



Shrewsbury Bid

UK Recovery Walk 2018

The UK Recovery Walk, Shrewsbury 2018 Proudly Supported By:



**Mr Lance Newland,
Shropshire Recovery Partnership Service User**

I wanted to let you know a service users point of view the benefits I and other service users would get if we could have the Shropshire recovery walk here in Shrewsbury.

Apart from Shrewsbury, having loads of beautiful walks and lots of places to visit with some great scenery it would be a great opportunity for us in Shrewsbury to meet other recovering people from other parts of the country. It would give us a chance to talk about our recovery and things we have learned so far and pass our experiences on but also for us to learn from other people's experience. It would also give us a chance to maybe meet new friends, find out about other recovery opportunities and just give us a sense of togetherness with Shropshire and rest of country as a whole.

I also feel it would be a great opportunity to promote recovery in Shrewsbury. I am a great believer in health and wellbeing in recovery, and really feel that anything that promotes this in Shrewsbury can only benefit myself and others in recovery. I also feel it would be a great opportunity to break any barriers and stigma that comes with addiction and show people that we do recover.

**Prof Rod Thomson,
Director of Public Health, Shropshire**

The UK Recovery Walk will give a boost to the continuing development of recovery across our county. It would provide a fantastic opportunity for our recovery communities and professionals to come together and, not only run a great event, but to produce a legacy that will be built on and will continue to benefit the people of Shropshire for years to come.

As chair of the Shropshire Safer Stronger Communities Board, I can assure you that the potential of the recovery walk coming to Shrewsbury has been met with great enthusiasm and commitment from all services, stakeholders and key partners. There is a real passion and drive to bring this event to Shropshire.

We welcome the opportunity to host the Recovery Walk in 2018.

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1.1 Shropshire – Unspoilt, Unrushed and Tranquil

Shropshire is located in the West Midlands, and covering 1235 square miles it is the largest inland county in England. The county is rural with only approximately 6% comprising suburban and rural development and continuous urban land.

Shropshire has many historic towns and villages amongst mile after mile of captivating countryside. The geography of Shropshire is diverse. The southern and western parts of the county are generally more remote and self-contained and have been identified as a rural regeneration zone.

The landscape provides the backdrop for the market towns as key focal points for

communities, businesses, leisure and tourism. Shropshire is inland and its borders have importance for the people living at the edges of the county – as people may have historic, family or work connections with the bordering areas of Mid Wales, Cheshire, Staffordshire, Telford and Wrekin and onto the West Midlands, Worcestershire and Herefordshire.

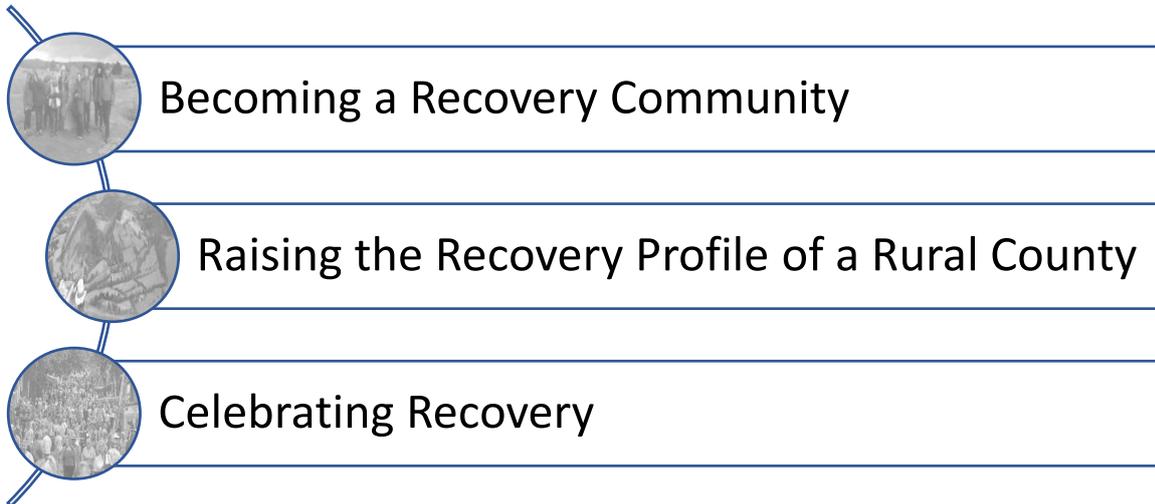
The 2011 census recorded Shropshire's population as 306,100. With a population density of 237.7 people per square mile, measured against the national average of 1037.3 people per square mile, Shropshire is one of the most sparsely populated counties in the UK.

1.2 Shrewsbury or is it Shrowsbury?

Shrewsbury, Shropshire's county town, founded by the Saxons and most extensively developed by Tudors, lies within a giant loop of the river Severn and is famed for its castle, spires, abbey, parklands and half-timbered medieval houses.

Scrobbesbyrig to the Saxons, the county town of Shropshire is first mentioned in a charter of 901. Shrewsbury is stunning historic town with over 660 listed buildings and some very strange street names - Dogpole and Mardol, Gullet Passage and Grope Lane. The population of Shrewsbury, the county town located in the centre of Shropshire, is 71,715, 23% of the total Shropshire population.

We aim to create a firm legacy to grow Recovery in Shropshire through



Hosting the Recovery Walk will create a real, tangible legacy of flourishing recovery across Shropshire that will have lasting impact.

2.1 Becoming a “Recovery Community”

We aim to become a Shropshire Recovery Community through the Walk –embracing the values of Recovery.

Recovery is growing and developing month on month in Shropshire, however, we recognise that this is a start and a more needs to be done to engage with public and partners. The walk will act as a catalyst to bring individuals, groups, services, and organisations together to continue to establish and grow recovery in Shropshire

and the surrounding areas. This event will raise awareness of drug and alcohol dependency, and challenge stigma linked with substance misuse. We will continue to build on this momentum, to grow and develop our recovery network, bringing disparate communities together in order to build resilience and support.

Estimates suggest that Shropshire has 1123 Opiate and/or crack users, a rate of 6.13 per 1000 of the population. 79.3% of opiate and/or crack users are engaged in treatment

Estimates also show that there are 2883 alcohol dependent adults living in Shropshire, a rate of 15.74 per 1000 of the population

The Shropshire Recovery Partnership

The Shropshire Recovery Partnership (SRP) is our commissioned treatment service. Launched in April 2016 the service is a partnership between Kaleidoscope and Addaction, two leading providers of drug and alcohol services in the UK.

SRP provides a person centred drug and alcohol service that aims to build a vibrant, recovery-focused community. The mission statement of the service is to **'make a real difference'** through a dedication to enhancing the health and wellbeing of people and communities through effective services that value each individual, transforming lives and building brighter futures.

The in-service 'Building Recovery in Communities' (BRIC) Team is fundamental in establishing recovery across Shropshire. The team run, facilitate and support a number of groups and initiatives including:

- SMART Recovery Groups
- Creative Groups
- Walking Groups
- 'Couch to 5K' Running Groups
- '5 Ways To Wellbeing Groups'

SRP also runs 'Meadow Place' – an abstinence based accommodation project based in the centre of Shrewsbury. The project is available to those in recovery, and residents are provided with a full structured programme of activity with the aim of aiding their recovery.



BRIC Walking Group



BRIC Walking Group



BRIC Creative Group



BRIC Creative Group

2.2 Raising the Recovery Profile of a Rural County

The Shrewsbury Recovery Walk will bring the walk to a rural market town for the first time in the history of celebration, and the event back to the West Midlands for the first time in 4 years.

As a rural county, Shropshire faces particular health challenges that differ to urban areas. Whilst health outcomes are generally more favourable in rural areas than in urban areas, there are a number of factors contributing to health risks in rural communities that relate to the wider social determinates of health. In some communities, access to health services can be limited and this can have an impact upon individuals seeking help to address drug and alcohol dependency issues.

The large geographical size of Shropshire and the fact that it is made up of many

disparate market towns, villages and isolated communities, often served by a limited public transport infrastructure mean that social isolation and loneliness can be a significant issue. This is especially true for individuals with drug and alcohol dependency issues where access to a network of support can be difficult. This is a key issue that the Shrewsbury Recovery Walk will seek to address and resolve. The walk will serve as a springboard in bringing together our recovery communities.

2.3 Celebrating Recovery

Most importantly, the Recovery Walk shows the possibility and the reality of recovery and provides an opportunity to celebrate the lives that have been saved and transformed. We recognise that for many, the recovery walk can be a crucial turning point, the moment when a choice is made and the journey to a life free of drug and alcohol dependence begins.

3.1 Previous experience in holding similar events



Shrewsbury Carnival



Shrewsbury Flower Show

Shrewsbury has a wealth of experience in running a number of fantastic and successful events throughout the year that are attended by thousands of people. Each year sees a packed calendar including:

- The Shrewsbury Carnival
<http://www.shrewsburycarnival.co.uk/>
- The Half Marathon
<https://www.ukrunchat.co.uk/shrewsbury-half-marathon/>
- The International Cartoon Festival
<https://shrewsburycartoonfestival.wordpress.com/>
- Shropshire Kid's Festival
<http://www.shropshirekidsfest.co.uk/>
- The Winter Festival
<http://www.shrewsburychristmas.co.uk/>
- The Food Festival
<http://www.shrewsburyfoodfestival.co.uk/>
- The Shrewsbury Flower Show
<https://shrewsburyflowershow.org.uk/>
- The Grand Prix Cycle Race
<http://www.shrewsburygrandprix.co.uk/>

3.2 Service User Support

The Shrewsbury Recovery Walk has the support of our recovery community.

The **Shropshire Recovery Network (SRN)** is a collective of organisations and groups who are investing in the development of recovery across our county. The network is made up of a range of mutual aid and community groups including local representatives from national organisations such as AA, NA and Al-Anon, alongside smaller community based groups such as The Market Drayton Carers Group and New Horizons, a group based in Whitchurch in North East Shropshire.

The overarching purpose of the SRN is to develop and promote recovery throughout Shropshire through the sharing of ideas, mapping local activities and promoting the development of recovery. The network aims to improve the awareness of services, empower service users and strengthen community partnerships.

The Shropshire Recovery Network recognise the potential of bringing the UK Recovery Walk to Shrewsbury as a catalyst and an opportunity to draw individuals from

across the county into a dynamic and inclusive recovery community.

It is essential that the recovery community be at the forefront of every aspect of the planning and delivery of the walk. The SRN are fully involved and supportive of this bid and, if we are chosen to host, will be instrumental in the planning and delivery of the walk.

3.3 Political Support:

We know that we can deliver a recovery walk to be proud of and are fully committed to do so. We have secured strategic buy in from the Shropshire Council Cabinet and the Shropshire Safer Stronger Communities Board. Elected members and strategic statutory bodies alike recognise the singular importance of recovery and the significance that bring the recovery walk to our county represents.

3.4 Multi-Agency Support:

In order to deliver an event to remember we have formed a Shrewsbury Recovery Walk Steering Group made up of key stakeholders and partners including:

- Public Health England
- Shrewsbury Business Improvement District.
- Shrewsbury Street Pastors

- Shrewsbury Town Council
- Shropshire Arts Development
- Shropshire Community Development
- Shropshire Community Leisure Trust
- Shropshire Drug & Alcohol Action Team
- Shropshire Emergency Planning
- Shropshire Highways and Transport
- Shropshire Recovery Partnership
- Shropshire Sports Development
- University Centre Shrewsbury
- West Mercia Police

The Shrewsbury Recovery Walk Steering Group has met a number of times since the beginning of the year, making initial plans, not only for the recovery walk itself, but also the FAVOR UK Recovery Conference and now traditional elements such as the 'Friday Night Sleep Over' and 'Friday Night Worship Service'.

Shropshire services are fully committed to bring their dedication, experience and expertise to the table to ensure that we deliver a memorable 10th anniversary walk in September 2018.

In order to bring the Recovery Walk to Shrewsbury, partners have committed real, tangible economic support to the bid through waiving costs for key elements: University Centre Shrewsbury have shown huge commitment to bringing the Recovery Walk Conference to Shrewsbury, generously offering to waive costs for venue hire.

Shrewsbury Town Council have pledged the use of The Quarry Park, as the centre point of the Recovery Walk route and venue for our end of walk celebrations, free of charge.

3.5 Recovery Walk Route



Shrewsbury is one of the finest medieval towns in the UK, packed full of Tudor buildings, narrow winding streets and decorated with flowers, Shrewsbury being awarded Britain in Blooms Champion of Champions Award 2014. Shrewsbury is a town of character and beauty. Being recently voted the 8th happiest place to live in the UK you can be sure of a happy welcome.

We have a walk route that highlights Shrewsbury in the best possible way. The route is also tried and tested, being used for the annual Shrewsbury Carnival, an ever-popular event in the town's calendar.

The total route is 1.7 miles and takes around 35 minutes to complete from start to finish.

- The walk will begin and end in the Quarry Town Park, a beautiful 29 acre parkland encircled by the River Severn that features The Dingle, a wonderful sunken garden designed by Percy

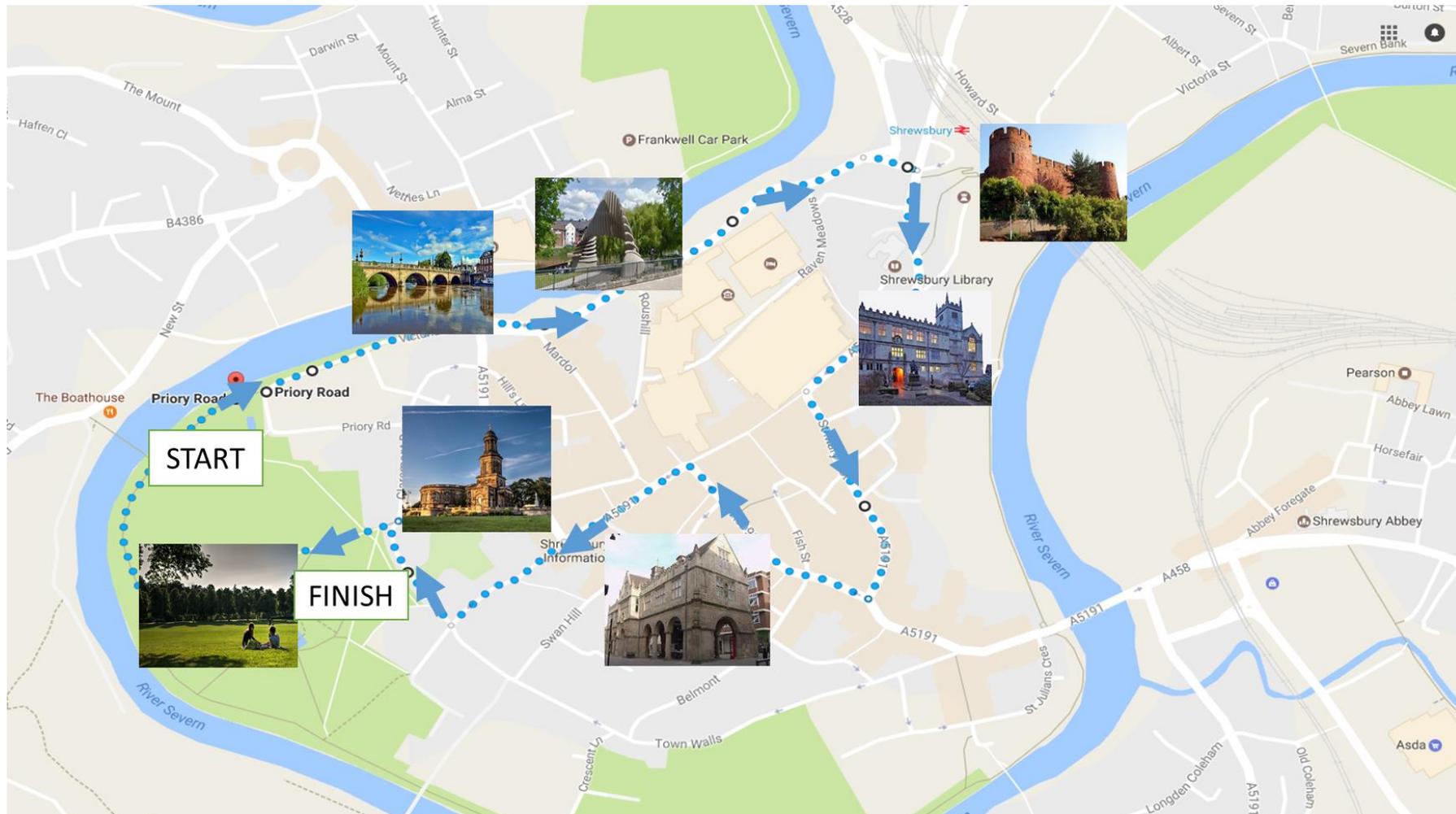
Thrower of Blue Peter fame. The Quarry is the perfect place for walkers to gather, mingle and prepare themselves before we set off around the town.

- The walk route will begin by leaving the Quarry and following the River Severn along Victoria Avenue, passing the Grade II listed Welsh Bridge, built in 1795.
- Walkers will then continue to follow the route of the river along Smithfield Road passing 'The Quantum Leap', this sculpture was erected in 2009 celebrating both Charles Darwin, Shrewsbury's most famous son and geological diversity of Shropshire, which contains 10 of the 12 geological periods.
- The route will continue follow the river before turning up Castle Gates, passing the Grade II listed train station. Above Castle Walk, route walkers will be able to see Shrewsbury Castle, an impressive Grade I listed building that was constructed in 1067.
- On the right walkers will also pass the Grade I Shrewsbury Library, built in 1550 the building was originally home to Shrewsbury School, where Charles Darwin spent his school days.

- At the top of Castle Walk, the route turns left to follow St Mary's Street, passing the beautiful St Mary's Church before turning onto Shrewsbury High Street lined with an eclectic range of independent shops.
- Walkers will pass the Town Square, home to both the Old Market Hall, built

in 1596 and now an intimate contemporary cinema, and the Shrewsbury Museum and Art Gallery. Finally, the walk will be completed following Shoplatch and St John's Hill, returning to the Quarry via St Chad's Church, built in 1792, this is one of the most well-known landmarks in our town.

UK RECOVERY WALK 2018, SHREWSBURY PROPOSED ROUTE



3.6 VENUES

3.6.1 Celebration Event



The Quarry Park is the ideal venue to end the Recovery Walk. There is ample space for walkers to rest and recuperate, catch up with friends old and new in the most beautiful setting.

We will plan and deliver a fantastic celebration event, drawing upon the huge experience of event management within our steering Group, including Arts and Sports Development to produce a memorable afternoon before walkers head home with great memories of the 10th annual UK Recovery Walk.

3.6.2 Recovery Conference

University Centre Shrewsbury, an institution of the University of Chester, will be the host venue for the FAVOR UK Recovery Conference. The venue offers first class facilities with a main auditorium

offering a capacity for up to 150 delegates alongside a number of break out rooms for workshops and activities. Whatever the format of the day the University will be able to accommodate the conference.



University Centre Shrewsbury is part of the University of Chester, home of the Higher Power Project. This project works to record and map the range of understandings of 'higher power' used by people in recovery through mutual aid organisations. Due to these links, the university has access to excellent speakers from the field of recovery, ensuring a high quality, informative conference for all who attend. We want to work collaboratively and in partnership to produce and deliver a conference to remember.



Reasonably priced, high standard accommodation for delegates will be available in Mardol House; student accommodation, a short walk across the river from the University. Further accommodation, i.e., the Premier Inn and other hotels, are also readily available in Shrewsbury town centre.

3.6.3 Sleepover



Over the last couple of years, the Friday night sleeper has become a traditional event on the eve of the walk. In

Shrewsbury, we wish to continue this tradition.

The Shrewsbury Sports Village is based three miles from the Quarry Park and offers the use of a huge sports hall, ample space for those who wish to stay. Other essential facilities such as showers and a café selling hot drinks and hot breakfast items will also be made available.



The Sports Village has ample free parking and is on a direct bus route to Shrewsbury town centre with the journey taking around 15 minutes. We will also work towards the provision of a shuttle bus to transport those taking part in the sleepover to and from the walk.

3.6.4 Recovery Church Service

The Church of the Holy Spirit will host a recovery church service on the Friday evening, offering a warm and inclusive welcome to all who would wish to attend. The Church is a short five minute walk from the Shrewsbury Sports Village,



3.7 Transport Links

3.7.1 Travel by rail

Shrewsbury is serviced by trains from around the UK, many services to Wales start at or pass through Shrewsbury station, which is why the station is known as the 'Gateway to Wales'.

From Birmingham, Manchester or Chester the journey is around an hour or less (on a direct train) and there is a direct service between Shrewsbury and London.

3.7.2 Travel by car

Shrewsbury is well served by the M54 / M6 network and is around an hour's drive from Birmingham, 2 hours' drive from Manchester and 3 hours' drive from London.

There is plenty of parking in centre of Shrewsbury town. Long stay car parks



all within close proximity to our proposed recovery walk route include:

- Abbey Foregate: SY2 6AH
- Raven Meadows Multi-Storey: SY1 1PL
- St Julian's Friars: SY1 1XL
- Frankwell Main: SY3 8HQ
- The Gap: SY1 1PL
- NCP Wyle Cop: SY1 1XE

Shrewsbury also offers an excellent Park and Ride Scheme across three sites:

- Harlescott - SY1 4HA,
- Meole Brace - SY3 9NB
- Oxon - SY3 5AD

Parking is free and the return bus fare into Shrewsbury Town Centre costs £1.60 for adults.

3.7.3 Travel by Coach or Minibus

We recognise that many people travel to recovery walks by coach or mini bus. In 2012, Shrewsbury was awarded with a Coach Friendly Award by the

Confederation of Passenger Transport (CPT). There is existing free coach parking at Abbey Foregate car park (13 coach / HGV bays) and Frankwell car park (5 dedicated coach bays) and the Shropshire Highways and Transport will ensure that additional coach and mini bus parking is provided on the day of the walk.

3.7.4 Travel by air

People planning on flying to Shrewsbury can land at Birmingham, Liverpool and Manchester, which are all an hour away. Birmingham and Manchester airports are connected to a mainline rail network.

3.8 Practicalities

3.8.1 Security

We want the Shrewsbury Recovery Walk to be a celebratory event and for everyone who attends to feel safe and secure throughout the entire day.

Through our Shrewsbury Recovery Walk Steering Group meetings we have already began to make plans around road closures to ensure that the walk route is clear and safe for all participants.

Key partners, including West Mercia Police and Shropshire Emergency Planning will work together to ensure that every aspect of the walk is considered, planned and is delivered without a hitch.

3.8.2 Health / Emergency Services

Full health and emergency service provision will be provided throughout the day, delivered through the St Johns Ambulance Trust and West Mercia Police

3.9. Finances

Area	Cost	Potential Income from FAVOR UK and Registrations
Partnership Administrative Function	Offered in kind	
Civic Reception: July 2018		
Shirehall Council Chamber (Venue)	Free of Charge	
Catering	£200	
Celebration Event: July 2018		
Venue	£120	
Catering	£200	
FAVOR UK Conference		
University Centre Shrewsbury (Venue)	None (£868 cost waived by University Centre Shrewsbury)	
Catering	50 Delegates: £472.50 100 Delegates: £945 150 Delegates: £1417.50	50 Delegates: £750 100 Delegates: £1500 150 Delegates: £2250 To be paid by delegates - Based upon 30% of delegates being professionals and paying £50 fee – service users to attend conference free of charge.
Speakers	£1000	
Friday Night Sleepover		
Shrewsbury Sports Village (Venue)	£1056.60	50 Attendees: £500 100 Attendees: £1000 150 Attendees: £1500 To be paid by attendees (£10 p/h)
Staffing	£238.87	
Friday Night Recovery Service		
Service at Holy Spirit Church	No Charge	
Refreshments	£150	
Recovery Walk		
Traffic Marshals	£660	
Policing	None	
Post Walk Celebration Event		
Quarry Park Hire	None (£475 cost waived by Shrewsbury Town Council)	
Stage Hire	£2880	
Toilet Hire	£1308	
Entertainment	£4000	
First Aid Provision	£840.96	
Waste / Litter Disposal	£21.60	
Contingency Fund		
	4650	
Potential FAVOR UK raised sponsorship		£15,000
TOTAL	£18750	£18,750

Shrewsbury are passionate about being given the opportunity to host and deliver the UK Recovery Walk 2018. As a partnership, we are fully committed to realising the potential of the Shrewsbury Recovery Walk.

The Shrewsbury Recovery Walk will be an inclusive celebratory event that will bring the UK recovery community together and make people proud. An event that demonstrates the lived reality of recovery and changing lives. .

Shrewsbury and Shropshire look forward to welcoming the FAVOR UK 10th Anniversary Walk in September 2018