

Shropshire Council
The Guildhall
Frankwell Quay
Shrewsbury
Shropshire
SY3 8HQ

Date: 14th January 2026

Dear Town Clerk,

I am writing to alert you to an exciting opportunity.

The Government has launched the UK Town of Culture 2028 programme, and towns across the country are invited to submit an Expression of Interest by 31st March 2026. Full guidance is available here: [UK Town of Culture 2028 Expression of Interest: Guidance for bidders - GOV.UK](https://www.gov.uk/government/publications/uk-town-of-culture-2028-expression-of-interest-guidance-for-bidders).

This is a fantastic chance to showcase the cultural vibrancy of your town. Importantly, if any town in Shropshire is successful, the benefits will extend across the whole county—boosting tourism, investment, and community pride.

Please note that all bids must come from a local partnership, which includes local councils. While Shropshire Council is very keen to support this initiative, we do not have the capacity to be involved with bids for every town. Therefore, we are asking whether you are aware of any intention within your town to submit a bid.

If more than one town indicates an intention to bid, a small panel chaired by Cllr Heather Kidd, Leader of Shropshire Council, will consider which has the greatest chance of success and the greatest benefit for our beautiful county.

Please could you please let me know by Friday 30th January if your town is considering a bid, including a one page overview or bullet points detailing:

- why your town should be Town of Culture, what 'story' does it have to tell.
- what impact do you want the project to deliver for the town.
- any early details of the types of activity / cultural offer that you will include in the EOI.
- the capacity/expertise that you have to deliver the programme.

Should it be necessary for the panel to consider multiple applications, we will aim to inform towns by Friday 6 February, giving time to prepare for the Expression of Interest deadline with the support of Shropshire Council officers and members.

This is a wonderful opportunity to celebrate Shropshire's rich culture and heritage. We look forward to hearing from you and working together to make the most of this chance.

Best wishes



Cllr Rob Wilson
Portfolio Holder for Transport and Economic Growth
Shropshire Council