

Myth 4 Improvements to congestion in the town centre?

The council's definition of 'town centre' is not what the public might expect – when they talk about the 'town centre' the council are purely focusing on the Smithfield Road corridor. In fact, the traffic modelling shows that with the NWRR the proportion of trips to the town centre by car increases. Overall there will be little or no benefit on what people would really think of as the town centre i.e. St Mary's St, Dogpole, English Bridge, Wyle Cop, High St, Town Walls. These streets would only see reduced traffic with a more comprehensive scheme such as that proposed by Shrewsbury BID (i.e. Shrewsbury Moves).

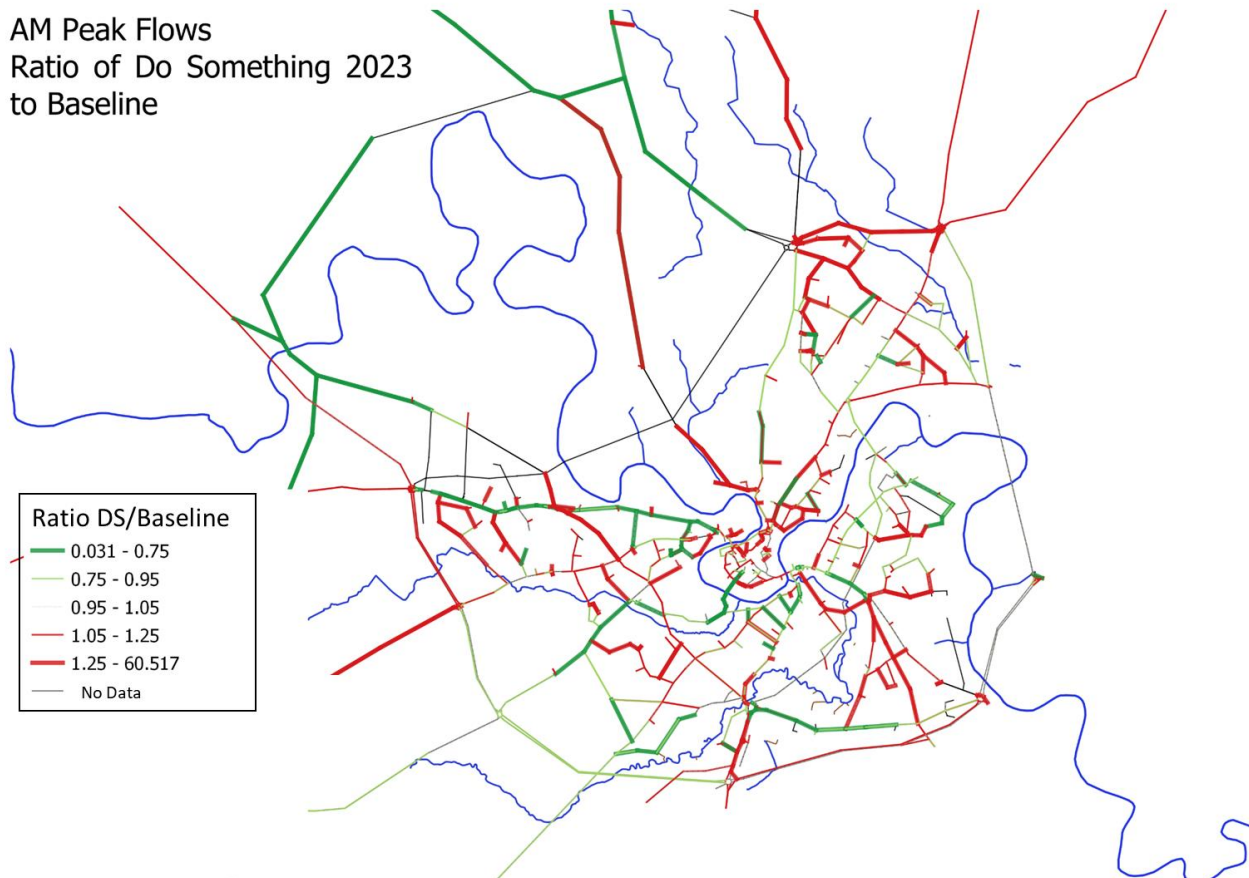
The traffic modelling shows that there would initially be fewer car journeys through the Smithfield road corridor. However, the vast majority of traffic would still be present (reductions of around 20% (1 in 5) from current levels) and any space created by the NWRR would rapidly fill up (Google Maps will make sure that 'empty' roads are used).

Shropshire Council has repeatedly mentions a figure of a 64% reduction in traffic but that is only the reduction in traffic travelling all the way from Frankwell roundabout to the Coton Hill junction not the reduction in total levels of traffic on this Smithfield road: most of the cars are not taking that route. As we highlight above the real reduction in traffic as a driver would experience it is more like one car in five compared to current levels.

The council never mentions the roads that would experience worse traffic, particularly Coton Hill but also the A5 between Woodcote and Churncote. Queuing would also be worse at the following junctions: Ellesmere Roundabout, Enterprise Roundabout, Battlefield Roundabout, Welshpool Road / Shelton Road, Woodcote roundabout Mytton Oak Road / Gains Park Way, Churncote Roundabout and that there is virtually no difference at many junctions including Featherbed Lane / Harlescott Road signalised junction. In particular traffic would be worse along Mytton Oak Road past the hospital – I don't think the council told them that when they asked them to support the road. The council acknowledges that extra work will be needed at these junctions due to the extra traffic from the NWRR but the cost of this extra work is not in the plan.

AM Peak Flows

Ratio of Do Something 2023
to Baseline



This map shows the council's 2021 traffic modelling results – the red lines are where traffic will be worse after the road opens compared to the baseline

We provided a detailed review of the problems with Shropshire Council's traffic modelling and the real traffic problems that would be caused by the proposed new road in our 2021 objection

<https://www.bettershrewsburytransport.org/wp-content/uploads/2025/03/1-BeST-Apr-2021-Objection-Part-I-4241734.pdf>