

Local Nature Recovery Strategy Report - Consultation feedback and changes to strategy

1. LNRS Consultation Feedback

1.1 Introduction

The LNRS consultation, led by Shropshire Council in partnership with Telford & Wrekin Council, ran from 6th August to 15th October 2025. The aim of this 10 week consultation was to gather public and stakeholder feedback on the draft strategy and interactive opportunity map, which together set out plans for nature recovery, habitat restoration, and biodiversity enhancement across the region. The consultation was widely promoted and resulted in 3,782 comments being received from 843 different respondents (55% were from landowners / agents). The LNRS team were pleased with the number of responses received which resulted from a large amount of promotion both during the development of the LNRS and the consultation period (Appendix 1).

1.2 Use and Value of the LNRS

Respondents anticipated using the LNRS for:

- Land management decisions
- Making homes and gardens more nature-friendly
- Planning community projects
- As an evidence base for grants and research

While some were unsure of its application, others saw potential for broad use, provided further work was done to address concerns.

1.3 Satisfaction and Concerns

1.31 Positive Feedback

- The strategy was praised for its comprehensive approach, clear presentation, and ambition.
- The interactive map and detailed habitat priorities were seen as valuable tools for guiding future work.
- Many respondents appreciated the recognition of the need for action across all landscapes and the collaborative development process.

1.32 Key Concerns

- **Map Accuracy:** The most frequent concern was about the accuracy of the interactive map, particularly land boundaries and habitat classifications. Landowners felt they should have been consulted directly about which actions were mapped on their land.
- **Impact on Farming:** Many landowners worried about the implications for farming practices and food production, and felt insufficiently consulted.



- Funding and Implementation: Respondents highlighted the need for robust monitoring, clear delivery plans, and adequate funding.
- Engagement: Calls for stronger engagement with landowners and practical support were frequent.
- Public Education: The importance of public education and further engagement was emphasised.
- Historic Environment: Some felt the strategy should better integrate historic environment concerns.

1.4 Species and Habitats

- The species list and prioritisation received generally positive feedback, though some respondents suggested additions (e.g. barn owls, butterflies, moths, salmon) and called for more detail on climate change impacts and underrepresented taxa.
- Concerns about habitat priorities reflected dissatisfaction with actions for farmed land, hedgerows, and grasslands, and highlighted the need for funding and support for farmers.

1.5 Map and Landowner Engagement

- The interactive map was a focal point for feedback, with many comments about its accuracy, accessibility, and the process for submitting comments.
- Landowners expressed frustration over how the actions had been mapped, lack of direct consultation, and the potential impact on their livelihoods.
- Suggestions included improving map usability, providing clearer guidance, and requesting landowner consent for how land is mapped.

1.6 Overall Views and Suggestions

1.61 Identified Gaps

- Food Security: Concerns about the impact on agriculture and food production.
- Funding and Monitoring: Requests for more detail on how delivery will be resourced and monitored.
- Wildlife Corridors: Emphasis on the importance of connecting habitats and promoting biodiversity.
- Historic Environment: Calls for better integration of heritage assets and historic landscape character.
- Landowner Consent: Requests for more direct engagement and that consent should be sought from landowners.

1.62 Suggestions for Improvement

- More attention to resilience, flooding, and land alongside waterways.
- Stronger support for species recovery and targeted invasive species control.
- Practical support and funding for landowners.
- Additional engagement with landowners and local communities.
- Improved map accuracy and accessibility.

1.7 Conclusion

The LNRS Draft Strategy Consultation Report reveals a community deeply invested in nature recovery, with a wide range of perspectives and expertise. The consultation process successfully engaged a diverse cross-section of stakeholders, though it also highlighted areas for improvement in outreach, engagement, and communication—especially with landowners and those directly affected by how the land is mapped.

1.71 Key strengths of the draft LNRS include its comprehensive vision, clear presentation, and recognition of the need for action across all landscapes. The interactive map and detailed habitat priorities are valuable tools for guiding future work.

1.72 Key areas for improvement include:

- Greater accuracy and transparency in mapping
- Robust, well-resourced implementation and monitoring frameworks
- Clearer integration of food security, farming, and historic environment concerns
- Stronger engagement and support for landowners, farmers, and local communities
- Practical, achievable actions with defined funding and delivery mechanisms

With further refinement and deeper stakeholder engagement, the LNRS can provide a strong foundation for nature recovery in Shropshire and Telford & Wrekin. Addressing the concerns and suggestions raised in the consultation will ensure the strategy is both effective and widely supported.

1.8 Acknowledgements

Special thanks to all organisations, parish councils, and individuals who participated in the consultation and contributed feedback to inform the finalisation of the LNRS.

2. What's Changed After the Consultation?

2.1 Opportunity Map Updates

- Clearer wording on map that it is an opportunity map and not mapping what habitats are currently there.
- Clearer wording on the map to make it clear that there is no obligation to carry out the mapped action.
- Clearer wording on the map that Shropshire Council has been required to produce the map and strategy by law.
- Land has been removed from the map at the request of some landowners.
- Land has been added to the map where it has been demonstrated that it would be make a valuable addition to the LNRS network.

- The mapped action was changed, informed by feedback on land condition / habitat and landowner intent
- Historic Environment checks have been applied to ensure nature recovery proposals are appropriate for this dataset.

2.2 Strategy document updates

- The concerns of the Historic Environment have been more effectively incorporated into the strategy document.
- Three species added as individual priorities: silver-studded blue, small pearl bordered fritillary and Kentish glory moth.
- Increased clarity that the LNRS is not obligating action and is not bringing in new protections
- Increased clarity on requirement for permissions, permits, survey etc for habitat works
- Soil pollution included a key pressure
- Links within the strategy document have been included to information produced by Defra for how the LNRS is to be used now and in the future.

2.3 Limitations of the LNRS to address concerns

- **Food security:** Concerns about the LNRS affecting food security are understandable but unlikely to materialise. The LNRS does not oblige any landowner to take action—implementation is entirely voluntary.
Although around 50% of the county is shown on the LNRS opportunity map, the intention is for nature recovery to be integrated with food production where appropriate. Landowners are simply asked to consider actions that support nature without negatively affecting their business—and potentially improving it, for example by planting hedgerows or trees for shade, or creating ponds to increase water availability during dry periods.
- **Engagement with landowners:** Significant efforts were made to engage landowners during both LNRS development and consultation (see Appendix 1). We had hoped to write directly to all landowners, but access to the farm business dataset was not permitted. Instead, we promoted the LNRS widely through known networks and other channels.
The consultation period was fixed at 10 weeks due to external Defra deadlines, meaning we could not extend it. Awareness-raising will continue, and we aim to broaden engagement significantly during the LNRS review (expected within 3–10 years, as determined by the Secretary of State).
- **Landowner consent:** Because we could not contact all landowners directly, it was not feasible to seek prior consent before mapping land within the LNRS. The map is an opportunity map only—it identifies where action for nature could deliver the greatest benefit. It does not require action, nor does it impose any new land protections. As such, the impact on businesses is expected to be minimal.
- **Funding:** Development of the LNRS was funded by Defra, which has also provided additional funding for the transition to delivery. This includes a coordinator role hosted by Shropshire Council. Part of this role is likely to involve seeking further funding to support county-wide delivery.



- **Monitoring:** Defra is developing a national monitoring framework for LNRS delivery. Monitoring will rely on information provided by those carrying out work on the ground. We are considering ways to make this reporting process as simple and accessible as possible.

Appendix 1: Summary of promotional activity relating to the development and consultation on the Shropshire and Telford & Wrekin Local Nature Recovery Strategy

The LNRS team wanted to send a letter to all landowners directly to let them know that the LNRS was being developed and then contact everyone again to inform them of the consultation launch. However, the team was unsuccessful in acquiring the farm business data set (approx. 3,600) and had insufficient funds to contact all households (approx. 216,000) across the area. It therefore had to rely on promoting the LNRS through the media, existing networks and groups etc.

The following information sets out the promotional activity and engagement events during the development of the LNRS and during the consultation.

Engagement during LNRS development:

- Bi-weekly meetings between Responsible Authority and Supportive Authorities
- Cross sector membership of Steering Group to help guide its development – members engaged and supportive. Meetings held monthly
- Public survey in Summer 2024 including specific surveys for landowners and town & parish councils
- Attendance at Burwarton and Minsterley Shows Summer 2024
- Steering Group and wider key partner workshop August 2024
- Parish and town council nature recovery conference Dec 2024
- Series of public workshops and a separate series of landowner focused workshops in January 2025 to share draft priorities and maps, promoted through networks and via a press release. Events were well attended and some over subscribed. An additional online workshop aimed at land agents and farm advisors. Agricultural advisors appointed to help promote the LNRS and events within the farming community
- Council officer workshops
- Councillor briefings
- Co-ordinator has engaged with all the known interested parties across the county including facilitated farming groups, catchment based groups, Telford Green Spaces Partnership, Community Wildlife Groups, CLA, NFU, National Trust, Harper Adams, Severn Valley Water Management Scheme, peatland partnership – attending meetings, providing information, sharing progress.

Engagement during LNRS public consultation:

- Direct email list of those who have registered interest (450 recipients)
- Commissioned Agri PR company to help raise awareness
- Press releases



- Attendance at Burwarton and Minsterley Shows August 2025
- Briefed agents at shows and gave them promotional postcards to share with clients
- Email pack to land agents and consultants
- Catchment Sensitive Farming sent a direct email sent to 3,848 landowners across the Shropshire catchments
- Comms pack and social media posts for councils and project partners. Newsletter wording and social media posts shared with those who had registered their interest
- Promotional postcards - given to agents, farm advisors, NFU, handed out at Shows
- Councillor briefings
- Email pack to MPs
- Comms pack for internal councillors/council colleagues
- Comms to Young Farmers Clubs
- Social media posts for council and partners
- Shropshire Association of Local Councils sent numerous emails, newsletter wording was shared in an aim to get pieces into parish magazines.
- Parish and town council nature recovery conference 3 Oct 2025.
- CLA and NFU networks, farmer groups, catchment partnerships.
- In an attempt to achieve a broader reach the CofE Diocese, the Women's Institute and local breweries were also contacted to request assistance in spreading word of the consultation.

Drop-In Clinic Dates and Locations:

- Wednesday 24 September: Oswestry Livestock Market, 9am – 12pm
- Friday 26 September: Ludlow Livestock Market, 8am – 12pm
- Monday 29 September: NFU Agriculture House, Telford, 10am – 4pm
- Tuesday 30 September: Shrewsbury Livestock Market, 8am – 12pm
- Wednesday 1 October: Market Drayton Livestock Market, 9.30am – 1.30pm
- Wednesday 1 October: Newcastle Community Centre, 7pm – 9pm
- Thursday 2 October: Online event, 1pm – 2pm
- Friday 3 October: Bridgnorth Livestock Market, 8am – 12pm
- Saturday 4 October: Bishop's Castle Ewe Sale, 8am – 12pm
- Wednesday 8 October: Clun Fire Station, 12pm – 4pm
- Friday 10 October: The Guildhall, Shrewsbury, 10:30am – 4pm

Additional meetings:

- Shropshire Councillors briefing session Wednesday 3 September, 10am – 11am
- Conference – biodiversity and highways, Saturday 5 September, 10am – 1pm
- Telford and Wrekin Councillor briefing session Monday 8 September, 6pm – 7pm
- Clun farmer meeting, Tuesday 9 September, 7pm – 9pm
- CLA AGM, Thursday 11 September, 10am – 2pm
- Telford Green Spaces Partnership, Wednesday 17 September, 7pm – 9pm
- Teme Catchment Based meeting, Thursday 18 September, 10am – 12pm
- Welshampton Parish Council farmer meeting, Thursday 18 September, 7pm – 9pm
- Town and parish council nature recovery conference, Ellesmere, 3 October, 10am – 4pm

Shropshire LNRS consultation launch coverage



Please note: list not exhaustive

Media

Outlet	Link
Shropshire Live	https://www.shropshirelive.com/news/2025/08/08/consultation-opens-on-nature-recovery-map-for-shropshire-and-telford-wrekin/
Ludlow Advertiser	https://www.ludlowadvertiser.co.uk/news/25371972.residents-encouraged-help-shape-new-nature-strategy/
Shropshire Star	https://www.shropshirestar.com/news/environment/2025/08/07/public-invited-to-shape-new-local-nature-recovery-strategy-across-shropshire-telford-and-wrekin/
Shropshire Star Facebook	https://www.facebook.com/ShropshireStar/posts/residents-landowners-businesses-and-environmental-groups-across-shropshire-are-b/1313527954111622/
Public Now	https://www.publicnow.com/view/B7504D9748BECB48C6C959B085F22D174430FB95?1754498865

Partners

Org	Link
Telford & Wrekin Council	https://newsroom.telford.gov.uk/news/public-consultation-opens-on-new-nature-recovery-map-for-shropshire-and-telford-and-wrekin
Shropshire Council	https://newsroom.shropshire.gov.uk/2025/08/public-consultation-opens-on-new-nature-recovery-map-for-shropshire-and-telford-wrekin/
Shropshire Hills	https://www.shropshirehills-nl.org.uk/news/have-your-say-new-nature-recovery-map-now-open-for-consultation
Edgmond Wildlife Group	https://www.facebook.com/groups/edgmondwildlifegroup/posts/4274150919508971/
Albrighton and Donnington Parish	https://www.facebook.com/AlbrightonandDonningtonParishCouncilandLibrary/posts/-have-your-say-on-natures-future-the-shropshire-telford-wrekin-local-nature-reco/761205499763073/
Pontesbury Parish	https://www.pontesbury-pc.gov.uk/news/2025
CPRE Shropshire	https://www.instagram.com/p/DN5UFE3DBId/
Stuart Anderson MP	https://www.facebook.com/StuartAndersonMP/posts/pfbid0AKu9zkm8G2Y7G1PrpDQKcLeAu2g2KAA9iu4sSixSyegZ8Jn2fSjtRaH4MCB3BeZBI

Drop-in clinics coverage

Org	Link
NFU x 2	https://www.nfuonline.com/updates-and-information/shropshire-local-nature-recovery-strategy-drop-in-session/ https://www.nfuonline.com/updates-and-information/shropshire-local-nature-recovery-strategy-events/
Carolyn Healy Facebook	https://www.facebook.com/cllrcarolynhealy/posts/1220068366829187/



Shropshire Hills newsletter	https://content.govdelivery.com/accounts/UKSHROPSHIRE/bulletins/3f1084d#link_7
Wem Parish Council	https://www.wemrural-pc.gov.uk/shropshire-and-telford-wrekin-local-nature-recovery-strategy/
Telford & Wrekin Council Facebook	https://www.facebook.com/TelfordWrekin/posts/-are-you-a-farmer-or-landowner-have-your-say-on-the-local-nature-recovery-strate/1200430088785222/
Oswestry Town Council Facebook	https://www.facebook.com/OswestryTownCouncil/posts/draft-local-nature-recovery-strategy-out-for-consultation-still-time-to-have-you/1096964242613120/