

Shropshire Councillor Report – December 2025

Help Shape the Future of Tourism in Shropshire Consultation

Shropshire Council and Visit Shropshire are in the process of developing a new Destination Management Plan (DMP) to guide the future of tourism for the next three years.

After gathering information from workshops, interviews, desk research, and surveys, the draft DMP is now ready for review. The new plan aims to increase the value of tourism by boosting overnight stays, establishing effective county-wide partnerships, and ensuring a sustainable visitor economy through restorative tourism practices. Additionally, it seeks to enhance the county's accessibility and its welcoming atmosphere for all visitors.

The draft DMP also highlights the need to expand serviced accommodations, create a distinct county identity, and implement integrated marketing strategies. Improving data collection and regional collaboration are essential to support the vision of a resilient and thriving visitor economy that benefits local communities, the wider economy, and the environment. When approved, the DMP's objectives and principles would be adopted and implemented by the broader Visitor Economy sector, not just by specific bodies like Shropshire Council and Visit Shropshire. A tactical plan will need to be written, and external funding secured to achieve some of the plan's goals.

Residents are invited to share their thoughts by Monday, 2 February 2026. Please follow the link to download the current draft and access the Consultation Survey

<https://getinvolved.shropshire.gov.uk/consultations/help-shape-the-future-of-tourism-in-shropshire/>

Economy and Environment Overview and Scrutiny Committee

In response to public concern, the Economy and Environment Overview and Scrutiny Committee employed a select committee style approach to examine the Station Gyrotory. The group recommended:

- an independent safety audit is carried out as soon as possible.
- contact between blue light services and Highways to monitor ongoing issues around traffic volume and signalling, and as a priority assess the feasibility, cost, and logistics of implementing 'green wave' technology.
- an independent review is undertaken to consider the wider impact of the Station Gyrotory system on the local highway network and local communities in residential areas, in order to take action to minimise unintended consequences.
- a more inclusive consultation process is implemented for future schemes, ensuring that all key stakeholders, especially local businesses and particularly residents, are involved from the outset, and at each gateway identified, including any significant late changes during the build out.
- clear lines of governance and officer oversight are established, with defined responsibilities and gateway review stages to prevent similar issues in future projects.

- the risks of potential grant clawback and cost shifts are determined, ensuring outputs align with funding requirements.
- the administration ensure cycle lane and active travel outputs are delivered in line with improved connectivity and public realm developments as proposed. Shropshire Council and all the partners in the Movement Strategy examine and review the lessons learned to ensure the Strategy's coherence and practicality.
- the collection and analysis of pre- and post-scheme data, including continual monitoring of live traffic flow and safety metrics, utilising traffic data from Shrewsbury BID to inform ongoing adjustments and future project planning.
- that this experience is used as a catalyst for organisational change, fostering a culture of collaboration, accountability, and continuous learning.
- there were significant costs associated with project management of the gyratory project by the strategic partner. The case for expanding Shropshire Council's inhouse project delivery capability should be investigated.

Schools Library Service

Provision of a School Library Service is not a mandatory duty that the Council must provide under statute: schools themselves, rather than the Council, have a duty to provide library resources as part of their curriculum offer. The Schools Library Service is a long-established service offering a library service to Shropshire schools. The Service made a trading loss in 2022/3 with the loss being covered by Council reserves. In 2023/24, the Service ended the financial year on a further trading loss, with a deficit of £58,815. Cabinet considered various options for the service at Cabinet on 3rd December. Cabinet approved the recommended option after feedback by schools indicates that they would appreciate a revised offer which retains the most valued aspects of the Service, alongside a new offer which adds further value to the curriculum. Clear packages will be offered to allow schools to buy into the Service on a 'pay as you go' basis.

Sponsor a Cultural Venue

By sponsoring one of the council-operated cultural venues, your business can play an instrumental role in enriching the lives of thousands across our county.

Sponsorship helps support the work of Shropshire Council's theatre, museums, libraries and parks and will make a real difference for the audiences and communities who use them every day.

For companies, sponsorship presents a unique opportunity to raise their profile within the local community and the thousands of people who visit the venues. Your brand will be associated with some of the county's most prestigious venues, adding significant kudos and credibility.

Opportunities include:

- Theatre Severn
- The Old Market Hall
- Shrewsbury Museum and Art Gallery

- Shropshire Library Network
- Country Parks

Further details can be found at [Sponsor a Cultural Venue | Shropshire Council](#)

Shropshire Council Improvement Plan

At the cabinet meeting on 3rd December, Cabinet approved the Improvement Plan. The plan provides the overarching and coherent framework of the council's improvement work to March 2027, being a single plan that consolidates plans, strategies and actions.

The Improvement Plan aims are designed to be relevant and appropriate into the medium and longer term, beyond the timeframe of the plan, and provide the structure for continuous improvement by the council. This plan is being developed alongside the medium-term financial strategy and will help the council be financially stable and sustainable and ensure that staff are enabled to move the council forward for Shropshire communities.

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Road closures

Road Closure: A528, through Burlton, Burlton

Start Date: 1st March 2026

End Date: 1st March 2026

Purpose: Road Closure - Repair defective manhole frame and cover

Works Promoter: Severn Trent Water

Works Promoter Ref: LB7012204-000013701768B-01

Enforcement pattern for A528, through Burlton, Burlton:

9.30 - 15.30hrs

You can view the closure and diversion route by clicking here: <https://one.network/?tm=GB146673911>

Road Closure: Unnamed Road, English Frankton

Start Date: 4th February 2026

End Date: 4th February 2026

Purpose: Road Closure - Pole Test and Tree Cutting

Works Promoter: Openreach

Works Promoter Ref: BC008PLT3159621430032025-01

Enforcement pattern for Unnamed Road, English Frankton:

9.30 - 15.30hrs

You can view the closure and diversion route by clicking here: <https://one.network/?tm=GB146655004>

Road Closure: Unnamed road, Brownheath, Loppington

Start Date: 9th February 2026

End Date: 12th February 2026

Purpose: Road Closure - Long Comm Pipe Renew

Works Promoter: Severn Trent Water

Works Promoter Ref: LB9141201-000014110441-01

Enforcement pattern for Unnamed road, Brownheath, Loppington:

All the time

You can view the closure and diversion route by clicking here: <https://one.network/?tm=GB146457244>

Road Closure: Unnamed road, Brownheath, Loppington

Start Date: 16th February 2026

End Date: 19th February 2026

Purpose: Road Closure - Long Comm Pipe Renew

Works Promoter: Severn Trent Water

Works Promoter Ref: LB9141201-000014110441-02

Enforcement pattern for Unnamed road, Brownheath, Loppington:

All the time

You can view the closure and diversion route by clicking here: <https://one.network/?tm=GB146457244>