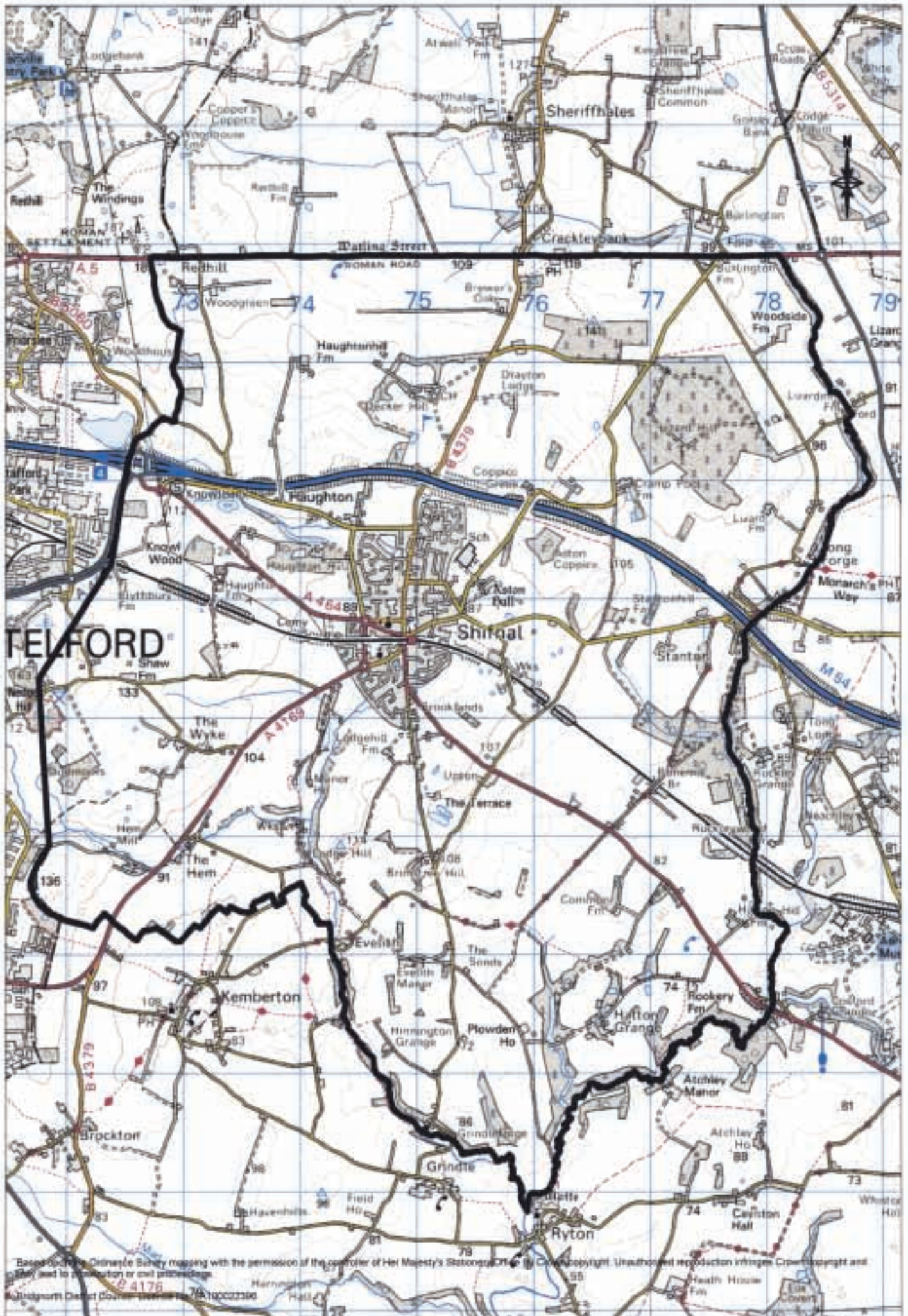




# SHIFNAL TOWN PLAN



Based on Ordnance Survey mapping with the permission of the controller of Her Majesty's Stationery Office. Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.



# SHIFNAL TOWN PLAN

---

## Contents

<b>Part I – Shifnal Town Plan</b>	<i>Page Number</i>
<b>Introduction</b>	<b>3</b>
<b>Shifnal Past and Present</b>	<b>3</b>
<b>Town Plan Summary of the Surveys and Findings</b>	<b>4</b>
<b>Consultation Results</b>	
● About You	<b>5</b>
● Interests, Culture and Leisure	<b>6</b>
● Traffic, Transport and Pedestrian Safety	<b>7</b>
● Crime and Crime Prevention	<b>8</b>
● Healthcare	<b>9</b>
● Shopping	<b>9</b>
● Environment	<b>9</b>
● Housing and Planning	<b>11</b>
● Disability Issues	<b>12</b>
● Youth Consultation	<b>12</b>
● Primary Age Consultation	<b>13</b>
● General Issues	<b>14</b>
<b>Volunteer Responses</b>	<b>14</b>
<b>The Way Forward</b>	<b>15</b>
<b>Implementation, Monitoring and the Evaluation of Progress</b>	<b>15</b>
<b>Appendices</b>	
● Consultation Process	<b>16</b>
● Acknowledgements	<b>18</b>
● Consultation Documents	<b>20</b>
<b>Part II – The Action Plan</b>	
<b>Introduction</b>	<b>22</b>
<b>Action Plans</b>	
● Interests, Culture and Leisure Action Plan	<b>22</b>
● Traffic, Transport and Pedestrian Safety Action Plan	<b>25</b>
● Crime and Crime Prevention	<b>26</b>
● Health, Wellbeing and Disability Issues	<b>27</b>
● Environment	<b>28</b>
● Housing and Planning	<b>30</b>



# SHIFNAL TOWN PLAN

---

## Introduction

It is very pleasing to see the Shifnal Town Plan appear in print after eighteen months of hard work by so many people. The plan is derived from the views obtained from residents of Shifnal, and it would not have been possible to develop without the very strong support of the residents, particularly in taking the time to complete the Questionnaire earlier this year.

My job of chairing the Shifnal Town Plan Steering Committee was made easier by the dedication and enthusiasm of its members. In particular, I do wish to record my personal appreciation of the work of Jayne Owen, who acted as co-ordinator for the committee. Without her drive and organisational skills, we should not yet have completed this plan.

It was also very gratifying to see the large number of volunteers who have come forward in response to the Questionnaire, and their efforts will be crucial in putting into effect so many of the projects identified in the Action Plan. The Town Plan Group acknowledges that partnership working between Shropshire Council, Shifnal Town Council, volunteers and other stakeholders is vital to the implementation of the Town Plan.

The following sections summarise the feedback received from the consultation process carried out during 2008. References to the Questionnaire are based on the Residents' Questionnaire, which gained almost a 30% response from residents aged 18 or over. Valuable information was obtained from younger people by a series of Youth Forums, and the use of pod voting sessions with those at primary school. The pupils from Shifnal Primary School and St Andrew's School also contributed the artwork which appears on the covers of the plan and elsewhere.

From all this feedback, an Action Plan has been produced, which has been printed at the end of this document.

*Philip Moore*

January 2009

## Shifnal Past and Present

Shifnal has a long and interesting history: the Domesday Book of 1086 shows that Shifnal (or Idsall as it was then known) was already a relatively prosperous and well-populated community. Idsall continued to prosper in the Middle Ages and in 1245 a weekly market and yearly fair were established. The main elements of the present street plan were almost certainly established at about this time when a wide market street was added to the older Church Street area. It was this newly laid out street which had the name Shifnal, and until the 18th century the names of Shifnal for the Broadway, Bradford Street and Park Street area, and Idsall for the area round the church and manor house were carefully distinguished.

Until the late 17th century most of the population of Shifnal were involved in agriculture. In the 18th and the beginning of the 19th century the town enjoyed considerable prosperity catering for coaching traffic, although when the railway from Wolverhampton to Shrewsbury was opened in 1849 this rapidly disappeared. The industrial revolution had little effect on Shifnal town which by then had reverted to its earlier character of a small market town serving only local needs. In the 19th century Shifnal, like most towns, saw the proliferation of a whole variety of buildings for community purposes such as a Mechanical Institute offering lectures, a library and reading rooms.

Shifnal changed very little until the 1960's when the present wide shopping area of Bradford Street and Cheapside was opened up and the crowded buildings which had grown up in the original Market Place were cleared. Unfortunately many of the older buildings were demolished at that time but there are still groups of 17th century half-timbered buildings, almost all built after the serious fire which occurred in 1591. There are attractive brick houses of the 18th and 19th centuries, and the church is beautiful and of considerable interest. Much



## SHIFNAL TOWN PLAN

---

of the centre of the town is now a Conservation Area. Many new houses have been built in estates around the core of the old town, there is now also some light industry, and the population has more than doubled to nearly 7000 since the 1930's. But in spite of these changes and the great expansion of Telford, Shifnal's surroundings are still largely rural.

Shifnal has kept much of its ancient character as a market town. Although it is not an obvious tourist attraction like Ludlow or Shrewsbury, much of its past can still be traced in the modern town, and its long coaching history has been reflected in recent years by the development of a wide range of restaurants and public houses which attract visitors from the surrounding towns.

Shifnal is a thriving community with a wide range of clubs and societies. The town is twinned with the small French town of Machecoul and annual exchange visits are arranged by the Twinning Association. It has an active civic society, The Shifnal Society, which strives to safeguard the character of the town and prevent unsuitable development.

### Town Plan Summary of Surveys and Findings

#### **Interests, Culture and Leisure**

*- see Action Plan 1 to 14*

- Strong support for more adult education classes
- Support for better communications
- Support for community events, including Carnival, Christmas Fair, music/arts week and bigger events in Village Hall
- Desire for increased provision of clubs and activities

#### **Traffic, Transport and Pedestrian Safety**

*- see Action Plan 15 to 19*

- Need for speed reduction, traffic management schemes and pedestrian safety, especially outside schools
- Need for a policy on car parking and charging schemes
- Support for better facilities for cyclists

#### **Crime and Crime Prevention**

*- see Action Plan 20 to 21*

- Concerns about anti-social behaviour

#### **Healthcare**

*- see Action Plan 22 to 24*

- Difficulties in obtaining doctor's appointment
- Desire for extended surgery hours
- Strong desire for an NHS dentist in Shifnal

#### **Shopping**

*- see Action Plan 11*

- Support for monthly Farmers Market
- Virtually unanimous support for retention of Post Office

#### **Environment**

*- see Action Plan 28 to 34*

- Support for making Shifnal a more attractive town
- Concerns about litter and fly-tipping
- Virtually unanimous support for retention of existing Green Belt
- Demand for additional recycling facilities
- Very strong support for a new park

#### **Housing and Planning**

*- see Action Plan 35 to 38*

- Overwhelming wish to preserve the character of the town and the existing conservation area
- Housing needs survey data to be used to influence planning decisions, with particular reference to needs of elderly and families

#### **Disability Issues**

*- see Action Plan 27*

- Need to improve access to transport and services for disabled

#### **Youth and Primary School Consultation**

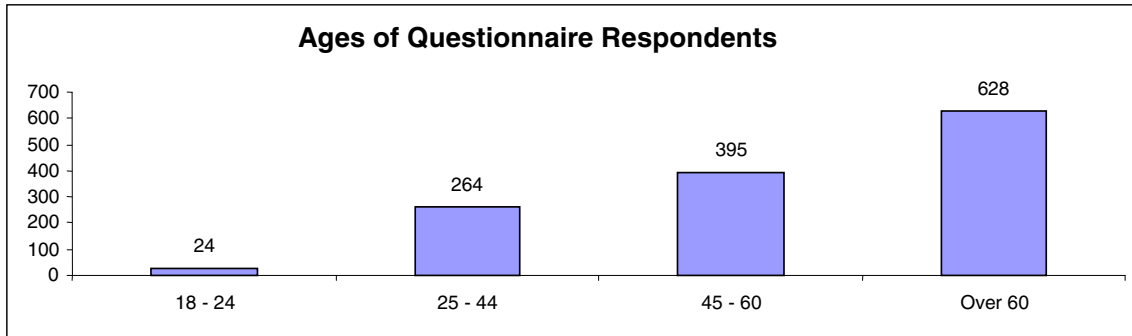
*- see Action Plan 5 to 7*

- Provision of more facilities for young people



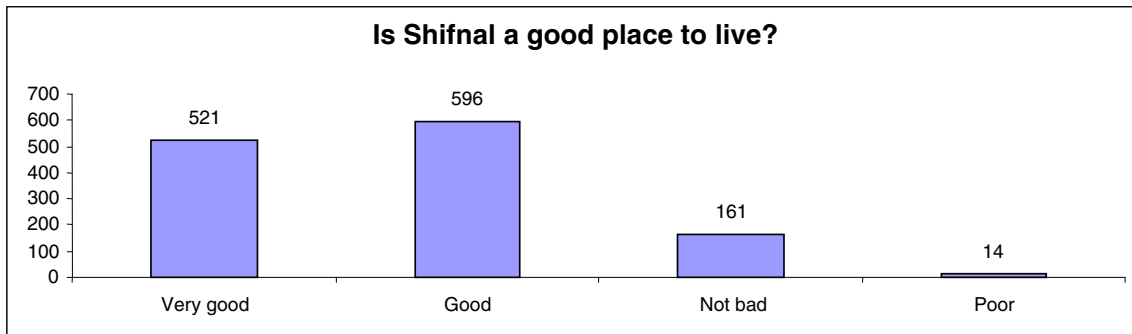
## About You

Questionnaire responses showed a slight feminine majority (56%), but exhibited a stronger interest with increasing age.

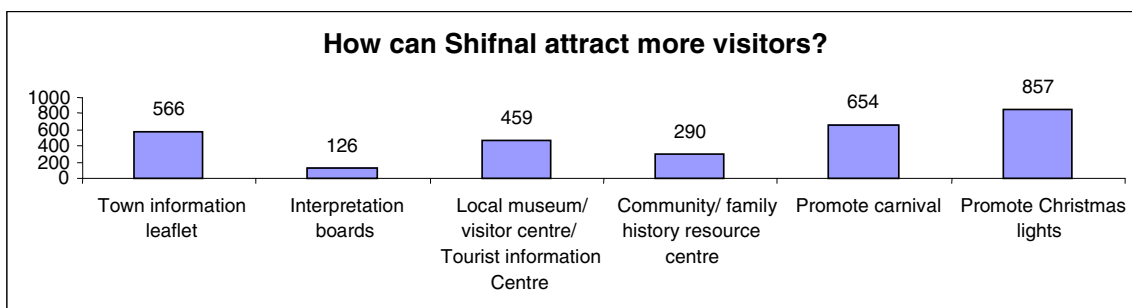


There was very strong support for believing that Shifnal is a good place to live, shown by the chart below, and also by the written responses. These particularly highlighted the friendliness of people and the community spirit, as well as the semi-rural location with good access to the countryside. Other written responses again had large numbers of people who identified very positively as good features of the town the range of shops, the range of restaurants and pubs, and transport (especially having a railway station, close access to M54 and other road links, and local transport).

Nevertheless, there were criticisms of these areas. More shops with greater variety and a proper Farmers' Market would be welcomed, and improvements to the railway station are wanted.



Questionnaire responses showed a number of approaches to an aim of attracting more visitors to Shifnal (illustrated below). Additionally, improving shopping as mentioned above would be helpful, as well as improving parking, more flowers and plants, hosting an up-to-date website, running various festivals, and improving the cleanliness and tidiness of streets.





# SHIFNAL TOWN PLAN

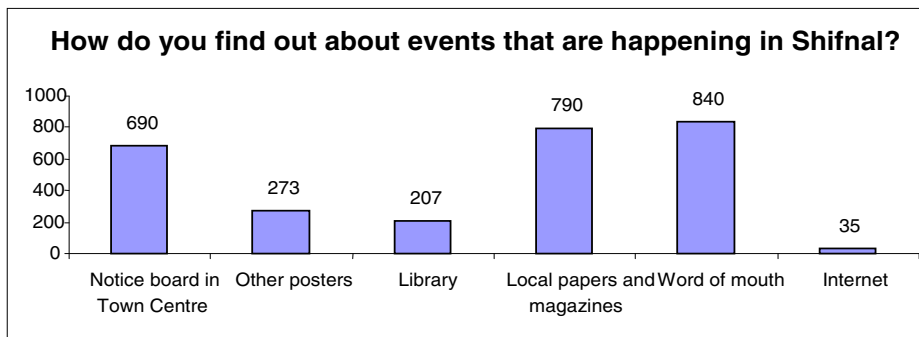
The worst features of living in Shifnal were mainly identified under the following four headings:

- Anti-social behaviour (teenagers hanging around, late-night drinkers, some crime/drugs/vandalism)
- Traffic and transport (lack of car parking, congestion and HGVs, speeding, shabby/dark station, poor bus service in evening, illegal/obstructive parking, problems with pavements and crossings)
- Facilities (nothing for young people, poor shopping facilities, too many pubs/restaurants/takeaways, no swimming pool)
- Townscape (too many flats, overcrowded, ugly, pricey for first-time buyers, unattractive/shabby/dirty town centre, litter, dog fouling)

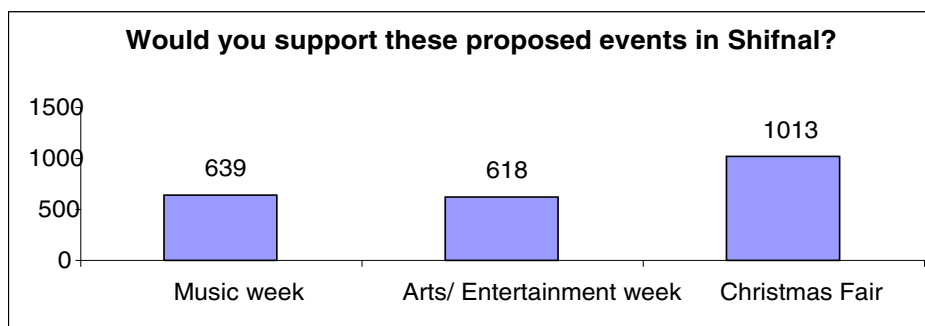
## Interests, Culture and Leisure

More than 500 people indicated that they would like to see more Adult Education classes in Shifnal. Favourites were computing, languages, crafts and family history, and there was also good support for art & painting classes and for a reading group, as well as for classes in cookery, and photography. Most respondents would prefer classes that do not lead to a qualification. The time of day that classes are held is also important for many people, some preferring daytime classes and others evening sessions.

Most respondents said that they found out about what is happening in Shifnal by word-of-mouth or from local press etc and the town notice boards. Several people indicated that the notice boards were badly sited and not easily accessible by the less mobile. There is very considerable support for a better town website informing people about events.



Over 1000 respondents would like Shifnal to have a Christmas fair, and over 600 a music week and/or an arts & entertainments week.





## SHIFNAL TOWN PLAN

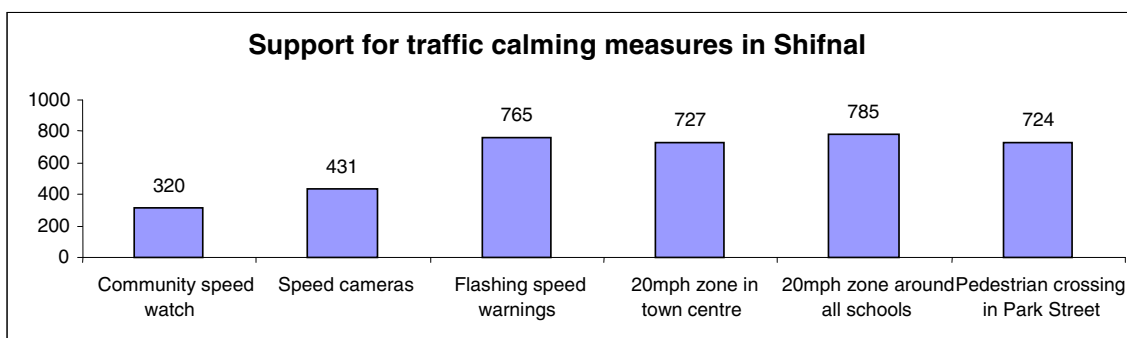
Many respondents said that they attend clubs and activities in the town, and there are a very large number of these, the favourites being Church activities and The Shifnal Society. Several people highlighted the difficulty in attending clubs and the like through infirmity, age or transport problems and many would like to join in more but have work or other responsibilities. Some people see the present clubs and societies as aimed at the young or the old.

There are also many who would like to see new clubs and activities started up, the favourites being swimming, gardening, dance, keep-fit and music.

There are very mixed views about the entertainment available in Shifnal, with only 383 people – 1 in 3 respondents – saying that it is Good or Very Good. A number of people indicated that events were not well publicised. Many would like to see some bigger events held in the Village Hall, examples being meals, concerts, dances, amateur dramatic shows. Many would like to have more frequent cinema shows.

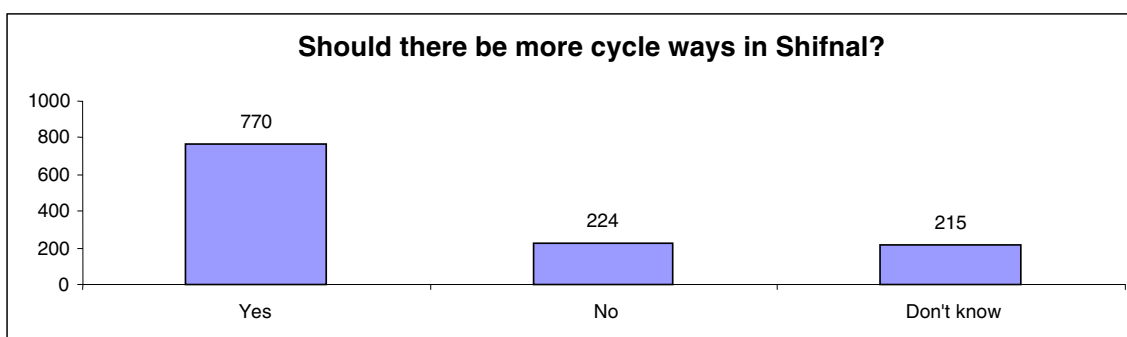
### Traffic, Transport and Pedestrian Safety

Questionnaire responses identified significant concerns about speeding traffic and pedestrian safety both in the town centre and around the schools. Well over 750 voted for 20mph zones in the town centre and around schools.



Community Speed Watch was a great success and may return. Over 300 people were in favour of the scheme, and over 400 wanted to see speed cameras put in place, whilst 765 people would like to see more flashing speed warning signs.

There is great concern and support for better traffic management in the town centre along with more pedestrian crossings. Almost 800 people would like to see more cycle ways, with safe parking places for cycles.





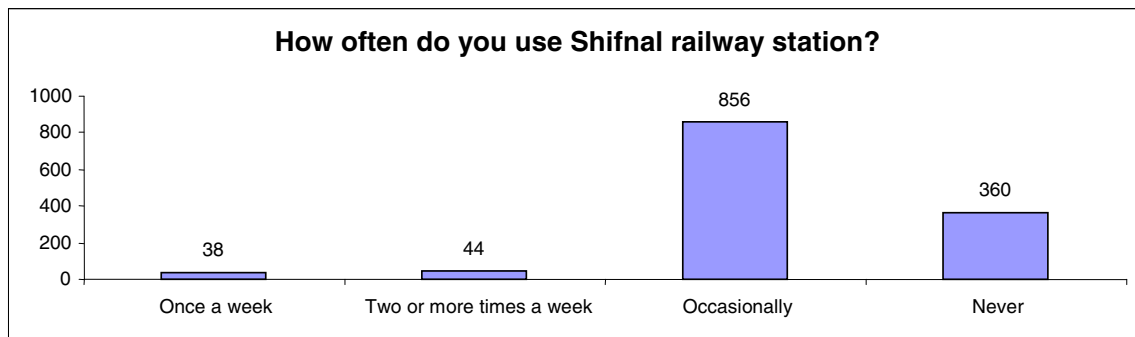


## SHIFNAL TOWN PLAN

Views were divided on car parking charges, with 617 people wishing to continue to pay a lump sum to Bridgnorth District Council, and 642 in favour of the first 2 hours free, and then pay.

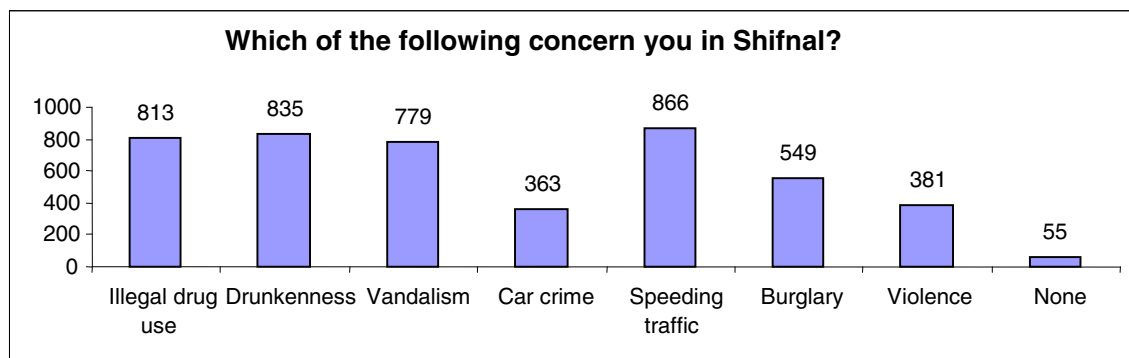
There was little support for the idea of a regular bus service to Priorslee Surgery and the larger supermarkets, and most people said that they would never use a subsidised community bus service.

Over 950 people said that they used trains, either occasionally or at least once a week. Following discussions between the train operators and Shifnal Crime Prevention Panel, new security cameras covering the car park, tunnel and platforms have been installed. The operators have confirmed that it is apparent, from the increased number of parked cars, that there are more people using the station in this safer environment.



## Crime and Crime Prevention

Anti-social behaviour is a source of great concern, with major issues being fairly equally divided between speeding traffic, drunkenness, illegal drug use, and vandalism. People who have experienced these types of crime said that drunkenness, speeding traffic, and vandalism came out on top of the list.



There is a strong desire for longer opening hours for Shifnal Police Station, with over 1250 people saying that they would like it open for 8 or more hours each day. In commenting on police coverage of the town, 133 people said it was good, 476 said adequate, and 549 said poor.

Nearly 1000 people were aware that Shifnal had a Neighbourhood Watch (in fact, there are 14 separate Neighbourhood Watch schemes in the town, plus a Rural Watch all working together along with the Shifnal Crime Prevention Panel to reduce crime).



# SHIFNAL TOWN PLAN

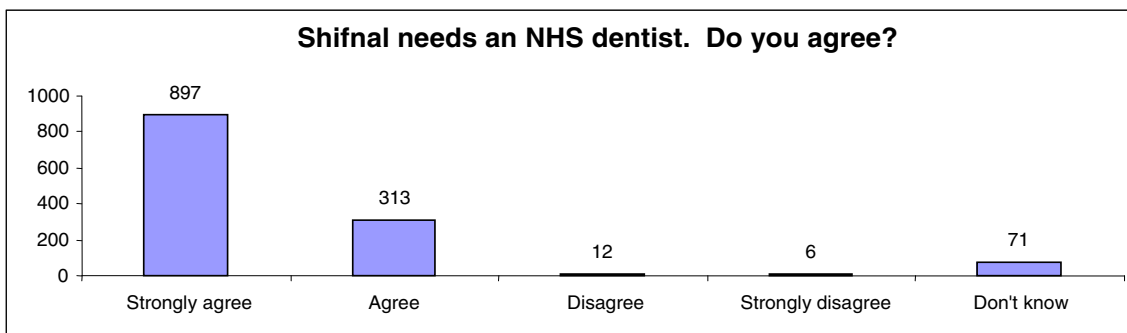
## Healthcare

More than 1000 people (82% of respondents) had seen a doctor in the last 12 months. The majority use the Shifnal and Priorslee practice, but 58 use the Albrighton practice and 79 the Sutton Hill practice.

Around 1200 respondents had problems in getting a doctor's appointment. One third considered the availability of appointments was inadequate and the telephone appointment system a failure. Nearly 300 people felt that availability of a doctor was the issue, whilst other comments mentioned difficulties caused by the triage system.

Most people would seem willing and able to use Priorslee surgery as well as Shifnal, and the majority would use Saturday or evening surgeries and would find such developments helpful.

The following chart indicates how many people would welcome an NHS dentist in Shifnal.



## Shopping

The large majority of respondents indicated that their main shopping was done in Telford, with top-up shopping in Shifnal. There was very little demand for a local delivery service, and little or no enthusiasm for having to pay for such a service.

Many people would support a local Farmers' Market on a monthly basis.

The post office received virtually unanimous support in respect of the threat of closure and is used frequently by a third of respondents and occasionally by the remainder.

## Environment

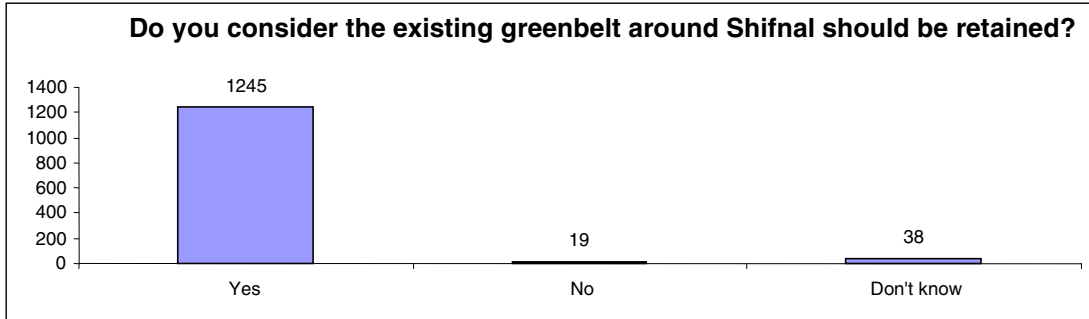
Many of you said that Shifnal should be made more attractive through placing more flower tubs and baskets in the town centre, as well as planting flowers and putting up more attractive signs on the approaches to the town. In particular, over 1000 respondents said that the railway arches should be smartened up. Litter and fly-tipping are seen as problems by most people.



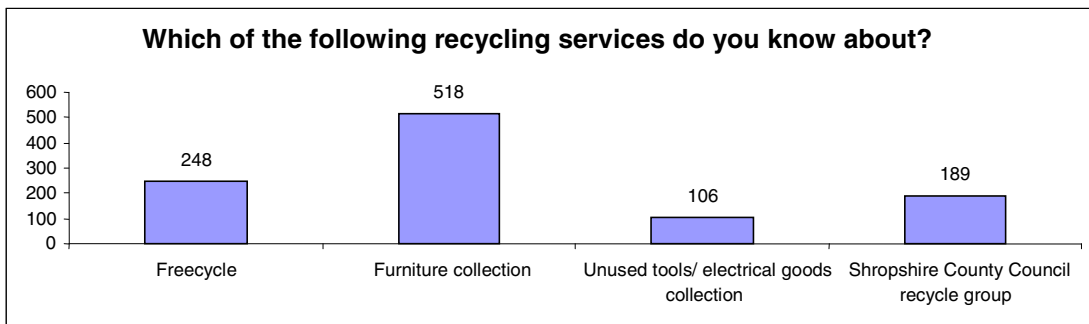


# SHIFNAL TOWN PLAN

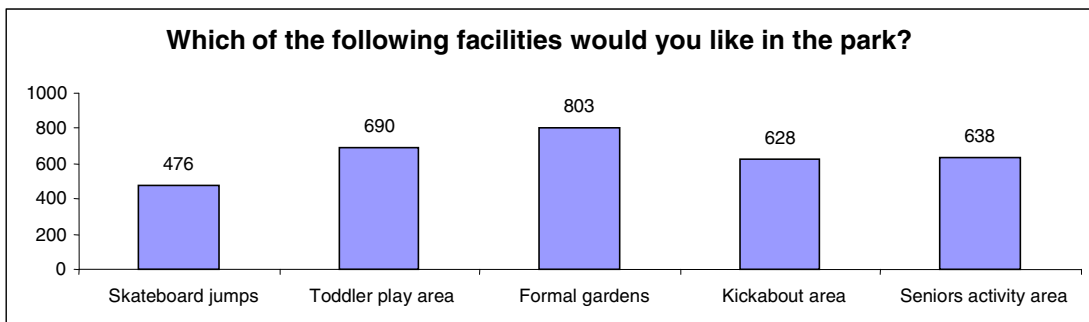
An overwhelming majority of respondents said that the existing Greenbelt around Shifnal should be kept.



Most respondents thought that more recycling facilities are needed, and would like to see the kerbside collection of plastic and cardboard. Additional recycling facilities in the town centre would be welcomed. There is a good awareness of the local furniture collection scheme, but fewer people knew about other recycling services such as Freecycle.



Over 1000 adult respondents said that they would use a new park, with a third of those expecting to use it once a week or more. However, the young people's forums were almost unanimous about the need for a new park. The provision of formal gardens, a toddler play area and a seniors' activity area were all strongly supported, as were facilities like a skateboard park and a kick-about area for young people.



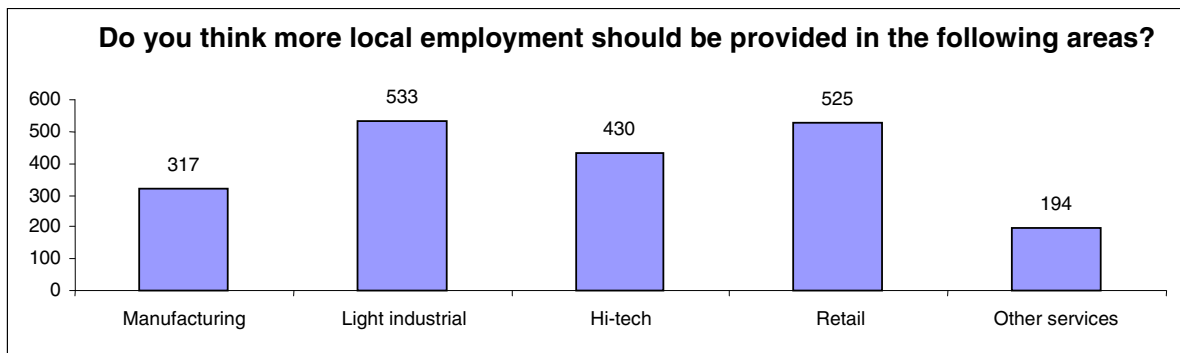
Nearly 900 people considered that more green spaces should be provided for wildlife.



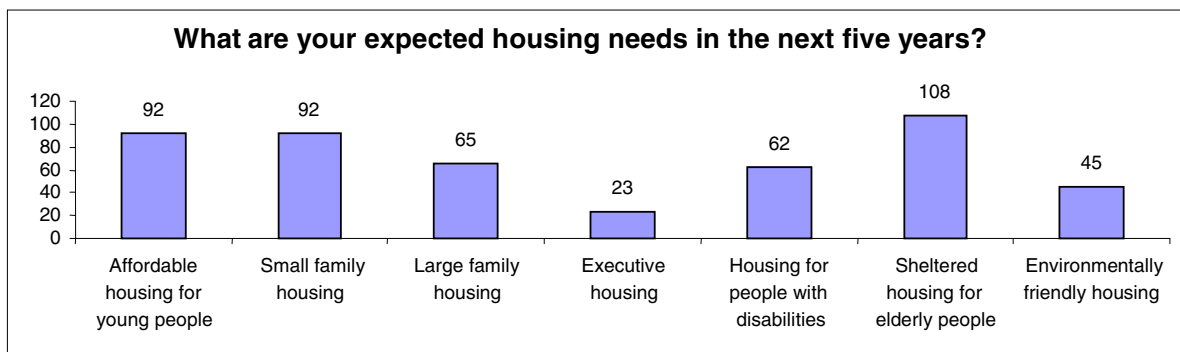
## Housing and Planning

Housing and planning are very emotive issues. On the one hand many people feel strongly about how Shifnal should develop. On the other, some have little faith that their opinions will affect the ultimate decisions taken by those in authority. Nearly 93 per cent of respondents felt that the conservation area should be retained, whilst an overwhelming 98 per cent thought future planning developments should take care to preserve the character and appearance of the town.

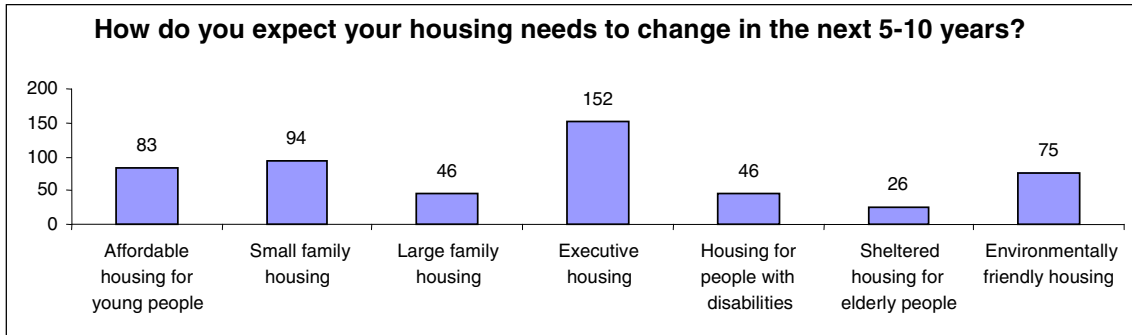
There was clear support for the creation of more local employment in light industrial, retail, hi-tech, manufacturing and other services although some of the comments mentioned the need to retain Shifnal's character.



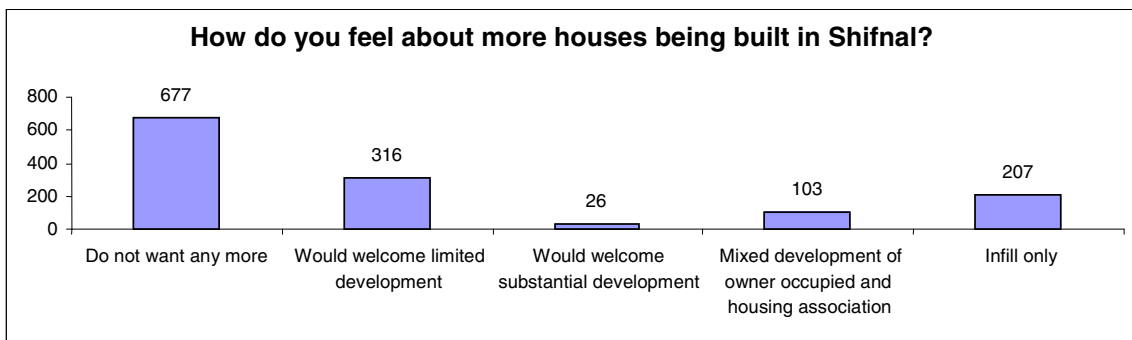
From one of the early consultations that took place at the Housing Fair in the summer of 2007, the message 'no more flats' resonated as an ongoing theme. The need for housing for families with three bedrooms or more and gardens was frequently mentioned. According to the 2001 census, Shifnal has a larger proportion of elderly people in the community than the national average. The need for sheltered housing for elderly people was the largest response when asked what housing needs may be in the next five years. Comments received made mention of smaller properties suitable for independent living.



Interestingly, when asked to predict housing needs over the next five to ten years, the responses changed quite markedly with a dramatic increase in requirements for executive housing.



When asked how they felt about more houses being built in Shifnal, 51 per cent said they did not want any more, 24 per cent would welcome limited development, and 16 per cent wanted infill only.



## Disability issues

Over 15% of the 1,358 responses to the disability enquiries had disabilities, and over a third of these experience difficulties in accessing services in Shifnal.

The most common complaints were about thoughtless car parking, lack of special disabled car parks, narrow pavements, badly repaired pavements and the need for more pedestrian crossings, particularly for one near the doctors' surgery.

Additional care homes, particularly bungalows, are needed in Shifnal as many infirm and older residents have had to move away.

## Youth Consultation

Discussion groups of young people of various ages from Idsall School were held over several days. The focus groups felt that the major environmental issue for Shifnal is the extent and type of housing development in the town itself. Key consequences are the loss of wildlife habitat, the loss of areas for young people to hang out, and that developments are too expensive to provide affordable housing for younger people.



# SHIFNAL TOWN PLAN

They also feel that although the parks provide for the needs of younger children, they do not have the facilities for teenagers. They commented that the school shuts early but its facilities are too expensive for them to use in any case: however, they were extremely supportive of the planned building of a swimming pool at Idsall.

Skateboarding facilities would be strongly welcomed, and they felt very positive about the planned youth centre/café underneath the railway arches.

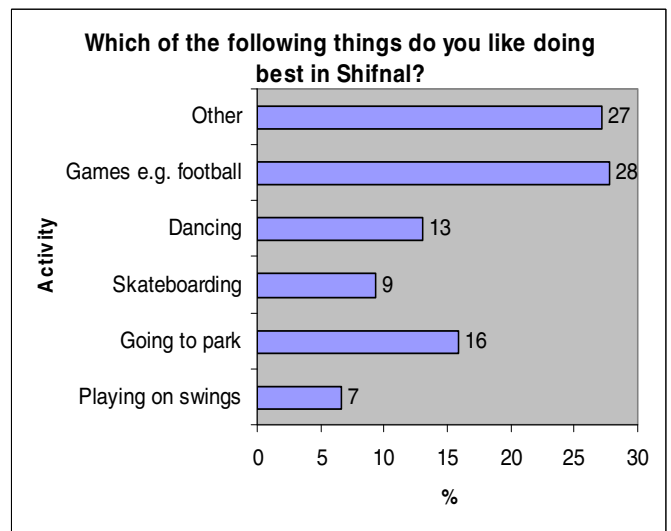
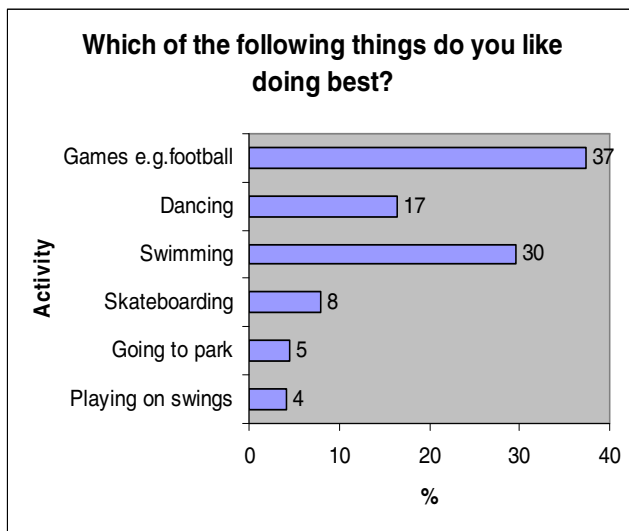
The young people felt that the Community Support Officers of West Mercia Police were doing a good job and particularly liked the way they took the time to get to know young people.

They felt that, apart from a Sunday, the transport facilities for Shifnal with both buses and a train service were very good. They would, however, value a transport card which offered all students reduced cost travel on either rail or bus. They felt that there was a significant need for better lighting on the approaches to the railway station.

Although there is some gang culture in Shifnal, there was felt to be little friction between groups. The evening of the Shifnal Carnival is seen as the main source of anti-social behaviour which they feel is caused by people from outside Shifnal.

## Primary Age Consultation

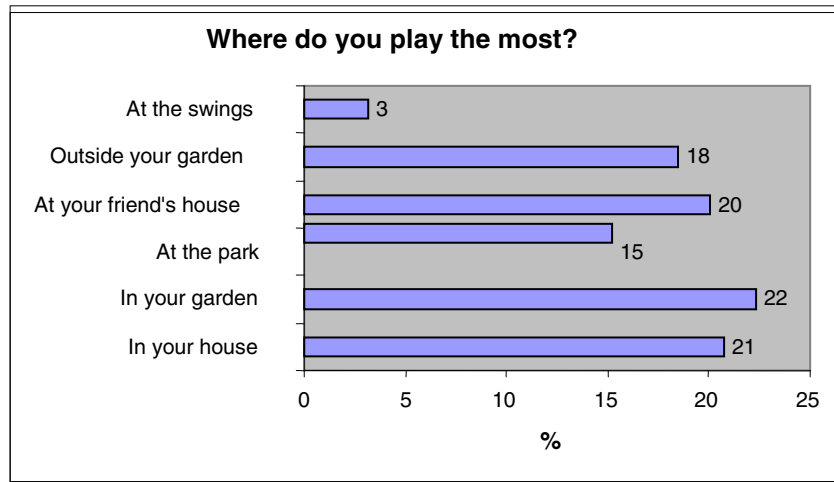
Over 300 youngsters aged between 6 and 11 from Shifnal Primary and St Andrew’s Schools participated in consultations using pod voting to indicate their preferences. Their choices for what they like doing best, both generally and restricted to Shifnal, can be seen below. (More than half of the category ‘Other’ was made up of Tennis, Gymnastics and Trampolining). Over half of the youngsters belonged to 2 or more clubs.



Most children felt safe riding their bicycle, and, when walking without an adult, felt least safe on quiet streets. Less than half played on the swings in Shifnal, and most were accompanied to the park and swings by an adult. The preferred places of play were as follows:



## SHIFNAL TOWN PLAN



When asked about a swimming pool, 80 per cent said that they would use one at least once a fortnight. However, asked if Shifnal were to get one new thing, the popular choice was a Cinema, just ahead of a Swimming Pool.

In response to the question 'Do you think Shifnal is clean and tidy?' over three quarters replied 'No'.

The youngsters from the primary schools also contributed pictures showing what they would like Shifnal to have in ten years' time, and some of these can be seen on the cover of this plan and elsewhere. Common themes revealed that they would like a swimming pool, cycle paths, pet shop, toy shop, skateboard area, park with roller coasters and so on, a cinema, and even a space centre!

### General Issues

Whilst there was good support for the benefits of having a leaflet detailing the facilities and services available to Shifnal residents, only a minority would be prepared to pay for it. Similarly, although a Shifnal Community Newsletter would be welcomed very strongly, on a quarterly basis, most people do not wish to see any addition to the Council Tax to pay for it.

Fewer than half of residents would use a Shifnal Community website regularly, and there was little support for the idea of a central place of social gatherings, information, children's and social services etc.

Although most people know that there will be a new Unitary Authority operating from Spring 2009, they do wish to know more about its operation, and also that of the Town Council.

### Volunteer Responses

There was an excellent response of almost 320 people who indicated that they would be prepared to assist with possible projects, and who have provided contact details.



## SHIFNAL TOWN PLAN

---

The areas of interest identified were:



Post Office 43  
Community Bus 7  
Already Volunteering 16  
Music, Art & Entertainment 63  
Walking Bus 12  
Mother & Baby 14  
Youth 24  
Senior Citizen 28  
Swimming Pool 29  
Environment 3  
Neighbourhood watch 39  
CCTV 13  
Carnival 26



### The Way Forward

The consultation activities have provided all of us with a much more informed view of those things which concern Shifnal residents, and identified things where people wish to see change and improvement. The associated Shifnal Town Action Plan has summarised areas and projects which are most strongly supported, but many will require commitment from people who can volunteer their time and expertise.

Some significant steps have already been taken as a result of the Town Plan process. Around 300 residents have volunteered to assist with a variety of community initiatives from the carnival to the swimming pool, and from helping with senior citizens' projects to mother and toddler groups. Their names and addresses have been given to local groups and hopefully many are now involved in Shifnal's community life, helping those who give voluntarily of their time to improve things for us all.

As it became clear that improvements to the railway station car park were wanted, links with Shropshire County Council and London Midland transport operator were made. As a result of these meetings, finance has been identified and it is hoped contractors will begin improving the station car park and its approaches.

Funding has been identified to update and print the town tourist brochure which will be disseminated to local tourist board outlets and around the town. An action group has been formed to address the issues related to traffic, transport and pedestrian safety and a teacher has been identified who would be interested in starting painting classes in Shifnal.

If you feel able to lead or take part in one of the many Shifnal Town Plan Action Groups which will be formed in the near future, please e-mail the website at [shifnaltownplan@googlemail.com](mailto:shifnaltownplan@googlemail.com) or drop a line to the Chairman, Shifnal Town Plan Steering Committee, c/o Shifnal Town Council, Shifnal Village Hall, Aston Street, Shifnal, TF11 8DW.

### Implementation, Monitoring and the Evaluation of Progress

Shifnal Town Council has adopted this Town Plan and has undertaken to oversee the implementation of the Action Plan. The Town Council will endeavour to encourage all those statutory, private and voluntary sector bodies identified in the plan as being instrumental in its delivery to work on those actions outlined and to continue to work in partnership for the benefit of the community.





# SHIFNAL TOWN PLAN

---

The Town Council has identified the Shifnal Town Clerk together with the Town Plan Steering Committee as the main points of contact and as the primary figures in monitoring the progress of the Action Plan. The progress of the Action Plan will be reviewed and monitored at Town Council meetings on a regular basis.

## Appendices

### Consultation Process

#### Beginnings

The possibility of a Town Plan for Shifnal was raised at the autumn Let's Talk meetings of both 2005 and 2006. A small group formed after the 2005 meeting to see if a Town Plan for Shifnal could be started. Informal soundings were taken of various stakeholders. A number of Parish Plan Network Events were attended and discussions took place with Shifnal Town Council. In May 2007, Shifnal Town Council confirmed its support for the Town Plan. Right from the start, it was the intention to consult as widely as possible with the overall aim of giving every Shifnal resident, from the very young to the very old, the opportunity to express their view on how Shifnal should develop over the next ten years.

#### 5 June 2007

An initial public meeting was called to establish if there was community support for a Town Plan for Shifnal. The meeting was addressed by the then Mayor of Shifnal, Cllr TD Jones, Caroline Oakes, Community Council of Shropshire and George Chancellor, originator of Little Wenlock's Parish Plan. Around 120 people were there, 73 questionnaires were returned, some representing the views of 2 people and 17 left their names and addresses on separate sheets. The questionnaire revealed that 100% of respondents thought it was very important or important that Shifnal should have a Town Plan. It also asked for the three most important areas the Town Plan should address helping to identify some of the core issues that concerned the community. Anyone wishing to be involved was asked to attend the next meeting.

#### 19 June 2007

A second public meeting took place for those interested in getting directly involved. Shifnal Town Plan Steering Committee (STPSC) was formed and relevant areas for working groups identified. Anyone interested in helping joined either the STPSC or a working group.

#### 10 July 2007

The first committee meeting of the Shifnal Town Plan Steering Committee took place. Various committee members undertook to start forming working groups and initiating the variety of consultations that would take place. From September 2007, committee meetings took place around once a month. The meeting on 11 December 2007 was addressed by Trevor Tarran, Director of Development Services at Bridgnorth District Council.

Eight working groups were formed which met regularly with the aim of identifying what issues were significant and what questions would be put in the Household Questionnaire. Ad hoc sub groups were formed as necessary to work on such matters as editing and printing.

#### 22 August 2007

The Town Plan had a stall and exhibition at the Housing Fair, Idsall School, August 2007 which explained the purpose of the Town Plan, how to get involved and requested completion of a questionnaire.



## SHIFNAL TOWN PLAN

---

### **4 September 2007**

The Town Plan had a table at the Let's Talk Meeting where the questionnaire from the Housing Fair was also distributed and additional volunteers collected.

### **Shifnal Town Plan Website [www.shrop.net/shifnaltownplan](http://www.shrop.net/shifnaltownplan)**

Early in the process, Shifnal Town Plan website was set up with a Google mail address box for contributions. Successive questionnaires were put on the site for people to print off and complete. Press releases were posted there, and subsequently the results of the Residents' Questionnaire.

### **Continuing Consultation Process**

Working Groups got together on numerous occasions and consulted widely to establish the issues of importance to the local community and the questions that would form the basis of the Residents' Questionnaire which was to go to every house in Shifnal. The Seniors Working Group consulted the Shifnal Medical Practice Manager and the General Manager of the NHS Primary Care Trust.

Publicity in the Shropshire Star alerted the public to the questionnaire and the Shoe Box Suggestion Scheme. Shoe boxes were placed around town allowing people to put in their completed questionnaires or simply drop in their own suggestions. The Shoe Box Suggestion Scheme ran in local shops from August 2007 until January 2008.

Wide consultation with most shop owners and school heads was done by David Dovaston on behalf of the Traffic, Transport and Pedestrian Working Group. Chris Serhan consulted the Live At Home Scheme and produced a detailed report. The working group planning for a Christmas Fair in December 2009 produced a questionnaire from their stall at the Shifnal Christmas Lights.

From 24 October until 10 November 2007, a Town Plan display was mounted in the Library with suggestion cards available for anyone to put down their ideas. The display explained what the Town Plan was, its aims, its working groups, how to get involved and how to put views forward.

Press releases were sent to the Shropshire Star and the Bridgnorth Journal. Radio Shropshire was involved. The local Magazine In and Around Shifnal did a feature and the Parish Magazine publicized events.

During February/March 2008, further consultation took place by Kate and Stephen Grafton in Katrina's asking customers what they thought of the local facilities available in Shifnal.

### **April 2008 - The Residents' Questionnaire**

The Residents' Questionnaire, based on all the consultation done to date, consisted of 90 questions seeking community views on the issues that had been identified. A Questionnaire was delivered to every household in Shifnal with space for two adults (18+) to complete their views. The views of the young people and children of Shifnal were sought through a major consultation exercise with the youth and a 'pod casting' day in the two primary schools. The closing date for submissions was 1 May 2008.

2888 Questionnaires were delivered. 850 were returned representing the views of 1312 of Shifnal's residents – an overwhelming response and indicative of the desire of the Shifnal community to be involved in its future. The information was collated



## SHIFNAL TOWN PLAN

---

and analysed by the Community Council of Shropshire, and quantitative and qualitative reports produced.

### **1 May 2008**

This proved an exciting day for all involved in the consultation with Shifnal's younger citizens. Using hand held voting pods which were connected to a computer with overhead display, the children of the two Primary Schools were able to cast their votes in a series of options designed to catch their views on how Shifnal should develop over the next ten years.

### **Youth Consultation**

Over a period of several days, discussions were held with groups of young people of various ages from Idsall School. These focus groups responded to a number of specific issues, raising many significant points in the course of the consultation which have formed part of the Plan.

### **22 July 2008**

An exhibition was mounted in Shifnal Village Hall to feed back to the public the results of the Household Questionnaire, the youth consultation and the pod-casting events.

The quantitative results of the Residents' Questionnaire were placed on the website and a hard copy went in to Shifnal Library.

### **5 December 2008**

A public drop-in session was organised to present the draft plan to the community, garner the comments and amend as appropriate before publishing. Particular focus was placed on the Action List and the opportunity taken to garner more volunteers.

### **18 March 2009**

A celebration was held at the Shifnal Village Hall to present the published document to the community.

## **Acknowledgements**

The Shifnal Town Plan has been supported throughout by Defra funding administered by The Community Council of Shropshire on behalf of the Shropshire Neighbourhood and Parish Plan Steering Group.

Funding was also provided by a £500 grant from Shifnal Town Council and £100 from Underhill, Langley and Wright Solicitors. The Bridgnorth District Council Regeneration Fund provided a grant of £412 towards Questionnaire expenses.

### **The Community Council of Shropshire:**

Caroline Oakes provided advice and guidance to the plan from the time when it was little more than a thought in a few minds. Particular thanks are due to Gemma Robinson, Community Regeneration Officer, without whose continuing support, hard work and enthusiasm this plan would never have come to fruition.

### **Shifnal Town Plan Steering Committee**

Philip Moore (Chairman); Jayne Owen; Bob Vincent; Shaun Western; Gary Clark; John Bridgman; Patrick Eyles ; Ian Harris; Fliss Annan; David Dovaston; Eira Moore; Robert Owen; Karen Roper; Keith Thompson



## SHIFNAL TOWN PLAN

---

### **Shifnal Town Plan Working Groups:**

**Town Today/Education and Culture:** Bob Vincent; Peter Clarke; John Brown; Marilyn Higson

**Planning and Housing:** Bob Vincent; Graham Podmore; Andy Wells

**Local Facilities:** Karen Roper; Peter Clarke; Stephen and Kate Grafton

**Environment/Recycling/Energy Conservation:** Bob Vincent; Gary Clark; John Bailey; Jonathan Pearce

**Youth:** Peter Clarke; Dave Thomas (UK Youth Parliament); Mrs Sheila Jukes (Head of PHSE Idsall School); Dawn Lewis (Corporate Young People's Development Worker for Shropshire County Council); Graham Carless (CSO West Mercia Police)

**Seniors:** Chris Serhan; Hilary Plant; Yvonne Hamp; Pat Pygott; June Alton; Jayne Owen; Malcolm Smith; Margaret Cheadle; Diane Heath

**Traffic, Public Transport and Car Parks:** Ann Clark; David Dovaston; Gerald Nickless; Robert Owen; Clive Pygott; Keith Thompson

**Christmas Fair:** Eira Moore; Wendy Crutchley; Karen Nicholls; John and Angela Horne

### **Advisors**

Cllr Les Jones has given unstintingly of his time and expertise; George Chancellor, Little Wenlock Parish Plan; Viv O'Connor, Community Regeneration Officer, Bridgnorth District Council; The Shifnal Society; Ben Walker, External Funding Officer, Bridgnorth District Council

### **Public Relations**

Fliss Annan has done a wonderful job keeping the Town Plan in the public eye through contact with all the local media outlets.

### **Web-site Manager**

Patrick Eyles

### **Schools**

Mr J Turnock, Mrs Richards, the staff and children of Shifnal Primary School

Mr A Marsh, Ms T Hammond and the staff and children of St Andrew's Primary School

Mr D Gibbons, Mrs S Jukes and the staff and students of Idsall School

With special thanks to the children whose drawings appear on the cover and elsewhere.

### **Shopkeepers**

The following shopkeepers of Shifnal have wholeheartedly supported the Plan and allowed the shoe box suggestion scheme to clutter up their counters and then the boxes for the return of the Residents' Questionnaires to take up even greater space. Their support made the Plan possible.

Stephen and Kate Grafton of Katrina's – special thanks are due to Kate and Stephen for their unstinting support of the Plan and acting as the Plan's link with the wider community.

Paul and Becky Henley of Barkers

Martin Stanton of Shifnal Home and Garden

John Thakeray of The Trading Post

Mark Layton and both Co-ops



## SHIFNAL TOWN PLAN

---

### **Volunteers Questionnaire Enveloping Day - 5 April 2008**

Cyril Dutton; Chris Serhan; Cllr Beryl Shelton; Linda Carsberg; Jayne Owen  
Robert Owen; Hilary Plant; Yvonne Hemp; Philip Moore; Shaun Western; Ian Harris;  
Gary Clark; John Bridgman; Margaret Bridgman; Fliss Annan; Dusty Dovaston; Avril  
Dovaston; Karen Roper; Pat Pygott; Clive Pygott; Keith Thompson; Patrick Eyles; Jo  
Bradley

### **Typing and Collation of Questionnaire and Plan**

Clive Pygott

### **Artwork, Design, Printing and Publishing**

Badger Print and Design of Sutton Maddock, Shifnal

### **Distribution of the Residents' Questionnaire**

Gary Evans and his team. Bob Vincent; John Bridgman; Gary Clark; Peter Clarke;  
Ian Harris; Shaun Western; David Curtis; Eira Moore

### **Catering**

Ann Clark and her team

### **Additional Assistance**

John Bailey; John Brown; David Curtis; Rachel Roland; Jeff Harris; PC Richard  
Wood; Peter Hurlstone; Annette Allen; The Staff of Shifnal Library and many  
voluntary Shifnal groups that exist in the town.

## **Consultation Documents**

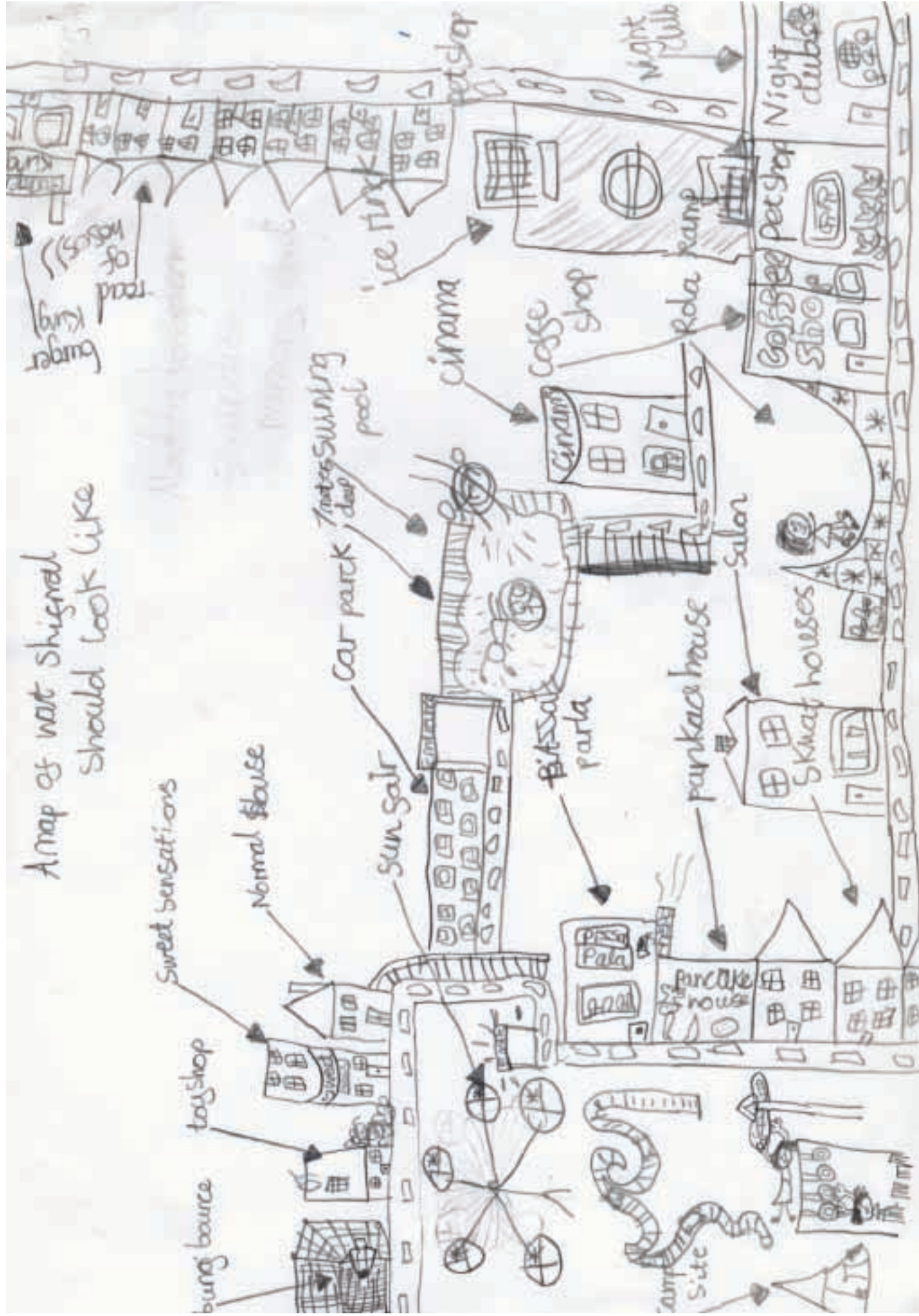
### **General**

Local Development Framework, Bridgnorth District Council  
Questionnaires from public meeting 5 June 2007  
A4 Sheet of general suggestion, P Henley, Barker's Newsagents  
Questionnaires from Housing Fair  
Results of consultation carried out by Kate and Stephen Grafton in Katrina's  
Quantitative Analysis from Residents' Questionnaire  
Qualitative Analysis from Residents' Questionnaire  
Quantitative Analysis Pod Casting, Shifnal Primary Schools  
Report on Youth Consultation, Peter Clarke  
Report on Consultation with Live at Home Scheme, Chris Serhan  
Report on Consultation with Shifnal Library re provision for the elderly, June Alton

### **Traffic, Transport and Pedestrian Safety**

"A Safer Town for All", report by David Dovaston and the Shifnal Town Plan  
Transport Working Group  
"Shifnal Railway Station: Access to Platforms", D Koring, Rail Officer, 4 January 2008  
Passenger Survey and revenue accrued, Arriva buses, 4 weeks ending 30 November  
2007  
Albrighton Flyer briefing paper by Hilary Plant  
Travel to School Data in respect of Shifnal Idsall, Shifnal Primary and St Andrew's  
Primary from Shropshire County Council  
Road Improvement Report, P G Hassall, Apr 08  
Safer Routes to School Scheme, Shifnal Primary  
School Travel Plan, Shifnal Primary, St Andrew's Primary, Idsall School

Amrap of wat Shigmal  
 should look like





# SHIFNAL TOWN PLAN

## Introduction

This Action Plan is derived from the areas of concern identified in the Shifnal Town Plan. It focuses upon those matters which have been raised by substantial numbers of people, and where it should be possible to take viable action. The importance of voluntary input can be seen throughout, and if things are to happen, it is up to us as residents of Shifnal to contribute our time and expertise.

The plan is broken down under a number of broad headings which pull together views expressed in the various feedbacks received during the consultation process. Although numbered for reference purposes, they are not ranked in any order of priority and the Timeframe column is indicative (eg short term is of the order 3-12 months; medium term 12-24 months and long term is 2+ years). As indicated in the section 'The Way Forward' in the Town Plan, action has already commenced on a number of the points which follow. The Action Plan should be seen as a living document and in no way exclusive to the points listed. Additional items will be added as appropriate when identified. Suggested additions/amendments are welcomed.

Some of the issues detailed in the action plan are either underway or in part exist: information on this is available through the Town Council and the Library Information Point. The delivery of items is dependent upon a number of factors some of which are uncertain such as funding, resources and the implementation of Shropshire Council (the new Unitary Authority). Reference to Shropshire Council represents both Shropshire County Council and its successor Unitary Authority.

## Interests, Culture and Leisure

	<b>Issue</b>	<b>Actions</b>	<b>Partners</b>	<b>Co-Ordinator</b>	<b>Timeframe</b>	<b>Resources</b>
1	Provision of more adult education classes	Form Action Group to investigate possibilities	Shropshire Council Identified art teacher TCAT Local schools Local Education Authority Workers Education Association Learning and Skills Council	Town Plan Action Group	Short term	Volunteer time
2	Knowing more about library services	Report findings back to appropriate agencies. Workshops, seminars, leaflets, town website links	Town Plan Action Group Shifnal Library Shropshire Council	Librarian	Short term	Library staff Volunteers



## SHIFNAL TOWN PLAN

3	Lack of knowledge of what a Unitary Authority means and provision of information on the division between its responsibilities and those of Shifnal Town Council	Report findings back to appropriate agencies. Disseminate information in accessible and manageable form e.g. public meetings, library, website	Shropshire Council Bridgnorth District Council Town Council Town Plan Action Group	As deemed appropriate by councillors	Short term	Council publications Councillors' time, Council Officers' time Volunteers
4	Improve communications in and about the town	Produce free quarterly Shifnal Community Newsletter Produce Shifnal Town Website Assess viability by forming an Action Group to seek funding and an editorial team	Town Council Shropshire Council Bridgnorth District Council Local community groups	Town Plan Action Group	Short term	'IT Funding for Towns' programme Volunteers Local Community Groups
5	Lack of swimming pool	Support Swimming Pool Committee in fundraising activity & in preparation of funding bids Report findings back to appropriate agencies	Swimming Pool Committee Town Council Community Funding Agencies	Swimming Pool Committee Chair	Medium term	Volunteer time
6	Lack of anywhere for young people to go in their spare time	Provide a youth centre or drop-in cafe	Town Council Existing youth groups in town Shropshire Council	Existing youth group or form Town Plan Action Group	Medium term	24 volunteers offered to assist with youth projects Youth Service Shropshire Council, Youth Service Bridgnorth District Council, Youth Task Group, Bridgnorth District Community Safety Partnership





## SHIFNAL TOWN PLAN

7	The need for a student travel card offering reduced cost travel	Create an Action Group to examine possibilities	Existing youth groups in town Shropshire Council Bridgnorth District Council Town Council	Existing youth group or form Town Plan Action Group	Short term	See above
8	Providing/supporting community events and attracting more visitors	Promotion of Carnival	Carnival Committee Town Council Local shopkeepers and traders Local Community	Chair of Carnival Committee	Ongoing	Volunteers
9	Providing/supporting community events and attracting more visitors	Promotion of Christmas Lights	Christmas Lights Committee Town Council Local shopkeepers and traders Local Community	Chair of Christmas Lights Committee	Ongoing	Town web site, Leaflets, Volunteer time
10	Providing/supporting community events and attracting more visitors	Production of Town Information Leaflet	Shifnal Society Town Council Bridgnorth District Council Shropshire County English Tourist Board	Chair of Shifnal Society	Short term	Bridgnorth District Council funding, Volunteer time
11	Establish a regular Farmers' Market	Build on exploratory work done to investigate viability of a suitable quality market, its frequency and location	Town Plan Action Group Town Council Bridgnorth District Council Regeneration Officer Local Farmers	Town Plan Action Group	Short term	Volunteers Action for Market Towns programme Regeneration Officer
12	Providing/supporting community events and attracting more visitors	Create local museum/visitor centre/tourist information centre	Town Council, Shropshire Council St Andrew's Archive Group	Town Council and Town Plan Action Group	Medium Term	Volunteers Councillors Town Council funding Shropshire Council funding Advantage West Midlands funding
13	Providing/supporting community events and attracting more visitors	Establish an annual arts and entertainment week	To be advised	To be advised	To be advised	Volunteers Funding to be applied for
14	Providing/supporting community events and attracting more visitors	Establish a Christmas Fair	Merry Makers Committee Town Council Christmas Lights Committee	Merry Makers Committee	Short term	Volunteers Funding to be applied for



## SHIFNAL TOWN PLAN

### Traffic, Transport and Pedestrian Safety

	<b>Issue</b>	<b>Action</b>	<b>Partners</b>	<b>Co-Ordinator</b>	<b>Timeframe</b>	<b>Resources</b>
<b>15</b>	Speeding traffic, and traffic calming measures	Seek to implement : <ul style="list-style-type: none"> <li>• advance warnings of speed limits</li> <li>• flashing speed warnings</li> <li>• 20 mph speed zones</li> <li>• speed cameras</li> <li>• community speed watch</li> </ul>	Town Council Bridgnorth District Council Shropshire Council Local Constabulary Community Safety Camera Partnership Safer Roads Partnership Bridgnorth District Community Safety Partnership	Town Plan Action Group	Medium Term	Volunteers Local Strategic Partnership
<b>16</b>	Safety of schoolchildren	Extend the walking bus scheme	Primary Schools Walking Bus Co-ordinators Town Plan Action Group	Walking Bus Co-ordinators	Ongoing	Volunteers Local Strategic Partnership
<b>17</b>	Pedestrian and mobility safety issues	Investigate & improve: <ul style="list-style-type: none"> <li>• better access to buses</li> <li>• additional pedestrian crossings</li> <li>• more cycle ways</li> <li>• cycle parking</li> </ul>	Arriva Bus Company Shropshire Council Town Council Help the Aged Bridgnorth District Community Safety Partnership	Town Plan Action Group	To Be Decided	Volunteers Local Strategic Partnership
<b>18</b>	Better traffic management in town centre	Develop plan to improve traffic flow and pedestrian safety , particularly encompassing Bradford Street junction	Highways agency, Shropshire Council	Town Plan Action Group	Medium Term	Volunteers Local Strategic Partnership
<b>19</b>	Car parking and parking charges	Review existing situation. Identify and establish improved parking arrangements, and preferred charging regime	Local Chamber of Trade, Town Council, Shropshire Council, Train Company	Town Plan Action Group	Medium Term	Volunteers Local Strategic Partnership



## SHIFNAL TOWN PLAN

### Crime and Crime Prevention

Issue	Action	Partners	Co-Ordinator	Timeframe	Resources
Police Coverage of the Town. Police Station opening times	To look at better coverage and to get a more detailed opening times	West Mercia Police West Mercia Police Authority Bridgnorth District Community Safety Partnership Neighbourhood Watch Rural Watch Town Council Shropshire Council Shifnal Crime Prevention Panel	Town Plan Action Group or Shifnal Crime Prevention Panel	Short term	Police and Council time Bridgnorth District Community Safety Partnership Shifnal Crime Prevention Panel Volunteers time
Tackling crime issues	To look at all aspects of crime and anti-social behaviour	West Mercia Police Shropshire Council Town Council Licensing authority Local Education Neighbourhood Watch Rural Watch Bridgnorth District Community Safety Partnership Shifnal Crime Prevention Panel	Town Plan Action Group or Shifnal Crime Prevention Panel	On-Going	Police and Council time Bridgnorth District Community Safety Partnership Shifnal Crime Prevention Panel Volunteers time

20

21





## SHIFNAL TOWN PLAN

### Health, Wellbeing and Disability Issues

Issue	Action	Partners	Co-Ordinator	Timeframe	Resources
22	Difficulties in getting a doctor's appointment	Reasons for difficulties identified in questionnaire to be shared with Shifnal and Priorslee Surgery and solutions sought	Town Plan Action Group Shifnal and Priorslee Practice Manager Shropshire County PCT	Town Plan Action Group	Short term Practice Manager Volunteers
23	Provision of Saturday and evening surgeries	Alert Shifnal and Priorslee Surgery to the requirement for these as identified in the Household Questionnaire	Town Plan Action Group Shifnal and Priorslee Practice Manager Shropshire County PCT	Town Plan Action Group	Short term Practice Manager Volunteers
24	Provision of an NHS dentist in Shifnal	Discussions with local dentist and PCT to establish possibilities	Town Plan Action Group Shifnal and Priorslee Practice Manager Shropshire County PCT	Town Plan Action Group	Short term Practice Manager Volunteers
25	Location of new surgery and co-location of health and social services	Discussions with local surgery and PCT to establish community input	Town Plan Action Group Shifnal and Priorslee Practice Manager Shropshire County PCT	Town Plan Action Group	Short term Practice Manager Volunteers
26	Collating and communicating the availability of the many and various services for citizens in Shifnal	Provision of a booklet detailing services for citizens in Shifnal	Town Plan Action Group Social Services Live At Home Scheme Local PCT Shifnal and Priorslee Practice	Town Plan Action Group	Short term Practice Manager Volunteers Funding to be sought
27	Difficulties experienced by disabled people in accessing public transport and services in Shifnal	Action group to identify issues of highest priority and address where possible	Town Plan Action Group Social Services Live At Home Scheme Local PCT Shifnal & Priorslee Practice Highways departments Bus, train & taxi services Other action groups	Town Plan Action Group	Ongoing Practice Manager Councils PCT Transport operators Volunteers



## SHIFNAL TOWN PLAN

### Environment

Issue	Action	Partners	Co-Ordinator	Timeframe	Resources
28 Make town centre more attractive	Increase number of flower tubs and baskets	Town Council Bridgnorth District Council Shropshire Council	Town Plan Action Group	Short term	Action for Market Towns and Better Welcome Programmes Councils Volunteers Funding
29 Unattractive railway arches	Smarten up railway arches and find alternative uses for them. Seek support from Advantage West Midlands on funding for alternative use and capital moneys to develop and make attractive for community use.	Association of Community Rail Partnerships Town Council Bridgnorth District Council Shropshire Council	Town Plan Action Group	Medium Term	Existing arches re-design project Action for Market Towns and Better Welcome Programmes Councils Volunteers Funding
30 Make town approaches more attractive	Plant more flowers. Install more attractive signs.	Town Council Shropshire Council Bridgnorth District Council	Town Plan Action Group	Medium Term	Action for Market Towns and Better Welcome Programmes Councils Volunteers Funding
31 Litter, fly-tipping and untidiness (including dog-fouling)	Install more/better signs and more litter bins in 'hot-spots'. Fine and name offenders. Create more litter collection days. Create Action Group to carry out remedial tidying and to develop a suitable and sustainable campaign and raise public awareness and minimise future problems.	Town Council Shropshire Council Bridgnorth District Council Schools' Councils	Town Plan Action Group	Ongoing	As above



## SHIFNAL TOWN PLAN

<b>32</b>	Poor recycling facilities	Improve kerbside collection. Increase awareness of recycling arrangements.	Bridgnorth District Council Town Council Shropshire Council Recycling organisations	Town Plan Action Group	Ongoing	As above
<b>33</b>	New park and provision/protection of wildlife habitat	Locate and agree on site, design and plan park	Town Council, Shropshire Council Bridgnorth District Council	Town Plan Action Group	Medium Term	Councils Volunteers Funding Planning Aid
<b>34</b>	Preservation of Greenbelt around Shifnal	Ensure that the Greenbelt is retained	Shifnal Society Town Council Bridgnorth District Council Shropshire Council	Shifnal Society	On-going	Councils Shifnal Society





## SHIFNAL TOWN PLAN

### Housing and Planning

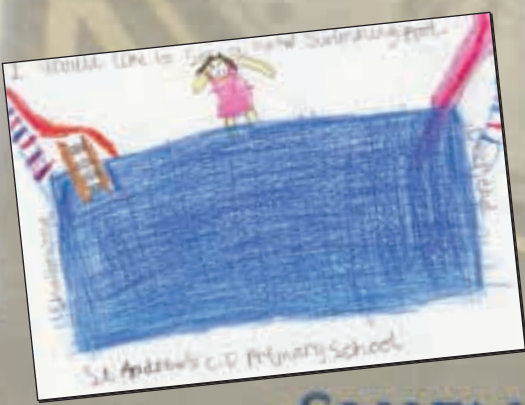
Issue	Action	Partners	Co-Ordinator	Timeframe	Resources
Retention of Shifnal's conservation area and preservation of its character as a small market town	Influence local planning authorities. Promote good town planning and oppose unsuitable development of the town.	Town Council Bridgnorth District Council Shropshire Council Shifnal Society	Shifnal Society Town Plan Action Group	ongoing	Support from Councillors Planning Committee Volunteers Planning Aid
Improve character and appearance of town	Draw up vision document and explore opportunities for funding through Town Plan bidding process	Shifnal Society Town Council Shropshire Council	Shifnal Society Town Plan Action Group	Medium Term	Advantage West Midlands Action for market Towns programme Councils Volunteers
Influence housing development plans based on local needs and current available and needed accommodation stock	Outcome of town plan survey shared with relevant planning departments	Shifnal Society Town Council Bridgnorth District Council Shropshire Council	Shifnal Society Town Plan Action Group	ongoing	Advantage West Midlands Action for market Towns programme Councils Volunteers
Review of shop usage with particular reference to balancing number and popularity of cooked food retail outlets with need to have mix of other retail provision	Outcome of town plan survey shared with relevant planning departments	Town Council Planning departments Chamber of Trade	Town Plan Action Group	ongoing	Rural Regeneration Zone programme Advantage West Midlands Action for market Towns programme Councils Volunteers

35

36

37

38



# SHIFNAL TOWN PLAN