

The following summary of the NT 10-year Plan presentation is taken from the minutes of Shrewsbury Town Council:

The Chairman welcomed Helen Royall (Project Manager working at Attingham for past ten years) & Mark Agnew (General Manager for North Shropshire) from the National Trust, who appraised members of the 10-year vision for Attingham Park. Mr Agnew provided some background to the Attingham Estate. It had been bequeathed by Thomas, the 8th Lord Berwick, upon his death in 1947, for public benefit and to continue their ambitions to restore the Mansion and Parkland. The Grade 1 listed mansion sits at the heart of grade II Repton designed landscape. The estate encompasses 4000 acres with only 200 acres of the estate open to public access (apart from rights of way). Most of the estate was declared in-alienable in 2011 which means that it is not saleable and should be used to promote nature and access. The park provided a green lung between Telford and Shrewsbury. One of the ambitions of the park was to look beyond its boundaries to work in partnership with and deliver benefits to the local community. Half of all the income that Attingham generates goes back to support other areas e.g. Wenlock Edge and the Long Mynd. The challenges faced are:

- Climate change – the growing threat of flooding especially for the towns on the river in Shropshire and also the impact on food production
- Brexit – the impact on farm payments and the general economy
- Economic slump – following Covid and Brexit
- Culture wars
- Housebuilding – lots of new housing developments on top of the existing lack of access to green spaces
- Covid – the property has lost nearly £2 million in income, redundancies had to be made, and key conservation projects paused
- Internal Capacity, audience, participation – due to redundancies does the core team have the capacity to deliver a stretching plan?
- Diversity & Inclusion
- Sustainability – ensuring the property continues to make money to support Opportunities
- Working in partnership to deliver on a bigger scale. Something that has always been done, but now we need to do more of this to deliver. We want to do more and do it faster but need the resources and support.
- Make more of the fundraising and grant opportunities
- Responding to the growth of urban conurbations and the new housing developments and the growing need for people to access green spaces
- Being a better employer and volunteering ambassador for the local area. Supporting the local economy, through job creation, young people, and skills development
- Supporting the development of Tourism in Shropshire through the creation of holiday accommodation and promoting Shropshire as a tourism destination
- Helping to mitigate the impact of climate change. We are already starting to work with the River Severn Partnership on flooding
- Building on the local repeating audience. Attingham is projected to reach 1 million visits by 2030, and we can now control capacity at the main site and we can look at the options on the wider estate

Looking to the future the park had followed an internal process called 'Experience Design' which is a process of master planning.

This has involved nearly 18 months of thinking and collating data and research. Building on the previous successes, existing plans and mapping data including:

- 50 year landscape visions
- Estate Management Plans
- Previous 10 year plan which delivered the new commercial units on the main site
- Re-discovered a 10 year programme of conservation which included the £1.4million roofing scheme
- Shropshire Council and demographic information
- Internal audience insight
- Audience focus groups and sounding board

The proposition: Attingham – a thriving and innovative estate that is full of life and locally loved.

- Connected
- Sustainable
- Evolving
- Accessible

Looking at the whole estate the park had identified an area to develop an outdoor activity site that will focus on the creation of:

- Multiuse trails to encourage entry-level and family cycling
- Play interventions
- Connections beyond the car park to the wider countryside
- Access to new activities through working with an educational outdoor activity provider
- Access for schools for day trips and overnight camping
- Areas for new large-scale events and shows to promote the local area

The site is:

- Almost completely flat ensuring its suitable for entry-level activity
- Brownfield – it is a former airfield site
- Historically interesting – on the edge of Wroxeter with a history from the iron age to the present day with remaining WWII buildings. This will allow us to preserve and enhance local history
- Ecologically not overly diverse due to intensive arable farming
- Easily accessible from main routes in and can be secured with barrier parking

The park had been thinking about how they could play our part in the activity of Shropshire and how it could benefit people on a wider scale by providing that lifecycle of outdoor activity. Members welcomed the proposals and Councillor Parry asked what measures could be used to control visitor numbers in the future. Mr Agnew responded that this was something they were becoming ever more experienced at. As a result of the pandemic, Attingham now used a booking system so visitor numbers were restricted but it was proposed to keep this system in place to allow a cap on visitor numbers and spread them out throughout the day, which safeguarded the visitor experience. Different options for controlling car parking numbers were also being considered. Phase 1 would begin with a car park and basic cycle network and it was hoped to expand that over the 10 years to meet capacity and that some of the neighbouring estates might consider opening up their provision too. The Town Clerk thanked Mr Agnew & Ms Royall for an interesting presentation and asked how they saw the Town Council being involved. Mr Agnew said the Trust were always happy to get involved in local events and were happy to be involved with developing cycling networks, working with developers and considering sustainable transport. They were aware of the Big Town Plan and keen to feed into this in any way they could. They already offered discounted entry to those arriving on foot, by bike or by bus and were keen to promote this further. They worked with many volunteers and were always happy to

provide manpower for local community projects if wished. Attingham was a very community based property. The Chairman thanked them for attending.