

SHREWSBURY BID



ANNUAL REVIEW 2025-2026



CONTENTS

WELCOME	3
ORIGINAL SHREWSBURY	4
SOCIAL AND WEB STATS	7
VISIT SHROPSHIRE - PARTNERSHIP	8
PRESS OVERVIEW	9
WORK IN SHREWSBURY	10
SAFER SHREWSBURY	12
FUTURE SHREWSBURY	16
GOVERNANCE	18
FINANCE	19



WELCOME

ANNUAL REVIEW 25/26

Welcome to Shrewsbury BID's Annual Review 2025/26. This year marked the second full year of our third term, and reinforced just how much our town centre has to offer.

The national economic picture has remained tough for businesses, but Shrewsbury has continued to hold its own. Town centre sales data and footfall figures have outperformed the national benchmark, and the town's reputation has never been stronger - named Britain's Best High Street for the second year running, Britain's Most Perfect Market Town by *The Telegraph*, and one of Britain's Best Places to Live by *The Sunday Times*.

Shropshire's visitor economy exceeded £1 billion for the first time in 2025, a milestone that reflects years of sustained effort by every business and organisation hard at work to showcase our county as a Must Visit destination.

Much of what we do supports this aim - and this year that has meant everything from putting a giant Easter Bunny in the Town Square to celebrate spring, to launching our Myths, Legends and Folklore Trail for the colder, darker nights.

We supported and funded the first ever Summer of Wellbeing, which resulted in more than forty wellbeing events held in town over the summer, and continued to grow the momentum of Shrewsbury Restaurant Week, which generated over £14,000 locally on voucher spend alone.

Our Ambassadors are back on the streets for their seventh year, and our Original Shrewsbury channels continue to reach millions of people.

Safety and community remain central to our work. Shrewsbury has now held Purple Flag status for a milestone ten consecutive years. Our Town Rangers continue to be a reassuring and visible presence across the town centre, and we were pleased to coordinate a Night Bus trial to ensure people make it home safely during the darker nights.

We were pleased to see a dedicated town centre police base return to Shrewsbury in 2025, for the first time since 2020, and have enjoyed working closely with the town centre team to keep our streets safe.

As part of the Big Town Plan Partnership, the Shrewsbury Moves programme has gone from strength to strength - with over 370 eBike users on the roads, ten cycle storage pods installed across town, and real-time traffic monitoring now informing our evidence-based lobbying with Shropshire Council.

We are proud to have continued attracting external funding to support our work, and proud too of the voice we have provided for our members - on car parking charges, bridge closures, business costs, and beyond. That advocacy role matters, and we will keep at it.

We hope you enjoy this look back at another busy year for Shrewsbury BID, our members, and the town we all love.




Mike Matthews

Chair of Shrewsbury BID
& Owner of The Prince
Rupert Hotel




Seb Slater

Executive Director
of Shrewsbury BID

ORIGINAL SHREWSBURY

Original Shrewsbury is the digital and physical shop window for the town centre, connecting businesses with residents and visitors through our website, social channels, and the ever-popular Shrewsbury Ambassadors.

From seasonal trails and events to town dressing and public art, this work is designed to make Shrewsbury unmissable.

The Original Shrewsbury website lists over 530 businesses and, in 2025, listed more than 1,150 town centre events. It draws an average of 13,000 unique users a month and is the top Google result for Shrewsbury - an excellent vehicle for BID members to reach residents and visitors.

As user behaviour changes and AI becomes the default search tool for visitors and residents, whether through Google, mobile device operating systems or separate tools, we are working behind the scenes to optimise and futureproof our website to make the most of developing trends.

SHREWSBURY AMBASSADORS

The Original Shrewsbury Ambassadors are back on our streets for the 7th year in 2026, welcoming visitors and offering directions, advice and recommendations to help them make the most of the town centre.

Each spring we recruit new Ambassadors, ensuring we continue to foster an engaged community of volunteers who give their summer weekends to promoting the town.

TRAILS & EVENTS

In 2025/26, we organised town trails and events to draw people into the town centre and add buzz at key times of year.

We launched the Myths, Legends and Folklore Trail in October 2025, while the much-loved Christmas Elves returned in December 2025, and in March 2026 we brought a giant Easter Bunny to the Town Square as the centrepiece of a discovery trail across nine town centre businesses.

60k followers across our Original Shrewsbury channels

123k engagements with our social posts

37k total visits to the website each month



SUMMER OF WELLBEING

Led by local wellbeing expert Annie Hambley and funded by Shrewsbury BID, Shrewsbury's first ever Summer of Wellbeing ran across the 2025 school summer holidays, bringing more than 24 businesses together with wellbeing practitioners and community organisers for six weeks of events, trails and activities to boost footfall.

The programme delivered 40 events and two printed trail guides, and distributed 28 free tickets to town centre cultural events to local families.

“ THIS IS A CHANCE FOR US TO CONNECT TO OUR COMMUNITY, RAISE AWARENESS AND SHOWCASE THE INCREDIBLE OPPORTUNITIES THAT OUR TOWN'S BUSINESSES ALREADY HAVE TO OFFER.

BECKY RAWLINS

HOPEFULLY MADE, ON SUMMER OF WELLBEING



TOWN DRESSING

We again worked to help Shrewsbury look its vibrant best - working with Shrewsbury Arts Trail, children's educator Clare Scarlett and local young artists to produce the High Street flags flown in summer 2025; hanging colourful bunting from spring to autumn.

We continue to help make the town sparkle every December, installing 180+ Christmas trees on business frontages through November and December, as well as the large Christmas tree to the rear of the Square.

We again ran the Summer Window Competition, sponsored by Shrewsbury Folk Festival, and for the first time took sole responsibility for the Christmas Window Competition, sponsored by Pretty in Pink Vintage Fashion.



SHREWSBURY RESTAURANT WEEK

Shrewsbury Restaurant Week returned in November 2025 with a number of exclusive offers curated by Slow Food Chef of the Year Steve Guy and events specialist Saskia Guy.

From Michelin-approved dining to street food and - of course - cocktails, Salopians and Salopians-at-heart visited over 30 restaurants and cafes, claiming over 1,000 offers through Original Shrewsbury. The event generated more than £14,000 on the vouchers claimed alone.

SHOP LOCAL CAMPAIGN

Launched on Small Business Saturday (6 December 2025), our Shop Shrewsbury campaign challenged shoppers to pause before defaulting to online giants and choose local instead.

Eye-catching retro-inspired posters and vinyls went up across the town centre carrying messages like “Buy from people, not platforms” and “Add to basket (but in real life)”, with participating businesses displaying campaign materials and handing out stickers to shoppers who chose to spend in person.

The campaign ran throughout the festive period and into January 2026 - and many businesses are still using the campaign materials produced to encourage their customers to shop local!



UK TOWN OF CULTURE APPLICATION

Early in 2026, Shrewsbury Town Council led a collaborative bid for the first UK Town of Culture 2028.

Shrewsbury BID played an active role throughout - from initial planning, to running community culture consultation surveys for businesses, adults, students, and children, to regular catchups with the Town Council comms team throughout the planning phase, through to drafting the final application using our team’s journalism experience.

The bid makes the case for a town with creativity and heritage at its core, championing Shrewsbury’s grassroots cultural scene, independent venues and established events, alongside its ambition to do more and reach a broader audience. The shortlist is expected to be announced at the end of July 2026.



“ IT’S A REAL PRIVILEGE TO STAND ALONGSIDE OVER THIRTY INCREDIBLE FOOD AND DRINK BUSINESSES FROM ACROSS THE TOWN, EACH SHOWCASING SOME OF THE VERY BEST THAT SHREWSBURY HAS TO OFFER.

JAY MCDONNEL

THE ALB, ON RESTAURANT WEEK



SOCIAL MEDIA & WEB STATS

NO.1

ORIGINAL SHREWSBURY IS **THE NUMBER ONE DESTINATION SITE** FOR PEOPLE SEARCHING FOR THE TOWN ON GOOGLE. OUR WEBSITE WAS DESIGNED BY THE SPECIALISTS BEHIND THE TOURISM WEBSITES FOR YORK AND THE PEAK DISTRICT

THE ORIGINAL SHREWSBURY WEBSITE IS THE TOWN'S DIGITAL SHOP WINDOW AND WAS VISITED BY APPROX. **158,000 UNIQUE USERS** IN 2025 - AN AVERAGE OF **13,000 PER MONTH**

158k

1000+

IN 2025, ORIGINAL SHREWSBURY POSTED MORE THAN **1000 UPDATES** ACROSS OUR SOCIAL MEDIA CHANNELS - NOT COUNTING REPOSTS AND SHARES!

OUR ORIGINAL SHREWSBURY UPDATES REACHED **12 MILLION ACCOUNTS IN 2025**

12M

4.73%

OUR SOCIAL MEDIA ENGAGEMENT RATE WAS 4.73% ACROSS OUR ORIGINAL SHREWSBURY CHANNELS - **VS** AN INDUSTRY AVG. OF 0.86%

VISIT SHROPSHIRE PARTNERSHIP

A core Shrewsbury BID role is raising Shrewsbury's profile on the national stage. Our partnership with Visit Shropshire gives us access to a county-wide tourism strategy that markets our region as a destination for national and international visitors.

Through Visit Shropshire, we have access to destination-specialist PR agency Four Corners, who we brief regularly and work closely with to arrange press trips and itineraries. This collaboration has continued to generate strong coverage during our 2025/26 term.

Shropshire's visitor economy exceeded the £1 billion milestone for the first time in 2025, according to the latest STEAM (Scarborough Tourism Economic Activity Monitor) report, highlighting a strong period of growth for the county's tourism sector.

Seb Slater, Executive Director of Shrewsbury BID, was elected Chair of Visit Shropshire in early 2026, placing him at the heart of the projects shaping the county's tourism strategy.

VISIT SHROPSHIRE

Search for destinations, things to do and more...



Become a Member →

Industry →

My Itinerary ♥

Explore map ↗

Things to Do

Eat & Drink

Sleep

Information

What's On

Destinations

Accessibility

Inspire Me!

Destinations / Shrewsbury

SHREWSBURY

Tucked in a loop of the River Severn near the Welsh border, Shrewsbury is a medieval market town with a beating modern heart. Well-loved for its cobbled streets and Tudor centre, it has a growing reputation for nightlife, quirky independent shops and culinary excellence. Take it slow, live it up or escape to the countryside – it's all possible in Shrewsbury.



TUCKED IN A LOOP OF THE RIVER SEVERN NEAR THE WELSH BORDER, SHREWSBURY IS A MEDIEVAL MARKET TOWN WITH A BEATING MODERN HEART. WELL-LOVED FOR ITS COBBLED STREETS AND TUDOR CENTRE, IT HAS A GROWING REPUTATION FOR NIGHTLIFE, QUIRKY INDEPENDENT SHOPS AND CULINARY EXCELLENCE. TAKE IT SLOW, LIVE IT UP OR ESCAPE TO THE COUNTRYSIDE – IT'S ALL POSSIBLE IN SHREWSBURY.

PRESS OVERVIEW

This year, press coverage continued to be strong. *The Telegraph* and *The Times* have spotlighted Shrewsbury in notable rankings - as number one in the list of 'Britain's Best High Streets' for the second year running, as 'Britain's Most Perfect Market Town' (*The Telegraph*), and as one of 'Britain's Best Places to Live' (*The Sunday Times*).

A sample of press coverage for the year 2025/26 is shown below.

12 of Britain's most perfect market towns

There are around 1,275 of them in England alone, but what makes a truly great market town? Our expert weighs in and reveals her favourites

379 Gift this article free



Independent businesses can be found across the market town of Shrewsbury in Shropshire Credit: John Hayward/Alamy Stock Photo

1. A thriving market

The prerequisite for the market town is, of course, a market. The oldest evidence of market buildings in Britain was found in Colchester, dating back to Roman days, but most have medieval roots.

My favourite: Shrewsbury, Shropshire

[Shrewsbury Market Hall](#) (Tuesday to Saturday, 8am to 4pm) was crowned Britain's Favourite Market in 2025 - winning the award a record fourth time, and for the third year in a row. Built in the 1960s, replacing a Victorian hall, it's no looker. But inside, it's rammed with 60-odd independent traders, from engravers and wine merchants to barbers and card shops.



Around 60 independent traders sell their wares at Shrewsbury Market Hall Credit: Paul Thompson Images/Alamy

It's a community hub and a browser's delight. From there, head to Wyle Cop, a steep curve of listed buildings lined with indie businesses.

Where to stay

[The Lion & Pheasant](#) (01743 770345) offers doubles from £165pn, room only.

Britain's 20 best high streets

Away from the Starbucks and Specsavers monotony of many town centres are thoroughfares filled with history, charm and independent businesses



Published 10 December 2025
2:00pm GMT

Related Topics
United Kingdom, Christmas,
Wales, England, Scotland

895

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Shrewsbury named one of the best places to live in the UK 2026

Home is Severn heaven in a riverside market town that serves up tasty food and an outdoors lifestyle

Rumours of the death of the town centre have been greatly exaggerated, at least if Shrewsbury, with its period-drama backdrop of Tudor beams, medieval spires and atmospheric alleyways, is anything to go by. It even has a town crier, who has been doing the job for more than 40 years.

The award-winning indoor market is surely one of the most inspiring places to shop in the whole country. Here you'll find stalls selling comics, books, art, vintage clothing, natural wines and top-notch local produce. It's also home to some of Shrewsbury's nicest places to eat — Thai street food at House of Yum, Chinese tea and dumplings at Moli and brilliant breakfasts at the Bird's Nest café.

WORK IN SHREWSBURY

Our Work in Shrewsbury (WISH) project encourages investment in the town, attracts people and businesses to relocate from across the UK, and supports those who already call Shrewsbury home.

WISH launched in July 2024 with a regional and national advertising campaign, £139,000 in grants for new businesses, and our popular Evolving Business Masterclasses.

In 2025/26 we continued to fund the project's key strands. The Work in Shrewsbury website serves as the central hub, with case studies, job opportunities, and videos and images showing Shrewsbury at its best. To support businesses already working in our town, we funded training, negotiated new cost savings and amplified business voices.

TRAINING

We ran free practical training sessions for our members year-round, covering first aid, and - in partnership with Biz Ed and Shoothill - financial management and AI skills for small businesses.

We delivered 7 sessions, attended by an average of 12 staff per session.

“ WE WERE ABLE TO GET A 67% SAVING WITH OMNIGO IN COMPARISON TO OUR PREVIOUS PROVIDER'S COSTS.

**ESTABAN BRIDGES
MEGASTORE COLLECTIBLES**

MEMBER-EXCLUSIVE COST SAVINGS

We leveraged the BID's collective buying power to secure better deals for members on two important fronts.

We secured exclusive waste collection rates with Veolia, the UK's leading waste management company, and partnered with omnigo.tech, official partner to DOJO, to offer members more reliable, cheaper card payment processing - with rates guaranteed to match or beat existing costs and a free card machine for new customers.



OUR DATA HUB

This year the Work in Shrewsbury Data Hub evolved from a simple webpage into a series of interactive dashboards tracking town centre performance.

MRI Springboard runs two footfall cameras for Shrewsbury BID to count pedestrians at High Street and Pride Hill, while Beaclair provides customer spend data sourced from a service provider for major UK financial institutions.

We share monthly data reports with members by email and, where appropriate, on social media. Significant milestones such as record footfall days are shared with the local press.

PROPERTY INVESTORS' FORUM

In autumn 2025, we brought together commercial agents and property investors for the first Work in Shrewsbury Property Investors Forum - a breakfast meeting to share sector insight with key partners, including Shropshire Council.

The conversation fed two outcomes: a new investors prospectus for the town, publishing shortly, and investor input into Shropshire Council's shopfront design code. Further sector forums are planned for 2026/27.



A LOUDER VOICE FOR BUSINESSES

We recognise that in the current challenging business climate, our members need a supporting voice more than ever. Shrewsbury BID has continued to be a strong advocate on behalf of our members on issues affecting business and trade in the town.

Car parking, movement, cost pressures, business waste and more.

We've led with data-driven, evidence-based lobbying. We continue to campaign against the car parking charge increases enacted in April 2025, based on the data we have collected.

When Shropshire Council announced plans in April 2025 to close Greyfriars Bridge from June to August, Shrewsbury BID opposed the timing and duration and led lobbying efforts, in partnership with local businesses, Councillors and the MP's office, until the welcome decision was taken to pause the works.

Our Safer Shrewsbury lead is working with key stakeholders on issues around business waste management and collection in the town centre, in response to member feedback on this pressure point.

The chance to share your views.

On 23rd April, Shrewsbury BID brought local businesses together for a Q&A with Julia Buckley MP, giving members the chance to raise concerns directly with their representative. Topics included rising employer national insurance contributions, the national minimum wage, hospitality VAT and other business pressures. We published the questions asked, and the MP's answers, for all members to read.

This was the first in a planned series of events enabling our members to speak directly to public sector leaders; a follow-up is planned this summer with Cllr Alex Wagner, Shropshire Council's Portfolio Holder for Economic Growth.

We will continue discussions with Shropshire Council, Shrewsbury Town Council and the MP's Office on all issues affecting our members.



SAFER SHREWSBURY

A thriving town centre is only possible when people feel safe. Our Safer Shrewsbury work continues to invest in the people, technology and partnerships that make that possible.

From the Town Rangers and Shrewsbury Watch radio network to improved lighting in dark spots - we remain committed keeping the town centre welcoming for everyone.

SHREWSBURY RANGERS & SHREWSBURY WATCH

The Town Rangers remain a popular and reassuring presence, adding a layer of security for everyone working, shopping, visiting or living in the town centre.

They work closely with the Police, Quarry Security and Taxi Marshalls, and their weekly intelligence reports go to key partners across town to enable collective problem solving.

We continue to fund and administer Shrewsbury Watch, with Pub and Shopwatch, and our radio network continues to grow, connecting businesses with one another, CCTV operatives, Rangers and Police to quickly share information, respond rapidly and prevent crime and anti-social behaviour.

Over 200 businesses are now part of the radio network, and 260 are members of DISC, helping to prevent stock loss, reduce crime and anti-social behaviour, and keep staff and customers safe.

WORKING WITH THE POLICE

September 2025 saw a dedicated town centre police base return to Shrewsbury for the first time since 2020. We've worked closely with the town centre team, building on a strong relationship that has improved information-sharing and response times for businesses across the BID area, and enabled West Mercia Police to brief businesses with safety updates through Shrewsbury BID when needed.



PURPLE FLAG ACCREDITATION

In May 2026, Shrewsbury was awarded prestigious Purple Flag status for the milestone tenth year running - recognising the town's thriving, welcoming and safe evening and night-time economy.

Often described as the night-time economy's equivalent of the Blue Flag for beaches, the Purple Flag is a national accreditation awarded by the Association of Town & City Management (ATCM), reflecting a destination's commitment to nurturing a diverse, safe and vibrant experience between 5pm and 5am.

“ A TENTH PURPLE FLAG IS SOMETHING THE WHOLE TOWN SHOULD BE PROUD OF. IT REFLECTS YEARS OF HARD WORK, HIGH STANDARDS, AND COLLABORATION ACROSS THE SECTOR.

KEV RIPPARD
THE SALOPIAN



PREPARING FOR MARTYN'S LAW

Shrewsbury BID is taking a proactive role in supporting town centre businesses to understand and prepare for their obligations under the Terrorism (Protection of Premises) Act 2025 (Martyn's Law), before the law becomes enforceable in spring 2027.

Activity includes the development of a preparedness toolkit for Standard Tier venues (200-799 capacity); reviewing and prioritising guidance to identify priority actions and alert businesses before regulations become enforceable; signposting to free training resources; a business seminar with the local Counter Terrorism Security Advisor and further partner coordination.



NIGHT BUS TRIAL

In partnership with Shrewsbury Big Town Plan, we coordinated the Shrewsbury Moves Night Bus trial, launched in November 2025, connecting the town centre with Bickton Heath, Harlescott and Bayston Hill.

The Night Bus gave late-shift workers and evening visitors a safe, dependable way home. From the initial Nov-Dec phase, the trial was extended into Jan-Mar with support from the West Mercia Police and Crime Commissioner's Community Fund.

There were zero safety incidents across 3,000 passenger journeys, and 70% rated their experience 'excellent.' With 90% surveyed saying they'd use the service year-round if it were available, partners are now reviewing the data to determine what longer-term provision could look like.

“ GREAT FOR LOCAL PEOPLE, GREAT FOR TOURISM, GREAT FOR EASING CONGESTION... SUCH A DIFFERENCE FOR NIGHT-TIME WORKERS TRYING TO GET HOME SAFELY.

**NIGHT BUS PASSENGER
SURVEY FEEDBACK**





FUTURE SHREWSBURY

As town centres continue to evolve, Shrewsbury BID is actively shaping what comes next - from our work within the Big Town Plan Partnership to the data-driven insights we offer. Our practical, forward-looking projects are already making a difference, with more in the pipeline.

The Shrewsbury Moves strategy, which contains a range of options for how the town centre could be better connected and more accessible in the future, was adopted by Shropshire Council last year. As a project partner, we've focused on activating the Shrewsbury Moves brand to enable practical projects that support better movement now.

EBIKES

You've likely seen our Shrewsbury Moves eBikes around town this past year. Delivered with the Shrewsbury Big Town Plan Partnership under the Shrewsbury Moves brand, part-funded by UKSPF, the project has grown from 240 riders at its January 2025 launch to around 371, with a waiting list that peaked at over 800! As of April 2026, riders had cycled 42,008km on the subsidised Shrewsbury Moves scheme (data from in-bike trackers).

The project has now achieved financial sustainability, with minimal ongoing public investment and we have been able to move away from a lengthy waiting list to an on-demand subscription order system.

“ THE ECARGO BIKE IS A PRACTICAL AND SUSTAINABLE WAY FOR US TO MAKE LOCAL DELIVERIES... WE'RE DELIGHTED TO BE THE FIRST BUSINESS TO TAKE PART IN THIS EXCITING INITIATIVE AND LOOK FORWARD TO SEEING MORE OF THESE BIKES IN USE ACROSS SHREWSBURY.

JAMES TANNER
TANNERS WINE MERCHANTS



ECARGO BIKES

In June 2025, we made five Shrewsbury Moves eCargo Bikes available for town centre businesses to hire at a subsidised cost. The bikes were purchased from local seller Dave Mellor Cycles and Trek Shrewsbury. The aim was a flexible delivery alternative for short trips, stock runs and local customer deliveries.

Historic wine merchant Tanners was the first to take part, adopting a branded Riese & Müller eCargo Bike from Dave Mellor Cycles, capable of carrying multiple cases of wine and related stock. It features Tanners and Shrewsbury Moves branding, making it a striking sight in the town centre.

CYCLE STORAGE PODS

Through our work with the Big Town Plan Partnership and with UKSPF funding, we've installed ten secure Shrewsbury Moves Cycle Pods across the town centre since summer 2025, with more on the way.

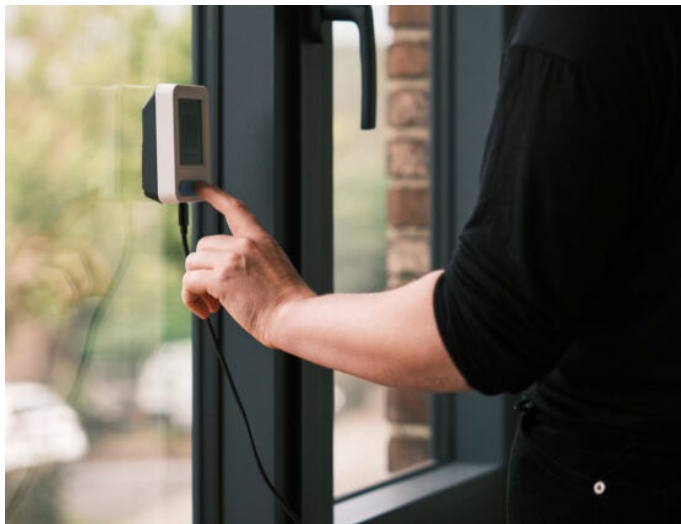
Each pod stores six bikes in the footprint of half a parking space, and demand is strong: 42 spaces are occupied, with a waiting list of 56 for the most popular locations.

TRAFFIC MONITORING

Through our work with the Big Town Plan Partnership and with UKSPF funding, we installed ten Telraam sensors across the town centre - capturing real-time data on vehicles, cyclists, pedestrians and more.

The sensors give us and our partners a clearer, evidence-based picture of how people move through Shrewsbury. We drew on this data when raising concerns with Shropshire Council about the Station Gyratory's impact on town centre access.

In autumn 2025, we went a step further, building a Station Gyratory traffic monitor that live-updates a graph of journey times around the gyratory using Google Maps data. It informs regular feedback to the Council and is publicly available for businesses and residents - a transparent record of traffic movement at the gyratory.



COMING UP NEXT...

- Abbey Foregate place enhancements (greening, planting, seating)
- More cycle parking for residents and workers
- More eBike subscriptions made available
- More data-driven feedback on the impact of road changes and parking price changes
- Community space investment for the town centre



GOVERNANCE

Shrewsbury Business Improvement District is a business-led and business-funded body, working to improve and promote Shrewsbury town centre as a place to live, work, visit and invest. Following a successful renewal ballot in October 2018, the second five-year term of Shrewsbury BID started on 1st April 2019 and ran until 31st March 2024.

As a democratically elected, independent body, Shrewsbury BID enables more than 500 businesses to work collectively to influence and impact on how Shrewsbury town centre is managed and develops. We are a Company limited by guarantee Registration No. 08834790 and operate under The Business Improvement Districts (England) Regulations 2004.

Shrewsbury BID is solely accountable to its members and is governed by a voluntary board of Directors from a representative range of sectors in the BID area. The Board meet quarterly to help ensure the priorities of businesses are being met and to monitor performance and delivery. BID Members receive regular email updates on our work and progress against our business plan priorities. We engage our members on a wide range of town centre issues and invite them to get involved where possible. Shrewsbury BID works closely with industry partners including The High Streets Taskforce, The BID Foundation, Institute of Place Management and ATCM.

SHREWSBURY BID BOARD

Mike Matthews, Chair
Prince Rupert Hotel,
Non-specific

Kevin Lockwood, Deputy Chair
Darwin Shopping Centre
Shopping centres

Aaron Child
Highly Flammable Studios
Office and commercial

Candice Broomhall
Nationwide
Non-specific

Becky Rawlins
Hopefully Made
Food & drink independent

Elisa Lewis
Marks & Spencer
National retail

Helen Ball
Shrewsbury Town Council
Public sector

Darren Tomkins
Gindifferent
Hospitality and leisure

James Broxton
Get Your Wigle On
Leisure and culture

Estaban Bridges
DVD Megastore
Independent retail

Rob Green
Arrol Architects
Office and commercial

Steve McAlinden
Shrewsbury College
Education and health

Mark Edwards
Prego
Independent retail

Paul Carvell
Carvell on the Square
Independent retail

Tom Skone
The Armoury
Food and drink national

Vivek Bhatia
Dough & Oil
Food and drink independent

SHREWSBURY BID TEAM

Seb Slater
Executive Director

Emma Molyneux
Project Lead

Stephanie Mansell-Jones
Project Lead

Catherine Harmer
Interim Shrewsbury Watch Coordinator
(maternity cover)

EJ Hopson-VandenBos
Communications & Engagement Lead

FINANCE

Financial performance is monitored throughout the year via the Company Operations Group, a subgroup of the Board, with regular reports and financial controls in place to provide assurance to the Board.

	2025/26
Reserves brought forward	40,478
BID Levy & membership	285,279
Project income	166,626
Grant income (including UKSPF)	255,967
Other income	3,519
Total funding	751,869
Original Shrewsbury	83,873
Safer Shrewsbury	160,193
Work in Shrewsbury	56,475
Shrewsbury Big Town Plan	172,694
Shrewsbury Moves UKSPF	131,899
Projects total	605,134
Overheads	88,602
Total expenditure	693,736
Reserves brought forward	40,478
In year change in reserves	17,655
Reserves carried forward	58,133

The financial statements for 2025/26 confirm a continuation of strong financial performance. Significant additional income was secured to support our project work. Income in addition to levies once again far exceeded management costs allowing all levy income to be invested into projects. UKSPF grants were provided by the UK Government Department of Levelling Up, Housing and Communities administered by Shropshire Council.

These figures are presented as accurate at the time of writing. Full company accounts are prepared by independent accountants and are expected to remain consistent with the position reported here. The full accounts will be available on our website as a separate document.

SHREWSBURY BID



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