

Church Stretton Better Welcome Project

To respond creatively to the issues identified in the Better Welcome Visitors' Survey and Signposting Audit, the project aims to improve the attraction of the town to visitors and, thus, to increase the footfall to strengthen our local economy. This funding bid relates to improving the historical information for visitors, enhancing the central car park area and improving the street furniture. Simultaneously, funding is being sought from other sources to cover other issues identified by this Better Welcome Initiative.

These are all part of a more comprehensive Church Stretton Sustainable Tourism Strategy and Action Plan 2008 - 2013, developed by the Church Stretton Sustainable Tourism Partnership.

The distinct lack of interpretative signing identified in the Signposting Audit) was also confirmed by the Visitors' survey and the SWOT analysis.

The Visitors' survey showed a bias towards older age groups; this is also reflected in the resident age profile, so there is a joint demand for more public seating in the town centre area. Under active consideration are ideas to pedestrianise the town centre, but that will take longer than the Better Welcome time-frame.

95% of day visitors come by car, according to Visitors' survey so there is a need to increase the footfall by visitors who come by coach, by improving the town centre provision for them. The provision of more cycle racks also scored highly in the visioning workshop. Stretton Climate Care are seeking to launch a scheme for hiring out electric cycles.

The £25,000 project will include provision of a 30ft long historical time-line, a 24 ft wall mosaic, ten historical plaques, two pavement benches, two picnic tables, coach drop-off streetfurniture and cycle rack.