



Place Plan for Shifnal & surrounding area

2015/2016

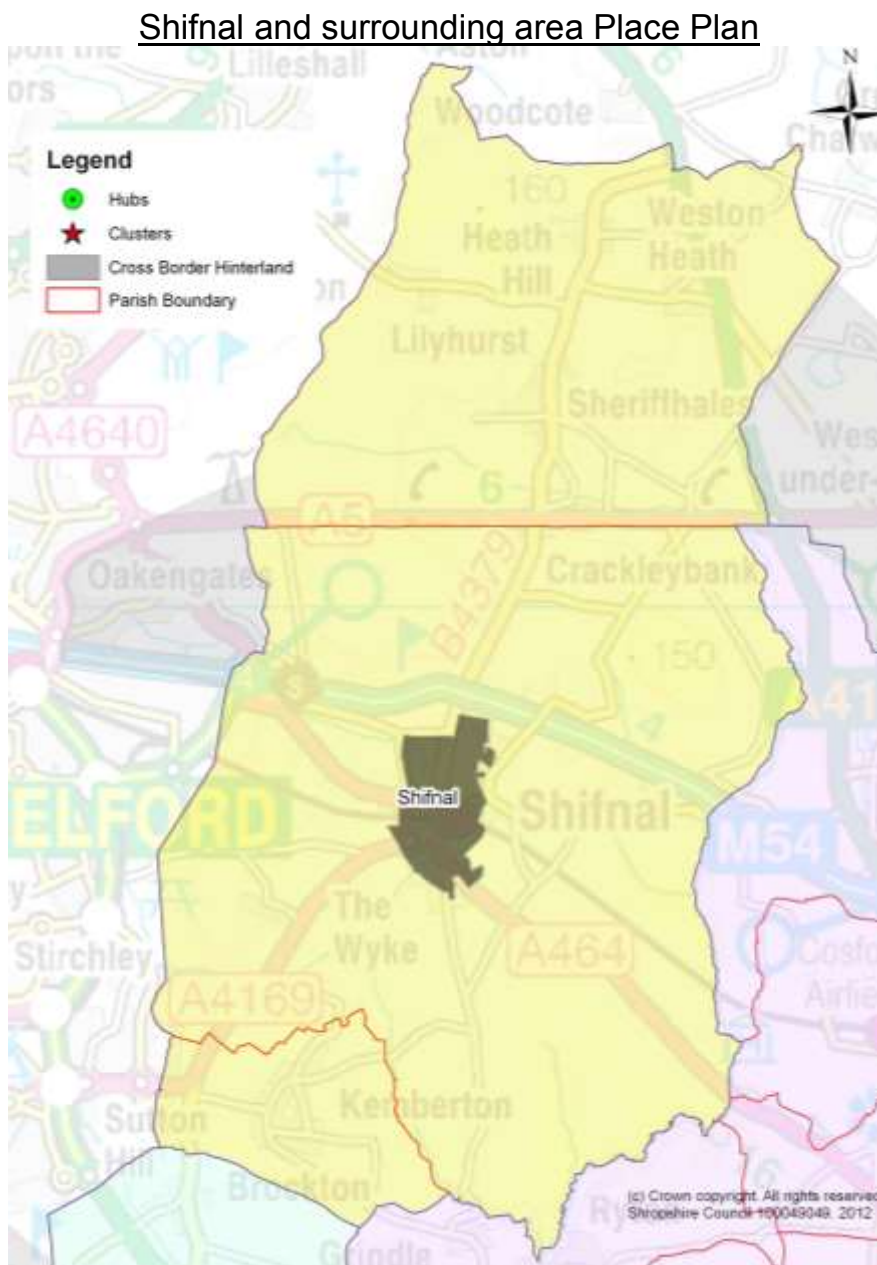
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1. INTRODUCTION

1.1 What is this document?

- 1.1.1 This document is the *Shifnal and surrounding area Place Plan*. It summarises and prioritises the local infrastructure needs which are required to support the sustainable development of the area; and identifies the wider investment needs to assist delivery of the community's vision and aspirations.
- 1.1.2 The area covered within this plan is identified within the Figure below.



1.2 What are Place Plans?

- 1.2.1 The Place Plans are aimed at ensuring the delivery of sustainable places in Shropshire. They recognise that sustainability is based on many different factors and that what is needed to make and maintain a sustainable community in one place may differ in another. As such, the Place Plans list the priorities, needs and aspirations on a place by place basis for each of Shropshire's communities.

- 1.2.2 There are 18 Place Plans in Shropshire. Each Place Plan is based around one of Shropshire's 18 main towns and its wider hinterland, which comprises Community Hubs, Community Clusters and rural parishes within the surrounding countryside (Rural Hinterland).
- 1.2.3 The Place Plans are 'live' documents that are informed by an 'annual conversation' with Town and Parish Councils, infrastructure and service providers. As such, the Place Plans provide an up to date record of infrastructure and investment needs within an area and those priorities which should assist in providing a focus for delivery in the year ahead.

1.3 How are the Place Plans used?

- 1.3.1 The Place Plans provide an important evidence base to:
- **Support delivery of Shropshire's Local Plan**- *ensuring new development is supported by the necessary infrastructure, including identifying requirements for development contributions.*
 - **Assist in informing planning decisions**- *forming a material consideration for planning applications.*
 - **Coordinate actions and inform difficult decisions**- *where future resources should be targeted, by Shropshire Council and partner organisations.*
 - **Inform local partnership working** – *ensuring an agreed set of local priorities.*
 - **Assist with external funding bids**- *providing evidence of local investment needs and priorities*
 - **Provide transparency to local communities**- *identifying where local investment is being targeted.*

1.4 How are the Place Plans structured?

- 1.4.1 Each Place Plan consist of five key sections, these are:

1. Introduction

The role of Place Plans and the communities covered within the Development Priorities.

2. Community led planning within the Place Plan area

Summary of the community vision and priorities within the Place Plan area identified through community led plans and wider consultation work with the local community.

3. Development and associated infrastructure requirements

Summary of the development plan for the area, as identified in Shropshire's Local Plan and the associated infrastructure needs and priorities required to ensure this growth is sustainable, including a plan of how these may be delivered.

4. Wider investment priorities within the Place Plan area

Summary of the identified investment needs and priorities required to support the wider sustainability of communities within the Place Plan area.

5. Place Plan Profile

Summary of key data for the Place Plan area, to provide background context to the locality and assist in informing future decision making on infrastructure and investment priorities. This is provided in Appendix B.

1.5 Place Plan links to planning and locality commissioning

Planning

- 1.5.1 The Place Plans form part of Shropshire's Local Plan, outlining the infrastructure requirements which are needed to support the level and location of development, as outlined in Shropshire's adopted Core Strategy and the Site Allocations and Management of Development (SAMDev) Plan.
- 1.5.2 As Shropshire's Local Plan seeks to link new development to the provision of local community benefits, many of the policies within the Core Strategy and SAMDev Plan refer to the need to consider the local aspirations set out within the Place Plans. As such, the Place Plans are an important material consideration for planning applications.
- 1.5.3 In addition, the Place Plans provide the framework for the targeted use of developer contributions, including design, S106 and CIL. In particular, the infrastructure priorities identified within the Place Plans informs the content of the CIL Regulation 123 List, which sets out those infrastructure needs which will be delivered through the use of CIL.

Please Note: The CIL Regulation 123 List is updated annually, and infrastructure not included within this list, can still benefit from CIL funds in the future.

Locality Commissioning

- 1.5.4 Shropshire Council is committed to locality commissioning whereby there is a strong focus on working with local communities to find out what is important to them and ensuring local services are targeted appropriately. The Place Plans are central to Shropshire's locality commissioning approach, as they provide the local evidence base of investment needs and priorities.

1.6 Supporting Shropshire's economic growth and the strategic priorities of the Marches LEP

- 1.6.1 The Marches Local Enterprise Partnership includes a number of priorities to drive strategic economic growth in Shropshire. The Place Plans help to support delivery of the LEP's economic growth priorities which are:

Supporting Business - We will create an exceptional business support environment for aspiring growth businesses through access to finance and incentives to innovate. We will promote the Marches as a business investment location

Physical Infrastructure - We will provide a compelling business investment offer with a progressive planning framework and infrastructure fit for tomorrow's business needs. This priority will include supporting the environment.

Skills Investment - We will support employers to develop themselves and their workforce and to provide employment opportunities for young people.

Low Carbon Economy - We will drive the transition to a high value, low carbon economy, maximising the opportunity in new technologies, reducing environmental costs to business and recognising our environment as an economic asset.

Social Inclusion - We will support socially excluded and marginalised groups by removing barriers to their participation in activities that will improve their economic well-being.

- 1.6.2 The needs at a local level for fostering enterprise, business start-up, business competitiveness and expansion, investor development, inward investment, key account management and high growth business sector development is supported through a package of free business support, a wide range of financial incentives and the provision of economic infrastructure such as business parks, industrial estates and small and medium sized work-shops and incubator office space. Information is available from Shropshire Council's Business and Enterprise Team.

Assisted Area status

- 1.6.3 Shifnal is within an Assisted Area. Assisted areas are places where the government can offer additional financial support to businesses under EU state aid rules, known as regional aid. Assisted Areas is a state aid that can be used to support the economic development of certain disadvantaged areas within the EU. Increased levels of regional investment aid may be granted to small and medium sized enterprises located within the disadvantaged areas. The current Assisted Areas map and geography came into effect on 1 July 2014 and will remain until 31 December 2020.

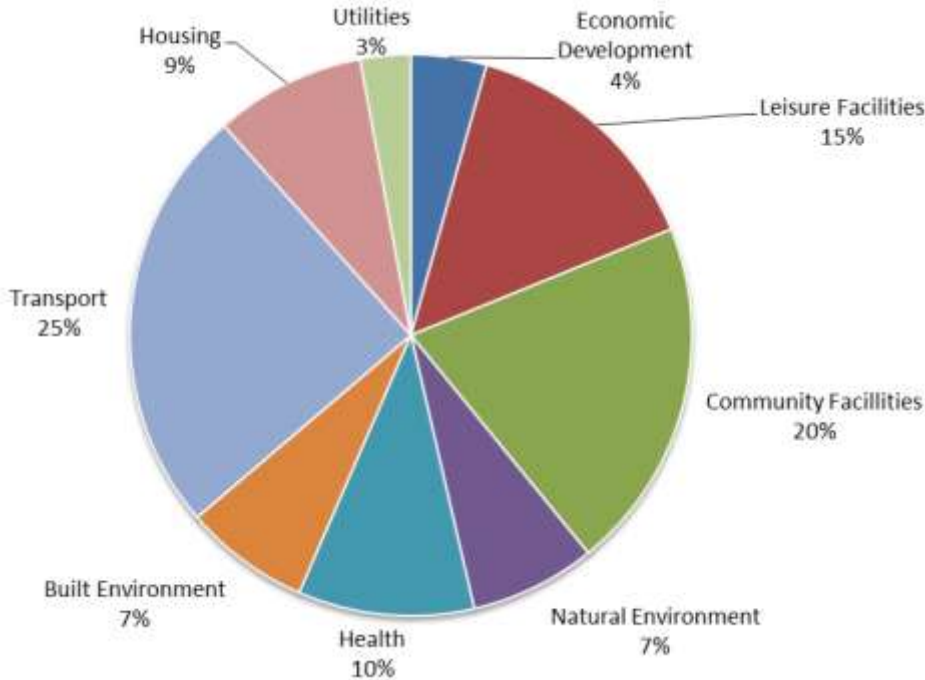
2. COMMUNITY LED PLANNING IN SHIFNAL AREA

2.1 Shifnal Place Plan Area

- 2.1.1 A number of community led plans have been developed for local communities within the Shifnal Place Plan area. These provide a key source of information when considering infrastructure and investment needs within an area and as such are an important basis for the Place Plans.
- 2.1.2 Appendix A provides detailed information on the community’s needs and priorities identified through the various community led plans; Local Joint Committees; and other community consultations that have occurred within the Place Plan area.
- 2.1.3 However, to provide a broad understanding of the areas of interest, the below overview summarises those community priorities and key areas of interest set out in detail in Appendix A. This summary has been split between:
 - Shifnal Town; and
 - Surrounding Area (including Hubs, Clusters and rural parishes).

2.2 Summary of community priorities within Shifnal Town

Summary of community priorities - by type, identified through community consultation in Shifnal (as identified in Appendix A).



2.2.1 The above summary can be broken down into the following key headlines:

Economy and tourism

- Parking charges.
- Provision of retail facilities, including farmers market and retention of the post office.
- Review shop usage with view to balancing number of cooked food outlets with other retail provision.
- Affordable housing (under £100k).
- An arts trail to attract tourism.
- Visitor centre/tourist information centre.

Your Health

- Healthcare provision, including the need for extended surgery hours and the provision of an NHS dentist.
- There is a need for a new medical centre for the town.
- There is a need for a nursing home, as there are currently none in Shifnal.
- Extra care provision for the elderly.
- Doctors kept central.
- New surgery.

Community Crime and Safety

- Improve communications in and around the town.
- Crime and community safety including Police coverage in the town.

Environment

- Open space provision, including a new park.
- Preservation of Green Belt around Shifnal and retention of Conservation Area with preservation of its character.
- Enhancing civic pride- improve the appearance of the town e.g. street cleaning and make the town centre and approaches more attractive.
- Litter and fly-tipping.
- Pedestrianisation.
- Water ways maintained to accept water from all new building in surrounding area as well as Shifnal.
- Drainage/flood provision.
- Solve magistrates court.
- Improve kerbside recycling collections.

Children and Young people

- Community events, including community clubs and activities.
- Facilities for young people, including youth centre.
- Community swimming pool.
- Walking and rambling activities.
- Sports activities.

Education

- Learning and training opportunities.
- Improve building structure of Idsall school.
- Adult learning and development opportunities - more adult education classes.
- Reduced travel costs to young people.
- Development of a walking bus.

Culture, Sport and Leisure

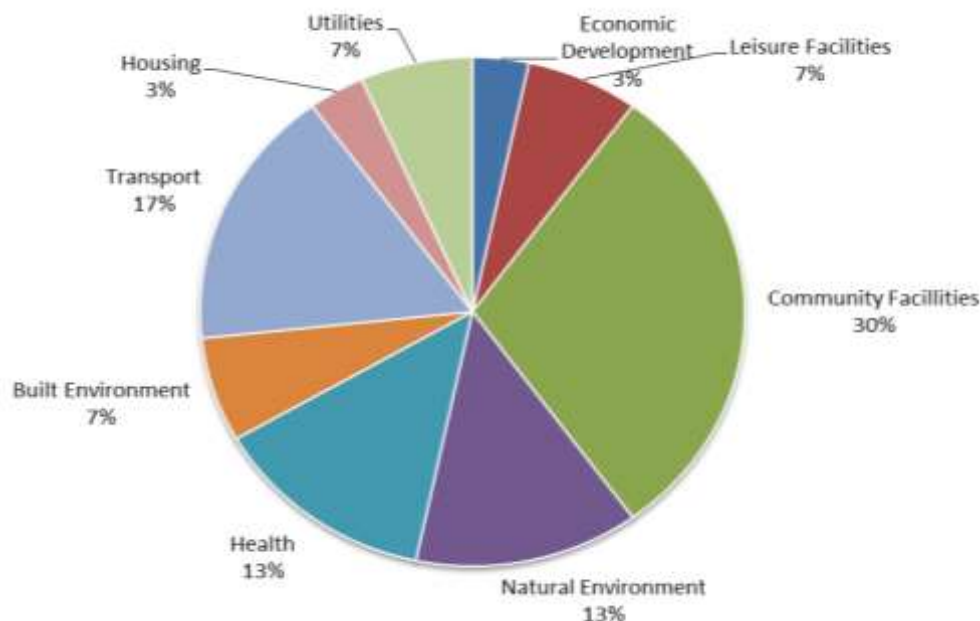
- Community events, including community clubs and activities.
- Community swimming pool.
- Walking and rambling activities.
- Sports activities.
- Refit Curriers lane play area.

Infrastructure

- Pedestrian safety, including school children.
- Speed reduction (including speed bumps on key roads into Shifnal) and traffic management (particularly in the town centre).
- Housing needs, including affordable housing (especially for the elderly and families).
- Public transport provision, particularly in rural areas.
- Parking provision – re-consider parking charges e.g. 4hrs+.
- Crossing and white zigzag by Barn Road/ Curriers Lane.
- Park as part of any development.

Summary of community priorities within the surrounding area

Summary of community priorities - by type, identified through community consultation in Shifnal's surrounding area (as identified in Appendix A).



2.2.2 The above summary can be broken down into the following key headlines:

Transport

- Public transport.
- Off-street car parking.

Economy and tourism

- Housing and affordable housing including the need for starter homes and also sheltered and private smaller homes for the elderly.
- Increased employment opportunities.
- Provision of village shop as a community facility
- Providing and supporting community events and attracting more visitors
- Establish a regular farmers market.
- Traffic management for events

Culture, Sport & Leisure

- Indoor sports facilities.
- Outdoor play areas.

Health and well-being

- Access to medical facilities, including the re-opening of the operating theatre at Bridgnorth Hospital.
- Community car scheme.
- Review the needs of people with disabilities.

Environment

- Footpath and byway improvements.
- Recycling provision.
- Manage flooding, sewage and knotweed in the river.
- Dog fouling, Streetscene and litter – Keep Britain Tidy scheme.
- Improve green space.
- Improved street lighting.
- Highway repairs and potholes
- Improvements to the Parish Hall.
- Parish Church improvements
- Electricity supply and water supply problems

Communication

- Improved communications including noticeboards in village
- Recognition of councillors

Community Crime and Safety

- Improved police coverage and opening hours of station
- Police and Community Safety
- Road safety and traffic speed, particularly on the B4379.

Education

- Demand for adult learning (computer skills)

DEVELOPMENT AND ASSOCIATED INFRASTRUCTURE REQUIREMENTS

2.3 Vision to guide development in the Shifnal Place Plan Area

2.3.1 Shropshire’s Core Strategy (March 2011) sets out the strategic vision and objectives to guide development and growth for the period 2006-2026. This includes a vision for *Shifnal (Policy CS3)* and the surrounding *Hubs, Clusters (Policy CS4)* and *Rural Hinterland (Policy CS5)*, as follows:

SHIFNAL TOWN (Core Strategy Policy CS3)

Shifnal will have development to meet local needs, respecting its location in the Green Belt. Some of the development to meet the needs of returning military personnel will be accommodated in Shifnal, if required.

COMMUNITY HUBS (Core Strategy Policy CS4)

Community Hubs will have development that helps to rebalance rural communities by providing facilities, economic development or housing for local needs that is of a scale appropriate to the settlement.

COMMUNITY CLUSTERS (Core Strategy Policy CS4)

Community Clusters are comprised of two or more smaller settlements, where the combined settlements offer a range of services contributing to a sustainable community. Community Clusters will have development that helps to rebalance rural communities by providing facilities, economic development or housing for local needs that is of a scale appropriate to the settlement.

RURAL HINTERLAND (CORE STRATEGY POLICY CS5)

New development will be strictly controlled in accordance with national planning policies protecting the countryside and Green Belt. Subject to further controls over development that apply to the Green Belt, development proposals on appropriate sites which maintain and enhance countryside vitality and character will be permitted where they improve the sustainability of rural communities by bringing local economic and community benefits.

2.3.2 Within the Shifnal Place Plan area, there are currently no Community Hubs or Clusters. Therefore all remaining settlements within the Place Plan area form part of the Rural Hinterland.

2.3.3 Detailed proposals to deliver the strategic vision within the Core Strategy are contained within the Site Allocations and Management of Development (SAMDev) document which together with the Core Strategy forms Shropshire’s Local Plan for 2006-2026. The SAMDev Plan sets out the following detailed development policies for the Shifnal Place Plan area:

Settlement	Housing guideline	Employment guideline	Allocations
Market Town			
Shifnal	1,250 dwellings	5 hectares	<ul style="list-style-type: none"> Land south of Aston Road (115 dwellings) Land between Lawton Road and Stanton Road (100 dwellings) Land north of Wolverhampton Road (250 dwellings) Land between Lawton Road and Lamledge Lane (2 ha) Land at J.N. Bentley Ltd off Lamledge Lane (2 ha) <p>In addition to the SAMDev Plan allocations there are a</p>

			number of large applications permitted in the town: Land at Haughton Road – 400 dwellings Land at Coppice Green – 200 dwellings Land at Uplands – 68 dwellings
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2.4 Associated Infrastructure Requirements

2.4.1 To ensure new development is sustainable, it is important that it is supported by the necessary infrastructure.

3.2.2 The below table details the infrastructure requirements which have been identified as needed to support the level and location of development for the Shifnal Place Plan, as set out above. These infrastructure requirements have been identified through:

- Annual Place Plan ‘conversation’ with Town and Parish Councils and Shropshire Council elected Members
- Annual Place Plan ‘conversation’ with local infrastructure and service providers.
- Discussions with stakeholders regarding specific development sites

2.4.3 Whilst it is important that the Place Plan sets out all known infrastructure requirements, it is vital that these are prioritised in order to provide a focus for delivery. Core Strategy Policy CS9 (Infrastructure Contributions) provides the framework for prioritising infrastructure requirements, as follows:

- 1. Critical Infrastructure:** the essentials without which development cannot take place, such as utilities, water management and safe access.
- 2. Priority Infrastructure:** that which has been identified by the community as a particular priority at that point in time.
- 3. Key Infrastructure:** all other infrastructure not included in the previous two categories.

2.4.4 The below table also sets out the recommended mechanism for delivery, taking into account the roles and responsibilities of delivery partners and the regulations governing the use of different funding streams, including developer contributions.

2.4.5 However, whilst the Place Plan provide a framework for delivery, enabling the coordination of resources around an agreed set of priorities, it is important to recognise that not all the infrastructure items listed below may be deliverable at a particular point in time.

2.4.6 For infrastructure items to be delivered through the use of CIL funding (in full or part), it would usually be identified within the annual CIL Regulation 123 List.

Shifnal Town – Development related infrastructure requirements

Infrastructure Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
SHIFNAL TOWN AND PARISH							
HOUSING AND COHESIVE, SUSTAINABLE COMMUNITIES							
Affordable housing provision	PRIORITY	Shropshire Council, Homes and Communities Agency, Registered Providers	Ongoing	N/A	N/A	Section 106	Within Shropshire, it is the Council's aspiration that all developments contribute to a sustainable mix of dwelling types, sizes and tenures. This will be either through on-site provision or payment of a sum to be used for provision of affordable housing. The Parish Council has also identified this as a priority.
ECONOMIC INVESTMENT AND OPPORTUNITY							
Facilitation of ICT/broadband technologies	KEY	Shropshire Council, Private sector delivery partner, Town and Parish Councils, Commercial infrastructure providers		Initially £16.4 million. £8.2million secured from BDUK. £8.2 million secured from Shropshire Council.		CIL (Local)	The Connecting Shropshire aims to provide a minimum of 2 Mbps to all of Shropshire and as much superfast broadband as possible. The project will deliver to those communities that are not going to get either basic broadband or superfast broadband under the private sector rollout.
Investment is required for infrastructure works to serve employment allocations	KEY	Shropshire Council, Developers					Infrastructure works required for: <ul style="list-style-type: none"> • Land between Lawton Road and Lamledge Lane for B1 and B2 (2ha) • Land at JN Bentley Ltd, off Lamledge Lane for B1, B2,B8 (2ha) • Lamledge Lane industrial estate and renovation programme
SOCIAL AND COMMUNITY INFRASTRUCTURE							
Review of primary school places to ensure sufficient provision	CRITICAL	Shropshire Council	2016-2026	£1.8 million (£300,000 academic year 2017/18;) (£300,000	LA Capital Programme	CIL (Local)	An updated assessment of the effect on primary school places locally has been made based on proposed levels of development with delivery spread evenly over the remaining Plan period. This currently

Infrastructure Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
				2018/19.) The remaining cost of further school place provision will be incurred during the balance of the plan period from 2019 to 2026).			indicates that consideration will need to be given to the statutory provision of extra primary school places during this time span. Total requirement to 2026 based on current anticipated year-on-year housing yield, but dependent upon developers' actual timescales: 1no. classbase academic year 2017/18; 1no. 2018/19. Further school place provision will need to be made during the balance of the plan period from 2019 to 2026.
Review of secondary school places to ensure sufficient provision.	PRIORITY	Shropshire Council	N/A	N/A	N/A	N/A	An updated assessment of the effect on secondary school places locally has been made based on proposed levels of development with delivery spread evenly over the remaining Plan period. Whilst this indicates that additional pressure will be placed on the school's current capacity, it is anticipated that the additional in-area children will displace a historic out-of-area trend on the school roll. Thus, it is considered that, longer-term, additional places will not be required, however, shorter-term provision may need to be made whilst out-of-area children make their way through the school.
Replacement GP surgery	CRITICAL	GPs, CCG, LAT, Third party developers			Developers, GPs, NHS England, Shifnal TC	CIL (Local)	Identified community priority. Identified as highest community priority due to urgent issues with the existing facility. The Town Council is to negotiate with the developers to gift the land for a surgery, to the Town
Community Hub	PRIORITY	Shifnal Town Council, Shropshire Council, Library				Neighbourhood Fund, CIL (Local)	Identified community priority - to include swimming pool, town council accommodation, police presence, youth facilities, meeting rooms, small offices. The Playing Pitch Strategy has identified a long term ambition for football provision at the site. Preference is for a more central site such as the Library/Old Police Station area.

Infrastructure Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
On-site open space provision and maintenance to meet site design requirements and standards.	PRIORITY	Developers, Shropshire Council	Dependent on development	N/A		On-site design, Section 106	On-site design standards are identified within the Open Space Interim Planning Guidance (IPG) (Jan 2012) and Policy MD2 of the SAMDev Plan (not yet adopted).

Infrastructure Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
Provision and maintenance of facilities and equipment for sport, recreation and leisure. This includes but is not limited to: <ul style="list-style-type: none"> • Outdoor sports facilities. • Recreational facilities for children. • Allotments. 	PRIORITY	Shropshire Council, Town and Parish Councils	Dependent on development	N/A	Sport England, Fields in Trust	Neighbourhood Fund, CIL (Local)	<p>The provision of parks and open spaces for use by the public has been identified as a particular priority by Shifnal Town Council. In particular, a centrally located park has been identified as a local priority.</p> <p>Shifnal Town Council has identified the need for a MUGA, which could be incorporated as part of a new development proposal but located in an area away from the development.</p> <p>Shifnal Town Council has identified a need for a strategic direction for delivery of services and facilities to young people needs to be formulated in conjunction with the Town Council, Youth and community groups.</p> <p>The Playing Pitch Strategy has identified that Shifnal should have a minimum of 1 multi-pitch site providing for competition and training, with good quality on-site changing and toilet provision, appropriate for, and accessible to, all user types. Improvement to quantity, quality and accessibility of pitches.</p> <p>The Playing Pitch Strategy has identified a number of multi pitch sites.</p> <p>The Playing Pitch Strategy has identified Wheatfield Recreation Ground as a single pitch site with community use where investment to improve quality is needed. Investment should also improve accessibility and where necessary, quantity.</p> <p>The Indoor Facilities Strategy has identified the need for Idsall School to have a refurbished sports hall with indoor nets for cricket.</p> <p>STFC should be more integrated into the community.</p>

Infrastructure Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
ENVIRONMENT AND CLIMATE CHANGE							
Sewerage network capacity	CRITICAL	Developers, Severn Trent Water	Dependent on development		Developers	N/A	There is a lot of planned development to the East of Shifnal. Although on a site by site basis there should not be any major capacity problems, the cumulative impact flows from all the sites could severely affect the capacity of the system. Hydraulic modelling is therefore required for all planned sites in combination (rather than site by site) so the true extent of any impact can be ascertained. The system is built up of fairly small diameter sewers. Flows gravitate south through Shifnal to a 225mm diameter pumped rising main, which pumps to the treatment works. This will have to be assessed for the extra flows to ascertain any detrimental impact.
Investigate and enhance outfall arrangements at Silvermere Pool	PRIORITY	Shropshire Council, Shifnal Flood Partnership Group	Ongoing	£100,000	Shropshire Council Flood Defence Grant in Aid Developer contribution	Section 106 CIL (Local)	The outlet which drains the mere is not functioning correctly. The blocked outlet, whilst not increasing flood risk to residential property due to the overflow culvert, has resulted in raised water levels. Investigation and, if necessary, construction of a solution is ongoing.
Production of Operational Flood Response Plan	PRIORITY	Shropshire Council, Environment Agency, Severn Trent Water	Ongoing	£10,000		Section 106	In accordance with the Local Flood Risk Management Strategy the operational flood response plans, produced from condition surveys of the land drainage systems, will flag who is responsible for the maintenance of the systems which serve communities. The aim is to promote community awareness of these drainage systems such that communities can be more resilient.
Flood warning provision- installation of additional flood gauges	PRIORITY	Shropshire Council, Environment Agency	Ongoing	£1,000 per dwelling	Environment Agency funding	CIL (Local)	

Infrastructure Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
Feasibility study into channel widening on the Wesley Brook to assess any environmental impacts and engineering constraints	PRIORITY	Shropshire Council		£15,000		CIL (Local)	Identified in the Shifnal Surface Water Management Plan.
Undertake further investigation into flow route and volumes of surface water from the north (mapped surface water route way down Newport Road). Assess extent of the issue and resultant need to put in place mitigation measures.	PRIORITY	Shropshire Council				CIL (Local)	Identified in the Shifnal Surface Water Management Plan.
Shifnal primary electricity substation reinforcement	CRITICAL	Western Power Distribution	2010 - 2015		Western Power Distribution Capital Funding Programme		Upgrading 2 x 5MVA transformers with 7.5/15MVA units
TRANSPORT AND ACCESSIBILITY							
Junction capacity, sustainability and safety improvements, where necessary, to facilitate specific development sites	CRITICAL	Shropshire Council				Section 106	To be informed by the Shifnal Transport Model which is currently underway. Wide public consultation necessary.
Local highway improvements, including speed and safety, public realm enhancements and sustainable travel	PRIORITY	Shropshire Council				CIL (Local)	To be informed by the Shifnal Transport Model, which is currently underway. Wide public consultation on traffic implications of development undertaken in 2014.

Rural Hinterland – Development related infrastructure requirements

Infrastructure	Level of	Delivery	Timing of	Potential	Potential Funding	Notes
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Requirement	Priority	Partner(s)	Delivery	Cost / Funds Secured	Wider Sources	Developer Contributions	
KEMBERTON PARISH							
HOUSING AND COHESIVE, SUSTAINABLE COMMUNITIES							
ECONOMIC INVESTMENT AND OPPORTUNITY							
Facilitation of ICT/broadband technologies	KEY	Shropshire Council, Private sector delivery partner, Town and Parish Councils, Commercial Infrastructure Providers		Initially £16.4 million. £8.2million secured from BDUK. £8.2 million secured from Shropshire Council.		CIL (Local)	The Connecting Shropshire aims to provide a minimum of 2 Mbps to all of Shropshire and as much superfast broadband as possible. The project will deliver to those communities that are not going to get either basic broadband or superfast broadband under the private sector rollout.
SOCIAL AND COMMUNITY INFRASTRUCTURE							
On-site open space provision and maintenance to meet site design requirements and standards.	PRIORITY	Developers, Shropshire Council	Dependent on development	N/A		On-site design, Section 106	See Place Plans for details of identified deficiencies and opportunities.
Provision and maintenance of facilities and equipment for sport, recreation and leisure. This includes but is not limited to: <ul style="list-style-type: none"> • Outdoor sports facilities. • Recreational facilities for children. • Allotments. 	PRIORITY	Shropshire Council, Town and Parish Councils	Dependent on development	N/A	Sport England, Fields in Trust	Neighbourhood Fund, CIL (Local)	To meet identified needs.
ENVIRONMENT AND CLIMATE CHANGE							
TRANSPORT AND ACCESSIBILITY							

Infrastructure Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
SHERIFFHALES PARISH							
HOUSING AND COHESIVE, SUSTAINABLE COMMUNITIES							
ECONOMIC INVESTMENT AND OPPORTUNITY							
Facilitation of ICT/broadband technologies	KEY	Shropshire Council, Private sector delivery partner, Town and Parish Councils, Commercial Infrastructure Providers		Initially £16.4 million. £8.2million secured from BDUK. £8.2 million secured from Shropshire Council.		CIL (Local)	The Connecting Shropshire aims to provide a minimum of 2 Mbps to all of Shropshire and as much superfast broadband as possible. The project will deliver to those communities that are not going to get either basic broadband or superfast broadband under the private sector rollout.
SOCIAL AND COMMUNITY INFRASTRUCTURE							
On-site open space provision and maintenance to meet site design requirements and standards.	PRIORITY	Developers, Shropshire Council	Dependent on development	N/A		On-site design, Section 106	See Place Plans for details of identified deficiencies and opportunities.
Provision and maintenance of facilities and equipment for sport, recreation and leisure. This includes but is not limited to: <ul style="list-style-type: none"> • Outdoor sports facilities. • Recreational facilities for children. • Allotments. 	PRIORITY	Shropshire Council, Town and Parish Councils	Dependent on development	N/A	Sport England, Fields in Trust	Neighbourhood Fund, CIL (Local)	To meet identified needs.
Develop new children's play facilities to keep a playing field for the village	KEY	Sheriffhales Parish Council, Shropshire				Neighbourhood Fund, CIL (Local)	The Parish Council has identified the need for provision of children's play equipment in the Kettlemore Lane, Larkrise Fields and Shaw

Infrastructure Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
		Council					Croft area, danger signs warning that children are playing also need to be erected The Parish Council are also keen to keep the playing field facility for the village..
ENVIRONMENT AND CLIMATE CHANGE							
TRANSPORT AND ACCESSIBILITY							
Local highway improvements, including speed and safety, public realm enhancements and sustainable travel	PRIORITY	Shropshire Council, Highways Agency, Sheriffhales Parish Council				CIL (Local)	The Parish Council has identified the need to create a footpath along the B4379 from the centre of the village to Marsh Lane. This is in addition to plans to create a continuous footpath adjoining the B4379 by Wisteria Cottage garden and improvements to the footpaths on the Pinfold to make road crossings safer. The Parish Council has also identified the need for speed traps, a pedestrian crossing and traffic calming.

3. WIDER INVESTMENT PRIORITIES IN SHIFNAL PLACE PLAN AREA

- 3.1.1 In addition to the infrastructure considered vital for the achievement of the vision for Shifnal and consequently the Shropshire Development Strategy, there is also a significant range of wider investment priorities that have been identified for Shifnal, which would support the wider sustainability of the communities within the Place Plan area.

3.1.2 The table below sets out these investment priorities which would support the wider sustainability of the communities within the Place Plan area.

Shifnal Town – Wider investment priorities

Infrastructure Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
SHIFNAL TOWN AND PARISH							
HOUSING AND COHESIVE, SUSTAINABLE COMMUNITIES							
Housing for vulnerable people	PRIORITY	Shropshire Council, Homes and Communities Agency, Registered Providers, Specialist Care Providers, Voluntary Sector, local communities, schools and colleges, West Mercia Police	Ongoing	Varies from scheme to scheme	Homes and Communities Agency, Shropshire Council capital programme		Includes provision to support sustainable independent living for vulnerable people including: <ul style="list-style-type: none"> • sustainable living at home • access to work • education and training and community inclusion Integrated preventative service provision with a <i>pathway</i> approach to access and retain accommodation. Target groups include: older people, young people, people with learning disabilities, mental health needs, people at risk of homelessness or domestic violence, gypsies and travellers, offenders, substance misusers etc.
Improving and adapting existing housing- includes regeneration	KEY	Shropshire Council, Shropshire Towns and Rural Housing, Registered Providers, Home owners, Keep Shropshire	2011-2015	Scheme dependent*	Private sector funding		Includes: <ul style="list-style-type: none"> • Energy efficiency to reduce carbon emissions and tackle fuel poverty; • Upgrading social housing to meet the Decent Homes standard; and • Adaptations to meet changing needs, including disabled facilities grants. Shropshire Council works with the Shropshire branch of the National Landlord's Association to encourage improvements to privately

Infrastructure Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
		Warm, Developers, Shropshire Home Improvement Agency, Schools, Sure Start Children's Centres					rented housing focusing on issues such as fuel efficiency, tenancy agreements, local housing allowance, invisible ink security marking, condensation problems and legislation. The 'Decent Homes' standard has been met on all ST&RH managed Council housing stock. The Disabled Facilities Grant for aids and adaptations is available to a maximum of £30,000 for each application based on means testing following an assessment process.
Aids and adaptations for social housing tenants	PRIORITY	Shropshire Council Shropshire Towns and Rural Housing	Ongoing		Shropshire Council		Shropshire Towns and Rural Housing manage the Council's housing stock and the procedures for aids and adaptations of Council properties. Procedures are in place for applications by tenants for minor and major adaptation requirements.
Bringing empty homes back into use- includes affordable housing provision	PRIORITY	Shropshire Council, Registered Providers, Property Owners, local communities, voluntary sector agencies, schools and colleges	2015-2017	Scheme dependent	Empty Homes: New Homes Bonus	Section 106	During the period of 2010-2013 the figures for empty homes returned to use through Shropshire Council involvement across the County were: 2010/11 – 65; Year 2 2011/12 – 94; 2012/13 – 74. £250,000 funding in 2015/16. A new Empty Homes Strategy covering the period 2014-17 has been adopted covering all of Shropshire. Empty homes action zones have been designated in Market Drayton and Oswestry.
Extra Care Housing	PRIORITY	Shropshire Council, Registered Providers, Care Providers, Voluntary	2015-2018	Scheme dependent	Developer led.		Locations to be determined. To include Market Town and Rural Area provision. Funding proposals being developed. Extra Care Housing provision targeted towards older people, especially frail older people, with planned provision for respite facilities and housing for people with

Infrastructure Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
		Sector, Local Communities					disabilities.
Council tenants and community involvement	KEY	Shropshire Council, Citizens Advice Bureau		c£9,000			The Council's Landlord Services department have identified current key areas of deprivation, anti social behaviour and worklessness within this area and are proactively looking at tenants at sign up. The Council is working closely with tenants within these areas to help with financial inclusion, budget monitoring and to reduce anti social behaviour.
Provision of Residential and Nursing Care Facilities	PRIORITY	Developers, Shropshire Council, Shifnal Town Council, Commercial providers			Developer led		Shifnal Town Council has identified that a Market Town the size of Shifnal should have good quality residential and nursing care for the elderly. The provision of vital services to the ageing population of Shifnal should be included as part of the overall strategy for Shifnal.
ECONOMIC INVESTMENT AND OPPORTUNITY							
Business social development/responsibility	KEY	Shifnal Town Council, local businesses, Shropshire Council			Business led, community led		Shifnal Town Council has identified that where large businesses/organisations locate in the Shifnal area; there is a need to begin early dialogue with the local community to ensure businesses are engaged in the development of the local community through their social development/responsibility funds.
Opportunities for employment in the childcare sector	KEY	Shropshire Council, Businesses					Shropshire Council's Extended Schools Team has identified opportunities for employment in the childcare sector. Additional need has been recognised, including in relation to service families. Potential of childminding as small business opportunity.
Marketing of Shifnal	KEY	Shifnal Business Forum				Neighbourhood Fund	Implementation of the Tourism Strategy. There is a need for effective marketing to build the tourism & visitor economy as well as the industrial and commercial employment sectors.

Infrastructure Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
Station Improvement Scheme	KEY	Network Rail					
SOCIAL AND COMMUNITY INFRASTRUCTURE							
Review of Children's Centre services	PRIORITY	Shropshire Council	Dependent upon developers' timescales	Dependent upon extent and location of development	Private sector financed	CIL (Local)	<p>A children's centre is defined by law as a place or group of places:</p> <ul style="list-style-type: none"> • Managed by, or on behalf of, an English local authority, with a view to securing that early childhood services are made available in an integrated manner through which early childhood services are made available – either by provision of services on site, or by the provision of advice and assistance in gaining access to services elsewhere • At which (some) activities for young children are provided on site. <p>Children's Centre services are delivered throughout Shropshire. Residential development creates the following impact on children's centres:</p> <ul style="list-style-type: none"> • A higher volume of parents and carers accessing provision in what tend to be relatively small spaces, resulting in the potential of further investment required to increase space. • Where the children's centre services are delivered in part of an existing school building, increasing demand for school places can result in conversion of this space back into a Primary School. <p>Facilities must therefore be reviewed and sufficient provision made available to support expected development.</p> <p>Within Shifnal there are two Children's Centres as part of the existing schools. Both under pressure for the creation of new school places.</p>
Quarterly newsletter	KEY	Town Council	Ongoing			Neighbourhood Fund	Identified community priority. Free quarterly newsletter for the local community.
NHS Dentist	PRIORITY	NHS England					The Town Council has identified a need for

Infrastructure Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
							NHS Dentist as a key priority.
Provision of Community Swimming pool	KEY	Shifnal Town Council, Shropshire Council, Developers				Neighbourhood Fund	The Town Council has identified a need for a community swimming pool in the town.
Improve shopping & visitor experience	KEY	Shifnal Town Council Shifnal Business Forum					Identified local priority. Implementation of the Tourism Strategy.
CCTV expansion	KEY	Shifnal Town Council, Shifnal Crime Prevention Panel				Neighbourhood Fund / CIL Local	Identified local priority.
ENVIRONMENT AND CLIMATE CHANGE							
Urban Landscape Character Assessment	PRIORITY	Shropshire Council	Aspirational	c£2,000		Neighbourhood Fund	Undertake an Urban Landscape Character Assessment of Shifnal.
Survey of important views in and out of Shifnal	PRIORITY	Shropshire Council, Shifnal Local History Group	Ongoing			Neighbourhood Fund	Fundamental/important town views in and out to be surveyed. Introduce accessible public areas such as walkways, promenades, seating facilities.
Production of list of Locally Important Buildings.	KEY	Shropshire Council, Shifnal Town Council, Civic Society, English Heritage	Ongoing			Neighbourhood Fund	Local Listing Initiatives supported by English Heritage. Undertake public consultation exercise to create list of 'Buildings of Local Architectural or Historic Interest' (non-statutory list) List would identify local heritage assets that are valued by local community but not statutorily listed that would be afforded some degree of protection in the planning system. Involves survey work, preparation of report to Cabinet, publication of list, promotion of list
Shifnal Conservation Area	KEY	Shropshire Council,				Neighbourhood Fund	Priority for preparation of a Conservation Area Management Plan.

Infrastructure Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
		Shifnal Town Council					
Shropshire Community Archaeological Fund	KEY	Shropshire Council, Shifnal Town Council				Neighbourhood Fund	Opportunity for the development of a fund in support of targeted community-led archaeology projects.
Streetscene improvements	KEY	Shropshire Council, Shifnal Town Council		Ongoing	Shropshire Council	Neighbourhood Fund	Survey to establish where modern railings should be replaced with more traditional design, plus condition survey of existing historic railings and program of repair where necessary. Identify opportunities to improve visual amenity of town centre through landscaping. Survey all streets for existing signage and replace, repair or introduce where necessary. Encourage landscaping initiative to improve the visual amenity of the High Street. Encourage shop owners to maintain the Market Town image of Shifnal and develop strategies to fill empty shops/business premises.
Community Tree Scheme	KEY	Shropshire Council, Developers	Ongoing	c£2640 per ha planted with tree whips, c£260 per new street tree. Funding Secured: £5,000 to be shared throughout the council and provision of 10,000 trees	Shropshire Council Highways, Maelar Forest Nurseries, Whitchurch		Run an extensive Community Tree Scheme to provide opportunities to enhance the natural environment of the area. Costs include planting, stakes, tree guards and watering to establish trees over first 3 years.
TRANSPORT AND ACCESSIBILITY							
Various rights of way improvements to create new circular walks - removal of stiles and	PRIORITY	Shropshire Council. Shifnal Town	2015-2026	£12,570.00			Replacing 27 existing stiles with gates for easier access improvements to the Rights of Way network and providing 35 new directional signposts

Infrastructure Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
replacement of gates and enhanced directional signage to ensure easier access for all and to support 'Active Market Town' and sustainable transport initiatives. Pedestrian and cycle route improvements.		Council, Shifnal Forward. Developers					Creation and enhancement of routes to create new circular walks and promotion of 'health walks' The Council's Extended Schools Team has identified the need to tie in with 'Healthy Living' work in schools, preschool settings and youth organisations. There is an opportunity for young people and families to participate in planning the design of new pedestrian and cycle routes. Major project underway led by Shifnal Forward Transport Action Group and Shifnal Town Council to identify and upgrade key pedestrian and cycle routes in Shifnal.
Electrification of the Shrewsbury to Wolverhampton Rail Line and improvements	KEY	Department for Transport, National Rail	Aspirational		DfT funding		This scheme would provide regular interval services to London Euston by extending the Pendolino service to start from Shrewsbury, allow local Centro services to operate from Shrewsbury and permit electric haulage of freight services from the Donnington facility direct to major marshalling points in the UK and also to and via the Channel Tunnel. In terms of Shifnal, the scheme will provide improvements to local train services.

Rural Hinterland – Wider investment priorities

Investment Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
KEMBERTON PARISH							
HOUSING AND COHESIVE, SUSTAINABLE COMMUNITIES							

Investment Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
ECONOMIC INVESTMENT AND OPPORTUNITY							
SOCIAL AND COMMUNITY INFRASTRUCTURE							
ENVIRONMENT AND CLIMATE CHANGE							
Community Tree Scheme	KEY	Shropshire Council, Developers	Ongoing	c£2640 per ha planted with tree whips, c£260 per new street tree. Funding Secured: £5,000 to be shared throughout the council and provision of 10,000 trees	Shropshire Council Highways, Maelar Forest Nurseries, Whitchurch		Run an extensive Community Tree Scheme to provide opportunities to enhance the natural environment of the area. Costs include planting, stakes, tree guards and watering to establish trees over first 3 years.
TRANSPORT AND ACCESSIBILITY							

Investment Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
SHERIFFHALES PARISH							
HOUSING AND COHESIVE, SUSTAINABLE COMMUNITIES							

Investment Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
ECONOMIC INVESTMENT AND OPPORTUNITY							
SOCIAL AND COMMUNITY INFRASTRUCTURE							
Increase local learning opportunities	KEY	Sheriffhales Parish Council, Local schools				Neighbourhood Fund	The Parish Council has identified that it may be possible to meet the demand of learning opportunities in the existing school facilities
Provision of a shop and Post Office	KEY	Sheriffhales Parish Council				Neighbourhood Fund	The Parish Council has identified the need for a feasibility study into the provision of a purpose built shop premises as a community resource.
Activities for children/ young people	KEY	Sheriffhales Parish Council, Shropshire Council				Neighbourhood Fund	The Parish Council supports the development of a sport/play scheme in holidays and also pre-school facilities.
Improved health services	PRIORITY	NHS England, Sheriffhales Parish Council, Shropshire Council			NHS England		The Parish Council has identified that there is local concern about the lack of a medical practice in Sheriffhales.
Improvements to the streetscene	KEY	Sheriffhales Parish Council, Shropshire Council				Neighbourhood Fund	The Parish Council has identified the need for dog waste bins in main dog walking areas including Hilton Bank, Kettlemore Lane and Church Lane. The Parish Council has identified the need for pavement and security lighting around James Close and Hales Court. Selective street lighting could be installed in the Pinfold/shop area and the lower part of Church Lane leading to the Parish Hall.
ENVIRONMENT AND CLIMATE CHANGE							
Community Tree Scheme	KEY	Shropshire Council, Developers	Ongoing	c£2640 per ha planted with tree whips, c£260 per new street tree. Funding Secured: £5,000 to be	Shropshire Council Highways, Maelar Forest Nurseries, Whitchurch		Run an extensive Community Tree Scheme to provide opportunities to enhance the natural environment of the area. Costs include planting, stakes, tree guards and watering to establish trees over first 3 years.

Investment Requirement	Level of Priority	Delivery Partner(s)	Timing of Delivery	Potential Cost / Funds Secured	Potential Funding		Notes
					Wider Sources	Developer Contributions	
				shared throughout the council and provision of 10,000 trees			
TRANSPORT AND ACCESSIBILITY							

APPENDIX A – COMMUNITY ENGAGEMENT AND CONSULTATION FOR SHIFNAL AREA

Community Led Plans

Shifnal Town Plan (2009)

The following have been identified in the Shifnal Town Plan as community needs and priorities:

- Adult learning and development opportunities - more adult education classes
- Community events, including community clubs and activities
- Improve communications in and around the town
- Speed reduction and traffic management, including parking
- Pedestrian safety, including schoolchildren
- Better traffic management in the town centre
- Parking charges
- Access to public transport
- Reduced travel costs to young people
- Healthcare provision, including the need for extended surgery hours and the provision of an NHS dentist
- Provision of retail facilities, including farmers market and retention of the post office. Also review of shop usage with view to balancing number of cooked food outlets with other retail provision.
- Open space provision, including a new park
- Preservation of Green Belt around Shifnal and retention of Conservation Area with preservation of its character
- Housing needs, especially for the elderly and families
- Facilities for young people, including youth centre
- Enhancing civic pride- improve the appearance of the town e.g. street cleaning and make the town centre and approaches more attractive
- Litter and fly-tipping
- Use of railway arches
- Community swimming pool
- Visitor centre/tourist information centre
- Improve kerbside recycling collections
- Crime and community safety including Police coverage in the town

Shifnal Parish has been designated a 'Neighbourhood Area' suitable for the preparation of a Neighbourhood Plan. More info is available here: <http://www.shifnalplan.co.uk/>

Sheriffhales Parish Plan (2004)

A Parish Plan Review underway. The following have been taken from the Sheriffhales Parish Plan as identified community needs and priorities:

- Housing and affordable housing including the need for starter homes and also sheltered and private smaller homes for the elderly
- Improved communications
- Services
- Review the needs of people with disabilities
- Demand for adult learning (computer skills)
- Improvements to the Parish Hall
- Parish Church

- Footpath improvements
- Fly tipping and litter
- Recycling provision
- Police presence
- Road safety and traffic speed, particularly on the B4379
- Electricity supply and water supply problems
- Flooding and sewage problems
- Increased employment opportunities
- Public transport
- Access to medical facilities
- Indoor sports facilities
- Out door play areas
- Dog fouling
- Improved green space
- Services
- Off-street car parking

Kemberton

No Parish Plan currently exists. Work has begun on preparation of a Parish Plan,

Local Joint Committee

Shifnal is located within the Shifnal and Sheriffhales Local Joint Committee Area. The following needs and priorities have been raised by the local community as part of Local Joint Committee meetings:

Shifnal and Sheriffhales Local Joint Committee

- Rural transport and parking
- Police and community safety
- Adult services and elderly services
- NHS provision- medical practice

Kemberton and Sherrifhales are located within the Shifnal and Sheriffhales Local Joint Committee Area. The needs and priorities raised by the local community as part of Local Joint Committee meetings can be seen at section 2.3.

Kemberton also crosses the border into the Bridgnorth, Worfield, Alveley and Claverley Local Joint Committee Area, the following needs and priorities were raised by the local community as part of Local Joint Committee meetings:

Bridgnorth, Worfield, Alveley and Claverley Local Joint Committee

- Road safety, speeding and HGVs
- Police and community safety
- Streetscene and litter – Keep Britain Tidy pilot Scheme
- Traffic management for events
- The re-opening of the operating theatre at Bridgnorth Hospital
- Knotweed in the river
- Correct use of Byways and footpaths.

Other Community Consultations

Major consultations about traffic solutions with the wider community during 2014 required in light of the scale of development planned for the town. This was undertaken by Shifnal Forward, a group established by and involving Shifnal Town Council and Shropshire Council,

The Economy Action Group of Shifnal Forward has produced a major paper on tourism which has resulted in the Shifnal Tourism Action Plan, adopted by Shifnal Town Council in November 2014. Shifnal Town Council has commenced work on a Neighbourhood Plan in September 2014. More info is available here: <http://www.shifnalplan.co.uk/>

Local Development Framework Site Allocations and Management of Development DPD (SAMDev) – Issues and Options Consultation (April- June 2010)

Shifnal Parish Council representations on the SAMDev

(Representation reference no SAMDEV DPD/04IOP/002434/00001)

- The Schools (both primary and secondary) require housing growth to sustain admissions

Investing in Shropshire's Future- Local Infrastructure and Investment Workshop with Shifnal Parish Council (20th September 2010)

- There is a general feeling of lack of investment in the town.
- There is a need to refurbish the public toilets
- Public transport provision
- There is a need for enhanced facilities for young people.
- There is a need for a new medical centre for the town.
- There is a need for a nursing home, as there are currently none in Shifnal

Shifnal Community Toolkit Event – 10th February 2011

The following activities, facilities, services and infrastructure were considered to be the most important community assets by the event attendees:

Activities:

- Walking and rambling activities
- Sports activities
- Youth groups and clubs

Facilities:

- Open spaces and play areas
- Parking
- Youth shelter or pod

Services:

- Toilets
- Post office services
- Learning and training opportunities

Infrastructure:

- Water drainage and flood measures
- Regular public transport
- Housing opportunities

The following points were raised by members of the community as ideas for projects to revitalise the town:

Transport

- Keep the parking free
- Pedestrianisation

- Speed bumps as you enter Shifnal
- Speed deterrent
- Crossing and white zigzag by Barn Road/ Curriers Lane.
- Parking charges 4hrs+
- Bus service to Priorslee medical practice

Community Facilities and services:

- Swimming pool
- Toilets
- Youth facilities
- Refit Curriers lane play area
- Park as part of any development
- Extra care provision for the elderly
- Solve magistrates court
- Youth provision/drop in cafe

Healthcare

- Doctors kept central
- New surgery

Development

- Affordable housing (under £100k)
- OAP care/nursing home
- Council housing

Environment

- Water ways maintained to accept water from all new building in surrounding area as well as Shifnal
- Drainage/flood provision

Tourism

- An arts trail to attract tourism

Education

- Improve building structure of Idsall School

Full information and feedback from the Shifnal Toolkit event is available at:

<http://www.shropshire.gov.uk/factsfigures.nsf/open/C6BE79E370240015802577760045C7C5>



APPENDIX B: SHIFNAL MARKET TOWN PROFILE

Social & Demographic Characteristics

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2015.

- In 2011, there were 7,742 residents in the Shifnal Place Plan Area, an increase of 5.6% since 2001. The population of Shropshire Unitary Authority increased over the same period by 8.1%.
- Shifnal Place Plan Area had a larger working age (18 to 64) population (60.3%) than the Shropshire average (59.3%). The older resident population was more significant than in Shropshire, with 21.0% of residents aged 65 and over (20.7% in Shropshire).
- In the Place Plan Area in 2011, there were 2,374 families. 1.4% of these families (33 families) were concealed families, a slightly higher proportion than in Shropshire (1.3%). In the 2011 Census, each family in a household had a Family Reference Person, and in one family households, this person was also the Household Reference Person. However, a concealed family is one that lives with at least one other family and does not include the Household Reference Person, meaning that they will be 'concealed' in many household statistics. In the Shifnal Place Plan Area, 10 concealed families (30.3%) had a Family Reference Person aged 25 to 34, compared to 27.8% in Shropshire. In terms of family status, 13 concealed families (39.4%) were couple families with no children, compared to 47.8% in Shropshire.
- 98.9% of residents aged 3 and over (7,444 residents) spoke English as their main language, this is a larger proportion than the Shropshire average (97.9%). The most spoken language apart from English was Polish (19). Of the 83 residents (aged 3+) who said that English was not their main language, 5 people could not speak English well and 2 people could not speak English at all.
- The 2011 Census showed that the Place Plan Area had a Black and Minority Ethnic (BME) Group population of 127 (1.6%), a smaller proportion of residents than in Shropshire (2.0%). The largest broad BME group was Mixed/multiple ethnic groups (59 people, or 0.8%) and within this group the largest ethnic group was White and Black Caribbean (30 people, or 0.4%).
- There were 8 communal establishments in the Place Plan Area. 42 people lived in the communal establishments, of which 32 were residents. Close to two-fifths of people living in communal establishments were aged 85 and over (16 people, or 38.1%).

Economy

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2014.

- 4,143 people (or 63.8% of the 16+ population) in the Place Plan Area were economically active, compared to 63.5% in Shropshire.
- Over three-tenths of households in Shifnal Place Plan Area had no adults in employment (1,146 households, or 33.5% compared to 33.3% in Shropshire).
- 25.8% of residents aged 16+ were retired compared to 25.4% in Shropshire. 3.2% in the Place Plan Area were unemployed but available to work compared to 3.3% in Shropshire.

- 11.4% of all usual residents in Shifnal Place Plan Area provided some form of unpaid care, a slightly larger proportion than the Shropshire average (11.2%). In total 200 residents in the Place Plan Area (2.6%) provided 50 or more hours of unpaid care a week, including 3 young people (0 to 15 years old) and 93 people of retirement age (65+).
- A larger proportion of residents aged 16+ had Level 4 and above qualifications, e.g. a degree, higher degree or higher level NVQ, compared to the Shropshire average (28.7% and 27.5% respectively).
- Over two-fifths (44.3%) of the population aged 16+ in employment the week before the Census worked in standard occupation classifications 1-3 (managers, directors and senior officials, professional, associate professional and technical), compared to 38.8% in Shropshire.
- 34.8% of people (16+) in employment the week before the Census travelled 10km or more to work, compared with 35.1% in Shropshire.

Housing and Households

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2015.

- In 2011, there were 3,549 dwellings, including 3,420 household spaces with at least one usual resident. 129 household spaces had no usual residents. At 3.6%, this was a smaller proportion than the Shropshire average (4.4%).
- Shifnal Place Plan Area had a larger proportion of semi-detached properties (38.2%) than Shropshire (33.4%). Detached properties were the second largest property type (33.1%, compared to 39.5% in Shropshire).
- The average household size in the Place Plan Area was 2.3 people per household, the same as in Shropshire. The average number of bedrooms per household (2.9) was also the same as in Shropshire.
- There were more one person households in Shifnal Place Plan Area (29.4%) than in Shropshire (28.9%). Over a fifth of households had two adults of working age (16-64) with no children (20.5%, compared to 19.3% in Shropshire).
- 37.8% of all Household Reference Persons (a person selected to represent a whole household in statistics) were aged 35 to 54, a higher proportion than in Shropshire (36.8%).

Transport & Infrastructure

Source unless stated: 2011 Census, Office for National Statistics, © Crown Copyright 2014.

- A slightly lower proportion of households (15.0%) were without a car or a van compared with the Shropshire average (15.8%). Households were more likely to have multiple forms of personal transport; 42.5% of households owned 2 or more cars or vans, compared with 42.0% in Shropshire.
- More than half of 16 to 74 year olds travelled to work either as drivers or passengers in a car or van (50.2%), compared with 47.5% in Shropshire.
- A larger proportion of 16 to 74 year olds travelled to work by train compared to the Shropshire average (2.3% and 0.8% respectively).
- Between 2013-14, there were 133,230 entries and exits to Shifnal Railway Station (Source: Estimates of Station Usage 2013-14, collated by Steer Davies Gleave on behalf of the Office of Rail Regulation, © Copyright 2014).

Natural and historic environment

- There are two conservation areas in the Place Plan area: Shifnal and Shifnal Broadway. There are also a number of Listed Buildings, including Church of St Andrew and The Nell Gwynne Wine and Ale Bistro.
- Within Shropshire Unitary Authority are a number of sites that have been identified and included on the English Heritage 'Heritage at Risk Register' (<http://www.englishheritage.org.uk/caring/heritage-at-risk/>). Within the Shifnal Place Plan Area, sites that have been identified include: Roman camps south west of Stoneyford Cottages, Roman Fort 300 metres east of Drayton Lodge Farm, Uxacona Roman site.
- There are around 0.9km of Public Rights of Way in the area.
- There are walking routes within the Place Plan Area, including the Shifnal and Kemberton Mill route (<http://www.shropshirewalking.co.uk/>).

Source: GIS Layers, © Copyright 2014.

Further information about Shifnal available online:

- Shropshire Council Facts and Figures: www.shropshire.gov.uk/facts-and-figures/
- UK National Statistics: www.ons.gov.uk/ons/index.html or www.statistics.gov.uk/hub/index.html
- Nomis Profiles (Labour Market statistics): www.nomisweb.co.uk/
- Neighbourhood Plan: www.shifnalplan.co.uk