower-use stops will be upgraded with

proportionate, cost-effective measures such as clear static information and improved waiting environments.

- 5.2.14. An attractive passenger transport network depends on reliable, easy-to-understand information, real-time service updates, effective disruption communications and safe, welcoming places to wait, and in the short term we will work with partners to apply this methodology consistently, taking account of factors such as location, level of bus service provision and use as well as the type of users.
- 5.2.15. We will also work with operators and consultees to look at how to improve personal safety when using the network; whether it is on the bus or for people waiting at bus stops. This is part of a 'whole end to end journey' approach to transport design where we will support people in moving seamlessly between transport modes, streetscapes and different environments.

Action 1.5 Improve access to railway stations

Strengthening bus, walking and cycling connections and supporting local station upgrades.

- 5.2.16. Improving access to railway stations will be progressed through a coordinated partnership approach, led by Shropshire Council, to strengthen bus, walking and cycling connections and improve the 'first and last mile' experience for passengers. This will support access to stations for everyday commuting and travel to key destinations, including for people travelling from neighbouring areas.
- 5.2.17. Shropshire Council will work with Network Rail, rail operating companies, Community Rail Partnerships and station adopter groups to help shape, prioritise and drive local rail access improvements. This builds on the established role of the Three Counties Connected, Cambrian and Heart of Wales Community Rail Partnerships, which bring local knowledge, community insight and partnership delivery experience, and play an important role in connecting communities with their railway while encouraging sustainable travel.
- 5.2.18. Over the next five years, locally tailored station access and improvement plans will be used to guide proportionate, place-based interventions at stations across the county. Engagement with Council members, officers and rail industry partners will identify stations to prioritise improvements. These plans, informed by Community Rail Network guidance and supported through a combination of rail-industry and local authority funding, will help coordinate investment in accessibility, interchange, wayfinding and onward connections, reflecting the role and context of each station.
- 5.2.19. Through this partnership-led approach, Shropshire Council will also work with stakeholders to promote improved sustainable transport links between stations and major attractions, recognising the role of better connectivity and clearer wayfinding in reducing congestion, improving the visitor experience and widening access for different equalities groups and people without access to a car.

Action 1.6 Support the business case to re-open the Gobowen-Oswestry line

Working with partners to understand potential future uses for the line.

- 5.2.20. There is strong local ambition to reopen the Gobowen–Oswestry line for passenger use. The business case must address a major practical constraint: the at-grade level crossing on the A5, part of the SRN. With the 'Restoring Your Railway' Fund no longer available, we will need to identify alternative funding. We will work with partners to explore other alternative uses for the line, including heritage rail (acknowledging the interest expressed by the Cambrian Railway Society) and as an active travel route.

Action 1.7 Progress plans for the Shropshire & Mid Wales Parkway

Working with partners to make the case for a new station on the line to Birmingham.

- 5.2.21. 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 station on the Shrewsbury to Birmingham line at the junction of the A5 and A49. 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 rail operators to explore opportunities for new railway stations elsewhere in the county.

Action 1.8 Improve Park & Ride services

Improving Park & Ride by introducing additional services from existing sites, reviewing opportunities for more onward travel options and assessing potential for new sites.

- 5.2.22. Improvements to bus services operating to and from Park & Ride sites during the evenings and weekends will support access to jobs and strengthen the visitor economy. Currently, the last services finish in the early evening and no services operate on Sundays. Extending services will build on successful night bus trials in Shrewsbury and provide people with a more attractive alternative to parking in the town centre.
- 5.2.23. We will continue to review the role, quality and use of existing Park & Ride sites in Shrewsbury. In the longer-term, our ambition is to introduce modern Park & Choose hubs in appropriate locations that offer a high-quality mix of onward travel options, Electric Vehicle charging and cycle storage.
- 5.2.24. Park & Ride/Park and Choose for other towns will be considered, where there are problems of congestion and opportunities to support sustainable access for visitors. We will continue to work closely with partners to assess the feasibility and type of operation prior to implementation.
- 5.2.25. In the short term, we also welcome opportunities to work with institutions that have on-site parking and traffic challenges, exploring how publicly owned land can be leased to support sustainable travel and local objectives. This includes improving access to large employers. In the longer-term, this may include using existing Park & Ride sites, even as interim spaces before land is regenerated. Onward travel options would be tailored to the local context and needs.

Our longer-term aspirations

Action 1.9 Upgrades to key bus stations and interchanges

Upgrading bus stations and interchanges to improve the passenger experience.

- 5.2.26. We will develop plans and identify funding options for upgrading bus stations and interchanges in Shrewsbury, Market Drayton and Oswestry to improve the passenger experience and make onward travel easier. Longer term, we aim to deliver larger upgrades, supported where possible by local developments such as Smithfield Riverside. We will also explore opportunities to enhance the commercial offer at existing sites, including pop-up facilities at Park & Ride sites.

Action 1.10 Campaign for faster, more reliable rail links

Seeking to deliver faster, more reliable and higher-capacity rail services for Shropshire.

- 5.2.27. Rail links to major towns and cities are crucial to provide sustainable access to jobs, attractions and housing. Stronger rail connectivity and better network integration play a key role in improving regional productivity and resilience. Better rail links also increase the viability of new development around rail stations.
- 5.2.28. We will work closely with partners including Network Rail, West Midlands Combined Authority, Midlands Connect, and operators such as West Midlands Trains, Transport for Wales and neighbouring authorities to campaign for and support improvements to rail services and cross-boundary connectivity. This includes increasing line speeds, optimising running patterns and exploring ways to increase peak frequency and capacity, such as lengthening platforms at smaller stations.
- 5.2.29. We will continue to advocate for more frequent rail services to support growth along the Shrewsbury-Wolverhampton Corridor. Improved frequencies will help ease pressure on the A5 and M54 and align with the Midlands Connect “Wolverhampton-Shrewsbury: A Corridor for Growth” vision. We recognise the important role of rail in supporting transport decarbonisation and will work with partners to improve sustainable cross-boundary connectivity, helping more journeys to be made by rail rather than private car.
- 5.2.30. Improved access to Birmingham and Manchester airports and restoring a connecting service from Wolverhampton to London that links with services from Shrewsbury, similar to the service that operated until June 2024, are some of the key priorities that we will campaign for.

Action 1.11 Zero emission bus fleets

Working with bus operators to invest in reliable, cost-effective technology for greening fleets.

- 5.2.31. Acknowledging that there is no one-size-fits-all solution in Shropshire, we will take a measured approach to decarbonising bus and Community Transport vehicles, working very closely with operators. As a rural county where journey lengths are long, range and reliability is crucial. Equally, having the right depot infrastructure and access to fuel supplies will determine the feasibility and practicality of using battery electric vehicle fleets versus low carbon fuels that require no modifications to use. Cost is a natural driver and the availability of sufficient funding for fleets and infrastructure to charge or fuel vehicles is critical.
- 5.2.32. We will closely monitor developments across the UK on bus electrification as well as trial use cases for biofuels and hydrogen. This will help in determining the most appropriate programme of bus and Community Transport decarbonisation for Shropshire. This will need to be undertaken with bus operators through our Enhanced Partnership agreement and will be a key consideration in any future tendering and procurement agreements, including bus franchising, in the future.
- 5.2.33. We will trial and pilot electric bus fleets with operators on shorter, direct routes. Provisionally, we anticipate those more suitable for electrification will be urban services, such as the services to and from Park & Ride sites in Shrewsbury as well as local circular routes operating within principal market towns. Electric bus fleets also have the advantage of lowering noise pollution.

We will work with rail and bus operators to make the use of public transport more affordable.			
Our plan for 2027-2032		Lead	Partner
1.12	Discounted bus travel for young people	✓	
What we will do in the longer-term		Lead	Partner
1.13	Integrated ticketing	✓	
1.14	Public transport ticketing discounts for visitor attractions		✓

Our Plan for 2027-2032

Action 1.12 Discounted bus travel for young people

Scoping affordable bus fares for young people across Shropshire.

- 5.2.34. Making bus travel cheaper and more accessible can reduce car dependency based on the costs of running a vehicle. A Youth Combined Forum survey showed that 7 in 10 young people would use public transport more if it were more affordable⁵.
- 5.2.35. Research also suggests that lower bus fares and greater bus use can reduce road traffic casualties. Younger people, especially those aged 15–29, experience a disproportionate share of injuries in Shropshire. Recent Shropshire and West Mercia Police data show that a quarter of serious injury collisions involved someone aged 16–24⁶.
- 5.2.36. We also need to support young people who are Not in Employment, Education or Training (NEET) as part of the national ‘Plan to get Britain Working’. Although the proportion of young people who are NEET in Shropshire is only 3%, well below the national average of 5.6%, supporting them to use public transport is key to enabling access to employment, education and training opportunities.
- 5.2.37. We will assess short and long-term funding options and monitor any extensions to the national fare cap so we can work with young people to provide affordable, accessible and attractive bus fare options. Our aim is to improve access to jobs, training and leisure, and support greater travel independence. We will promote discounted bus travel through schools, youth career services and programmes such as Building Better Opportunities.
- 5.2.38. We will work with local institutions to help make discounted fares financially sustainable. We will also collaborate with partners to promote the offer and improve how we monitor its benefits, including whether cheaper travel helps people manage living costs or spend more on healthier choices.
- 5.2.39. We are responsible for providing free school travel for eligible children under national law. In some cases, we also subsidise local bus services that support access to schools. We will review how

⁵ Youth Work Unit (2023). *A short Study into Young People’s attitudes towards public transport & active travel*. [online] Available at: <https://youthworkunit.com/wp-content/uploads/2023/10/NYCA-Survey-for-presentation.pdf> [Accessed 5 Jan. 2026].

⁶ West Mercia Police (2024). *Operation Spotlight highlights the ‘Fatal Four’ and younger drivers*. [online] West Mercia Police. Available at: <https://www.westmercia.police.uk/news/west-mercia/news/2024/september/operation-spotlight-highlights-the-fatal-four-and-younger-drivers> [Accessed 5 Jan. 2026].

statutory school transport and local bus services are delivered as part of a wider service coverage review, including exploring demand-responsive options to improve value for money.

Our Longer-Term Aspirations

Action 1.13 Integrated ticketing

Integrated tickets to simplify travel across bus and rail.

- 5.2.40. Making public transport more affordable includes looking at how we can improve joint bus and rail ticketing in the county. We will set out an approach to integrated ticketing and the opportunities presented by "Project Coral" over time. Project Coral is designed to simplify public transport across England and provide a contactless 'tap-and-cap' system where passengers can travel across multiple transport operators using a single bank card or smartphone. Fares are automatically calculated to ensure the best value. This is a DfT expectation for all local authorities and will help to ensure that integrated travel is also attractive and easy.
- 5.2.41. PlusBus is currently only available in Shrewsbury on some participating services. Through our Enhanced Partnership work with operators, we will look to improve and expand this offer in the town and across the county, including providing easier ways to buy tickets online and in person.

Action 1.14 Public transport ticketing discounts for visitor attractions

Promoting sustainable travel through joint ticket discounts.

- 5.2.42. We will work with partners such as Visit Shropshire, local organisations like the Severn Valley Railway, and bus and rail operators to introduce and promote joint ticket discounts for people arriving at visitor attractions by sustainable travel. The three Community Rail Partnerships can also help by working with local organisations to develop and promote the offer and ensure information is easy to find at stations and online.

We will continue to work with operators to develop and implement workable public transport solutions that are appropriate for our rural communities.			
Our plan for 2027-2032		Lead	Partner
1.15	Make improvements to rural bus services in line with recommendations of the bus service review mentioned above	✓	
1.16	Develop a plan for introducing Connect On Demand in rural areas.	✓	
1.17	Support the ongoing role of Community Transport providers in helping people access essential services	✓	
1.18	Shared Transport Feasibility Study	✓	

Our Plan for 2027-2032

Action 1.15 Implement recommendations from the Bus Network Review for rural areas

Strengthening rural bus connections.

- 5.2.43. The proposed Bus Network Review (Action 1.1) will provide an evidence-led assessment of how the bus network can best meet the needs of rural communities within the context of a large, sparsely populated county. The review will consider a range of options to improve coverage, reliability and

usability, taking account of passenger demand, deliverability and value for money. This will include assessing whether services operate at the times people need them, rather than focusing primarily on conventional daytime and commuter travel.

- 5.2.44. As travel patterns extend beyond administrative boundaries, we will work with neighbouring authorities, transport operators and Transport for Wales to improve the coordination of cross-boundary services, timetables and interchange opportunities.
- 5.2.45. While the detailed recommendations of the review are not yet known, it is anticipated that strengthening key inter-urban services will form an important part of any future approach. Inter-urban routes play a critical role in connecting rural communities with principal towns, services, employment and transport hubs, and improvements to these core links are likely to offer opportunities to make more effective use of limited resources. Subject to the findings of the review, this could include enhancing the frequency and consistency of services operating between towns, alongside consideration of targeted evening and weekend provision where there is a clear case to do so, including to help address social isolation.
- 5.2.46. Alongside any service changes, we will take a coordinated approach to improving the passenger experience on rural and inter-urban routes. This is expected to include targeted upgrades to bus stops and their immediate surroundings, making them safer, more accessible and more attractive to use, and working closely with operators to support service quality.

Action 1.16 Connect On Demand in rural areas

Developing a plan for demand responsive transport in rural areas.

- 5.2.47. We will develop a plan to shape the future role of demand-responsive transport in rural areas, setting out clear objectives, delivery models and funding considerations. This work will build on and align with the Bus Network Review (Action 1.8), the Rural Accessibility Strategy (Action 4.1) and wider public transport actions within the LTP, ensuring a coordinated approach to improving access in rural communities.
- 5.2.48. As part of this work, we will consider evidence from existing services, including the seasonal shuttle linking Church Stretton to the Shropshire Hills, and demand-responsive services operating in Wales, to understand what has worked well and how similar models could be adapted or scaled. The plan will assess the suitability of demand-responsive transport for different rural contexts, including visitor destinations and everyday travel needs, and identify where and how these approaches could be applied elsewhere in the county.

Action 1.17 Supporting Community Transport

Supporting Community Transport to provide essential, local journeys.

- 5.2.49. Community transport is a local, not-for-profit transport service that helps people who might otherwise struggle to get around reach everyday places like shops, healthcare, work, and social activities.
- 5.2.50. 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.
- 5.2.51. We will continue to support operations and attend the Community Transport Consortium, which represents providers across the county, and explore future diversification within the legislative

framework to support the sector's long-term financial sustainability. This includes strengthening links with the Community Rail Partnerships to support visitor access and first- and last-mile connectivity.

Action 1.18 Shared Transport Feasibility Study

Assessing how shared transport could make public transport easier to access and use.

- 5.2.52. Shared transport enables people to access transport without owning a vehicle and includes a range of schemes already operating across Shropshire. Shared transport options include:
- Car clubs: Pay per trip car clubs that give people and organisations access to a car without owning one;
 - “Micromobility”: The use of shared bikes, e-bikes and scooters, often booked through an app, to make short journeys; and
 - Ride sharing: People sharing journeys, usually by car.
- 5.2.53. The Shared Transport Feasibility Study will consider how different shared transport models could support local travel needs, reduce car dependency and improve access to services, particularly in areas where conventional public transport provision is limited.
- 5.2.54. The study will examine opportunities for ridesharing, car sharing and micromobility, building on existing provision where it exists and exploring how more flexible or locally tailored models could operate in both urban and rural contexts. This will include consideration of how shared transport can be designed to meet the needs of a diverse population, including people who require more accessible or flexible services, and how it can support wider objectives such as the visitor economy.
- 5.2.55. The feasibility study will also explore the role of mobility hubs in bringing together different transport options in accessible locations, helping to improve integration between modes and provide more inclusive travel choices. It will assess where shared transport facilities could be supported through new development, Council assets such as car parks and the public highway, and major growth locations across the county, building on existing work including Shrewsbury's Movement and Public Space Strategy.
- 5.2.56. Engagement with partners, communities and operators will be central to the study, helping to assess demand, identify suitable locations and understand which shared transport solutions are most appropriate in different parts of Shropshire. The study will also identify delivery partners and stakeholders to support implementation, including service providers and community organisations that can help reflect the needs of different groups of people.

Supporting our objectives (Strong contribution: ★★ ★ Clear contribution: ★ ★)			
Health and Wellbeing		★ ★	• More opportunities for trips by public transport, with better integration (physically and through services) with other modes; • Encouraging fewer trips to be made by private car; and • Reliable access across rural areas for different types of journey needs.
Connecting to Opportunities		★★ ★	• Delivery of a public transport network that provides services that fit with where people want to go, with improved accessibility; • Enabling people to access training, jobs and attractions easily and independently; and • Improved access for rural communities especially for those without access to private transport.
Support Good Economic Growth		★★ ★	• Creating a reliable and attractive network that helps to get people to jobs, supports growth and helps the evening economy; • Improved access for rural communities especially for those without access to private transport; • Enabling people to access training, jobs and attractions easily and independently; and • A transport network for rural communities that is reliable and meets their needs for the longer-term.
Decarbonisation		★★ ★	• Cleaner fleets in areas where there is more exposure to pollution and supporting mode shift where there is the greatest propensity to change.

6. Road Safety

Road safety relates to the safe use of roads, public transport and pedestrian facilities.

- 6.1.1. Although road casualties are on a downward trend in Shropshire, serious collisions on our roads continue to occur, many involving vehicle drivers and passengers on higher speed routes and on rural roads. The Government's new 'Road Safety Strategy' targets a reduction in the number of people killed or seriously injured on British roads by 65% by 2035 (70% for under 16s).
- 6.1.2. Collisions may happen for a number of reasons and every serious incident has lasting physical and mental impacts on those involved and their families. Collisions also undermine confidence in walking, cycling and moving around local communities. Reducing road danger is essential to protecting people, supporting wellbeing and creating a transport network residents can trust.
- 6.1.3. Rural roads and A roads that include high volumes of Heavy Goods Vehicles (HGVs), including slow-moving agricultural vehicles that prompt other drivers to overtake, pose the greatest risks.
- 6.1.4. All pedestrian fatalities between 2019 and 2023 occurred where no pedestrian crossing was within 50 metres. Pedestrian and cycle casualties are low overall with almost all pedestrian casualties occurring where specific crossing facilities were not available.
- 6.1.5. Recent public consultation on perceptions of safety and barriers to walking and cycling highlighted concerns about traffic speeds, traffic volumes, driver behaviour and feeling intimidated on fast, busy roads⁷. Perceived risk remains a major barrier to active travel, with differences between men and women in how safe they feel at different times of day in different types of setting.

What are we already doing?

- We engage with the West Mercia Police Safer Roads Partnership to enforce speed limits, run education campaigns and support engineering solutions to reduce collisions and casualties. This includes working closely with National Highways;
- Across the highways network that we manage, we have introduced safety measures in "hotspot" locations where multiple collisions have been reported;
- Our Road Safety and Sustainable Travel Team delivers education programmes across all age groups, including school visits, tailored advice, the journey programme and Bikeability; and
- We also support community-led reporting, including Community Speed Watch and local road safety groups, to help identify and process concerns and support a proactive approach to improving road safety. This further relies on the work of community and campaign groups to also raise awareness of issues in their respective areas.

⁷ Dudley, A., Foysal, R. and Lusby, S. (2024). *SHROPSHIRE COUNCIL Shropshire Local Cycling and Walking Infrastructure Plan (LCWIP) Consultation Report*. [online] Available at: https://shropshire.gov.uk/committee-services/documents/s38289/Appendix%209%20-%20Shropshire%20LCWIP%20Consultation%20Report_v1.0%201.pdf [Accessed 5 Jan. 2026].

6.2. Our Plan for Road Safety

Improving the safety of the transport network.

We will improve road safety for everyone in Shropshire.			
Our plan for 2027-2032		Lead	Partner
2.1	Improve road safety for everyone in Shropshire by focusing on the places where serious incidents happen most often.	✓	

Our Plan for 2027-2032

Action 2.1 Improve road safety for everyone in Shropshire by focusing on the places where serious incidents happen most often.

Locally tailored road safety measures that target serious collision risks.

- 6.2.1. There is no single approach to road danger reduction: most locations require a combination of measures to create safe, secure places for people to move without incidents or negative perceptions. Road safety considerations will be embedded across transport planning, new development, public realm and highway improvement schemes to help create safer and more attractive places.
- 6.2.2. We will take a locally tailored approach, which means that our approach to road safety on a small rural road or residential street will differ from an A road. Through the Safer Roads Partnership we will implement measures to reduce road danger which may include:
- Enforcement & Monitoring: focused on the use of average speed cameras, red light cameras or police patrols in notorious hotspot locations to encourage compliance, as well as enforcing restrictions to traffic and parking at school start and finish times;
 - Education and Awareness: changing behaviour through initiatives such as targeted speed awareness campaigns, boosting skills such as the continued delivery of Bikeability cycle training and road safety education at schools and colleges; and
 - Operational, Technological and Engineering Interventions: using proportionate measures to address identified safety risks, manage vehicle movements and create safer, more accessible and attractive places.
- 6.2.3. We will work with the Safer Roads Partnership and local road safety working groups to develop the right mix of measures across the roads where the risk of serious collisions is greatest. We will also closely follow the principles of the “people first approach” to prioritise the most vulnerable users of the transport network. This will be based on:
- Collecting good-quality data on safety, collisions and casualties that can be easily configured and interrogated by road and vehicle types and shared with partners;
 - Gaining insights and evidence from local communities to better understand the issues, further the case for intervention and identify potential measures;
 - Developing a prioritisation assessment methodology to prioritise locations for improvements and help decide which road danger reduction measures are appropriate to the context; and

- Understanding the whole life costs associated with each type of measure and alignment with the highway asset management plan.

Supporting our objectives (Strong contribution: ★★ ★ Clear contribution: ★ ★)			
Health and Wellbeing		★★★	• Reduction in the number of injuries and fatalities on the road network, for vehicles and non-motorised modes. • Improving the perceptions of safety on Shropshire's transport network for all users.
Connecting to Opportunities		★★	• Encouraging those with fears about safety to feel confident whilst they are travelling and spending time in public places. • Removing real and perceived safety-related barriers to travel to enable people to access a greater number of opportunities.

7. Active Travel

Active travel refers to making journeys by physically active means, such as **walking, cycling, wheeling** (travelling at walking pace using wheels rather than on foot e.g. scooters) and other non-motorised modes.

- 7.1.1. Our people-first approach places walking, wheeling and cycling at the top of the road user hierarchy, helping ensure that the needs and safety of these users are prioritised.
- 7.1.2. Active travel levels in Shropshire are relatively low for commuting but higher for leisure. In 2021, 11% of people walked (9%) or cycled (2%) to work, down from 14% in 2011 due partly to COVID-19 pandemic-related behaviour changes. People in urban areas commute by walking and cycling more than in rural areas, with around 13% of Shrewsbury commuters walking or cycling. The 2023 Active Lives Survey indicates that 73% of adults walk weekly and 7% cycle weekly with overall levels of walking and cycling for leisure higher than the national average.
- 7.1.3. Analysis undertaken to inform this LTP found that:
- 41% of car trips made are a “cyclable” distance and 21% are a “walkable” distance with many such journeys made in the urban areas of Shrewsbury, Oswestry, and Shifnal. Although local topography and road layouts may limit the suitability of some walking and cycling journeys, together with other considerations such as linked trips, these figures indicate the potential to shift some trips from car to active travel.
 - People in urban areas of Shropshire have a higher-than-average propensity for walking, cycling and public transport. This may reflect factors such as shorter journey distances, better access to services and a wider range of viable travel options.
- 7.1.4. Nearly all trips involve walking or wheeling, whether it be for the whole journey, from a car park to the destination or to a bus stop for an onward journey by bus. The Council maintains a network of adopted streets, many of which include facilities such as footways and crossings, to enable people to make journeys by walking and wheeling.
- 7.1.5. We also manage an extensive Public Rights of Way (PROW) network comprising 5,600km of paths and bridleways. PROW are widely used for leisure walking, and our Great Outdoors strategy sets the direction for managing and developing publicly accessible outdoor assets, including PROW. PROW also support “utility” journeys, such as accessing shops and services, and these journeys are a key focus of the LTP. As the Local Transport Authority, we have a legal duty to protect and assert the PROW network and to maintain routes that are publicly maintainable. Parish Councils also have specific rights and powers in respect of PROW including maintenance, installing lighting and signage, creating new routes and providing seats and shelters.
- 7.1.6. In comparison, our network of cycling routes is relatively limited and fragmented. 56% of Shropshire residents live within a 15-minute cycle of a district centre where amenities and facilities are concentrated, indicating strong potential for more cycling trips. While many cycle trips can be made on the road network, barriers such as distance, topography, lack of access to a bike, lack of safe bike storage and road safety concerns affect uptake of cycling.

What are we already doing?

- Our Local Cycling and Walking Infrastructure Plan (LCWIP) provides a long-term framework for identifying and prioritising improvements that make walking, cycling and wheeling safer, easier and more attractive across Shropshire. The LCWIP will be updated and implemented during the LTP period to 2037.
- We deliver Bikeability training through local partners across the county to improve riding skills and confidence, and we support school crossing patrols to enable safe walking and cycling. This is funded by the Department for Transport (DfT).
- We endorse adult cycle training programmes delivered by local instructors to build confidence and skills for current and prospective bike users, especially people moving into new developments and those accessing workplaces or education.
- We are developing the next phase of the School Streets programme, informed by a review of the pilot schemes already in operation to help strengthen future implementation alongside schools, communities and other partners.

7.2. Our Plan for Active Travel

We will make walking, wheeling and cycling the best choices for local journeys.			
Our plan for 2027-2032		Lead	Partner
3.1	Improve walking and cycling routes	✓	
3.2	Maintain and improve Public Rights of Way	✓	
3.3	Create safer more attractive streets in towns and villages	✓	
3.4	Expand the Shrewsbury e-bike subscription scheme		✓
What we will do in the longer-term		Lead	Partner
3.5	Work with developers to provide safe, accessible walking and cycling routes for new housing and employment sites		✓

Our Plan for 2027-2032

Action 3.1 Improve walking, cycling and wheeling routes

Better walking and cycling routes delivered through an updated, prioritised Local Walking and Cycling Infrastructure Plan that sets out a 10-year plan for deliverable, effective schemes.

- 7.2.1. We will deliver improvements to walking and cycling routes through our LCWIP, which will also consider wheeling. This includes people using wheelchairs, mobility scooters, prams or other wheeled mobility aids. The current plan aims to improve the safety, comfort and attractiveness of walking and cycling across the county, including overcoming barriers that make local journeys more difficult. It sets out a prioritised list of schemes covering Shrewsbury, Oswestry/Gobowen, Church Stretton, Market Drayton, Bridgnorth, Ludlow and Whitchurch.
- 7.2.2. While the plan identifies high-level routes and corridors with the greatest potential to increase walking and cycling flows, we need further review and prioritisation to confirm deliverable schemes. This includes engagement with Parish Councils, assessing constraints such as road widths, utilities

and competing demands on the highway, and comparing the relative economic and environmental benefits of potential schemes. We will be cognisant of identifying appropriate routes and corridors relative to the potential for Violence Against Women and Girls (VAWG) (perception and actual). For example, avoiding developing isolated walking routes to new developments or ensuring vegetation is well maintained to improve visibility.

7.2.3. Our first step will be to update the LCWIP to provide a clearer programme of schemes for delivery over the next ten years. We will:

- Prioritise deliverable LCWIP corridors using clear, evidence-led criteria, focusing proportionately on routes with realistic potential, strong evidence and alignment with Active Travel England and funding opportunities as well as VAWG priorities;
- Provide clear guidance on how developer contributions from new housing and other developments should support priority routes, including expected standards, cost profiles and protection of Public Rights of Way (PROW);
- Strengthen the LCWIP by setting out the types of infrastructure needed to improve accessibility, safety, and connectivity, including lighting, seating, dropped kerbs and accessible crossings and measures to address severance caused by busy roads and other barriers; and
- Integrate the LCWIP with wider plans, placemaking activity and cross-boundary connectivity, including collaboration with neighbouring authorities, particularly Telford and Wrekin on the Shrewsbury to Wolverhampton Growth Corridor vision.

7.2.4. We will also align the LCWIP with Health and Wellbeing guidance, the PROW Plan, National Landscape plans, spatial planning, neighbouring authority routes and wider healthy neighbourhood and placemaking ambitions.

Action 3.2 Maintain and improve Public Rights of Way (PROW)

Protection, maintenance and improvement of the Public Rights of Way network, with a focus on routes that support everyday journeys.

7.2.5. Through the LTP, we will:

- Identify a new category of PROW routes most likely to form part of utility journeys such as accessing shops and services. These may be short paths, often within or on the edge of towns and villages, which may benefit from more regular maintenance and cleaning. We will incorporate these routes into the routine public highway maintenance regime and upgrade wayfinding, reduce clutter, improve accessibility by ensuring accessible gates and barriers, address barriers such as stiles, kissing gates and inaccessible path infrastructure where appropriate, and improve mapping and digital information. This will make utility routes clearer for residents and visitors, supporting both leisure and everyday trips;
- Ensure PROW are integrated sensitively into new developments and re-routed only where unavoidable and only where re-routing improves the path; and
- Link PROW enhancements with LCWIP priorities, rural access strategies and health and wellbeing objectives, particularly for intra-village routes and paths connecting to key services. This ensures PROW contribute to active travel, inclusion and community health.

Action 3.3 Create safer, more attractive streets in towns and villages

Inclusive streets and public spaces that celebrate and enhance the unique character of Shropshire's towns and villages, co-designed with our communities.

- 7.2.6. We will enhance the public spaces and streets that are managed by the Council to be safer, more attractive places for moving around and spending time in. We want to support places where people want to spend time, relax and enjoy but which also function well for businesses and residents.
- 7.2.7. Shropshire's towns and villages are characterful and historic, but the spaces between buildings do not always reflect or enhance that character. In many places, streets and public spaces are dominated by vehicles, affecting how they look, feel and function. This can also reduce the quality of the local environment, with traffic movement, parking and engine noise all influencing people's experience of a place.
- 7.2.8. Improving the quality, accessibility and character of Shropshire's streets is central to delivering a transport system that supports healthier, safer, more vibrant and more inclusive places. Enhancing public spaces is a key part of our LTP because street design directly affects safety, walking and cycling levels, accessibility, personal security and perceptions of place. Improving streets helps deliver our objectives for active travel, safety and vibrant communities, especially for older people, disabled people and young people and we will involve local communities in the design process. Better public spaces can also change perceptions of an area, helping to attract investment.
- 7.2.9. The **Shrewsbury Moves Plan**, part of the **Shrewsbury Big Town Plan**, is a key example of our ambition to transform public spaces by creating new town squares, gateways and more pleasant streets that prioritise sustainable travel and improve connectivity across the town. We will facilitate implementation of the plan and its proposed public realm changes, including:
- Prioritising walking, wheeling and cycling, with more public spaces, town squares and enhanced gateways such as the Station Quarter; and
 - Reviewing the feasibility of traffic loops or circulation plans that prioritise access for walking, wheeling, cycling and public transport, aligned with the decision not to pursue the North West Relief Road.
- 7.2.10. We acknowledge the aspirations set out in each of the **Shropshire "Place Plans"** to improve the sense of place and create more welcoming environments that boost local pride, increase footfall and protect the integrity of town centres and high streets. Shropshire Place Plans are a series of locally focused planning documents prepared by Shropshire Council that identify the infrastructure and investment needed to support existing communities and future growth across the county. Covering 18 place plan areas, they bring together priorities such as transport improvements, schools, health facilities, utilities, flood defences, broadband, open spaces and community infrastructure. As "live" documents, they are regularly reviewed and updated with input from local Councils, infrastructure providers and community stakeholders to reflect changing needs and priorities.
- 7.2.11. We will design improvements in partnership with local communities and stakeholders by taking the following approach:
- Collaboration with communities - schemes will be co-designed with local partners, reflecting the lived experience and priorities of residents. A locally-centred approach will ensure interventions respond to the unique character of each place;

- Recognition of the interdependencies between public realm changes and other local objectives and priorities and shifting budgetary and political climates. This includes identifying risks early and being responsive;
- Consider piloting and testing changes to the public realm using temporary or experimental Traffic Regulation Orders (TROs) prior to investing in a longer-term, permanent solution. This will require frontloading engagement and ongoing communication with stakeholders;
- Adopting a robust monitoring and evaluation framework across all public realm programmes, measuring outcomes such as safety (including VAWG priorities), footfall, accessibility and environmental benefits during different stages of a build; and
- Ensure Equality, Social Inclusion and Health Impact Assessment (ESHIA) is undertaken to ensure that people with Protected Characteristic Groups are fully considered during scheme design and delivery. This includes reviewing lighting for safety, ensuring universal access, enhancing wayfinding, and designing environments that support independent mobility for all.

7.2.12. During the first five years of LTP delivery, we will engage with key stakeholders across Shropshire to identify and prioritise opportunities for street and public spaces improvements, initially focusing on supporting delivery of the Shrewsbury Big Town Plan.

Action 3.4 Expand access to electric assist cycles

Making electric assist cycles available to more people across Shropshire.

- 7.2.13. In 2025, the Shrewsbury Big Town Plan partnership introduced a discounted long-term e-bike (Electric Assist Pedal Cycle, EAPC) hire scheme funded by the Government's UK Shared Prosperity Fund (UKSPF). The aim was to provide a cost effective alternative to driving into the town centre. We want to build on this success.
- 7.2.14. EAPCs make cycling easier and more accessible by removing barriers that put people off using regular bikes, such as fitness, topography and distance. EAPCs are typically more expensive than regular bikes. By offering discounted hire, the scheme enabled users to try them at low cost.
- 7.2.15. The scheme proved popular. Over 450 applications were made soon after launch⁸ and the fleet expanded from 100 to 120 bikes to meet demand, with 70 new secure cycle storage locations being installed. We are keen to expand the benefits to other towns in Shropshire and will support Town Councils to introduce similar schemes in Ludlow, Bridgnorth, Oswestry and Market Drayton.

Our Longer Term Aspirations

Action 3.5 Walking and cycling routes for new housing and employment sites

Working with developers and using the planning process to ensure safe, accessible walking and cycling routes and high quality cycle parking in new developments.

- 7.2.16. We will require developers to design and deliver active travel infrastructure using Section 106 contributions or the Community Infrastructure Levy (CIL). We will ensure high quality schemes by applying a design review process that will:

⁸ Shrewsbury Bid (2024). *Shrewsbury e-Bike scheme gets 'extremely encouraging' response*. [online] Shrewsbury BID. Available at: <https://shrewsburybid.co.uk/shrewsbury-e-bike-scheme-gets-extremely-encouraging-response> [Accessed 5 Jan. 2026].

- Assess scheme designs against national guidance such as Local Transport Note 1/20 and Manual for Streets;
- Ensure alignment with the priority active travel routes identified in the LCWIP and make best use of developer contributions to limit underspend; and
- Apply principles from the proposed Health and Wellbeing Guidance, including neighbourhood design considerations, and reflect emerging requirements from the Sustainable Design Supplementary Planning Document (SPD), as part of our wider 'Decide and Provide' approach.

7.2.17. To support developers, we will develop a standard for scale/level and standardisation for cycle parking associated with commercial and residential units.

Supporting our objectives (Strong contribution: ★★ ★ Clear contribution: ★ ★)			
Decarbonisation		★★★	• Improved ability to travel by means other than the car, reducing emissions.
Health and Wellbeing		★★★	• Making trips by active travel provides exercise to deliver health benefits and improve fitness; and • Improving the quality and character of Shropshire's streets and public realm.
Support Good Economic Growth		★★	• Reduced wear on the road network due to fewer car trips being made; • Increased ability to access employment, education and training through increased availability of lower-cost travel solutions; and • Integration of high quality active travel routes into new developments.
Connecting to Opportunities		★★	• Improved access to services, especially for those without access to a car; and • Easier to make trips by active travel modes.
Environmental Protection		★★	• Fewer car journeys resulting in less pollution and lower impact of emissions on buildings and green spaces; and • Protection and enhancement of Shropshire's PROW.

8. Inclusive Accessibility

Inclusive accessibility means ensuring that **everyone can access** public transport and taxi services. Accessibility in this context can include people who may have mobility issues or another disability, as well as those on lower incomes or seeking employment.

Demographic Profile

- 8.1.1. Approximately 16% of Shropshire's population is aged under 15, 59% is aged 16 to 64 and 25% is over 65. The proportion of residents over 65 is significantly higher than the national average of 19%. The distribution of working households (57%), non-working households (15%) and mixed households (28%) is similar to the national picture.
- 8.1.2. Shropshire has a slightly higher proportion of people with a non-limiting long-term health condition (7.4%) compared to the national average (7.1%). The proportion of people with an activity-limiting disability is also slightly higher. A higher proportion of disabled residents, combined with an ageing population shapes travel and access needs.
- 8.1.3. Shropshire's life expectancy from birth is in line with the national average for men (80 years) and slightly higher for women (84 in Shropshire compared with 83 in England). Healthy Life Expectancy (the average number of years a person can expect to live in full health) is also slightly higher for women in Shropshire than nationally, and broadly the same for men.
- 8.1.4. Census data (2021) highlights the impact of a disability on undertaking day-to-day activities. Across the county, 24,375 persons (7.5% of the population) were limited a lot by a disability and 35,615 (11%) were limited a little. Combined, almost 19% of the population had a disability that affected them every day. This is broadly similar to ten years ago. When comparing with England (using age standardised proportions) Shropshire had a lower proportion of residents who said that their day-to-day activities were limited a lot, 6.5% compared to 7.5% in England and 8.0% in the West Midlands. Shropshire had a slightly higher proportion of people who were not disabled (83%) compared to 82.3% in England and 81.5% in the West Midlands.
- 8.1.5. Mapping disability at Lower Super Output Area (LSOA) level shows a range of between 10%-29% disabled people depending on the neighbourhood. Higher concentrations are seen in and around the main towns/urban neighbourhoods, particularly Shrewsbury and other market towns such as to the north-west of Oswestry, Church Stretton, Craven Arms, Market Drayton, Bridgnorth, Ludlow and Albrighton, with lower percentages in many rural areas.

Equality & Deprivation

- 8.1.6. The Equality Act 2010 protects people with the nine protected characteristics and ensures fair access to services, including transport. This places duties on Shropshire Council and its partners in the delivery of transport services and infrastructure.
- 8.1.7. Many areas in Shropshire rank among the most deprived nationally for barriers to services. This measure reflects road-based proximity to a post office, primary school, convenience store and GP surgery⁹. The five most deprived areas for access to services are Clee, Corvedale, Ludlow North,

⁹ Shropshire Council (2019b). Shropshire Council Shropshire Snapshot Indices of Deprivation on 2019 Barriers to Housing & Services Domain. [online] Available at: <https://next.shropshire.gov.uk/media/0j5ek4w3/barriers-to-housing-and-services-2019.pdf> [Accessed 14 Jan. 2026].

Loton and Prees, all within the top 1% most deprived LSOAs in England. NHS evidence shows that 45,000 people in rural Shropshire live 30 minutes or more from a GP practice by public transport¹⁰, with centralisation of NHS services increasing the need to travel.

Accessibility of Transport

- 8.1.8. Transport accessibility across Shropshire varies by mode and location, with better provision at larger rail stations and on Park & Ride, Community Transport and some bus services, alongside measures such as Blue Badge parking and accessible taxis. However, for many everyday journeys the design of the street environment remains a key determinant of accessibility and is highly variable, meaning that while improvements have been made across all modes to meet Equality Act duties and support fair access, there remain barriers to making journeys for many people.
- 8.1.9. Accessibility and inclusive design are not confined to this action area and will be considered throughout the Local Transport Plan. We will seek to ensure that the needs of different users, including those with Protected Characteristics, are considered in the planning, design, delivery and operation of transport services and infrastructure, recognising that these needs may sometimes differ and require careful balancing. We will also monitor emerging technologies and future mobility solutions that could improve accessibility, independence and quality of life for people of all ages as these technologies develop and mature.
- 8.1.10. Shropshire Council is the licensing authority for Hackney Carriages (taxis) and PHVs across the county. In 2024, there were 64 Hackney Carriages (almost all wheelchair accessible) and 705 PHVs (only 9 of which were wheelchair accessible)¹¹. PHV numbers increased by 5% from the previous year, although the number and proportion of wheelchair-accessible vehicles fell. Hackney Carriage numbers remained stable.

What we are already doing:

- Integrating and co-locating municipal services, such as community and family hubs and Shropshire Local service points, to ensure good access to transport. This reduces the need to travel between destinations and makes public transport more convenient and feasible;
- Continuing to deliver mobile hub services through the public health community wellbeing and outreach team to provide support to people in a setting through different programmes and monies. This includes winter outreach using Household Support Funds and using mobile services for the Re-Housing Engagement Support Team (REST) programme to access the homeless across the county; and
- Supporting Visit Shropshire's involvement in the Accessible initiative, which provides accessibility information for visitor destinations. Around 95% of disabled people look for accessibility information before choosing to visit somewhere for the first time.

¹⁰ Shropshire Green Party (2023). Green peer highlights poor health care for rural Shropshire. [online] Greenshropshire.org.uk. Available at: <https://greenshropshire.org.uk/news/green-peer-highlights-poor-health-care-for-rural-shropshire/> [Accessed 14 Jan. 2026].

¹¹ Department for Transport (2024). Taxi and private hire vehicle statistics, England, 2024. [online] GOV.UK. Available at: <https://www.gov.uk/government/statistics/taxi-and-private-hire-vehicle-statistics-england-2024/taxi-and-private-hire-vehicle-statistics-england-2024>.

8.2. Our Plan for Inclusive Accessibility

We will work with transport operators to ensure buses, trains, taxis and PHVs are accessible to all.			
Our plan for 2027-2032		Lead	Partner
4.1	Develop an inclusive service plan for hackney carriages/PHVs	✓	

Our Plan for 2027-2032

Action 4.1 Develop an Inclusive Service Plan for taxis and Private Hire Vehicles (PHVs)

Ensuring taxi and PHV provision meets accessibility needs and good practice standards.

- 8.2.1. The DfT's 2023 Taxi and Private Hire Vehicle Licensing Best Practice Guidance¹² recommends that licensing authorities develop and maintain an Inclusive Service Plan (ISP). We will develop an ISP that covers:
- The demand for accessible services and how provision matches where demand is required (especially rural areas);
 - Our strategy for making transport more inclusive and the steps we will take to improve the inclusivity of the taxi and PHV services; and
 - The courses or assessments we require applicants to undertake.
- 8.2.2. The plan will sit alongside an updated Hackney Carriage and Private Hire Licensing Policy to support higher standards and better compliance across the county. Hackney Carriages must provide accessible vehicles, and we will ensure wider recognition of the needs of different Protected Characteristic Groups, including ambulant disabled users.
- 8.2.3. The ISP will create a framework for improved monitoring of licensed vehicles, recording non-compliance and setting out how we will educate and upskill drivers on passenger needs, legal rights and vehicle standards. It will also consider fair fares for people who cannot use conventional public transport.
- 8.2.4. Inclusivity must reflect the needs of commuters, recreational travellers and visitors. 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 so it reflects real travel patterns and unmet needs. This includes working with organisations, such as Visit Shropshire, to understand suppressed demand among disabled visitors.
- 8.2.5. We will also be seeking to embed inclusive design and accessibility considerations within Council-led procurement and specifications, encouraging alignment with recognised guidance such as PAS 1899 where feasible and appropriate. We will continue to review legislation, regulation and guidance as it relates to disability and accessibility so processes are informed by 'best practice'.

¹² Department for Transport (2023). Taxi and private hire vehicle licensing best practice guidance for licensing authorities in England. [online] GOV.UK. Available at: <https://www.gov.uk/government/publications/taxi-and-private-hire-vehicle-licensing-best-practice-guidance/taxi-and-private-hire-vehicle-licensing-best-practice-guidance-for-licensing-authorities-in-england>.

We will improve the accessibility of our transport network, removing barriers to inclusivity.			
Our plan for 2027-2032		Lead	Partner
4.2	Application of Rural Proofing Toolkit & Introduce Health Impact Assessments	✓	
What we will do in the longer-term		Lead	Partner
4.3	Supporting Neighbourhood Health Services		✓

Our Plan for 2027-2032

Action 4.2 Application of Rural Proofing for Health Toolkit & Health Impact Assessments

Supporting better outcomes for rural communities.

- 8.2.6. The Rural Proofing for Health Toolkit, developed by Rural England and commissioned by the National Centre for Rural Health and Care, helps organisations in the health and care sector address the needs of rural populations when developing or reviewing strategies, initiatives and service plans. It can be used by non-statutory organisations that monitor or review health and care provision as part of our 'Health in All Policies' approach.
- 8.2.7. We will socialise the toolkit with all relevant Council departments and seek to embed its systematic approach in Council operations and strategies, 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 reflects Shropshire's rural character and the pressures we face, including access to services, an ageing population, budget constraints and the recent centralisation of key services. Assessing equalities impacts throughout the policy development and delivery lifecycle is necessary under the Public Sector Equality Duty.
- 8.2.8. All new transport and land-use interventions will undergo a Health Impact Assessment (HIA). An HIA is a systematic process used to evaluate the potential health effects of a policy, programme or project before implementation. It helps prevent the unintentional widening of health inequalities and promotes fair, inclusive and sustainable development. There are typically six steps to follow:
- Screening – Determine if an HIA is needed;
 - Scoping – Identify which health effects and populations to assess;
 - Assessment – Analyse potential positive and negative health impacts;
 - Recommendations – Propose actions to enhance benefits and reduce harms;
 - Reporting – Share findings with decision-makers and stakeholders; and
 - Monitoring & Evaluation – Track outcomes after implementation.

Our Longer Term Aspirations

Action 4.3 Supporting Neighbourhood Health Services

We will support Neighbourhood Health Services that bring care closer to where people live.

- 8.2.9. Neighbourhood health services are designed to be accessible and affordable and focus on prevention, early care and ongoing support, especially for groups who face barriers to traditional hospital care. They form part of the NHS Ten-Year Plan to reduce pressure on hospitals and improve outcomes through early intervention.
- 8.2.10. Services can be run by the NHS, the local authority or in partnership with community or not-for-profit organisations. Shropshire is one of the first areas in England to roll out the Health Implementation Programme (NNHIP), which aims to bring joined-up care closer to people's homes. The approach complements increased digitisation of healthcare and helps reduce social exclusion.
- 8.2.11. Neighbourhood services aim to make access to care easier, reducing the need to travel for separate appointments and shortening journeys so they can be made more sustainably. The focus on multidisciplinary care in one place strengthens the case for better public transport links and improved active travel infrastructure.
- 8.2.12. Community-based care can reduce NHS spending on Non-Emergency Patient Transport Services (NEPTS) for people who cannot travel safely by conventional transport. It can also help reduce annual costs associated with the Healthcare Travel Costs Scheme (HTCS) for eligible patients on lower incomes or qualifying benefits.
- 8.2.13. Neighbourhood services can promote convenient transport options and support social prescribing, where GPs encourage walking and cycling to improve health. We endorse this approach, especially where it helps reduce deprivation, particularly access-to-services barriers and health inequalities.
- 8.2.14. We will work with the NHS and local partners to endorse, monitor and align transport priorities with the rollout of Neighbourhood Health Services.

We will work with partners to understand and remove accessibility and affordability barriers across the whole transport system.			
Our plan for 2027-2032		Lead	Partner
4.4	Work with local people and disability groups to design transport options	✓	

Our Plan for 2027-2032

Action 4.4 Work with local people and disability groups to design transport options

Ensuring that the Shropshire Great Outdoors Strategy Board (GOSB) contributes to shaping transport proposals.

- 8.2.15. Rural counties face limited funding, and making transport affordable cannot rely solely on subsidising underused services. We need to consider a broader range of transport options tailored to different place types and modes, driven from the bottom up to ensure long-term sustainability.

- 8.2.16. The Shropshire Great Outdoors Strategy Board (GOSB) is a development of, and acts as, the Local Access Forum for Shropshire, a statutory advisory body providing independent advice on improving public access to land for open-air recreation and sustainable travel. The forum is an invaluable sounding board for testing inclusive, sustainable approaches and identifying best practice that resonates with communities across the county.
- 8.2.17. We will work closely with GOSB to improve transport accessibility and affordability based on local needs and limited resources. This includes supporting both utility trips and leisure access through the countryside for people travelling on foot or by bike.
- 8.2.18. Once published, we will review the Government's Accessible Travel Charter in order 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.

Supporting our objectives (Strong contribution: ★★ ★ Clear contribution: ★ ★)			
Health and Wellbeing		★★★	Reduced difficulty and complexity for those requiring additional support to access transport, in turn reducing potential isolation.
Support Good Economic Growth		★★	Providing services that can be relied upon for all users, including those that need assistance.
Connecting to Opportunities		★★★	- Working with local communities to develop solutions that best meet their needs. - Reduced social isolation and restrictions on access to services that may exist due to inaccessible transport.

9. Rural Accessibility

Rural accessibility refers to the ease with which people living in rural areas can **reach essential facilities and services** and the ease with which people living in urban areas and visitors can **access rural areas**.

- 9.1.1. Over half of Shropshire's population (57%) live in rural areas and 98% of the county is classified as rural. Population density is 1 person per hectare, compared with 4.4 nationally¹³. This creates challenges for running an efficient transport network across a wide, sparsely populated area.
- 9.1.2. Shropshire ranks 154th of 296 local authorities on the Index of Multiple Deprivation 2025 (1 being most deprived), making it one of the country's less deprived areas. However, difficulty accessing services and weak connectivity contribute to pockets of deprivation and rural isolation.¹⁴
- 9.1.3. Rurality also creates challenges for delivering services such as home care, especially given the higher proportion of older residents. Shropshire's median age is 49, with 25% of the population aged over 65 compared with 18% nationally.¹⁵ This highlights the level of support needed to access everyday services.
- 9.1.4. Like many UK areas, rural Shropshire has been disproportionately affected by reductions in rural passenger transport due to falling budgets. This has increased isolation and created barriers to education, healthcare, employment and social life, reinforcing car dependency. Limited transport also prevents workforce mobility and limits rural business productivity.
- 9.1.5. Amenities within walking distance (up to 20 minutes) are far fewer in rural areas than the national average. However, 56% of residents live within a 15-minute cycle of a district centre where services are concentrated, including many rural residents.
- 9.1.6. Most residents (87%) can reach a bus stop within a 10-minute walk, but only 7% live within a 10-minute walk of a railway station. Bus stop density is higher in urban areas, and the quality of stops varies significantly based on demand and service frequency.
- 9.1.7. Rural accessibility also depends on digital connectivity. While 98% of premises can access superfast broadband (≥ 30 Mbps), rural areas still face issues with speed, reliability and infrastructure, which can worsen inequalities in accessing services and employment.
- 9.1.8. The great outdoors and many destinations which people want to explore can be hard to reach for visitors. This includes residents of Shropshire looking for a day out or people staying for a prolonged period and looking to move around the county. Driving may be the only option but can contribute towards parking and congestion pressures at sites as well as on the surrounding road network. There are opportunities, such as providing EV charging and putting on temporary services during event days to enable people to access sites more sustainably.

¹³ Shropshire Council (2023b). *Mid-year estimates* | Shropshire Council. [online] Shropshire.gov.uk. Available at: <https://next.shropshire.gov.uk/information-intelligence-and-insight/facts-and-figures/population/mid-year-estimates> [Accessed 5 Jan. 2026].

¹⁴ Shropshire Council (2025). *Shropshire Assessment*. [online] Shropshire Council Newsroom . Available at: <https://newsroom.shropshire.gov.uk/wp-content/uploads/20250210-Shropshire-FINAL-report.pdf> [Accessed 5 Jan. 2026].

¹⁵ Varbes (2025). *Shropshire Demographics* | Age, Ethnicity, Religion, Wellbeing. [online] Varbes. Available at: <https://www.varbes.com/demographics/shropshire-demographics> [Accessed 5 Jan. 2026].

9.2. Our Plan for Rural Accessibility

Making it easier for people in rural areas to reach everyday services and helping people from urban areas (towns and cities) to visit and enjoy rural areas

We will support our rural communities to overcome key challenges in their local areas, including accessibility, affordability, digital connectivity and inclusion.			
Our plan for 2027-2032		Lead	Partner
5.1	Develop a Rural Access Strategy	✓	
5.2	Work with visitor attractions in rural areas to develop Visitor Access and Parking Plans		✓

Our Plan for 2027-2032

Action 5.1 Develop a rural access strategy

A strategic approach to improving rural access co-designed with rural communities to support Shropshire's diversifying rural economy.

- 9.2.1. 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 mapping to understand the needs of rural communities and the barriers they face. The strategy will cut across multiple policy areas, drawing together actions to form a clear rural agenda with partners delivering change on the ground.
- 9.2.2. The strategy will include delivery models that harness the strong sense of purpose and autonomy within rural communities, enabling change in a financially sustainable and resilient way. Improving social inclusion, reducing isolation and supporting wellbeing will be key outcomes of the strategy, particularly for older people, young people, non-drivers and people living in more remote communities. Engagement and partnership working will be central, with the strategy co-designed with public, private and third-sector partners to ensure it stands up to scrutiny and remains relevant over time.
- 9.2.3. The rural access strategy will plan for the needs of different groups, including residents and businesses based in or serving villages and hamlets, recognising that different rural communities may require different access solutions, infrastructure and levels of service. Shropshire's economy has a high proportion of small and micro-businesses, including retail, artisan food, hospitality and lifestyle sectors, all dependent on how people access their services and how supplies reach them. These businesses also rely on strong digital connectivity.
- 9.2.4. Shropshire's rural economy, traditionally centred on farming, is diversifying. The road network is essential for supporting longstanding industries, including forestry and agriculture and enabling emerging sectors such as Agri-tech and food and drink to flourish by looking after the physical networks that support supply chains. Innovating and diversifying businesses are already helping to bring services to rural communities, such as farms supplying essentials through food vending machines, to reduce the need to travel. There is also growing emphasis on regenerative practices and sustainable rural livelihoods in response to greater environmental scrutiny, demographic change and wider economic conditions.

- 9.2.5. We will improve our understanding of rural business needs by mapping operational and supply-chain requirements, working across departments and with representative bodies to build resilience, identify long-term needs, and explore opportunities to better align transport provision with the needs of rural businesses and their customers. 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.

Action 5.2 Work with visitor attractions in rural areas to develop Visitor Access and Parking Plans

Improving visitor access whilst balancing conservation and local priorities.

- 9.2.6. Rural access is critical for supporting Shropshire's tourism economy and enabling visitors to reach landscapes such as the Shropshire Hills National Landscape and heritage destinations like National Trust Attingham Park. We must balance attracting more visitors with protecting natural and historic environments. We propose to work with tourist destinations to develop Visitor Access and Parking Plans by:
- Identifying "honeypot" destinations and exploring how less-used destinations can help balance conservation with visitor demand;
 - Working to grow the number of Walkers Are Welcome towns, supporting sustainable tourism and identifying synergies with local initiatives and national ideas such as Slow Ways, a volunteer-led walking and wheeling network that connects towns, cities and villages using existing footpaths, quiet lanes, parks and PROW; and
 - Beginning discussions with local groups to define a network of quiet lanes that support recreational and utility trips, improve connections between villages, and reflect the differing access needs of rural communities, aligned with emerging LCWIP and PROW priorities and efforts to improve intra-village links.
 - Acknowledging and supporting the role and importance of coach services for accessing visitor destinations and the need for suitable parking and welfare facilities that meet best practice standards.
- 9.2.7. We want to build on the success of the seasonal shuttle bus designed with multiple partners and funded by the Shropshire Hills Landscape team to support sustainable access to Long Mynd and Stiperstones. This includes extending funding for seasonal services and looking to partners to develop the case for similar provision to come forward. Coach services also provide important access in and out of the county for domestic and international visitors.
- 9.2.8. As an example, there may be an opportunity to work with the National Trust on potential pilots at sites such as Attingham Park, where a future sustainable travel hub is being explored and sustainable access is currently limited. We also welcome opportunities to work with English Heritage to improve access to Stokesay Castle, another major trip generator in the county.

We will work with operators to make rural transport services more operationally viable and sustainable.			
Our plan for 2027-2032		Lead	Partner
5.3	Continue support for Community Transport services in rural areas	✓	
What we will do in the longer-term		Lead	Partner
5.4	Explore options to expand the Connect On Demand flexible transport service in rural areas	✓	

Our Plan for 2027-2032

Action 5.3 Continue support for Community Transport services in rural areas

Supporting Community Transport providers in improving access to essential services.

- 9.2.9. We are committed to supporting Community Transport and the vital role it plays in enabling access to services and amenities, particularly in rural areas across the county. Providers rely on grants, donations, fundraising, contracts and member subscriptions, often sourcing third-sector funding to cover operational costs, vehicle improvements and service enhancements. Rising costs, volunteer shortages and cultural and legislative constraints still limit the ability of providers to expand services in rural areas, reach new audiences or support different types of trips.
- 9.2.10. We will work to understand what future resilience looks like for the sector and its users, particularly in rural communities, and explore how services can appeal to a wider audience. We will also consider whether Community Transport can and should have a broader remit, including providing access to essential rural services through the transport of goods and supplies.
- 9.2.11. We will work with the SCTC and the Community Transport Association to draw on best practice and innovation from elsewhere to improve financial sustainability, raise service standards and meet wider county objectives where demand for services is currently suppressed.

Our Longer Term Aspirations

Action 5.4 Explore options to expand the Connect On Demand flexible transport service in rural areas

Delivery of Connect On Demand in targeted rural areas through a financially sustainable depot, fare and operational model.

- 9.2.12. The longer-term aspiration is to look at increasing the coverage of the Connect On Demand service that currently operates in Shrewsbury to rural parts of the county. Launching a service in sparsely populated areas is unlikely to be commercially viable and bring in a strong revenue stream. The feasibility will require detailed assessed as services will require ongoing funding to maintain a reliable operation. The revenue generated from operations in principal market towns (action 4.1) could help to subsidise a rural 'zone'.
- 9.2.13. We will undertake a feasibility study for rural demand responsive services. Considerations include:
- Identifying a suitable, secure depot location for vehicles to park overnight that also allows for electric charging to take place (although the fuel type is also to be determined);

- Fare structure and approach to concessionary fare policy on the basis that the usership will be different to those in urban areas (currently younger, tech savvy); and
- The delivery model, including whether the service is owned and operated by Shropshire Council or contracted to a third party, such as a Community Transport provider.

Supporting our objectives (Strong contribution: ★★ ★ Clear contribution: ★ ★)			
Support Good Economic Growth		★★ ★	• Provision of reliable transport services in rural areas that provide communities with access to key services; • Supporting the delivery of goods to businesses and attractions in rural areas; and • Ensuring workforces are accessible to local businesses.
Connecting to Opportunities		★★ ★	• Giving rural communities the means to access services either in person or virtually, essential for those without access to a car; and • Ensuring rural communities are not prohibited from accessing employment opportunities due to access/connectivity issues.

10. Digitalisation and Digital Connectivity

Digitalisation means integrating digital technologies into transport services to improve efficiency, safety and sustainability, helping to make transport more convenient and attractive to use and reducing the need to travel by making a greater range of digital services available to communities. **Digital connectivity** refers to having reliable access to digital technologies, primarily the internet. This depends on robust broadband infrastructure for homes and businesses in both urban and rural areas. Digital technologies increasingly enable people to access goods and services, and the application of interventions that reduce the demand are based on improvements being made to digital connectivity.

Digitalisation

- 10.1.1. We published our ICT and Digital Strategy in 2023, setting a vision for a digital county with services online wherever appropriate. This supports the wider move toward virtual services, including NHS access, reducing travel demand and making transport more responsive. Smartphone use also enables digital access. UK ownership was around 88% in 2020, compared with an estimated 85% in Shropshire due to our older population.
- 10.1.2. The Shared Rural Network (SRN) incentivises mobile operators and neutral hosts to expand 5G across the county, strengthening coverage in rural and commercially marginal areas. We monitor connectivity to ensure quality improves in line with national policy. Streetwave, commissioned by the River Severn Partnership, surveyed mobile network strength across the county to guide investment. Good mobile network will enable people to use services, access information or book tickets through using smartphone devices. This is more inclusive and convenient for people living, working and visiting rural areas.
- 10.1.3. Connection strength influences business decisions. Across the River Severn region, around 15% of postcode areas cannot receive a reliable voice-call signal, rising to 30% in the most rural parts of west and south Shropshire. Reliable connectivity is also essential when travelling to access transport information and virtual appointments. Digitalisation depends on fast, reliable connectivity when travelling. People living, working or visiting harder-to-reach rural areas risk losing access to essential information, such as booking transport, checking bus times or attending virtual GP appointments.
- 10.1.4. Digital exclusion still limits access to services. Around 25% of Shropshire residents are digitally excluded, compared with 21% nationally. Improving digital access and skills supports residents, visitors and businesses by making online activity easier and more reliable. Digitalisation has benefits for rural businesses as well as the wider business community if more people are online.
- 10.1.5. Digitalisation also applies to how we run our public services. We are making strides as a Council to use the latest tools and software to help us understand our assets and networks and better access information across departments to aid with decision making. This can save time and resources.

Digital Connectivity

- 10.1.6. The government aims to deliver fast, reliable broadband across urban and rural areas. Almost all 168,000 premises in Shropshire can now access superfast broadband (30–300 Mbps) through part-fibre and copper networks. Gigabit broadband, offering speeds up to 1,000 Mbps via full fibre, is available to around 89% of UK premises. Coverage in Shropshire has risen from 26% in 2022 to 78%, largely through commercial investment.

10.1.7. Project Gigabit accelerates full-fibre rollout in harder-to-reach areas. We are working with Building Digital UK and contracted supplier Openreach to invest around £30 million to upgrade more than 11,000 premises across the east, south and west of the county. These are some of the most isolated parts of the county where rural exclusion is felt the hardest.

What are we already doing?

- We have led a digital inclusion programme for more than five years, including recruiting a digital champion to support residents over 65 who lack the skills, equipment or confidence to go online. Confidence is key in people accessing virtual services and finding information for journey planning and booking tickets;
- Our Digital Skills Programme, launched in 2020 and delivered across 26 learning locations, offers one-to-one support, drop-ins, weekly sessions and free devices or connectivity for those most in need. It has supported around 2,250 people by March 2026¹⁶;
- We endorse wider digital literacy initiatives, including Qube's Digital Skills Shropshire Programme for socially isolated residents, low-income families and others who need confidence accessing online services;
- The Digital Inclusion Network (DIN), co-chaired by Age UK Shropshire Telford and Wrekin and Shropshire Council, brings together local partners to develop solutions; with transport being a theme; and
- We provide free public internet access across most municipal buildings, including libraries, family hubs and community centres, with some connections delivered in partnership with independent providers such as Airband.

10.2. Our Plan for Digitalisation and Digital Connectivity

Using digital technology to make transport easier and more appealing to use, while ensuring people have reliable internet access to reach services.

We will improve digital connectivity and support our communities in accessing a broader range of digital services, as a means of reducing the need to travel.			
Our plan for 2027-2032		Lead	Partner
6.1	Review and update the Shropshire Council ICT & Digital Strategy	✓	
6.2	Continue to support free digital skills programmes, which help people to access services online	✓	
6.3	Work with local health providers to promote virtual healthcare services		✓

¹⁶ Baker, D. (2024). *SHROPSHIRE HEALTH AND WELLBEING BOARD*. [online] Available at: <https://shropshire.gov.uk/committeeservices/documents/s39138/5a.%20HWBB%20November%202024%20Digital%20Exclusion%20-%20Report.pdf> [Accessed 5 Jan. 2026].

Our Plan for 2027-2032

Action 6.1 Review and update the Shropshire Council ICT & Digital Strategy

Strengthening digital connectivity and digital inclusion based on more consistent funding and delivery models, using the LGA Digital Inclusion Network as a means of sharing and learning from best practice.

- 10.2.1. Rapid technological change, local government reform and devolution mean we need to review and update the Council's ICT and Digital Strategy over the next five years. The refreshed strategy will set a clear framework for a safer, more transparent and more connected Shropshire, ensuring technology supports accessible services, improves communication and strengthens how we deliver services.
- 10.2.2. We recognise our role in digitally empowering residents and places, in line with the LGA Digitalisation Framework and we are committed to coordinating partners and resources so that interventions meet local needs and support delivery of the updated strategy.
- 10.2.3. We will join the Local Government Association (LGA) Digital Inclusion Network to share best practice, collaborate with peers and learn from neighbouring authorities. Participation in the network will help inform the review and update of our ICT and Digital Strategy and strengthen our approach to digital inclusion.
- 10.2.4. We will use the LGA network to explore delivery models, including the role of AI, and learn from partners' work with VCFSE organisations. As more services go digital, this will help build local capacity and inform the development of inclusive and responsive digital services. We will also explore more consistent funding models to ensure digital inclusion work can be sustained over the long term. Digital inclusion improves quality of life and supports wider priorities, including reducing loneliness, poverty and socio-economic challenges, while improving skills and civic participation.
- 10.2.5. We want digital skills to cover transport and access to services. This includes promoting existing journey planning tools, online ticketing (supported by National Government programmes like Project Coral and the National Parking Platform), multimodal planning tools and websites offering travel information, as well as how to access bikes and car clubs. This will help people make informed travel choices, improve confidence when travelling, and support greater use of sustainable transport options. We will play a key role in tailoring support to local needs and link digital inclusion with libraries, employment support and community outreach.

Action 6.2 Continue funding and expanding free digital skills programmes, which help people to access services online

Working with partners to widen access to digital training across the county and linking digital training and literacy to local improvements in connectivity and mobility.

- 10.2.6. The Shropshire Digital Skills Programme offers free support to help people build digital skills. Extending the programme will involve working with partners to target new audiences based on need, including deprivation, health and ability to travel independently.
- 10.2.7. There is an opportunity to align training with recent network upgrades and promote support where enhanced internet connectivity is being delivered. The programme coordinator will also link digital training with new transport services, such as Connect On Demand in Shrewsbury and planned expansions. This will include helping people to use journey planning tools, access real-time travel information, understand multimodal travel options and make use of online ticketing and customer information services to support more confident and informed travel choices.

- 10.2.8. New developments and behaviour change initiatives will also be required to consider and apply digital literacy, particularly helping people use journey planning tools and access local online travel information.

Action 6.3 Work with local health providers to promote virtual healthcare services

Virtual health services that offer choice and improve access for residents, with robust user feedback.

- 10.2.9. 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.
- 10.2.10. We will work with partners to promote virtual healthcare through our social infrastructure and community networks. Housing officers and social prescribers will play a key role by offering travel options and signposting digital support. We will also gather user feedback to understand the benefits to residents' quality of life.

We will use technology to improve the efficiency, safety and sustainability of the transport network.			
<u>Our plan for 2027-2032</u>		Lead	Partner
6.4	Use digital tools to share up-to-date roadworks and network information	✓	

Our Plan for 2027-2032

Action 6.4 Use digital tools to share up-to-date roadworks and network information

Up-to-date digital maps and proactive sharing of planned works with key organisations and industries.

- 10.2.11. Keeping people informed of planned roadworks, incidents and reactive maintenance is a priority in terms of enabling people to journey plan effectively. There are platforms that provide one-stop sources for viewing planned, proposed and active roadworks across the UK as well as route restrictions.
- 10.2.12. We will explore how to proactively share updates with organisations and industries that rely on timely information, especially freight and logistics operators who depend on diversion plans and need to re-time or re-route to avoid delays or penalties.

Supporting our objectives (Strong contribution: ★★ ★ Clear contribution: ★★)			
Decarbonisation		★★★	Reduced need to travel as services can be accessed remotely, resulting in reduced vehicle trips and associated emissions.
Health and Wellbeing		★★★	Better access to digital services, including healthcare.
Support Good Economic Growth		★★★	- Removal of trips from the transport network, reducing congestion and delays; and - Technology can help to identify recurring problems and weaknesses in the transport system, so these can be addressed and improved.
Connecting to Opportunities		★★★	Better access to digital services, with many services available and accessible remotely.

11. Demand Management

Demand management is the use of policies and interventions to influence how, when and where people travel, including making better use of existing transport infrastructure and encouraging more sustainable everyday journeys. It also focuses on managing assets and services in ways that **shape people's travel decisions**. Rather than relying on a predict-and-provide approach that builds more road capacity for private cars, demand management looks at how infrastructure, policy and services can **influence travel demand** for both people and goods.

Personal Travel

- 11.1.1. Car use remains dominant in Shropshire. According to the 2021 Census, 55% of residents drive to work and 4% travel as passengers. This is lower than 65% in 2011¹⁷ but still above the national average of 45%. In some areas, such as Highley, Oswestry East and St Martins, car use accounts for nearly three-quarters of commuters.
- 11.1.2. Census results reflect Covid-19 restrictions, which reduced commuting and increased homeworking. Around 27% of residents now work from home, lower than the national average of 31% because many local jobs cannot be done remotely. Homeworking still increased by 76% since 2011 which has an impact of how and when people access the workplace.
- 11.1.3. Active travel fell to 11% in 2021 compared with 14% in 2011, although this remains above the West Midlands (8%) and England (10%). Walking accounts for most active trips, particularly in market towns or areas where people live and work locally, such as Bishop's Castle. This drop may be attributed to various factors.
- 11.1.4. Bus use is low. Only 1% of residents commute by bus, compared with 4% nationally. Bus use is higher in urban areas but still below 5% everywhere. This is likely attributed to both supply factors, such as poor infrequent services, as well as demand factors, such as the appeal of buses versus other modes.
- 11.1.5. More journeys in Shropshire exceed 20 km (21%) than nationally (10%), reflecting the county's rural nature and concentration of jobs and services. However, one in four commutes is under 5km, offering strong potential for increased active travel. The focus for mode shift should be on where there is greatest propensity for this to take place.

Parking

- 11.1.6. We manage around 4,000 on-street spaces and 6,200 off-street spaces across the county (2024–25). Of these, 4,300 are free, 5,900 are charged. In addition, there are around 1,800 spaces at Park & Ride sites.¹⁸
- 11.1.7. Parking management requires balancing availability, cost and access to reduce congestion, support local footfall and create attractive places. Tariffs also generate income for transport improvements and parking infrastructure.
- 11.1.8. Car parks in market towns are often full at peak times, contributing to congestion caused by drivers searching for spaces, particularly in compact historic centres like Ludlow, Bridgnorth and Shrewsbury. This is a problem that will only get worse if we do not make efforts to reduce car dependency.

What are we already doing?

- Our Sustainable Travel Team works with schools through programmes such as Modeshift STARS to increase walking, wheeling and cycling. Our annual report sets a target for a 50% increase in active travel journeys by 2030;
- We partner with Sustrans on campaigns like the Big Walk and Wheel and Walk to School to build early sustainable travel habits and travel independence;
- We are standardising residential permit costs across the county and ensuring all permits can be purchased digitally via MiPermit;
- We are encouraging greater use of Park & Ride in Shrewsbury to reduce pressure on central car parks and the road network, alongside ongoing monitoring and enforcement and using more technology to monitor off-street parking and direct drivers to under-used sites through real-time information;
- We have begun preliminary work on introducing evening charges in Shrewsbury, alongside improvements and promotion of Park & Ride;
- We have invested in Variable Message Signs (VMS) around Shrewsbury to provide drivers with real-time information on congestion, roadworks and parking availability; and
- We have introduced 7.5-tonne weight restrictions on several rural roads to protect infrastructure and prevent inappropriate routing.

11.2. Our Plan for Demand Management

We will make better use of the transport network by reducing unnecessary journeys, encouraging more sustainable ways to travel, and helping people make informed travel choices.			
Our plan for 2027-2032		Lead	Partner
7.1	Update the Council's parking strategy	✓	
7.2	Require developers to implement robust travel plans for major new homes and workplaces.		✓
What we will do in the longer-term		Lead	Partner
7.3	Introduce improvements that help people make informed travel choices using real-time information.	✓	

Our Plan for 2027-2032

Action 7.1 Review and update Council Parking Strategy

Updated Parking Strategy to align with new policy, aspirations and improvement plans.

¹⁷ Shropshire Council (2023a). *Method of Travel to Work Summary Bulletin for Shropshire*. [online] Available at: <https://next.shropshire.gov.uk/media/n3slupxz/census-2021-travel-to-work-bulletin.pdf> [Accessed 5 Jan. 2026].

¹⁸ Shropshire Council (2025a). *Parking and Moving Traffic Annual Report*. [online] Available at: <https://next.shropshire.gov.uk/media/11015a1j/parking-report-2024-2025-final-2.pdf> [Accessed 5 Jan. 2026].

11.2.1. Our current strategy (adopted in 2018) no longer reflects changes taking place across the county, particularly in the principal market towns. We will develop a new Parking Strategy alongside a car park maintenance and improvement plan, aligning it with wider place-based transport priorities. Our updated Parking Strategy will balance the need to support town centres, businesses, residents and visitors with wider objectives around accessibility, network management and sustainable travel. Measures will be tailored to local circumstances and applied in a way that reflects the differing needs of places across Shropshire.

11.2.2. The Parking Strategy will cover:

- How Shrewsbury's Movement & Public Space Strategy (MPSS) Parking Plus proposals could be applied, including better integration of parking with other transport options;
- Graduated charging structures and revised cost bands aligned with local priorities;
- Designating new or refurbished car parks as premium sites, including Park Mark standards and associated investment;
- The use of Traffic Regulation Orders (TROs) to manage priority bays, including EV charging spaces, so they function as intended;
- The condition and accessibility of taxi ranks, especially in Ludlow and Shrewsbury, and alignment with the Inclusive Service Plan;
- A suitable cycle for setting parking charges so they track inflation and support ongoing maintenance and improvements;
- Policies to maintain taxi rank access during planned disruptions;
- The optimal location and number of disabled bays across urban and rural areas;
- A consistent methodology for creating residential parking zones and updating permit schemes; and
- Opportunities to repurpose under-used spaces for wider transport objectives, such as car clubs and micro-distribution.

Action 7.2 Require developers to implement robust travel plans for major new homes and workplaces.

Implementation of travel plans to reduce car dependency and encourage sustainable travel at existing major sites and new developments.

11.2.3. Travel plans are packages of measures that encourage sustainable travel for residents, employees and visitors. They apply to new developments and existing sites where behaviour change can address local issues. Travel plans can also include Personalised Travel Planning (PTP) which provides tailored one-to-one support to help build travel confidence and raise awareness of local transport options and specific services for that individual. We also maintain our own corporate travel plan for Shropshire Council.

11.2.4. We want behaviour change to complement infrastructure and service improvements, so sustainable travel becomes the normal choice. We want to decide and provide services and infrastructure that enable people to travel more sustainably. We expect employers to provide good information and on-site facilities, support mode shift and reduce single-occupancy commuting and business trips.

11.2.5. Travel plans for new developments are secured through planning obligations such as Section 106 agreements. They help mitigate transport impacts and are essential for managing the traffic effects of future housing and employment growth. We will:

- Develop guidance for employers and organisations on travel plan requirements and available support;
- Provide clear expectations on when travel plans should be required through the planning process;
- Identify major trip generators where travel planning can help meet local objectives; and
- Improve monitoring and evaluation of travel plan impacts, clarifying responsibilities in different contexts.

Our Longer Term Aspirations

Action 7.3 Introduce improvements that help people make informed travel choices using real-time information

Strategic investment in the resilient network, where people can make informed travel choices.

- 11.2.6. We will invest in technologies to provide real-time information on parking availability, events, incidents, collisions and flooding. This will support awareness, diversionary routing and helps minimise delays and inappropriate routing.
- 11.2.7. We will assess value for money before investing, recognising that new technologies and in-car or in-cab systems may provide similar functions. We want technologies to support multiple uses and be able to withstand the test of time.
- 11.2.8. Strategic investments will focus on the Shropshire 'resilient network' of around 400km of key roads (8% of the county network). These routes are critical for:
- Connecting the major market towns and economic centres;
 - Servicing essential services, including emergency services; and
 - Providing critical access routes and corridors for economic activity, including supply chains.
- 11.2.9. These routes range from major A-roads (A9, A41, A489) to smaller links between settlements and freight hubs. For the Strategic Road Network (A5, A49, A483, A458), we will work with National Highways to explore intervention options as part of wider demand management, including appropriate diversionary routing.

Supporting our objectives (Strong contribution: ★★ ★ Clear contribution: ★ ★)

Decarbonisation		★★★	Greater awareness of alternatives to car use, shifting trips to sustainable alternatives.
Health and Wellbeing		★★★	Greater awareness of active travel opportunities, encouraging uptake and improved health and fitness.
Support Good Economic Growth		★★	Reducing car trips on the road network and therefore increasing reliable travel by public transport. Reduced congestion for other road users.
Environmental Protection		★★	Potential for reduced car use, minimising impacts on built and natural assets.

12. Spatial Planning and Development

Spatial planning and development refers to the management of land use, infrastructure and resources to influence the growth of towns, cities and larger regions. This can include the development of **houses, businesses, transport and green spaces** to support sustainable places and thriving communities.

- 12.1.1. The Shropshire Local Plan is our spatial planning tool which sets out priorities for development across the county and our approach to managing new development. The 2016-2038 Local Plan was withdrawn from examination in 2025 and the Local Plan process recommenced in early 2026 with the aim of being adopted in 2028. It will cover the period 2020-2045. We hold responsibility as the Local Planning Authority (LPA) to process applications for planning permission and ultimately set conditions and requirements, within reason, for new sites to be approved. This is a lever that can be used to shape where, why and how developments come forward. Development control decisions will be informed by the interpretation of local policy, including the Local Plan and the LTP.
- 12.1.2. As an indication of the level of growth during the next Local Plan Period, the Shropshire Economic Growth Strategy (2022-2027) sets out a target to build 1,400 new homes per annum and create 5,000 additional jobs by 2027, from a baseline of 126,000 in 2022. Current available datasets¹⁹ indicate that the housing target has been met (1,507 homes in 2022/2023 and 1,477 homes in 2023/2024). It is estimated that the number of additional jobs has increased but the extent to which the target has been met is uncertain.
- 12.1.3. National government has set a target for 1,994 new homes to be built in Shropshire per year. This is the Local Housing Need figure calculated using the national 'standard method'. This is a rise from 1,070 dwellings per annum and is the requirement over the period between 2024/25 to 2028/29²⁰.
- 12.1.4. The population in Shropshire is forecast to grow significantly over the next two decades (approximately an 18–19% increase from 2021 to 2041/2043). A higher population means more households and more cars, especially in rural areas. Car or van ownership is already relatively high in Shropshire compared with regional and national figures (over 86% of households had at least one vehicle in 2021).²¹ The forecast population growth in Shropshire, combined with already high levels of car ownership, will lead to greater pressure on the transport network.
- 12.1.5. Shropshire's economy relies on good physical and digital connectivity within the county and cross boundary. Different businesses and organisations have specific needs, including access to a suitably skilled workforce and natural resources. Businesses may also seek co-locate with other similar businesses or their supply chains and clients, which can help to stimulate innovation.

¹⁹ Shropshire Council (2024a). Authority Monitoring Report (AMR). [online] Shropshire.gov.uk. Available at: <https://next.shropshire.gov.uk/media/0xehtpn/shropshire-authority-monitoring-report-2024.pdf>.

²⁰ Shropshire Council (2024b). Five year housing land supply statement | Shropshire Council. [online] Shropshire.gov.uk. Available at: <https://next.shropshire.gov.uk/planning-policy/monitoring/five-year-housing-land-supply-statement> [Accessed 21 Jan. 2026].

²¹ Shropshire Council (2024c). Shrewsbury North West Relief Road. [online] NextShropshire.gov.uk. Available at: <https://next.shropshire.gov.uk/media/rhbb2cc2/nwrr-fbc-appendix-b-options-assessment-report.pdf>.

- 12.1.6. Transport plays a role in all of these respects; whether it is enabling people to access jobs or ensuring that supplies are delivered on time and without delay in the volume required. Planning policies must look to facilitate and enable growth in strategic locations that ensure developments contribute positively towards local transport services and provision. This interpretation will vary depending on the type of industry with the focus being on 'good growth in the right place'²².
- 12.1.7. The Shropshire Economic Growth Strategy champions investment in wider infrastructure that underpins business investment, focused around town centres and high streets, namely Shrewsbury, as well as business parks and growth corridors, including the A5, A49, A483 and M54. These are locations where there is an opportunity for new developments to align with and support the enhancement of transport provision and services but also where new investment can accelerate inward investment and create the ideal conditions for growth to take place.

Wolverhampton to Shrewsbury Corridor.

- 12.1.8. The Wolverhampton to Shrewsbury corridor is a large focus for future investment over the short to longer-term and where land use and transport integration is critical in unlocking many benefits for people and places. This includes:
- Driving regional growth and being a catalyst for regeneration, inward investment, and place-making. This includes the 5,000 homes planned on the former Ironbridge Power Station site;
 - Boosting productivity with efficient rail and road access improving supply chain reliability and productivity. This includes freight and distribution hubs such as Battlefield Enterprise Park;
 - Supporting current and emerging employment sectors; ranging from manufacturing to tourism with public services benefitting from improved transport infrastructure (e.g. access to labour markets); and
 - Enhancing regional connectivity across, road, rail, bus, and active travel to create a reliable, resilient and integrated multi modal network that enables developments to come forward. The scale of residential developments at Shifnal for example depends on good transport links.

Our Plan for Spatial Planning and Development

Through our Local Plan, we will ensure that appropriate transport infrastructure and services are available to occupiers of new developments.			
Our plan for 2027-2032		Lead	Partner
8.1	Set sustainable access principles in the Local Plan to guide development and support low-carbon travel choices	✓	
8.2	Work with communities to design improvements to existing and new neighbourhoods together	✓	

²² Shropshire Council (2022). *Shropshire's Economic Growth Strategy*. [online] Shropshire Gov. Available at: <https://www.shropshire.gov.uk/media/25591/economic-growth-strategy-2022-2027.pdf>.

Our Plan for 2027-2032

Action 8.1 Sustainable access principles

Updating our Local Plan to set out sustainable access principles to inform decision-making and create good places.

- 12.1.9. We will embed a people-centred, vision-led approach to planning and placemaking across Shropshire. This means moving from “predict and provide” to “decide and provide”, creating places that enable people to thrive while recognising the differences and unique character of places across our settlement hierarchy. By prioritising safer, more accessible streets and public spaces, and applying our people-first approach this will support Shropshire’s ambition to be a child-friendly county, giving children greater confidence to move around independently and helping people of all ages and abilities to live independent and fulfilling lives. We will define the type of environment we want to create and design communities and transport links around that vision. Our aim is for walking, wheeling, cycling and public transport to be the natural choices in new developments. We expect schemes to follow national design guidance such as *Manual for Streets*²³ and we will encourage developers to be ambitious in creating places where people want to live, work and play.
- 12.1.10. We will use planning tools to reduce traffic impacts, ensure the local road network is resilient to new developments and support sustainable travel. This includes clear expectations for passenger transport Section 106 contributions, maximum parking standards, supporting appropriate density in principal towns and requiring developers to futureproof sites for emerging technologies such as EV charging.
- 12.1.11. We will deliver high-quality, healthy and active places, guided by Shropshire specific guidance and strategies, including the Sustainable Design Supplementary Planning Document (SPD) (2011) and the Shropshire 2022-2027 Joint Health and Wellbeing Strategy (JHWBS). Our sustainable access principles will cover:
- **Location and Land-Use Integration:** siting development where it reduces car dependency and supports access to opportunities;
 - **Sustainable Travel First:** embedding public transport, walking, wheeling and cycling as the default travel choices;
 - **Connected Neighbourhoods:** providing key services within short active travel distances of residential areas;
 - **People-Centred Urban Design:** prioritising safe streets for people, reducing car dominance, minimising road safety concerns and creating walkable neighbourhoods that support independent mobility;
 - **Public Realm and Placemaking:** enabling high-quality, safe, coherent spaces where people want to spend time;
 - **Infrastructure and Network Capacity:** planning development to reduce pressure on the road network, support viable public transport options and build local area energy resilience;

²³ Chartered Institution of Highways and Transportation (CIHT) (2010). *Manual for Streets 2: Wider Application of the Principles*. London: CIHT.

- **Sustainable Access to Services and Employment:** Ensuring new places connect easily to jobs and amenities which is also reflected in a 'decide and provide' approach to support the Local Plan.
- **Construction and Impact Mitigation:** managing traffic and associated noise and disruption during construction;
- **Biodiversity and Flood Management;** including the implementation of Sustainable Urban Drainage systems (SUDs) in new developments, especially close to or within flood risk zones; and
- **Alignment with Strategic Transport Policy:** ensuring all developments align with the LTP objectives.

Our Longer Term Aspirations

Action 8.2 Work with communities to design improvements to existing and new neighbourhoods together

Co-designing neighbourhoods that support everyday wellbeing.

12.1.12. Our vision for community-led neighbourhoods is:

- Neighbourhoods where residents can access services and amenities on foot or by bike within 5-15 minutes;
- Public transport stops located within 250 metres of households; and
- Streets that support independent play, shade, rest and enjoyment.

12.1.13. We will scope and deliver community-designed neighbourhoods in Shropshire through the following actions:

- **Identify and Prioritise Suitable Areas:** We will use clear need- and potential-based criteria to select candidate areas. Communities will be invited to propose locations. Priority may go to areas with poor health and wellbeing, high levels of pollution, safety concerns, narrow streets, limited green space and/or strong potential for active travel;
- **Co-Design Neighbourhoods with Local Communities:** We will shape healthy neighbourhoods collaboratively with adults and children, improving streets, services, connections and green space to support daily life and wellbeing;
- **Begin with Community-Led Pilots:** We will trial early pilots to test approaches and build understanding;
- **Establish a Robust Monitoring & Evaluation Framework:** We will track outcomes such as safety, air quality, access to services, active travel and wellbeing to ensure transparent, evidence-led decisions;
- **Align Planning Tools and Developer Contributions:** We will restrict health-negative uses near schools, require development to support community-designed neighbourhood objectives and use Section 106/CIL contributions to fund improvements;
- **Support Delivery of Healthy, Connected Places:** We will focus on safe, pleasant streets and independent mobility for all ages. Improvements may include crossings, traffic calming, walking and cycling links, biodiversity and public realm upgrades; and

- **Review, Learn and Scale Up:** We will use lessons from early pilots to refine the model and expand community-designed neighbourhoods across Shropshire.

Supporting our objectives (Strong contribution: ★★ ★ Clear contribution: ★ ★)			
Decarbonisation		★★★	• Greater awareness of alternatives to car use to make these the normal ways for people to travel for local journeys; • Greater number of short trips made by walking and cycling; and • Greater number of longer trips made by public transport.
Health and Wellbeing		★★	• Developments linked with active travel will provide opportunities for exercise and improved health; and • Community-led neighbourhoods will prioritise safe, green spaces for people to use.
Support Good Economic Growth		★★★	• Minimising the impact of new developments on the transport network; and • Ensuring new developments are well-served by a variety of transport modes.
Connecting to Opportunities		★★★	• Improved access to services from new developments, either through improved transport links or provision of services on site.
Environmental Protection		★★★	• More sustainable developments that can meet the needs of the communities without negative impact on the environment and individuals; and • Minimising the impacts of construction on the environment and local communities.

13. Freight and Logistics

Freight is the physical **movement of goods** through the supply chain using different transport modes, including road, rail, water and air, over short and long distances. It covers the movement of many types of commodities across a range of industries. **Logistics** is the **network that moves goods through the supply chain**. It includes processing, sorting, storage and the overall management of goods from manufacture to warehouses and finally to customers.

- 13.1.1. Freight and logistics are major employment sectors in Shropshire, particularly in the north. Around 3,720 people worked in the industry in 2025, nearly 10% of North Shropshire's workforce, contributing £313 million GVA. South Shropshire employed 2,485 people (around 8%) and the greater Shrewsbury area employed 2,275, contributing £229 million GVA²⁴. For context, neighbouring Wrekin (including Telford) has between one-sixth and one-seventh of its population working in logistics (5,860 people) with GVA contributions approaching £500 million annually.

Freight Activity

- 13.1.2. Most movements are by road, with limited bulk materials (such as aggregates, timber and retail consumables) moved by rail operators. The A5, A41 and M54 carry the highest number of Heavy Goods Vehicles (HGVs), including movements between Wales and the Midlands. In 2022, around 23,039 tonnes of goods originated from or arrived in the county, mostly groupage, metal ore, food and agricultural products.
- 13.1.3. There is a strong supply chain relationship between Shropshire and the West Midlands along the M54, with neighbouring authorities developing significant logistics space such as i54 Business Park. There is also a key corridor between Shropshire and North East Wales and Cheshire supporting automotive, forestry, quarry and food supply chains.
- 13.1.4. Large scale strategically important infrastructure exists nearby that will support jobs and influence the volume and way goods are moved around the region. This includes West Midlands Interchange, an approved nationally significant development site with consent to deliver up to 8 million sq. ft of Class A logistics warehousing, including a key strategic rail freight interchange.

Rural Freight Generators

- 13.1.5. Shropshire is a conduit for rural freight, such as agricultural products moving from rural Wales to the Midlands and also for retail distribution in the opposite direction. These rely on the resilience of road network through the county but mix with traffic around the major conurbations in Shropshire and on the road network during certain times of year (e.g. summer holidays).
- 13.1.6. Shropshire's rural economy is built on arable, dairy and livestock farming, with higher than average employment in farming and food processing. These sectors rely on dense, seasonal supply chains and heavy use of road haulage; ranging from tipper trucks (x3 axle minimum) for quarry materials, animal feed and metals or tankers for fuel and liquid bulk foodstuffs to larger articulated lorries (x4 axle minimum) for forestry goods and general retail consumables. Major food and drink companies and processing facilities operate large sites in smaller market towns, drawing on nearby farms, local suppliers and access to distribution centres and wholesalers. There is a need to understand the

²⁴ <https://logistics.org.uk/campaigns/logistics-employment-by-parliamentary-constituency>

impact of rural supply chains on road conditions and how changes in HGV activity influences the management of our assets.

Urban Freight Generators

- 13.1.7. Principal market towns generate significant freight through industrial estates, retail centres and high streets supplied from regional hubs in Telford and Staffordshire. Large institutions such as the Royal Shrewsbury Hospital add to this demand.
- 13.1.8. Online retail has increased urban LGV traffic, intensifying kerbside pressure and access issues. Low densities and long travel distances make last-mile deliveries expensive and challenging in rural areas. Future development in towns, especially Shrewsbury, will increase freight activity and require careful management during construction and occupation.

Freight Operators

- 13.1.9. Operators cluster around industrial estates close to the SRN and are mainly SMEs serving specific supply chains. Most fleets remain diesel-powered. Biofuels act as an interim step toward battery electric or hydrogen vehicles, although EV uptake is slow due to costs and charging needs. Biomethane and synthetic low-carbon fuels are being trialled as drop-in options.

Council Operations

- 13.1.10. The Council operates a large fleet to manage and maintain property and services across the county. We are working on fleet decarbonisation as part of reducing our Scope 1 emissions (emissions from sources owned or controlled by the Council), in alignment with our 2030 target. Fleet decarbonisation has focused on moving to smaller, battery electric or hybrid servicing vehicles and providing depot based charging infrastructure. All cars will be EV or hybrid by the end of 2026 and small vans are also transitioning but will require additional support on the public network for charging as employees often take vehicles home.
- 13.1.11. Larger fleet vehicles are harder to decarbonise due to range and operational requirements. We are exploring low-carbon fuels, particularly Hydrogenated Vegetable Oil (HVO), as a short- to medium-term option. HVO requires no engine modification and the potential for a dedicated HVO bunker is being considered, which would cut emissions from new diesel vehicles by around 90%.
- 13.1.12. Transport emissions from health and social care remain high due to long travel distances in a sparsely populated county and growing demand from an ageing rural population. Grey fleet use has also increased since the COVID-19 pandemic, partly because staff often work remotely without a central office base.
- 13.1.13. As a major purchaser, we have significant influence over Scope 3 emissions. More than 90% of our total emissions come from procured goods and services²⁵. Sustainability is now embedded in contract evaluation, and contract managers are encouraged to use tools such as the Zero Ask Toolkit to assess supplier carbon reporting and performance.
- 13.1.14. Evidence shows our combined interventions have reduced emissions to below 40,000 tonnes of CO₂ for the first time since the pandemic, around 10,000 tonnes lower than in 2024²⁶. We can

²⁵ Shropshire Council (n.d.). Climate Emergency -Zero Ask. [online] Available at: <https://next.shropshire.gov.uk/media/ngipgpla/climate-change-zero-ask.pdf> [Accessed 14 Jan. 2026].

²⁶ Proffitt, G. (2025). *Shropshire Council's carbon emissions fall by a third since 2019 - Shropshire Council Newsroom*. [online] Shropshire Council Newsroom. Available at:

support other institutions by sharing best practice and encouraging the use of procurement as a strategic lever for emissions reduction.

Freight Infrastructure

- Lorry parking provision is limited, particularly along the A49. National work is underway to improve both the quality and quantity of facilities, from layover areas to dedicated lorry parks, to support overnight HGV drivers;
- The county has few active rail freight terminals, and most rail movements involve bulk timber or aggregates. Rail works best for regular long-distance (100 km+) flows and demand for new or reopened terminals is currently limited. Express rail logistics is likely commercially unviable; and
- Major parcel carriers have installed parcel locker networks at transport hubs, commercial centres and other high-footfall sites, mainly in principal market towns. Shrewsbury has both sufficient demand and access constraints to justify exploring options such as consolidation (micro-distribution) and kerbside demand management to improve last-mile efficiency.

What are we already doing?

- We have invested in new EVs, mainly vans for servicing and property management, saving around 42,000 litres of fuel and 111 tonnes of CO₂e compared with petrol and diesel vehicles; and
- We are strengthening procurement practices to influence supply-chain emissions. Smarter purchasing reduced emissions from procured goods and services by around 20% between 2024 and 2025²⁷.

13.2. Our Plan for Freight and Logistics

We will work with partners to identify and facilitate the enabling infrastructure and policy needs for the freight industry to operate more safely, efficiently and sustainably.			
Our plan for 2027-2032		Lead	Partner
9.1	Develop a freight and logistics strategy to support safe, reliable and sustainable delivery of goods across Shropshire	✓	
What we will do in the longer-term		Lead	Partner
9.2	Put the strategy into action by helping businesses improve how they manage their vehicle fleets and meet recognised industry standards		✓

<https://newsroom.shropshire.gov.uk/2025/12/shropshire-Councils-carbon-emissions-fall-by-a-third-since-2019/> [Accessed 5 Jan. 2026].

²⁷ Proffitt, G. (2025). *Shropshire Council's carbon emissions fall by a third since 2019 - Shropshire Council Newsroom*. [online] Shropshire Council Newsroom. Available at: <https://newsroom.shropshire.gov.uk/2025/12/shropshire-Councils-carbon-emissions-fall-by-a-third-since-2019/> [Accessed 5 Jan. 2026].

Our Plan for 2027-2032

Action 9.1 Develop a freight and logistics strategy to support safe, reliable and sustainable delivery of goods across Shropshire

A plan for how goods move across the county in the most efficient, safe and sustainable way.

13.2.1. Freight and logistics are essential to Shropshire's economy, but our current evidence base does not provide sufficient insight to plan effectively for future goods movement, particularly across boundaries and between urban and rural areas. We will develop a Freight and Logistics Strategy to build on existing evidence, align with wider regional and national activity, and clarify the role we play as a Council in enabling safe, reliable and more sustainable supply chains. The Freight and Logistics Strategy will cover:

- Establishing a freight forum comprising operators, generators and network managers to guide the strategy and support alignment with wider cross-boundary plans and investment;
- Improving the evidence base on freight movement, including countywide origin-destination patterns and more detailed urban analysis;
- Identifying major freight generators across sectors and understanding their current and future operational needs;
- Assessing freight-related infrastructure, including lorry parking provision and rail-freight facilities;
- Identifying key routes where freight resilience is critical and where targeted investment or management is required;
- Addressing rural freight challenges, including seasonal traffic pressures, mixed traffic conditions, accessing to hard-to-reach locations and understanding how freight movements affect rural communities, local road infrastructure and quality of life;
- Exploring further opportunities to support freight decarbonisation and future fuels, including alignment with regional initiatives, alternative fuel infrastructure and local area energy planning;
- Identifying opportunities for rail-freight growth and feasibility studies where appropriate, including cross-boundary opportunities;
- Improving urban freight, delivery, servicing and waste operations, building on existing work in Shrewsbury to reduce conflicts and improve efficiency whilst minimising impacts on historic environments, residential amenity and the quality of public spaces;
- Exploring opportunities for last-mile logistics in Shrewsbury, including suitable locations, potential use of Council assets and pilot delivery models;
- Setting expectations for freight associated with new development, including the role of Construction Logistics Plans in reducing impacts on communities and the highway network;
- Supporting higher operator standards and fleet performance, including options for best-practice fleet accreditation and skills development; and
- Applying sustainable supply-chain principles through Council procurement to support greener, more transparent and locally resilient supply chains.

Our Longer Term Aspirations

Action 9.2 Put the strategy into action

Putting the strategy into action by helping businesses improve how they manage their vehicle fleets, including support in meeting recognised industry standards.

In the longer-term, we will implement the Freight and Logistics Strategy, prioritising those interventions that can be delivered quickly and those that can have the biggest impact.

Supporting our objectives (Strong contribution: ★★ ★ Clear contribution: ★ ★)

Decarbonisation		★★★	• Opportunities to shift freight to non-road-based modes or cleaner road freight vehicles to decarbonise freight miles; and • Providing opportunities for freight to move from larger to smaller vehicles for last mile deliveries.
Support Good Economic Growth		★★★	• Ensuring that the freight network can continue to deliver to its customers safely and efficiency, even where the operational environment is challenging; and • Ensuring that freight can move to, out and within the county to support rural and urban industries that rely on nuanced supply chain needs.
Environmental Protection		★★★	• Protection of the built environment through the removal of freight vehicle movements by using other transport options; and • Working with the freight industry to mitigate the impact of activity on local environments.
Connecting to Opportunities		★★	• Better balance between freight access/facility provision with creating better places for people.

14. Asset and Network Management

Our highway assets include **roads, bridges, street lights, footways, cycleways and other assets such as Electric Vehicle charging points**. These enable people to travel safely and efficiently across the county. **Network management** covers the **strategic planning and maintenance of our roads** to ensure the safe and efficient movement of people and vehicles. This includes signage, traffic signals and the condition of the surfaces people use in both urban and rural areas.

- 14.1.1. We own, manage and maintain a wide range of highways assets across the county. As the LTA, we have a statutory duty to keep these assets in a condition that supports the safe and expeditious movement of people. We also work with partners such as Network Rail, National Highways and the Canal & River Trust, who manage assets that intersect with and contribute to the wider transport network.

Table 14-1 - Shropshire Council Highways Assets

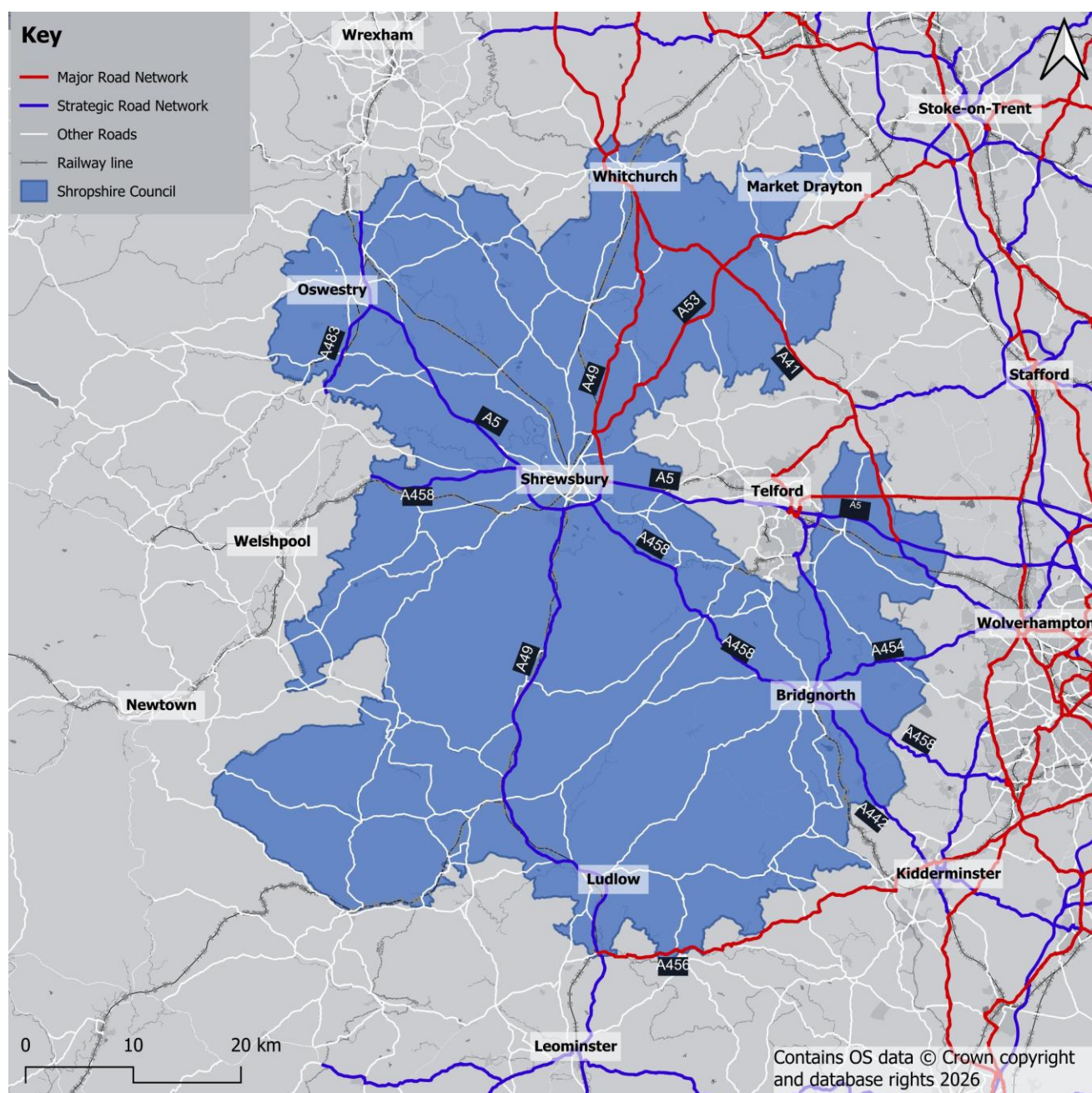
Council Assets	Number in Shropshire
Roads (all classes)	5,150km
Footways	1,597km
Bridges and culverts	1,009
Cattle grids	53
Street lights	20,329
Illuminated signs	2,189
Traffic signal junctions	44
Signalised pedestrian crossings	110
Signed pathways as part of National Cycle Network	170km
Dedicated cycle routes	385km

Road Network

- 14.1.2. Shropshire is linked to the east by the A5 dual carriageway and a short section of the M54 onward to the M6 through Telford & Wrekin. Most other key routes in the county are single-carriageway A-roads, including the A483 to Wrexham and Chester, the A49 to Hereford, South Wales and Cheshire and the A53 to Stoke-on-Trent. We manage and maintain the majority of the network except for Strategic Road Network (SRN) routes managed by National Highways, namely the A5, the A49 south of Shrewsbury, the A458 west of Shrewsbury and the A483 south of Oswestry.

- 14.1.3. We manage Shropshire's Major Road Network (MRN), which forms the tier between the SRN and the wider local road network. This includes the A49 north of Shrewsbury via Whitchurch, the A53 northeast of Shrewsbury via Market Drayton towards Stoke-on-Trent, and the A41 linking Chester to the M54 via Whitchurch. The maintenance of these routes is essential to the prosperity of the county.

Figure 14-1 – Shropshire's Major and Strategic Road Network

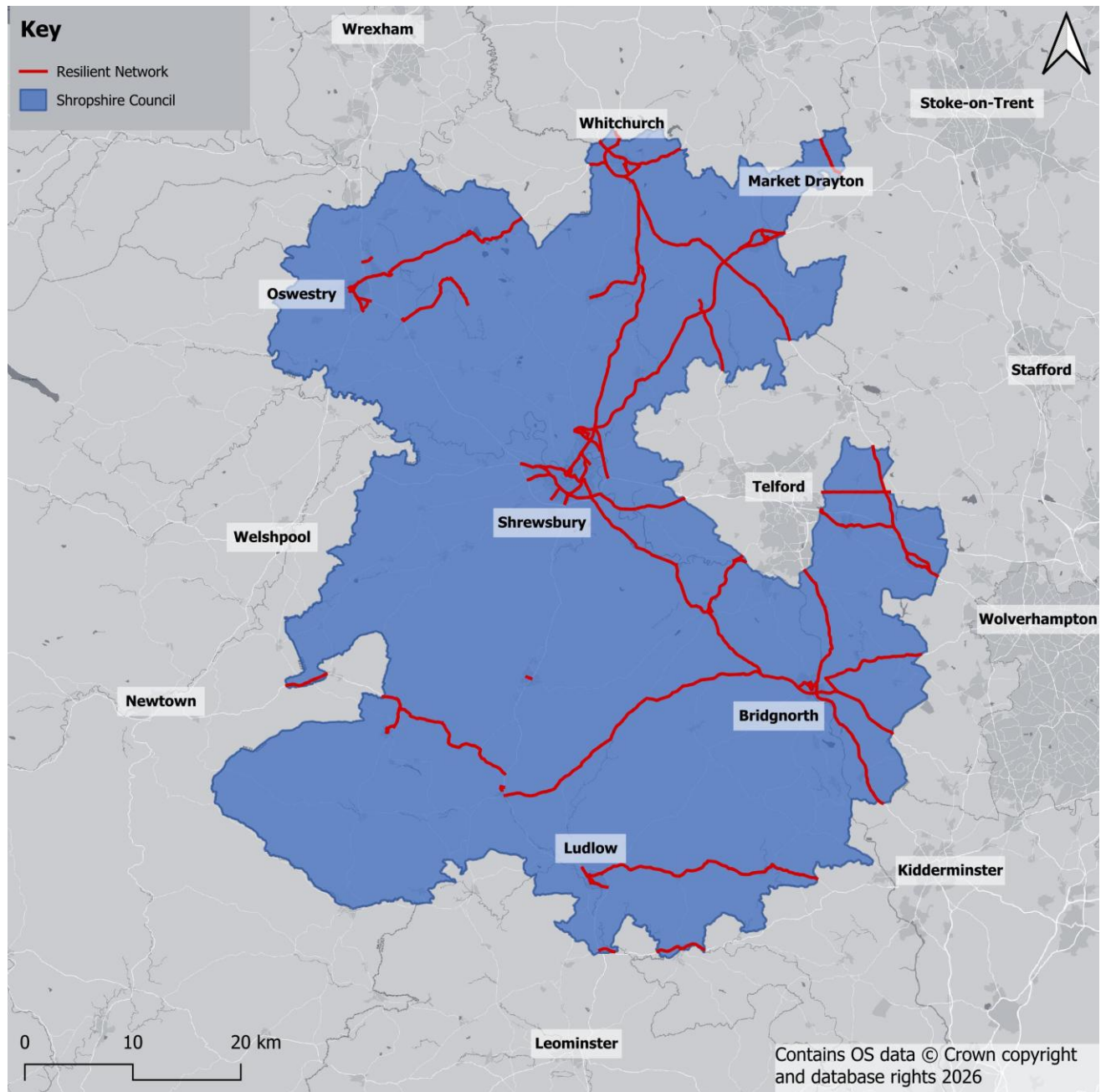


Resilient Network

- 14.1.4. The Shropshire 'resilient network' equates to around 400km of key roads (8% of the total highway network in the county), including major A-road corridors and smaller rural links. This is a network that we prioritise, working together with National Highways to focus resources during extreme weather to keep routes operating effectively due to their relative importance in:

- Connecting the major market towns and economic centres;
- Servicing essential services, including emergency services; and
- Providing critical access routes and corridors for economic activity, including supply chains.

Figure 14-2 – Shropshire's Resilient Network



Vehicle Volumes & Delays

- 14.1.5. Traffic volumes are highest in the east. The M54 between Shrewsbury and Wolverhampton carries around 50,000-60,000 vehicles per day, while the A5 southeast of Shrewsbury carries 40,000-50,000, dropping to 30,000-40,000 on other bypass sections. The A5 towards Oswestry and the A49 near Whitchurch record 20,000-30,000, and the A49 south to Ludlow and A458 west to Welshpool carry 10,000-20,000. Most routes experience delays under 100 seconds per vehicle per mile, though delays exceed 300 seconds through Craven Arms.
- 14.1.6. Public feedback has highlighted concerns about Heavy Goods Vehicle (HGV) routing on several corridors, including Mill Street and High Street in Wem, the B5476 to Whitchurch, the B4397 through Ruyton XI Towns and Baschurch, London Road/Wenlock Road in Shrewsbury, the A488 through Clun and the B4364 between Ludlow and Bridgnorth. However, limited evidence is available on specific industries or operators linked to these issues.

Network Condition

- 14.1.7. Poor network condition, including issues such as potholes and mud from agricultural vehicles, presents safety risks and reduces user comfort, leading to significant dissatisfaction. Preventative maintenance such as surface dressing and slurry sealing remains central to our maintenance programme, helping seal and preserve surfaces and improve skid resistance. Rural roads continue to deteriorate faster than A, B and C roads due to terrain, fast water run-off and temperature fluctuations in hilly areas.
- 14.1.8. Improving network resilience through preventative maintenance, targeted maintenance and timely pothole repairs reduces future repair costs and improves comfort and safety for all road users. This is achieved through our highway maintenance contracts and service.
- 14.1.9. However, satisfaction with road maintenance is low, and only 24% of residents feel well-informed about maintenance programmes²⁸. The overall satisfaction with road maintenance is below average and only 24% of people feel adequately informed about highway maintenance programmes²⁹.

Active Travel Network

- 14.1.10. Most footways and cycleways are in urban areas, though rural footways still provide important links between villages. The footway asset is in good condition overall with less than 5% of footways classed as functionally or structurally impaired. Cycle lanes on the roads and footways exist in our main towns but are often fragmented and lack committed maintenance, particularly in winter. Other issues which can make walking and wheeling more difficult include encroachment into the highway by private hedges and vehicles being driven on or over the footway to park or access driveways. Making minor changes during planned maintenance to address these issues can improve accessibility for walking and wheeling.

²⁸ Shropshire Council (2022a). Highways Maintenance . [online] Shropshire.gov.uk. Available at: <https://www.shropshire.gov.uk/roads-and-highways/highways-maintenance/faqs> [Accessed 14 Jan. 2026].

²⁹ Shropshire Council (2025c). Shropshire Assessment. [online] Shropshire Council Newsroom . Available at: <https://newsroom.shropshire.gov.uk/wp-content/uploads/20250210-Shropshire-FINAL-report.pdf> [Accessed 5 Jan. 2026].

Structures

- 14.1.11. We monitor the condition of over 1,000 bridges and culverts to support planning and budgeting. About 2% are currently sub-standard and the backlog of required work totals roughly £30 million³⁰. Improvements are delivered through routine maintenance or capital works and are essential to preserving the integrity of the road network in many cases.
- 14.1.12. Street lighting is critical for safety and wayfinding. There are over 20,000 units across the county, including 1,000 heritage models, with no consistent pattern of ownership. Around a quarter of lights are over 35 years old and only 16% use low-energy technology, meaning many columns are nearing end-of-life.

Climate Resilience

- 14.1.13. Shropshire's rural topography, poor highway drainage, inadequate land drainage in rural areas and the River Severn corridor create a high flood risk, particularly in Shrewsbury and Ironbridge. Flooding disrupts road and rail including key routes such as the A49 and A458, and can restrict access to Shrewsbury. Prolonged spells of hot and dry weather can also have an impact on our highways assets. We have a statutory requirement to produce a Local Flood Risk Management Strategy to manage the impact of flooding on the highways network alongside other duties to support pollution control, nature restoration, climate change and public wellbeing.

Electric Vehicle Charging Infrastructure

- 14.1.14. Shropshire ranks 30th of 175 LTAs for public chargers per 100,000 people. Most chargers are in Shrewsbury, with smaller numbers in other towns. The majority are 7kW slow chargers, with only limited rapid or ultra-rapid (50–150kW) chargers, mainly in off-street service areas. The current scale and type of provision must increase with the demand for EVs to accelerate the transition away from conventional car fuels.

What are we already doing?

- We are developing a countywide EV strategy aligned with climate goals and our net-zero ambition, that focuses on public charging provision for battery electric and plug-in hybrid cars used by residents and visitors, across a range of locations and journey types. The Local Electric Vehicle Infrastructure (LEVI) fund presents the core funding mechanism for the delivery of Council-led public charging provision;
- We invest in both preventative and reactive road maintenance. Structural failures are repaired through a two-year deep-patching programme. In 2023, we received £3.662m from DfT for 11 miles of resurfacing, with further funding to 2024/25 for preventative work. In 2020 we introduced a mixed-economy maintenance model, reducing repair costs by 75% (saving £1.4m annually). This approach was recognised nationally in 2024 when we were shortlisted in the Local Government Chronicle awards. Our ability to invest in highways maintenance will be bolstered over the coming years by a significant increase in national government funding being provided to the Council for maintenance;

³⁰ RAC Foundation (2022). FOI Spreadsheet. [online] RAC Foundation. Available at: https://www.racfoundation.org/wp-content/uploads/RAC_Foundation_Bridge_Maintenance_England_2021.pdf [Accessed 14 Jan. 2026].

- Wireless radio-detection technology has been installed on narrow roads, such as the A4169 in Much Wenlock, to detect and stagger HGVs to prevent conflicts;
- We have converted most signalised junction and pedestrian crossings from low-voltage to ultra-low-voltage systems to reduce carbon and costs and improve long-term reliability. Over 90% of crossings are now converted;
- We have produced a Local Flood Risk Management Strategy that sets out the way in which we are going to reduce the impact of flooding on the highways network. This includes applying natural land management techniques and sets out pilots in both rural and urban areas to minimise surface run off and enhance biodiversity net gain; and
- We work with several volunteer groups to maintain ditches, brooks, drains and mill races, which are essential for drainage, flood management and keeping the network operational. Parish Paths Partnership volunteers also support improvements to PRow and help deliver climate adaptation works such as new kit bridges.

14.2. Our Plan for Asset and Network Management

We will ensure the long-term quality and resilience of our transport system, through appropriate investment and maintenance.

Our plan for 2027-2032		Lead	Partner
10.1	Improve the condition of walking, wheeling and cycling routes so they are safe, reliable and easy to use	✓	
10.2	Update the highways asset management strategy	✓	

Our Plan for 2027-2032

Action 10.1 Improve the condition of walking, wheeling and cycling routes so they are safe, reliable and easy to use

Using better data to coordinate and prioritise maintenance of active travel networks.

- 14.2.1. After years of reduced funding, parts of the network have fallen behind. However, safe, well-maintained routes are essential to making walking, wheeling and cycling the natural choices for local trips. We want people to have a positive experience so that more journeys are made actively, supporting health, reducing traffic and improving safety, noting that poorly maintained routes particularly affect older and disabled users as well as women and girls.
- 14.2.2. Over the next five years we will refresh our maintenance approach, with a clear service focus on: developing an evidence-led prioritisation methodology for footways and cycleways; using better data to guide decisions and strengthen funding bids; and publishing a transparent schedule showing what routes will be maintained and how often. This will include routes that connect with wider active travel networks managed by partner organisations, including canal towpaths.
- 14.2.3. We will deliver quick wins such as leaf-sweeping and cutting back vegetation that can make footways and cycle tracks far easier to use, working with local communities and parish and town Councils to agree how they can support day-to-day maintenance, drawing on local knowledge and expectations. This aligns with wider devolution and local stewardship ambitions.

Action 10.2 Update the highways asset management strategy

A plan to manage highways assets and a framework for making improvements.

- 14.2.4. The Devolution and Community Empowerment Bill places greater emphasis on shifting resources to local partners so they can manage and deliver schemes based on detailed local knowledge.
- 14.2.5. We will work closely with local flood risk management groups, key stakeholders and key work programmes to align priorities and funding opportunities to deliver sustainable transport infrastructure that enhances the water environment.
- 14.2.6. We will explore how this can work in practice, from improving local asset data to devolving elements of street-scene work. This may include establishing Local Covenant Partnerships (LCPs), such as the early example in Market Drayton. LCPs are partnerships between public bodies and civil society organisations to address local priorities, design better services and improve outcomes through shared goals and support³¹.
- 14.2.7. Updating the asset management plan will help prioritise future investment and guide decisions. The condition of highways is a concern and this plan should maximise the benefit of the available funding to arrest the decline in network condition overall and reduce the number of potholes on the network. This will include improving visibility of asset condition and upgrade timescales across departments; reviewing street-lighting ownership to reduce costs; accurately mapping conservation areas and historic sites; auditing and reducing street furniture and clutter; and agreeing countywide wayfinding principles for active travel, including maintenance and seating. In updating the strategy, we will consider:
- How we assess, monitor and minimise noise pollution from new developments following Government guidance. Noise mitigation can be achieved through targeted strategies such as quieter road surfaces, acoustic barriers, and speed limits or through behaviour change (e.g. re-timing deliveries during quieter periods). In the UK, DEFRA uses noise mapping to identify priority hotspots.
 - Sustainable Urban Drainage (SUDs), which is a means to help manage rainfall, designed to mimic natural hydrology by storing, filtering, and infiltrating water close to its source. SUDs offers an alternative to conventional underground pipe drainage that can reduce flood risk, improve access to green space and support biodiversity. The most appropriate type of technique should be applied by location and resource availability and can range from permeable paving and detention ponds to restoring the ditch network in Shropshire.
 - How we can ensure that line marking such as centre lines on the highway can facilitate the potential future introduction of autonomous vehicles.
 - Opportunities for cyclical drainage, the regular inspection, cleansing and maintenance of highway drainage assets, including gullies, pipes, culverts and drainage channels, to maintain network performance, prolong asset life and reduce the risk of flooding.

³¹ Department for Culture, Media and Sport (2025). Civil Society Covenant: programme. [online] GOV.UK. Available at: <https://www.gov.uk/guidance/civil-society-covenant-programme> [Accessed 14 Jan. 2026].

We will make effective use of highway network capacity and ensure safe and efficient traffic flow during business as usual and at times of disruption.

Our plan for 2027-2032		Lead	Partner
10.3	Review and update how roadworks are planned and managed	✓	
10.4	Improve the information we use about roads, freight, climate risks and walking and cycling routes to make better decisions and target investment	✓	
10.5	Introducing moving traffic enforcement cameras at appropriate locations	✓	

Our Plan for 2027-2032

Action 10.3 Review and update how roadworks are planned and managed

A plan to minimise disruption from roadworks.

- 14.2.8. Our Street Works team manages activities that affect the Major Road Network, including utility works, maintenance and new development connections. Through the West and Shires Permit Scheme (WaSP), promoters must provide notice months in advance so works can be planned to minimise disruption.
- 14.2.9. We will strengthen collaborative planning so utilities and highways works are coordinated, reducing the number of separate excavations and delays, particularly on major corridors and the resilient network and in support of National Highways on issues around the SRN that affect local communities (e.g. appropriate diversions). This will also support the use of Section 58 restrictions, which limit repeat works on a street for up to five years except for emergencies or new connections.
- 14.2.10. An important part of the strategy is reinforcing a whole-life view of highways maintenance so we reduce the risk of future utility works damaging new investment. We are forming a medium-term programme that identifies, develops and delivers work, which we will share with utility companies at regular local coordination meetings through our Street Works team.
- 14.2.11. Sharing programme information allows utility companies to bring forward their works and allows us to delay maintenance where needed so that highway maintenance is the final activity on each road, reducing the risk of the finished surface being disrupted.
- 14.2.12. We will also share the programme³² internally to coordinate with local developments. Using intelligence on development activity, we will time maintenance to follow developers' works so our capital investment continues to deliver long-term benefit.
- 14.2.13. As part of the refresh, we will scope design standards and suitable locations for passing places on key routes to support safe overtaking of slow-moving vehicles, using more intelligent data on vehicle, trip and freight activity and street dimensions. We will introduce shorter turnaround times

³² Shropshire Council (2022b). Network North plan funding. [online] Shropshire.gov.uk. Available at: <https://www.shropshire.gov.uk/roads-and-highways/highways-maintenance/network-north-plan-funding> [Accessed 14 Jan. 2026].

and priority signalling for people cycling on the busiest commuting routes in Shrewsbury, with potential pilots using early-start signals at junctions.

- 14.2.14. We will identify diversionary routing and climate mitigation and adaptation measures to improve network resilience during unplanned events and maintain year-round access to vital institutions. We will also develop a methodology for prioritising street line marking improvements across the county, coordinate these with utility upgrades and enforce a new policy to prevent street scars.

Action 10.4 Using transport data to target investment

Combining network, freight and climate data to guide smarter, more resilient investment.

- 14.2.15. We aim to establish a consistent and rigorous methodology for managing and monitoring the transport network. This builds on our asset management approach and our proactive, preventative maintenance strategy, but we can strengthen it further.
- 14.2.16. We will combine information on road and climatic conditions, including flood and frost risk, with data from key freight-generating industries to map vulnerable and priority network sections and support development of a digitised resilient network. We will examine high-quality corridors where growth and future demand can align with areas able to accommodate more activity. We will ensure winter maintenance covers the active travel network, using improved evidence on safety, lighting, foliage, cycle counts and user profiles to identify key corridors. We will also improve monitoring and evaluation of impacts and benefits to strengthen public understanding and support future funding bids, including through case studies.
- 14.2.17. Technology will support the capture, collation and visualisation of transport intelligence. We will determine our needs before investing or engaging the market.
- 14.2.18. We will engage and work closely with National Highways on matters relating to the development of route strategies across the SRN and provide our input into supporting investment in the network and where it should be prioritised to support local objectives.

Action 10.5 Introduce moving traffic enforcement cameras in suitable locations

Cameras to regulate vehicle movements where and when appropriate.

- 14.2.19. Under Part 6 of the Traffic Management Act 2004, we may enforce specific moving traffic contraventions by camera and issue Penalty Charge Notices. We have already applied this in Shropshire through the School Streets initiative.
- 14.2.20. Moving traffic enforcement cameras can strengthen network management, reduce congestion and address identified problems. We are developing 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.
- 14.2.21. We will create a long list of around 25-40 possible sites and shortlist them through this assessment. The first wave is likely to be in Shrewsbury before we expand to other locations and place types across the county, reflecting the scale of changes and the acute issues the town faces now and in the future.

Supporting our objectives (Strong contribution: ★★ ★ Clear contribution: ★★)

Support good economic growth		★★★	- Investment and maintenance of the network helps increase its resilience. - Proactive maintenance and replacement of ageing assets delivers savings over the longer-term. - Better manage highway capacity to reduce congestion, to deliver a reliable network which is able to better handle disruption.
Connecting to opportunities		★★★	- Investment and maintenance help ensure people have a reliable network that helps them get to places, in the context of wider climate change. - Implementing measures to allow improved reliable journeys, improving connectivity and linking our people and places.

15. Protection of the Natural, Built and Historic Environment

The **natural environment** includes the **natural landscape, ecosystems and resources**, as well as **green spaces** in urban settings. The **built environment** encompasses physical structures and infrastructure, including **buildings, roads, bridges** and transport systems. The **historic environment** includes **buildings, archaeological sites and cultural landscapes**.

- 15.1.1. Shropshire has varied historic landscapes, buildings and archaeological sites, from prehistoric times right through to the Industrial Revolution. These include Roman settlements, castles and significant industrial heritage. We have a core role in protecting these historic assets and preserving them for future generations, led by the Historic Environment Team.
- 15.1.2. The LTP will contribute to the biodiversity and natural environment protection, ensuring that the transport system and mobility of the population do not adversely affect these, and where possible, measures are introduced to deliver net gain to biodiversity. Transport also enables people to visit and appreciate landmark places and drives the visitor economy.
- 15.1.3. Some of the historic buildings and structures within the county are part of Shropshire's transport infrastructure. The preservation of historic infrastructure will remain a key challenge locally as it is in the rest of the UK. Some key infrastructure dates back around 200 years in the case of the railway network, Shropshire Canal and sewage systems.
- 15.1.4. Keeping structures in working order will be a key challenge in the future, so that these can continue to play a part in providing connectivity across Shropshire, both for community access and for the economy. Modern transport infrastructure should not impose on historic and natural settings. Sympathetically designed investments will, where possible, elevate a setting and support a 'people first' approach to planning and curating places where people want to spend time.
- 15.1.5. Weather patterns are changing as a result of climate change resulting in intense rainfall and periods of drought. There is a greater need for the transport network to be more resilient to the impacts of these extreme weather events whilst supporting ecosystems and agriculture

What are we already doing?

- 15.1.6. A Habitats Regulation Assessment (HRA) has been undertaken to determine whether the LTP could have a significant effect on protected wildlife sites. This is a legal requirement and helps ensure that developments or other activities do not damage internationally important habitats and species. (European or Ramsar sites).
- 15.1.7. Lower tier plans and projects brought forward under the LTP must be progressed in accordance with the HRA, the results of which will be able to inform changes in a proposal (including rejecting it outright) if necessary. An assessment of any likely significant effects will be made and full recommendations for mitigation will be provided within each project/plan-level HRA. These will suggest measures to reduce the potential for any transport and highways proposal to result in impacts upon the National Site network. As a Council we will ensure:
 - Any development that would be likely to have a significant effect on a nature conservation designation, such as a European or Ramsar site, either alone or in combination with other plans

or projects, will be subject to assessment under the Habitats Regulations at project application stage. If it cannot be ascertained that there would be no adverse effects on site integrity the project will have to be refused or pass the tests of Regulation 63 and 64, in which case any necessary compensatory measures will need to be secured in accordance with Regulation 68.

15.2. Our Plan for the Protection of the Natural, Built and Historic Environment

We will protect our natural, built and historic environment from the negative impacts of traffic and transport.

Our plan for 2027-2032		Lead	Partner
11.1	Use specialist advice early in the development of transport schemes	✓	

Our Plan for 2027-2032

Action 11.1 Use specialist advice early in the development of transport schemes

Specialist advice on environmental and cultural assets to shape transport schemes.

- 15.2.1. We have a statutory obligation to engage named organisations during plan making processes and for individual planning applications. Environmental matters are also a requirement of an Environmental Impact Assessment (EIA) and a significant factor in Council operations; whether its contracting services or putting in new walking infrastructure.
- 15.2.2. We want to establish a greater working relationship with key national and local institutions who protect the natural and build environment beyond during statutory consultation. This is with the intention of developing robust plans and proposals for change that fully consider, appreciate and respond to local settings but also go some way to enhancing and preserving local character. This includes bodies like English Heritage and the Architectural Heritage Fund through to the National Trust and Forestry England.
- 15.2.3. We will convene key stakeholders on a periodic basis to sense check and validate proposals and plans and share feedback on wider policy needs. This forms part of an approach to making sure protecting and enhancing the environment is truly cross cutting and relevant for all transport related matters. We will also seek to ensure that transport interventions help reduce the impacts of traffic in sensitive locations and historic settlements, supporting our people-first approach and creating places that are attractive, accessible and enjoyable to spend time in. This is hoped to save time and money over time and go some way to improving the quality of our public places for people to enjoy.
- 15.2.4. We will consider the design, aesthetics and location of street furniture, signage and other transport infrastructure so that it contributes positively to local character and sense of place. We will also seek to ensure that maintenance, reinstatement and improvement works are undertaken to a high standard, recognising the importance of streetscape quality and the visual impact of infrastructure works in sensitive historic environments.

Supporting our objectives (Strong contribution: Clear contribution:)

Environmental
Protection



Prioritising the protection of natural and built environment assets as a key element of the design of new transport infrastructure or services.

16. Climate Change, Decarbonisation and Air Quality

Climate change refers to long-term shifts in global and regional climate patterns. While this can be caused by both human and natural systems, it is currently being caused by **increased levels of Greenhouse Gases (GHGs)** accumulating in the atmosphere due to human activity.

Decarbonisation is the process of reducing and ultimately **eliminating GHG emissions** associated with human activities in order to achieve net-zero emissions, and limit climate change.

Decarbonisation can be achieved through systematically reducing whole-life carbon emissions from infrastructure and transport by implementing carbon management measures, by avoiding unnecessary emissions, switching to lower carbon alternatives and improving efficiency.

Air quality refers to the **level of air pollution in the environment**, arising from sources such as transport. This is typically assessed by measuring the concentration of pollutants such as nitrogen dioxide (NO₂) and particulate matter (PM₁₀ and PM_{2.5}), which can have harmful effects on human health and the natural environment.

Current Transport GHG Emissions and Key Sources

- 16.1.1. Transport GHG emissions in Shropshire have remained broadly unchanged over the past 30 years, while reductions have been achieved in other sectors. This reflects a wider national trend, where improvements in vehicle efficiency and technology have largely been offset by growth in vehicle use and travel demand.
- 16.1.2. In 2019, the transport sector accounted for 27% of Shropshire's total GHG emissions. While this is lower than the national average of 31%, Shropshire faces a number of specific challenges in decarbonising transport, particularly due to its rural geography and a high proportion of emissions coming from longer-distance travel.
- 16.1.3. Cars are the largest source of transport emissions in Shropshire, contributing 58% of the total emissions. HGVs and LGVs together account for a further 38%. Overall, 53% of emissions from all vehicle journeys in the county are associated with trips of 25 miles or more, with 69% of these emissions being made by HGVs and LGVs. These longer-distance journeys are among the most difficult to avoid or shift to lower-carbon modes, particularly for freight. HGVs and LGVs are also harder to decarbonise due to their size and the more limited availability of low-carbon technology alternatives.
- 16.1.4. By contrast, trips under five miles account for only 7% of transport emissions in Shropshire. These trips represent the greatest opportunity for modal shift to walking, cycling and other active travel options. Almost a third of transport emissions arise from 'through trips' that both start and end outside the county, over which Shropshire has limited direct influence.
- 16.1.5. Around 36% of the population live in rural villages and dispersed areas, however trips in these areas generate 39% of transport emissions, reflecting a greater reliance on less sustainable transport modes.

Future Emissions Forecast

- 16.1.6. Ultra-low emission vehicle uptake remains low. Currently 96% of registered vehicles are not ultra-low emission, placing Shropshire 130th of 175 Local Transport Authorities. However, Shropshire is 30th for the proportion of EV charge points per 100,000 inhabitants. This highlights the need to accelerate investment in charging infrastructure and zero and low emission vehicle uptake.
- 16.1.7. The pace of decarbonisation in Shropshire will largely depend on how quickly zero emission vehicles are adopted. The Local EV Market Forecast, which reflects Shropshire's specific conditions, estimates that by 2050 around 95% vehicle kilometres (vkm) travelled in cars and LGVs will be in zero emission vehicles (ZEVs), and 78% vkm travelled in HGVs will be in ZEVs.
- 16.1.8. As a result of ZEV uptake, it is estimated that an 89% reduction in surface transport emissions will be achieved between 2019 and 2050. This however falls short of the required rate of decarbonisation to align with locally scaled target decarbonisation pathways, and additional measures to encourage modal shift will be needed.

Charging & Fuelling Infrastructure

- 16.1.9. As of October 2025, Shropshire had 446 public EV charging points, most located in Shrewsbury, with limited rapid and ultra-rapid chargers and further private charging at depots and homes. Several sectors are exploring alternative fuels for heavier vehicles, including HVO, LNG, CNG and biomethane. HVO can be used without engine modifications where supply is available, while other fuels require new vehicles and large-scale infrastructure.
- 16.1.10. Strategic bodies such as Midlands Connect are helping develop investment cases for new fuel infrastructure. Longer-term ambitions include converting rail lines to battery electric, overhead electrification or hydrogen, although all trains in Shropshire currently operate on non-electrified diesel lines.

Air Quality Management Areas (AQMAs)

- 16.1.11. Shropshire has two AQMAs, in Bridgnorth (around Pound Street) and Shrewsbury, designated due to nitrogen dioxide exceedances linked to traffic. These areas are designated under the Local Air Quality Management (LAQM) system, which requires local authorities to monitor air quality and develop action plans where objectives are breached.
- 16.1.12. There are also smaller pockets of poor air quality at key junctions along major HGV routes including the A49, M54, A5 and A41. Pollutants such as particulate matter, nitrogen dioxide and ozone can harm cardiovascular and respiratory health, and AQMA designations help target improvements in these areas.

Noise Pollution

- 16.1.13. Road traffic noise affects residents living along busy corridors. Areas where noise exceeds acceptable levels are designated as Noise Important Areas (NIAs), mainly in Shrewsbury and along the A49, A5 and A458, where interventions may be required to reduce exposure.

What has been done already?

- We have introduced zero emission vehicles into the Council's fleet, invested in depot charging and we operate the county's only electric minibus. We have trialled low-carbon surfacing materials to reduce emissions and maintenance requirements;
- Grid upgrades are underway across Shrewsbury alongside planned works near the railway station in 2025, and applications have been submitted to strengthen rural connections to support existing and future developments³³;
- We contributed to the Marches Local Area Energy Action Plan, which identified grid constraints as a barrier to achieving carbon neutrality by 2030;
- We are working with Connected Kerb to install 270 new charge points across 45 locations with government funding³⁴;
- We have recently completed a Local Area Energy Plan (LAEP) which sets out a data-driven strategy to map out the most effective pathway for their county to achieve net-zero carbon emissions. This covers grid connectivity needs and infrastructure network planning; and
- The development of an EV Strategy for Shropshire to help with steering the location and scale of investment in charging infrastructure to support people and businesses with the transition to cleaner vehicles.

16.2. Our Plan for Climate Change, Decarbonisation and Air Quality

The Climate Change, Decarbonisation and Air Quality policy aligns with our wider ambition for Shropshire Council to become carbon net-neutral by 2030 and to help the whole region achieve the same goal. We will reduce carbon emissions from vehicles and cut other harmful emissions produced by the transport system. The LTP includes interventions that improve air quality for communities across Shropshire, including in areas with critical air quality issues or disproportionately high pollution levels, such as AQMAs.

We will adopt an “avoid, shift and improve” approach to decarbonise the transport network and reduce harmful emissions from transport as part of the Council’s wider programme of climate change mitigation.

Our plan for 2027-2032		Lead	Partner
12.1	Expanding Electric Vehicle charging across the county	✓	
12.2	Work with partners to deliver targeted grid upgrades for growing EV charging demand		✓
12.3	Plan for new, cleaner fuels that can help cut emissions from freight, buses and other heavy vehicles.		✓

³³ Live, T. (2025). Power plan to future-proof the network – Telford Live. [online] Telford-live.com. Available at: <https://www.telford-live.com/2025/07/power-plan-to-future-proof-the-network/> [Accessed 14 Jan. 2026].

³⁴ Connected Kerb (2024). *Shropshire to get extra 270 EV charge points*. [online] Connectedkerb.com. Available at: <https://connectedkerb.com/charge-your-car/community-pages/shropshire/> [Accessed 9 Jan. 2026].

Our Plan for 2027-2032

- 16.2.1. While the three measures set out in the table above focus on carbon emission reductions through vehicle electrification (“improve” measures), decarbonisation is also supported by “avoid” and “shift” measures across other action areas of this LTP. These complementary measures seek to reduce the need to travel, encourage a shift towards more sustainable modes of transport, and support wider behavioural change, helping to deliver a comprehensive approach to reducing transport-related carbon emissions across Shropshire.
- 16.2.2. Shropshire’s transport emissions will be significantly reduced through the uptake of ZEVs, and the “improve” measures set out above are essential to supporting this transition. “Avoid” and “shift” measures of other action areas, however, will accelerate the pace of decarbonisation beyond the baseline forecast, and allow Shropshire to achieve the local share of government targets to reduce emissions.
- 16.2.3. A shift to ZEVs is also likely to reduce noise pollution.

Action 12.1 Expand Electric Vehicle charging across the county

Supporting the shift to EVs by expanding charging infrastructure across Shropshire.

- 16.2.4. We recognise the need to accelerate the transition to net zero and support households and businesses to adopt alternative technologies, especially battery EVs, in a way that is practical, affordable and reflects the differing needs of urban and rural communities. The scale of our direct support will depend on national government grants.
- 16.2.5. Low Emission Vehicle Infrastructure (LEVI) funding will focus on piloting and scaling on-street charging in residential areas where barriers to switching to battery electric vehicles are highest and market provision is limited. We will determine the ownership and operating model for these solutions as we set up the programme in 2026, including a clear policy on cross pavement charging. On-street and overnight charging will support residents and smaller businesses, including sole traders without an operational base.
- 16.2.6. We will seek external funding to scale public slow and fast charging alongside expanding depot-based charging as we grow our electric fleet. We may open depot charging to other users or specific fleets where this does not interfere with core operations, and will explore opportunities for innovative and community-led approaches to charging infrastructure where future funding opportunities become available.
- 16.2.7. We want organisations to invest in charging infrastructure at major trip attractors such as supermarkets and leisure centres, as well as rural community halls and visitor destinations. We will continue to provide guidance and encourage hackney carriages and PHVs to transition to electric vehicles by addressing barriers to adoption.
- 16.2.8. We aim to accelerate the shift from internal combustion engine vans to battery electric vans and LGVs under 18 tonnes, now that more cost-competitive options are available. This shift will drive demand for charging in industrial and trading estates where operators can charge overnight during downtime while maintaining daytime service levels.
- 16.2.9. We support this expansion and will accelerate planning permissions and approvals where installations affect public land, including licences to dig, traffic management and accessibility requirements. Building control may be needed for larger structures, and we will commit extra resource to speed up applications.

- 16.2.10. We will require all new commercial and residential developments to install EV charging infrastructure (minimum 7kW) and complete the necessary utility works to futureproof provision, in line with Building Regulations Part S. Planning conditions will set graded levels of provision, typically 10-25% of parking spaces, across both rural and urban areas.
- 16.2.11. We will encourage commercial developments to consider battery storage solutions, particularly in areas with short-term distribution constraints. This will support occupiers and remove barriers to growth. We will also monitor funding opportunities and guidance for innovations such as virtual power plants to support a more resilient energy network in high-demand areas.

Action 12.2 Work with partners to deliver targeted grid upgrades for growing EV charging demand

Improving the electricity network to meet growing EV demand.

- 16.2.12. We recognise the importance of working with National Grid, the Distribution Network Operator responsible for the local electricity network and new or upgraded connections. Maintaining sufficient grid headroom is essential so electricity can be received, stored and supplied to businesses and residents when required.
- 16.2.13. Capacity challenges are well known in North Shropshire, including Oswestry (Maesbury Road Industrial Estates), Whitchurch (Waymills and Whitchurch Business Park) and Wem (Wem Industrial Estate), where the 33kV distribution network will struggle to meet future demand without reinforcement. These areas host many small businesses as well as large firms such as Arla that already have capacity to invest.
- 16.2.14. Industrial and energy-intensive uses are typically located on the outskirts of market towns. We will use insight from a freight forum and improved freight data to profile demand and position grid investments across industrial and trading estates and individual depots. This will support the growth of existing sites and future economic clusters, where we will require developments to futureproof capacity through planning conditions.
- 16.2.15. We will work with partners to grow the skilled workforce needed to deliver EV infrastructure and grid upgrades. We will also convene partners, including further education providers, to help develop new job opportunities linked to EV rollout across the county.

Action 12.3 Plan for new, cleaner fuels that can help cut emissions from freight, buses and other heavy vehicles

Work with strategic bodies to keep abreast of alternative fuel infrastructure needs.

- 16.2.16. We recognise that decarbonisation needs to be practical, affordable and achievable for residents, businesses and rural communities. Different technologies will be appropriate in different locations and for different vehicle types, particularly in rural areas where journey lengths, operating patterns and infrastructure constraints can present additional challenges. There is ongoing debate and development around alternative fuel technologies to decarbonise larger vehicle and locomotive fleets operating across regions. This is particularly relevant to the freight industry, where partners such as Midlands Connect are assessing the type and location of regional infrastructure required. The UK is now seeing more investment in multi-fuel hubs and more operators adopting biofuels and gas-based propulsion systems in the short term.
- 16.2.17. We recognise our role in supporting alternative fuel infrastructure by unlocking land, convening potential users and enabling facilities through the planning system. Planning will be essential for

small-scale energy generation such as anaerobic digestors that can fuel agricultural fleets while remaining sensitive to local impacts. We will also consider biofuels for bus fleets, particularly in rural areas and on longer routes where other technologies may be less suitable. We will explore innovation, community-led approaches and future funding opportunities to support fleet decarbonisation and more sustainable depot operations.

- 16.2.18. We will work with the freight forum and internal teams to assess the economic value of coordinating crop rotations, including rapeseed oil, as recommended in the LAEP. Oilseed rape improves soil health and can also be used as a biofuel without affecting food production, offering benefits for rural agricultural businesses and operators of larger, heavier fleets in the county.

We will identify and implement interventions that improve air quality in local communities, that suffer most from transport-related air quality problems.

Our plan for 2027-2032		Lead	Partner
12.4	Deliver Air Quality Management Plans and Air Quality Action Plans in Shrewsbury and Bridgnorth, supported by ongoing monitoring	✓	

Action 12.4 Deliver Air Quality Management Plans and Air Quality Action Plans in Shrewsbury and Bridgnorth

Monitoring air quality compliance in Shrewsbury and Bridgnorth and taking steps to improve air quality.

- 16.2.19. We will look at the air quality data captured in both areas and analyse the impact of interventions to reducing harmful emissions. This process will help to identify the type and scale of intervention in the action plan needed to accelerate reductions of nitrogen dioxide to within 'acceptable' levels over the next five years. We will be producing Annual Status Reports (ASRs) to detail and track trends based on the AQMPs and AQAPs recently updated for the period between 2024-2029.
- 16.2.20. There are many interventions, ongoing and proposed, that can have a cross cutting impact on air quality in the heart of Shrewsbury and Bridgnorth. This process will help to reinforce the focus and priority order of interventions such as public realm improvements, traffic management schemes and supporting greater use of Park & Ride facilities to support mode shift. The AQAPs must be carefully monitored and upgraded in line with the progress and wider changes in how transport provision and services are delivered.
- 16.2.21. We are aware of other emission 'hotspots' across the county and will be looking, where possible, to better monitor data through our approach to asset and network management to develop a more comprehensive understanding of pollution trends over time using new technologies before making decisions on how to influence and intervene to minimise levels.

Supporting our objectives (Strong contribution: ★★ ★ Clear contribution: ★ ★)

Decarbonisation		★★★	- Moving to low emission vehicles across the county will reduce carbon emissions, while opportunities will also be sought to shift to sustainable transport modes; and - Interventions aimed at improving air quality will include those that reduce carbon emissions.
Health and Wellbeing		★★★	- Improved air quality will have significant health benefits for local communities, reducing the prevalence of conditions related to poor air quality; and - Reduced emissions will improve air quality and in turn provide health benefits to local communities.
Support Good Economic Growth		★★★	Reducing carbon will help to mitigate the climate emergency, while encouraging the roll out of low emission vehicles will ensure that transport can continue to meet the needs of the population in future.
Connecting to Opportunities		★★	Ensuring that access can be maintained, while also reducing emissions.
Environmental Protection		★★	Some protection of natural and built assets through improved air quality and reduced pollution.

17. Action Area Benefits by Place

17.1.1. **Table 17-1** provides a high-level summary of how the LTP action areas are expected to benefit to different places in our settlement hierarchy.

Table 17-1 – Action Areas Benefits by Place

 Stronger benefit  Clear benefit  Minimal benefit	Strategic Centre	Principal Centre	Key Centre	Primary Connected Village	Secondary Connected Village	Tertiary Connected Village	Other Communities
Public Transport							
Road Safety							
Active Travel							
Inclusive Accessibility							
Rural Accessibility	-						
Digitalisation & Digital Connectivity							
Demand Management					-	-	-
Spatial Planning and Development							
Freight & Logistics							
Asset & Network Management							

 Stronger benefit  Clear benefit  Minimal benefit	Strategic Centre	Principal Centre	Key Centre	Primary Connected Village	Secondary Connected Village	Tertiary Connected Village	Other Communities
Protection of the Natural, Built and Historic Environment							
Climate Change, Decarbonisation and Air Quality							

18. Action Area Links to Better Connected Priorities

18.1.1. **Table 18-1** provides a high-level summary of how each of the eight priority areas of the DfT Better Connected Strategy aligns with the 12 Action Areas in our LTP.

Table 18-1 – LTP Action Area Alignment with Better Connected Priorities

★ ★ ★ Strong ★ ★ Evident ★ Limited	Simplify payments and information	Provide safe and dependable journeys	Make travel accessible and affordable	Align transport and development	Create Healthier Communities	Champion data and technology	Empower local leaders	Optimise decision making and appraisal
Public Transport	★ ★ ★	★ ★ ★	★ ★ ★	★ ★	★ ★	★ ★	★	★
Road Safety	★	★ ★ ★	★ ★	★ ★	★ ★	★	★ ★ ★	★ ★ ★
Active Travel	★	★ ★ ★	★ ★	★ ★ ★	★ ★ ★	★	★ ★	★
Inclusive Accessibility	★ ★	★ ★ ★	★ ★ ★	★ ★	★	★	★ ★	★ ★
Rural Accessibility	★ ★	★ ★ ★	★ ★ ★	★ ★	★ ★	★ ★ ★	★ ★ ★	★ ★ ★
Digitalisation & Digital Connectivity	★ ★ ★	★ ★ ★	★ ★ ★	★	★	★ ★ ★	★ ★ ★	★ ★ ★
Demand Management	★ ★	★ ★ ★	★ ★	★ ★ ★	★ ★ ★	★	-	-
Spatial Planning and Development	★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★	★	★
Freight & Logistics	★	★	★	★ ★	★	★ ★	★ ★	★
Asset & Network Management	★	★ ★ ★	★	★ ★	★ ★	★ ★ ★	★ ★ ★	★ ★ ★

★ ★ ★ Strong ★ ★ Evident ★ Limited	Simplify payments and information	Provide safe and dependable journeys	Make travel accessible and affordable	Align transport and development	Create Healthier Communities	Champion data and technology	Empower local leaders	Optimise decision making and appraisal
Protection of the Natural, Built and Historic Environment	★	★	★	★ ★	★	★	★ ★ ★	★ ★ ★
Climate Change, Decarbonisation and Air Quality	★	★	★	★	★	★	★ ★	★ ★

19. Delivery

19.1. Implementation Plan

- 19.1.1. The delivery of the Local Transport Plan is supported by an Implementation Plan which covers the first five years of the LTP period. This sets out the interventions required to deliver the strategy, alongside associated funding sources, indicative costs and delivery timescales.
- 19.1.2. The Implementation Plan provides detail on how actions across the 12 Local Transport Plan action areas will progress, reflecting available funding, and Council and partner involvement. It identifies priorities for investment and sets out when interventions are expected to be developed and delivered during the five-year period.

19.2. Monitoring and Evaluation

- 19.2.1. A Monitoring and Evaluation (M&E) Plan will help to track the progress of delivering the LTP and measuring the impact of actions against the LTP objectives and LTOF indicators.
- 19.2.2. The Council is legally required to produce a quantified carbon assessment of the proposed interventions set out in the LTP, in line with Local Transport Quantifiable Carbon Guidance (QCG). We have developed a baseline and then forecast the reduction in user (operational) and infrastructure (embodied) related emissions across the LTP period (2027-2037).
- 19.2.3. In future, we will use data, such as the 'as built' material quantities and actual traffic counts, to compare the actual emissions against those we estimated. Current forecasts highlight the need to accelerate reduction measures and for more ambition to meet national targets.
- 19.2.4. Monitoring will track the delivery of interventions, understanding their effectiveness and informing future updates to the Implementation Plan. Evaluation will ensure investment remains aligned with the priorities set out in the overall plan to support the ongoing, evidence-led approach to delivering the LTP.
- 19.2.5. Successful delivery of the LTP will depend on continued collaboration with communities, stakeholders, transport operators, businesses, representative organisations and neighbouring authorities. The Council will continue to engage with partners throughout the life of the plan to help inform priorities, shape interventions and review progress, ensuring that delivery remains responsive to local needs and changing circumstances.



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