



The 15 Transport Answers from Shropshire Council (August 2023)

1. Transform bus services so that we achieve best practice and maximise the shift from car trips to buses.

2. Fund the transformation of all buses so that they are zero carbon. This would be progressive and use the same funding arrangements that have been deployed to fund the North West Relief Road (c£20 million) and the purchase of 3 shopping centres in Shrewsbury (c £50 million).

3. Introduce a “one ticket” public transport policy modelled on the Cornwall County Council policy. One ticket covers all buses regardless of operator and all local rail.

4. Design and fund a best practice Park and Ride service for Ludlow and Bridgnorth served by electric buses.

Answers from Shropshire Council to questions 1-4 on Public Transport

“You may be aware that the council has produced its Bus Service Improvement Plan (BSIP) which reflects the ambitions we have in Shropshire to transform public transport, which included additional services and a transition to alternatively fuelled vehicles, that culminated in our bid to the Department of £98 million to realise this ambition. Whilst like many authorities this funding submission was ultimately unsuccessful, at the same time the DfT have been very clear that those BSIP’s produced will be the window for future funding opportunities and were a key requirement for the recent BSIP+ revenue funding support.

The council has also set up an Enhanced Partnership with bus operators to develop public transport and ultimately see more people use public transport, addressing the decline in bus patronage over several years. Part of those operators’ discussions will be about how an integrated ticket approach can be developed, identifying best practice across the country and where that has been delivered successfully in a rural environment.

The town service in Ludlow which includes a Park & Ride element is like all bus services experiencing a drop in passenger numbers, but we are happy to work with the operator and stakeholders to look at options to improve patronage across the service. A similar service in Bridgnorth would need substantial investment and whilst that is not something that the council can fund at present, we will explore potential funding opportunities through our BSIP for additional services across the County where appropriate.”

5. Design and fund best practice cycle paths including segregated, traffic-free bike paths connecting every school and college with its main catchment areas. Promote the widespread availability and adoption of electric bikes.

Shropshire Council’s answer: “A core aim of the draft Shropshire Local Cycling and Walking Infrastructure Plan (LCWIP) is to connect key trips origins (i.e. residential areas) with key trip destinations, including schools and colleges. The proposed network (all of which is Local Transport



Note 1/20 compliant) aims to address gaps in the county's strategic cycling network, connecting settlements to clusters of key destinations (e.g. town centres, schools, public transport hubs) within

a cyclable distance (less than 10km). In accordance with Government LCWIP Guidelines, the draft Shropshire LCWIP focuses on those areas with the highest population density which generate the most travel demand and therefore present the greatest potential to achieve modal shift to walking, wheeling and cycling (DfT, 2017). Therefore, due to the dispersed nature of some of Shropshire's more rural settlements, it has not been possible in this iteration of the LCWIP to plan for a cycle connection to every school with its main catchment area, particularly if they are not within a cycle able distance of that catchment area."

6. Design and fund car-share clubs/schemes throughout Shropshire.

Shropshire Council's answer: "There are existing car share schemes in the county and those are supplemented by the work that our community transport organisations provide to local residents in more rural areas, we are and would be happy to consider the rationale for local schemes that support our communities, whilst at the same time being conscious that they need to compliment the public transport services that are in place."

7. Establish planning policies and rules to require workplace travel plans and school travel plans throughout the county and all plans will specify targets for the reduction of car trips.

Shropshire Council's answer:

"Whilst our planning policies do not specifically require travel plans, the overarching spatial vision of the draft Shropshire Local Plan states "In 2038, communities will be safe and healthy as Shropshire moves positively towards a zero carbon economy; all residents will be able to access well-designed, decent and affordable homes in the right location; economic productivity will be maximised through greater investment; and the County's historic and natural environmental assets will be protected and enhanced". The draft policies throughout the draft Shropshire Local Plan seek to contribute towards the achievement of this vision.

The policies of the Shropshire Local Plan will be complemented by the Local Transport Plan for Shropshire."

8. Establish planning policies and rules to require all new housing to be designed and located so that they maximise the opportunities for walking, cycling and bus use.

Shropshire Council's answer:

- "As documented within draft Local Plan Policy SP2, the overarching principle which underpins the proposed spatial strategy for the distribution of development is 'urban focus'. This means the majority of development is directed towards urban areas, which have the services, facilities and infrastructure best able to support new development. In this way, they provide the greatest potential for the occupiers of new development to access these services and facilities using sustainable forms of transport.

- This is complemented by development guidance for rural areas, where appropriate development will primarily be directed towards significant rural service centres, and settlements



with aspirations to maintain or enhance sustainability. This approach recognises the need to ensure the long-term sustainability of rural areas, but seeks to provide the occupiers of new development in rural areas with the best opportunity to access services and facilities using sustainable forms of transport.

- The development guidelines for many of the larger proposed site allocations (within the schedules to draft Settlement Policies S1-S20) include the need to provide on-site services and facilities and infrastructure to promote the use of sustainable forms of transport.

There are a number of other policies within the draft Shropshire Local Plan which specifically seek to promote the use of sustainable forms of transport (including public transport and active travel). More detail on the relevant content of specific policies can be provided if required.”

9. Establish a “Mobility as a Service” (MaaS) project that is county-wide. (For explanation see page 122, paragraph 7 <https://southshropshireclimateaction.org/plan/>).

Shropshire Council’s answer: “MaaS will be considered within the scope of the Local transport Plan (4) refresh that is currently underway. Further information on this will be available in due course.”

10. Fund public electric vehicle charging points in conformity with the priority order of Avoid-Shift-Improve. (For explanation see page 104, paragraph 7 of ‘Next Steps’, <https://southshropshireclimateaction.org/plan/>).

Shropshire Council’s answer: “Shropshire Council has attracted significant Government grant funding to support the widespread installation of EV charging infrastructure which will help build public confidence in EV technology and support a faster transition away from fossil fuel vehicles. In the context of ensuring a just transition, infrastructure is targeted specifically at areas where vehicle owners are unable to charge at home and at community facilities including public car parks. The Council had secured almost £1m to install an additional 270 charge points in 45 public car parks and streets across the county. However, we have recently been advised of the ‘in principle’ allocation of a further £2.4m and will shortly be consulting on appropriate locations for additional charge points using this funding should it be confirmed.”

11. Adopt area-wide/all residential streets/default 20mph speed limits county-wide.

Shropshire Council’s answer: “In Shropshire, the approach to implementing 20mph speed restrictions is based upon supporting the delivery of appropriate and achievable traffic management interventions in locations where the potential benefits are greatest and reflects current Department for Transport guidance. On this basis, 20mph speed restrictions can generally be considered in the following locations:

- Outside schools or where there are high numbers of vulnerable road users;
- On urban residential streets in specific cases (where wide community support can be demonstrated, where there is evidence that streets are being used by people on foot and on bicycles and where the characteristics of the street are suitable) and,
- On town centre streets / pedestrian dominated areas.

The current approach recognises that there is no single generic approach for the introduction of a mandatory 20mph speed restriction, and that site-specific characteristics determine the level of intervention that may be required and the degree of benefit that may be achieved. In some circumstances, an intervention may require physical traffic calming to slow vehicle speeds, and in



others, highway conditions may suggest that a 20mph speed restriction is unnecessary and would deliver minimal benefits to the current situation.

In September 2020, Shropshire Council approved the development of a county-wide programme for introducing 20mph speed restrictions outside schools, where existing highway conditions suggest it would be appropriate to so."

12. Reduce so-called embodied carbon e.g. the carbon burden associated with the North West Relief Road.

Shropshire Council's answer: "During the development of the NWRR Project, Shropshire Council declared a 'climate emergency'. This has focused attention onto reducing carbon emissions from the construction of the Project. The carbon management assessment of the NWRR Project aims to demonstrate any savings of carbon emissions will be delivered for the project wherever possible within the design. To achieve this, the design will continue to seek to reduce the carbon associated with the Project in accordance with PAS 2080 Carbon management in infrastructure verification . The NWRR has also undertaken a comprehensive Carbon Assessment as part of its impact assessment, covering both the build phase and future use impacts. This has been validated and endorsed by independent peer review at Birmingham University. Within the future costings model for the NWRR there is now a quantified Carbon reduction valuation, which offers the potential to place the NWRR at carbon neutrality within its operational lifetime. Further information on the Carbon mitigation approach is available at the following link ; [Independent experts confirm carbon impact figures for Shrewsbury North West Relief Road - Shropshire Council Newsroom](#)

In a wider context, the current development of the Local Transport Plan 4 by the Council will be fully aligned with the Carbon Mandate and modelling requirements within DfT guidance to be published shortly. As such, this will put carbon assessment and management at the heart of future transport, infrastructure and project delivery. The LTP4 is due to be published within the next 12 months, pending the publication of the relevant national guidance."

13. Adopt best practice freight consolidation measures to reduce delivery vehicles in all our market towns and use e-cargo bikes for the first mile/last mile collection and delivery.

Shropshire Council's answer: "The current proposals around the Shrewsbury trial for cargo bikes will be monitored and assessed before any further roll out of this approach to other areas."

14. Widespread adoption of Low Traffic Neighbourhood (LTN) principles which exclude or severely limit the presence of vehicles on designated streets.

Shropshire Council's answer: "The draft Shropshire LCWIP contains numerous schemes including point closures and other schemes which incorporate LTN principles. Additionally, a feasibility study for a Mini-Holland for Shrewsbury has recently been completed. Regarding the 'widespread adoption', It is too early at this stage to say what interventions will be included in the LTP intervention plan, but further drafting and consultation will consider this matter."

15. Adopt significant improvements in pedestrian facilities and infrastructure e.g. much wider pavements and car-free streets. The situation in Church Stretton (High Street) and in Ludlow (King Street) where pedestrians are provided with sub-standard space is unacceptable.



Shropshire Council's answer: "The draft LCWIP contains plans to provide significant improvements in pedestrian facilities and infrastructure. Both High Street in Church Stretton and King Street in Ludlow have been identified in the LCWIP as part of both towns Core Walking Zones (CWZs). The identification of CWZs allows walking improvements to be prioritised in areas of higher pedestrian footfall where there is a particularly high concentration of key destinations. Suggested improvements (which are currently subject to the outcome of the public consultation exercise recently completed) include:

Church Stretton

- The re-introduction of the Sandford Avenue/High Street/Lion Meadow/Easthope Road gyratory and/or the reallocation of road space in favour of active users to create more spaces for active travel and users of mobility scooters
- Promote alternative walking routes into town instead of the B4371 bridge. The narrowness of this bridge limits potential to improve this route without a new bridge being constructed, which would need to be done in partnership with Network Rail
- More pedestrian priority crossings within the town centre, particularly on Sandford Avenue and the High Street

Ludlow

- Consideration of the closure of King Street to traffic
- Consideration of the closure of the High Street to traffic (except for market access)"