

Shropshire Local Transport Plan

Summary Document
2027-2037



Shropshire
Council



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Foreword

Councillor Rob Wilson, Portfolio Holder for Transport



Councillor Rob Wilson
Portfolio Holder for
Transport and Regeneration
Shropshire Council

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.



As a Local Transport Authority, Shropshire is legally required to have an Local Transport Plan

Our Local Transport Plan

The Shropshire LTP covers the period from **2027 to 2037**.

Why do we need a Local Transport Plan?

Transport affects everyone, every day. Whether travelling to work, attending school or college, accessing healthcare, visiting family and friends, receiving deliveries or enjoying leisure activities, transport plays a part in almost everything we do each day. We need to plan for transport to allow people and places to thrive, now and in the future.



Our Unique County

1,235 square miles

98% rural

Total population
of 330,000



Shrewsbury is
home to 24% of
the population

Rich blend of
natural, industrial
and social heritage

Shropshire Trends

Shropshire is changing. Our population is growing, ageing and adapting to new ways of living and working. These changes will impact how people travel and access services. We need to ensure transport continues to meet the needs of communities and businesses in the future.

A growing population:

Shropshire is home to 330,000 people. By 2050, this could grow to around 385,000 people, 19% more than today.

An ageing population:

People in Shropshire are living longer and the number of residents aged 65 and over has grown by 30% since 2011.

Changing employment patterns:

Around 55% of people aged 16 and over were employed in 2021, compared with 59% in 2011.

Changing ways of working:

More than one in four employed people worked from home in 2021, up from around one in six in 2011. Around 17% of working residents travel outside Shropshire for work.

A more connected population:

More than 85% of people in Shropshire use a smartphone and around 90% use the internet regularly.

A healthier population:

More people report being in good or very good health than in 2011, rising from 81% to 84%.

Employment and skills:

More people in Shropshire have qualifications than ever before. One in three residents now has a degree or higher qualification, while only 17% have no qualifications.



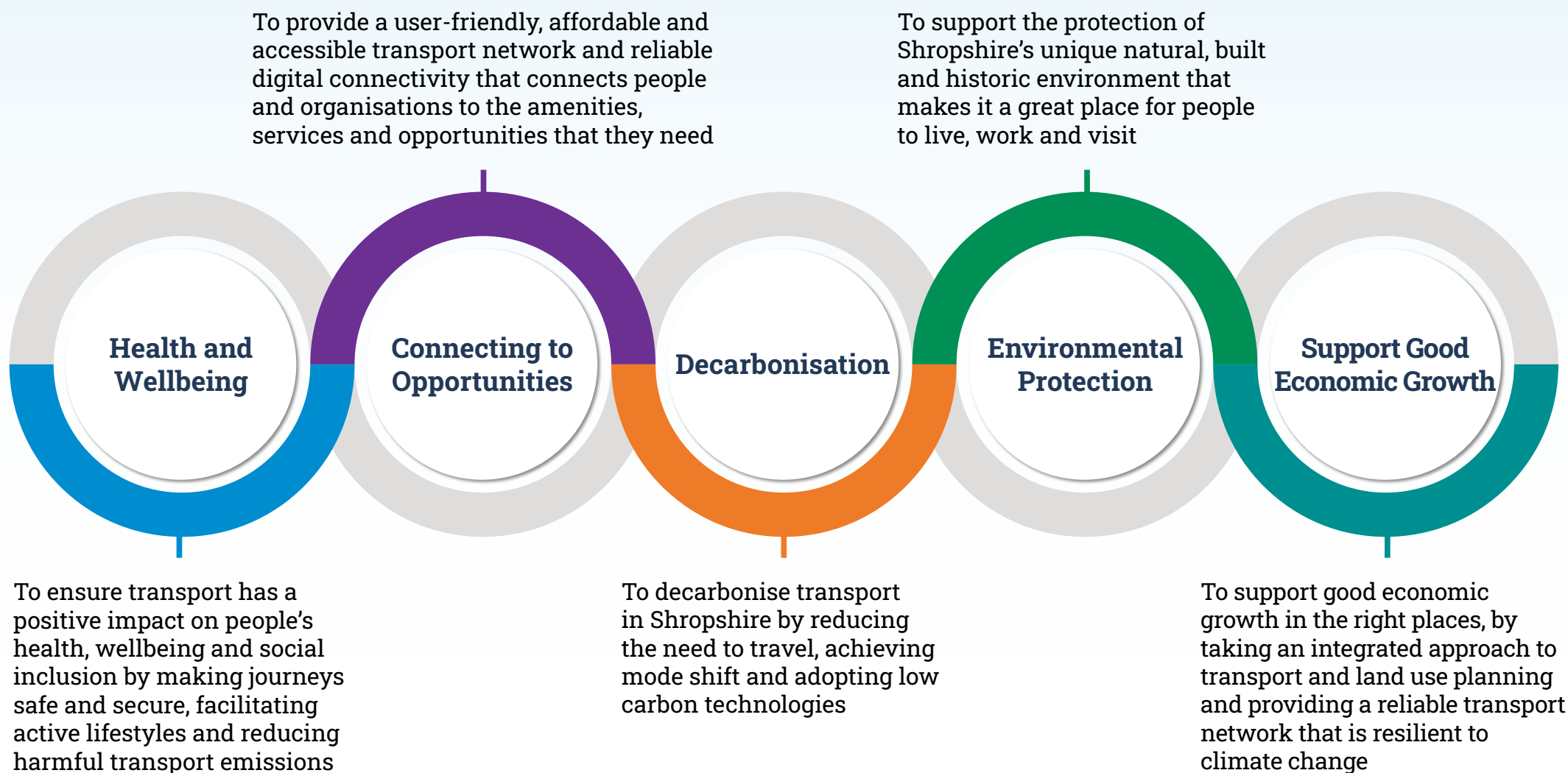
Our vision for the future of transport across Shropshire

“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**.”



Our Objectives

To achieve our vision, we have identified five objectives that will guide transport investment in Shropshire between 2027 and 2037. Together, these objectives set out the outcomes we want the transport system to deliver for people, communities, businesses and the environment.



People First Approach

We will take a people-first approach to how we deliver the Local Transport Plan.

This means giving more priority to people walking, wheeling, cycling and using public transport, especially where this helps make journeys safer and easier. We will use this approach when planning schemes and deciding where to invest. Cars, freight and other vehicles will still be important, but our decisions will focus first on making places safer, healthier and easier to get around.

This will help make Shropshire's transport system work better for everyone who lives, works in and visits the county.



Our Action Areas

Our twelve action areas show how we will turn our objectives into action. Working together, they will help improve travel, support communities and businesses, protect the environment, and create a more sustainable transport system.



Public Transport



Road Safety



Active Travel



Inclusive Accessibility



Rural Accessibility



Digital Transformation



**Managing People's Transport
Needs Now and in the Future**



**Access to future homes
and jobs**



Goods and Deliveries



**Maintaining Roads, Pavements
and Transport Infrastructure**



**Looking After the Places That
Make Shropshire Special**



**Tackling Climate Change,
Lower Carbon Technologies and
Air Quality**



Action Area: 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 bus and rail operators to improve public transport across Shropshire.

In the next five years we will:

- ▶ **Review the bus network** and develop a plan to help people reach jobs, shops, healthcare, education and visitor destinations more easily.
- ▶ **Give buses priority** in Shrewsbury and other key locations to help services run more quickly and reliably, especially at busy times.
- ▶ **Expand the Connect on Demand service** in Shrewsbury and other parts of the county, providing flexible transport where traditional bus services may not be suitable.
- ▶ Explore ways to **improve Park & Ride** services to support access to towns, employment sites and visitor attractions.
- ▶ **Improve bus stops** to make them safer, more welcoming and easier to use, including better real-time travel information and updates. We will prioritise the busiest locations.
- ▶ **Improve connections to train stations** by making it easier to travel to and from them by bus, walking, wheeling and cycling.
- ▶ Work with partners to **explore opportunities to reopen the Gobowen-Oswestry rail line** for passenger services or develop the route as a walking and cycling corridor.
- ▶ Support plans for the proposed **Shropshire & Mid Wales Parkway station**, east of Shrewsbury, improving connections to Wolverhampton, Birmingham and beyond.

What we will do longer term:

- ▶ **Improve key bus stations** and transport interchanges to make public transport easier to use.
- ▶ Work with the rail industry to **improve rail services, capacity and connections** to destinations beyond Shropshire.
- ▶ Work with bus operators to **introduce more zero-emission buses** to help reduce transport emissions.

We will work with bus and rail operators to make public transport more affordable.

In the next five years we will:

- ▶ Explore **discounted bus travel** for young people.

In the longer term we will:

- ▶ Work with bus and rail operators to make it easier to travel using different services with **simpler ticketing options**.
- ▶ Explore **discounted tickets combining public transport and visitor attractions**.

Community transport is a local, not-for-profit service that helps people access shops, healthcare, work and social activities when other transport options are not available.

We will support the development of shared transport options.

In the next five years we will:

- ▶ Carry out a study to understand how **shared transport options** could support local travel and work alongside public transport and car journeys.

The study will consider:

- ▶ **Car clubs**, allowing people or organisations to access a car without owning one.
- ▶ **Shared bikes and e-bikes** often booked in an app for short journeys.
- ▶ **Ride sharing**, where people share journeys, usually by car.

We will work with bus and Community Transport operators to improve connections in rural areas.

In the next five years we will:

- ▶ Support **Community Transport providers** that help people access essential services, particularly where bus services are limited.
- ▶ Develop a plan for introducing **Connect on Demand** services in rural areas.
- ▶ **Improve rural bus services** in line with the recommendations of the bus network review.





Action Area: Road Safety

Improving the safety of the transport network

We will improve road safety for everyone in Shropshire.

We will make roads safer by focusing on the places where serious incidents happen most often.

The types of measure we will use to improve road safety include:

- ▶ **Providing safer, well maintained routes** and crossings to school all year around, working with partners to review and manage traffic and parking.
- ▶ **Support cycling confidence** through continuing Bikeability training and other cycling initiatives.
- ▶ **Reducing vehicle speeds** and creating welcoming environments in our towns and villages.
- ▶ **Behaviour change programmes** such as targeted speed awareness campaigns.

We will continue to deliver road safety education at schools and colleges through a range of engaging, interactive sessions tailored to each age group.





Action Area: Active Travel

Supporting everyday journeys by walking, wheeling and cycling

We will make walking, wheeling and cycling the best choices for local journeys.

In the next five years we will:

- ▶ Make **improvements to walking and cycling routes**, based on an updated Local Walking and Cycling Infrastructure Plan.
- ▶ **Maintain and improve Public Rights of Way**, focusing on routes that provide access to shops, services and everyday activities.
- ▶ Create **safer, more attractive streets** in towns and villages to reflect local character and support people to be more active.
- ▶ Explore ways of **making electric bikes available to more people**, building on the work of the Shrewsbury e-bike subscription initiative, led by Shrewsbury Business Improvement District.

In the longer term we will:

- ▶ Work with developers to provide **safe, accessible walking, wheeling and cycling routes** that link new housing and employment sites to shops, services and amenities in nearby towns.

The Shrewsbury e-bike subscription scheme lets people hire an electric bike at low cost, making it easier and more affordable to travel around the town without using a car.

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.





Action Area: Inclusive Accessibility

Ensuring that everyone can use transport to get from A to B

We will work with transport operators to ensure buses, trains, taxis and Private Hire Vehicles (PHVs) are accessible to all.

In the next five years we will:

- Develop an **Inclusive Service Plan** for taxis and private hire vehicles, setting clear accessibility standards through the licensing process.

We will work with partners to understand what makes transport hard to use and take action to make it easier.

In the next five years we will:

- Work with **local people and disability groups** to design transport options that are easier to use and more affordable for everyone.



We will improve the accessibility of our transport network, removing barriers to inclusivity.

In the next five years we will:

- Apply the **Rural Proofing for Health Toolkit** to plans and schemes affecting rural settlement types and introduce **Health Impact Assessments** to support fair, inclusive and rural-responsive decision-making. These checks will consider how proposals affect people's health in rural communities, such as access to services, travel distances and local facilities, and adjusting plans so that rural residents are not disadvantaged.

In the longer term we will:

- Work with local health service providers to ensure neighbourhood health service are **accessible by walking, cycling and public transport**.



Action Area: Rural Accessibility

Making it easier for people to reach everyday services and enjoy rural areas

We will improve access to services and opportunities in rural areas.

In the next five years we will:

- ▶ Develop a **Rural Access Strategy** to identify barriers to reaching jobs, services and opportunities, and set out actions to improve access through transport and digital services.
- ▶ Work with visitor attractions in rural areas to develop **Visitor Access and Parking Plans** helping people to visit Shropshire while protecting our countryside.

We will work with operators to make rural transport services more operationally viable and sustainable.

In the next five years we will:

- ▶ Continue to support **Community Transport** that helps people in rural areas access essential services and activities.

In the longer term we will:

- ▶ Expand **Connect on Demand** flexible transport services in rural areas where opportunities arise.





Action Area: Digital Transformation

Better digital access so people can do more without needing to travel

We will improve digital services and connectivity.

In the next five years we will:

- ▶ **Improve online access to council services**, making them easier to use and more accessible.
- ▶ Identify opportunities to **reduce the need to travel** by providing more services digitally where appropriate.
- ▶ Help people **build the skills and confidence** to access digital services.
- ▶ Work with partners to **improve digital access**, recognising that access to fast and reliable internet is not consistent across the county.

We will use technology to improve how the transport network operates.

In the next five years we will:

- ▶ Use digital tools to provide **clear, up-to-date travel information**, including roadworks and disruptions, to help people and businesses plan their journeys.





Action Area: Managing People's Transport Needs, Now and in the Future

Influencing how, when and where people travel

In the next five years we will:

- ▶ **Update the Council's parking strategy** to support walking, cycling, public transport and shared transport where these are practical alternatives to the car.
- ▶ Require developers to **put travel plans in place** for major new housing developments and workplaces, helping people choose sustainable ways to travel.
- ▶ Encourage people to make **informed travel choices** through better information, incentives and improved travel options.

In the longer term, we will:

- ▶ Provide **more real-time travel information and digital tools** to help people plan their journeys.



We will make better use of the transport network by reducing unnecessary journeys, encouraging more sustainable ways to travel.





Action Area: Access to Future Homes and Jobs

Planning where homes, jobs and green spaces go, and how people move around as Shropshire grows

We will align transport and planning to support sustainable growth.

In the next five years, we will:

- ▶ **Set clear principles in the Local Plan** so new homes, jobs and services are supported by the right transport infrastructure and connections so people can travel easily and have less need to rely on a car.
- ▶ **Work with communities** to improve neighbourhoods, making them healthier, safer and more attractive places to live, work and visit.

The Local Plan sets out where new homes, jobs, services and infrastructure are planned across Shropshire, helping to guide future growth and development.





Action Area: Goods and Deliveries

Moving goods by road and rail

We will work with freight and delivery businesses to support the safe, efficient and sustainable movement of goods across Shropshire.

In the next five years we will:

- ▶ **Develop a freight and logistics strategy** to support safe, efficient and sustainable movement of goods in Shropshire.

In the longer term, we will:

- ▶ **Put the strategy into action** by working with industry partners to understand their needs and support the transition to cleaner, lower-emission vehicles.





Action Area: Maintaining Roads, Pavements and Transport Infrastructure

Maintaining and managing our transport network to keep Shropshire moving

Shropshire Council is responsible for maintaining over 5,000km of road across the county. We will continue to make improvements to road quality where and when it is most needed, including fixing potholes and resurfacing roads.

We will maintain and improve the transport network.

In the next five years, we will:

- ▶ **Improve walking, wheeling and cycling routes**, including maintenance such as vegetation clearance and other repairs that make routes safer and easier to use.
- ▶ **Continue to improve** how we manage and maintain roads, footways, bridges, street lighting, traffic signals and drainage systems.
- ▶ Make sure investment is targeted where it is needed most.

We will help keep people and goods moving by reducing disruption to ensure the network operates safely and efficiently.

In the next five years, we will:

- ▶ **Improve how roadworks are planned and managed**, working with utility companies to reduce disruption.
- ▶ **Use better information** about roads, freight, climate risks and travel patterns to support decision-making and investment.
- ▶ **Introduce moving traffic enforcement cameras** in appropriate locations to help improve safety and keep traffic moving, based on local needs and evidence.





Action Area: Looking after the places that make Shropshire special

Protecting and enhancing Shropshire's natural, built and historic environment

We will protect and enhance our natural, built and historic environment.

In the next five years we will:

- ▶ Work with local communities and organisations to ensure transport schemes **reflect and enhance local character**.
- ▶ Bring local people and organisations together to **shape transport proposals that reflect local priorities**.
- ▶ **Protect and improve valued places** and public spaces through good design and early collaboration.





Action Area: Tackling climate change, lower carbon technology and air quality

Reducing carbon emissions, minimising pollution and improving air quality to create places that support a good quality of life and standard of living

We will reduce transport emissions and improve air quality as part of the Council's wider programme of climate change mitigation.

We will support cleaner and more sustainable ways of travelling to help reduce carbon emissions and improve air quality across Shropshire. We will focus on helping people and businesses switch to cleaner vehicles and fuels.

In the next five years we will:

- ▶ **Expand electric vehicle charging infrastructure** across the county.
- ▶ Work with energy providers to **ensure the electricity network can support growing demand** for electric vehicle charging.
- ▶ Work with partners to **support the introduction of cleaner fuels and vehicles** for buses, freight and other heavy vehicles.

We will improve air quality in local communities.

In the next five years we will:

- ▶ **Continue to implement Air Quality Action Plans** in Shrewsbury, Bridgnorth and any other areas where pollution levels exceed legal limits.
- ▶ Take action to **reduce the impacts of transport air pollution** on local communities.



How our Actions Achieve Our Objectives

The actions set out in our LTP will work together to help achieve our five objectives. The diagram below shows the benefits we expect these actions to deliver.

Health and Wellbeing

- ▶ More people travelling actively
- ▶ Fewer road casualties
- ▶ Increased personal security

Decarbonisation

- ▶ Increased digital connectivity
- ▶ Reduced transport emissions
- ▶ More zero emission buses
- ▶ Increase in electric vehicle use and charging points

Support Good Economic Growth

- ▶ People being able to reach key destinations more easily
- ▶ More reliable journeys
- ▶ Better maintained and more resilient roads



Connecting to Opportunities

- ▶ People being able to reach key destinations more easily
- ▶ More people choosing walking, cycling and public transport
- ▶ Public transport journeys meeting passengers' expectations
- ▶ Older and disabled people being able to travel more independently
- ▶ People having the information they need to use the transport system confidently

Environmental Protection

- ▶ Shropshire remaining a great place to live, work and visit

Our Approach to Delivery

First Five Years

Over the first five years, we will follow these principles to help us make the best use of available funding, respond to local needs and deliver improvements across Shropshire.

- ▶ **People first:** We will put people and communities at the heart of transport and investment decisions.
- ▶ **Making the best use of available funding:** We will focus on projects and improvements that are affordable, achievable and deliver the greatest benefit.
- ▶ **Understanding local needs:** We will use better data, evidence and local feedback to help us make informed decisions.
- ▶ **Getting the basics right:** We will focus on maintaining and improving the services and infrastructure people rely on every day.
- ▶ **Planning for the future:** We will make decisions that help the transport network remain resilient to future challenges and changing needs.
- ▶ **Working for all of Shropshire:** We will recognise that different communities have different needs and develop solutions that reflect the diverse nature of the county.

Longer Term

We will review our action areas after of the first five years and develop a second action plan for the period between 2031-2037 to reflect changing needs and priorities.

Our LTP in Full

You can read the full LTP Core Strategy and accompanying documents which provide further detail.

More information can be found on our website:

<https://getinvolved.shropshire.gov.uk/consultations/shropshire-local-transport-plan/>



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