



Press Release

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For Immediate Release

Consultation opens on draft Shirley Economic Plan

Local residents and businesses are being asked to help shape and inform the future plans for Shirley.

Views are being sought on the [draft Shirley Economic Plan](#), which sets out a vision for Shirley town centre.

The plan has been produced by Solihull Council in collaboration with the Shirley Town Team, local businesses and stakeholders, in order to deliver a co-ordinated strategy for the area.

The plan sets out how to achieve a ‘vibrant, distinctive and accessible’ town centre through partnership working, with agreed priorities and a clear framework for action.

Councillor Ken Hawkins, Cabinet Member for Environment, Housing & Regeneration, welcomed the draft Shirley Economic Plan:

“Nationally, the traditional high street faces various challenges including the growth of online retailing and competition from out of town developments.

“Shirley Town Centre plays a critical role in Solihull’s economy, supporting business and employment growth.

“We must maximise the benefits of future investment, and also respond to the challenges facing the town centre and the opportunities available.

“I urge local residents and businesses to take the time to read the draft Shirley Economic Plan and let us know what they think, so we can ensure a successful and sustainable future for Shirley.”

The consultation will close on Tuesday 17 February 2017.

You can read the full plan [here](#) and provide your feedback via a short survey: <https://www.surveymonkey.co.uk/r/KHL3ZPY>

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