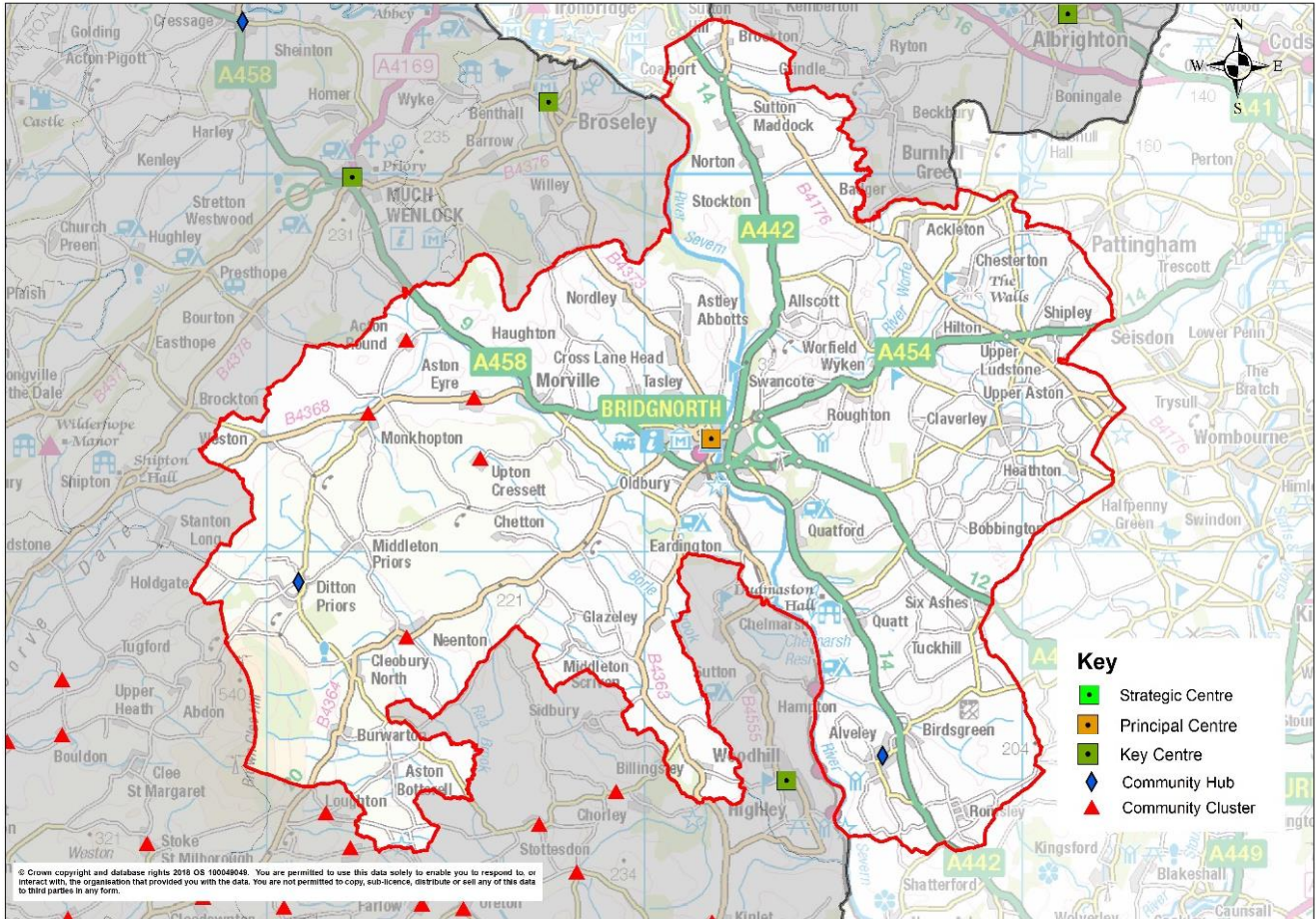


6. Bridgnorth Place Plan Area

6.1. The Bridgnorth Place Plan Area is located in east Shropshire. The Place Plan area contains the Principal Centre of Bridgnorth; the proposed Community Hubs of Alveley and Ditton Priors; and numerous other small villages and hamlets.



Settlement Type	Settlement Name
Principal Centre:	Bridgnorth
Community Hubs:	<ul style="list-style-type: none"> Alveley Ditton Priors
Community Clusters:	<ul style="list-style-type: none"> Acton Round, Aston Eyre, Monkhopton and Upton Cressett Neenton

6.2. If your village is not included in the list of Community Hubs or Community Clusters above, then this means that it will be 'countryside' for planning policy purposes, where new development is strictly controlled in accordance with national and local planning policies.

Principal Centre: Bridgnorth

- 6.3. Bridgnorth (2016 population 12,260) is the third largest town in Shropshire and acts as a principal service centre not just for the town, but for a sizeable area of eastern Shropshire. Located at the junction of the A458 and the A442, it is within relatively easy commuting distance of Telford, Shrewsbury, Kidderminster, Wolverhampton and the Black Country.
- 6.4. The town straddles the River Severn, and comprises a Low Town and a High Town perched on cliffs 100ft above. The combination of medieval street pattern and many fine old buildings has created a unique town of considerable charm which, together with its steam railway, helps to support a thriving tourist economy.
- 6.5. There are strong environmental constraints in Bridgnorth, mainly due to the river and its floodplain, natural topography and areas of high landscape value to the south and north of the town. It is also bounded on its eastern side by the metropolitan Green Belt.
- 6.6. There are also some significant planning challenges and key planning issues for Bridgnorth including:
 - The need to provide more affordable housing;
 - Addressing the current imbalance between housing and employment by making additional employment land available for local business growth and for inward investment;
 - Improving access to community facilities, open space and the surrounding countryside.
- 6.7. A local economic growth strategy is being prepared for Bridgnorth which will set out Shropshire Council's local economic delivery plan in this area, helping the Council to address priorities outlined in the overarching Economic Growth Strategy at a local level. This strategy will also have a key role in supporting existing business growth and attracting new business and investment into not just the town but also the surrounding areas.
- 6.8. A detailed profile of the market town of Bridgnorth which provides more detailed information about key local characteristics and issues is available here: <https://shropshire.gov.uk/media/9682/bridgnorth.pdf>
- 6.9. Identified infrastructure priorities for Bridgnorth include:
 - Local and strategic highway improvements.
 - Waste water treatment and sewerage capacity.
 - Assessment of local flood risks in and around the town.
 - Reinforcement of electricity supply capacity to existing employment areas.
 - Further provision of significant accessed and serviced employment land.
 - Provision of additional leisure, recreation, amenity and cemetery facilities.
 - Further information on existing infrastructure constraints and priorities are available within the Bridgnorth Place Plan.
- 6.10. As the Local Plan Review progresses additional infrastructure requirements are likely to become apparent.

Development Strategy

- 6.11. Bridgnorth will act as a Principal Centre and contribute towards the strategic growth objectives in the east of the County. It is expected that Bridgnorth will continue to explore ways in which it can effectively fulfil its role as the second largest principal centre in Shropshire.
- 6.12. The Local Plan will help to secure a better balance between housing and employment by providing for around 1,500 dwellings and at least 16 hectares of employment development between 2016 and 2036. In the period 2016-17, 23 dwellings were completed and there are a further 565 dwellings committed through planning permission, prior approval or site allocation. Therefore, a further 912 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.
- 6.13. Between 2006/07 and 2016/17 the average housing delivery rate was some 66 dwellings per year. The delivery of the preferred level of growth for the Local Plan Review period will require an annual build rate of 75 dwellings per year. Although the preferred level of growth is higher than the established completion rate, which has been constrained by exceptional circumstances associated with the commencement of development on the allocated sites, it is only slightly higher than the SAMDev Plan requirement to deliver 70 dwellings per year and this is considered to be achievable. A significant mixed use development at Tasley was allocated in the existing Local Plan. Delivery of this site was delayed by particular exceptional circumstances but development is anticipated during the early part of the Local Plan Review period.
- 6.14. To assist delivery of a level of employment growth which is balanced with the level of proposed housing, a minimum of 16 hectares of employment land will be required in Bridgnorth over the revised Plan period. At 1st April 2016, there were around 12 hectares of land committed through planning permission or as a site allocation. At least 4 hectares of additional floorspace will therefore need to be identified to achieve a balanced approach. However, one of the key challenges for Bridgnorth includes the urgent need to address an existing structural imbalance between housing and employment and to provide for additional growth by existing businesses, and this, in turn, generates a need for the identification of significant additional employment land. This issue was recognised in the Examination Report on the SAMDev Plan which stated that, "Bridgnorth is the second largest of 5 market towns in Shropshire and is located on the western edge of the West Midland conurbation. It therefore offers considerable potential to attract investment into Shropshire and to trade into these larger urban markets" and so "to accommodate the long term future of the town it is necessary to open up new areas". This is also supported by key market signals in the local economy following the departure of some key local employers from the Bridgnorth area. In response to these issues, Shropshire Council therefore proposes to identify additional employment land capable of delivering a further 12 hectares of employment floorspace.
- 6.15. The proposed pattern of future development sites in Bridgnorth recognises existing topographical and landscape constraints, together with the impact of unimplemented development at Tasley and the relationship of the A458 Bridgnorth by-pass and available sites relative to existing services and facilities. Much of the potential for larger infill development and small additions to the town has already been captured through the SAMDev Plan and the previous development of large brownfield sites. However, the Local Plan Review process

incorporates a strategic Green Belt Review which provides the potential for the release of Green Belt land in 'exceptional circumstances'. The Local Plan Review therefore provides an opportunity to plan for the long term sustainable development of the town through the planned release of Green Belt land.

Summary of residential requirements

	Number of Dwellings
Preferred dwelling guideline 2016-2036	1,500
Dwellings completed in 2016-17*	23
Dwellings committed as at 31 st March 2017*	565
Remaining dwelling requirement to be identified	912
Dwellings to be allocated	850
Balance/Windfall allowance**	62

**Analysis of Housing Supply as at 31st March 2018 will be provided towards the end of 2018.*

***Local Plan policies will allow flexibility for appropriate windfall, rural exception and cross-subsidy development.*

Summary of employment land requirements

	Employment Land (Ha)
Preferred employment land guideline 2016-2036	16
Additional provision to address local circumstances	12
Commitments and allocations as at 31 st March 2017*	12
Employment land shortfall	16
Employment land to be allocated	16
Balance/Windfall allowance**	0

**Analysis of Employment Supply at 31st March 2018 will be provided towards the end of 2018.*

***Local Plan policies will allow flexibility for appropriate windfall development.*

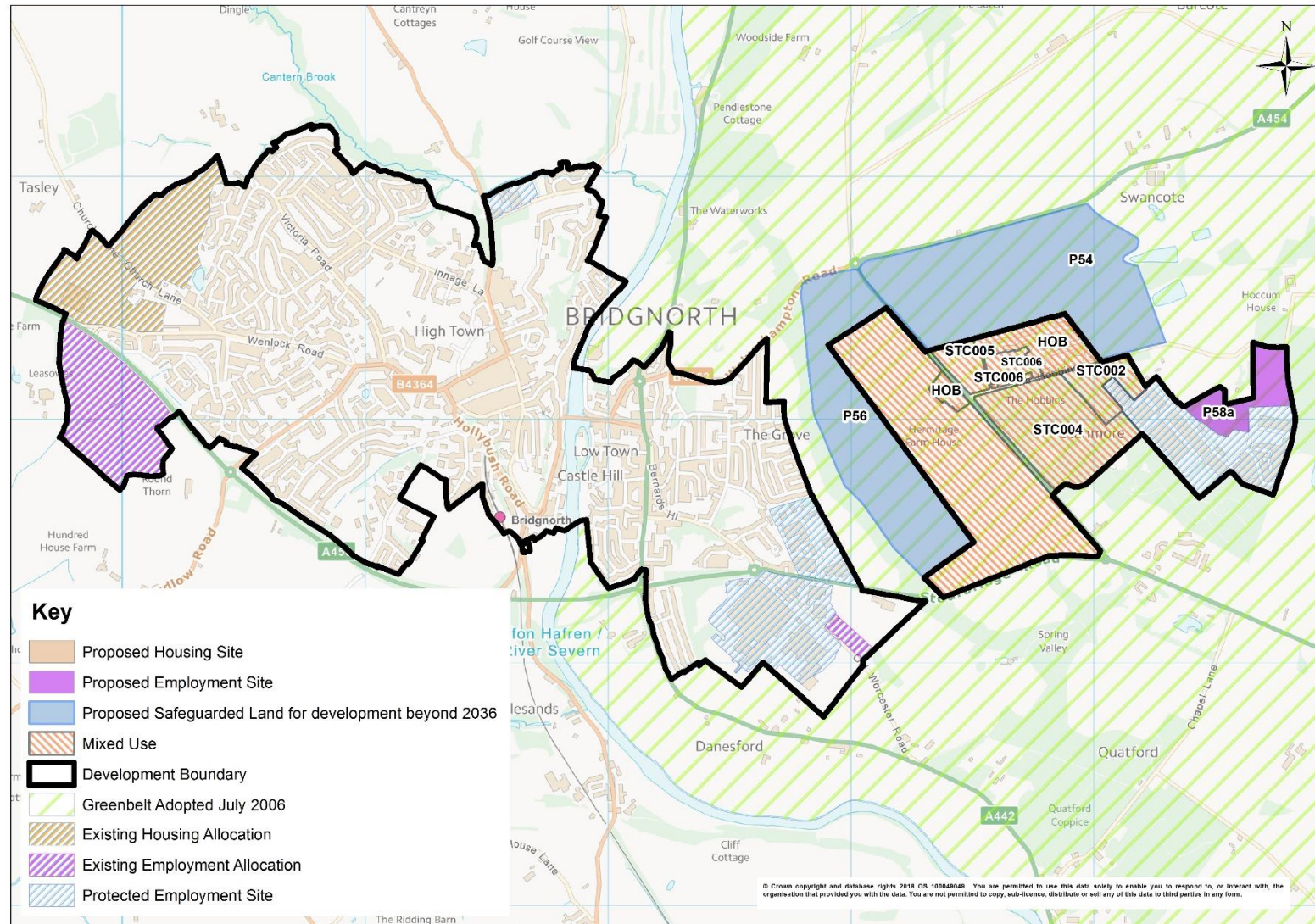
6.16. In light of the issues and challenges identified above, Shropshire Council considers that there is sufficient evidence of 'exceptional circumstances' in Bridgnorth to justify building on the existing urban fabric of the former RAF Stanmore to create a new community as a mixed use 'garden settlement' which would:

- improve local access to community facilities and infrastructure for existing residents;
- help improve access to employment, provide expansion space for existing businesses and support inward investment;
- provide a range of housing opportunities to help meet local needs;
- result in a significant net gain in the quantity, quality and connectivity of public open space;
- significantly improve access to extensive recreational open space and the countryside for existing and future residents;
- create new employment areas on greenfield land within the proposed development area and around Stanmore Industrial Estate complementing the employment opportunities in the town; and

- deliver a new area of publicly accessible woodland and open space to include Hermitage ridge providing:
 - informal managed footpaths creating functional and recreational linkages between Lower Town and the country park;
 - interpretation boards on the woodland and ecological features; and
 - interpretation boards on The Hermitage caves scheduled monument.
- 6.17. Delivery of the planned growth would take place over an extended period with some development beyond the current Plan period to 2036. For this reason, in addition to the land being released for development, additional land is safeguarded to provide for Bridgnorth's longer term growth needs.
- 6.18. The majority of the Green Belt parcels involved have been individually assessed in the Green Belt Review as causing only moderate or moderate - high harm to the Green Belt if released. Although the combined impacts of release are greater, it is considered that justifiable exceptional circumstances exist and that there will be scope to offset potential adverse impacts by achieving improvements to the 'environmental quality and accessibility' of remaining Green Belt as required by national policy. Opportunities to develop alternative approaches which would provide equivalent outcomes without the release of Green Belt land have been carefully examined but are considered to be less appropriate due to a range of factors including:
- Flood risk;
 - Impacts on areas of high landscape value;
 - Accessibility constraints; and
 - The creation of new housing areas on greenfield land remote from, but dependent on, local facilities, services and employment in the town.
- 6.19. This means that, even though the preferred option would involve the development or safeguarding of a significant area of Green Belt land, the available alternatives are not considered to compare favourably to the creation of a large, mixed use scheme which is able to provide sufficient economies of scale to deliver the benefits highlighted above.

Proposed Development Boundary; Preferred Site Allocations and Preferred Areas of Safeguarded Land

6.20. The map below identifies the location of the proposed development boundary; preferred allocations; and preferred land safeguarded for future development in Bridgnorth:



6.21. The table below provides information on each of the preferred site allocations:

Preferred Allocations				
Site Reference	Site Location	Site Area (Ha)	Approximate Capacity	Site Guidelines
P54 (part); P56 (part); P58a; STC002; STC004 (part); STC005; and STC006	Land at Stanmore	Overview:		Master-planned mixed-use garden settlement including housing, employment, a local centre and extended open space. Improvements will be required to the highway network, waste water treatment and other utilities. There is potential to establish a park and ride site to serve Bridgnorth from this direction. Careful consideration will need to be given to the protection of ancient woodland and other valuable environmental and heritage assets and the juxtaposition of housing and employment uses.
		29	850 Dwellings	Entry level, key worker and employee housing are particular local priorities.
		16	Employment	Expansion space for existing occupiers of the Stanmore industrial estate, starter and grow-on space for local firms and inward investment are particular local priorities.
		5	Local centre	To provide local services, facilities and infrastructure for both existing residents and to serve the new development proposed.
		36	Green Infrastructure (GI)	Measures will be sought to safeguard and improve facilities at the existing country park and to offset impact on Green Belt by significantly improving access to open space through the provision of additional land adjacent to the Low town of Bridgnorth by enhancing and linkages to Stanmore.

6.22. The table below provides information on each of the preferred areas of safeguarded land:

Preferred Land Safeguarded for Future Development Beyond 2036				
Site Reference	Site Location	Site Area (Ha)	Likely Use	Site Guidelines
P56 (part)	Land at Stanmore	32	Residential Uses	It is proposed that the land is safeguarded for future development beyond the current Plan Period.
P54 (part)	Land at Stanmore	48	Employment Uses	It is proposed that the land is safeguarded for future development beyond the current Plan Period.

Community Hubs:

- 6.23. Shropshire Council has undertaken an assessment of the local services, facilities, employment and public transport links available within rural settlements, in order to identify those which are considered to function as Community Hubs. This assessment is summarised within the Hierarchy of Settlements evidence base document available via the Shropshire Council website at: <http://shropshire.gov.uk/planning-policy/local-plan/local-plan-partial-review-2016-2036/>
- 6.24. Within the Bridgnorth Place Plan area, two proposed Community Hubs have been identified, these are:
- Alveley; and
 - Ditton Priors.

Alveley

- 6.25. Alveley is a large village situated in the metropolitan Green Belt close to the A442 Bridgnorth – Kidderminster road some 7 miles to the south-east of Bridgnorth. In 2016, the village had an estimated population of 1,583 people and contained 718 dwellings. The village has a range of local services and facilities including a primary school, GP, public house, shops, community hall and outdoor sports facilities.
- 6.26. The village was not identified as a location for planned development in the SAMDev Plan and in the previous Bridgnorth Plan (adopted 2006), apart from replacement dwellings and conversions, provision was made only for local needs affordable housing as infill within the development boundary. Therefore, there has been only limited housing growth in the village in the recent past, although 2 exception sites have recently been approved for affordable housing and there are outstanding commitments for 32 houses. High quality local needs housing development in Alveley is a particular local priority.

Development Strategy

- 6.27. Over the period to 2036, around 99 houses will be provided to supplement the existing committed sites. This will provide an opportunity to deliver a range of accommodation types to help meet local housing needs and support investment in community facilities and infrastructure improvements. Two site allocations are proposed to deliver around 70 houses, together with an allowance of 29 homes to be delivered through windfall sites or exception schemes.
- 6.28. As there are limited opportunities for infill development within the village boundary which is inset in the Green Belt, options for delivery of development to meet community need will necessitate expansion into the Green Belt which surrounds the village. A Green Belt review has been undertaken and indicates areas of lesser harm of release to the North and South of the village. The proposed housing allocations, detailed below, are favoured on this basis and that land to the North is readily accessible and provides an opportunity to derive community benefits in the form of improvements to sport and recreational facilities. Additional opportunities to achieve improvements to the 'accessibility' of remaining Green Belt will also be explored.

6.29. However, in order to provide long term certainty about future growth in Alveley, the delivery of planned growth will need to take place over an extended period with further development beyond the current Plan period to 2036. For this reason, in addition to the land currently being proposed for development, further land is safeguarded to provide for Alveley's longer term growth needs.

Summary of residential requirements

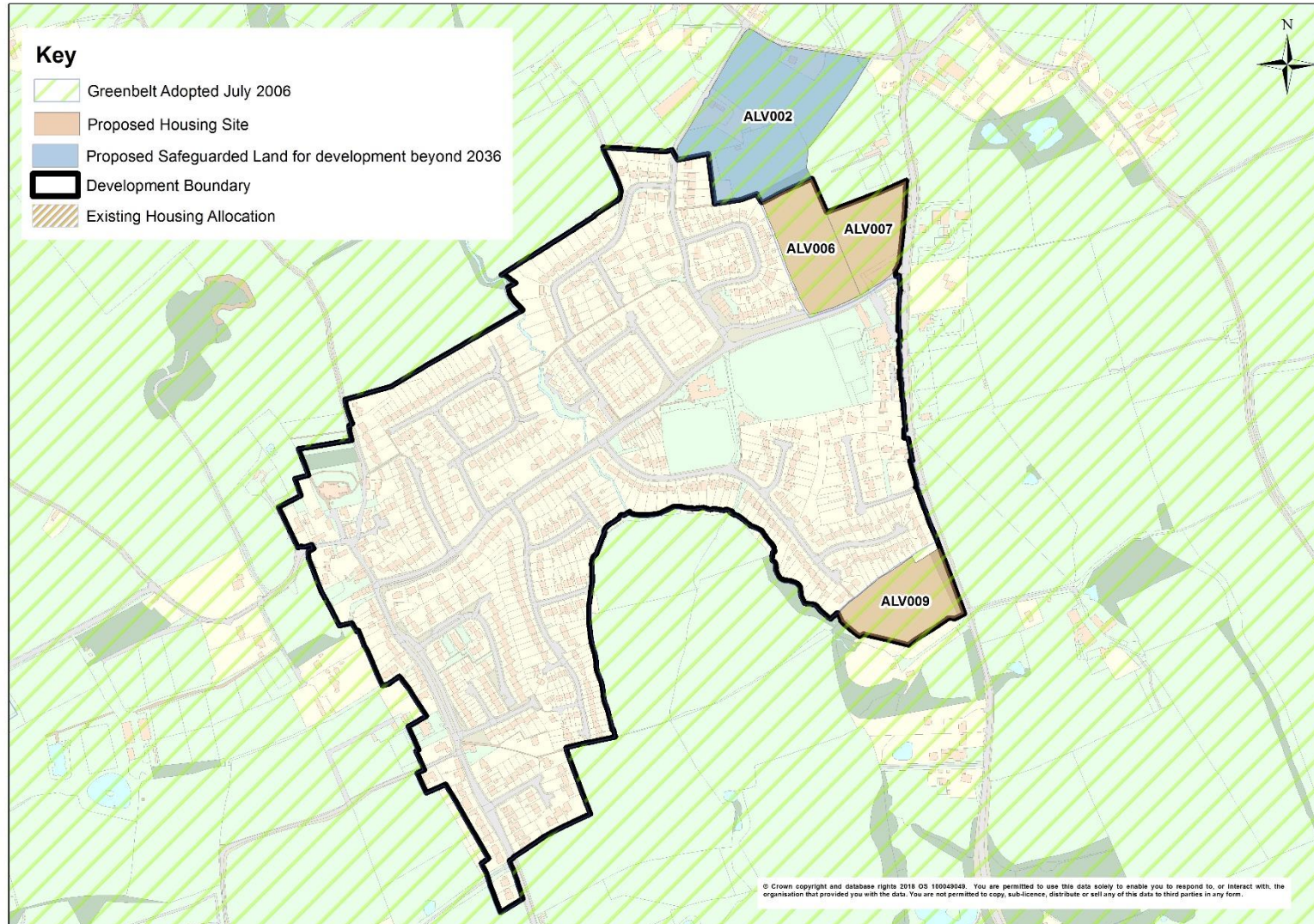
	Number of Dwellings
Preferred dwelling guideline 2016-2036	130
Dwellings completed in 2016-17*	6
Dwellings committed as at 31 st March 2017*	25
Remaining dwelling requirement to be identified	99
Dwellings to be allocated	70
Balance/Windfall allowance**	29

**Analysis of Housing Supply as at 31st March 2018 will be provided towards the end of 2018.*

***Local Plan policies will allow flexibility for appropriate windfall, rural exception and cross-subsidy development.*

Proposed Development Boundary; Preferred Site Allocations and Preferred Areas of Safeguarded Land

6.30. The map below identifies the location of the proposed development boundary; preferred allocations; and preferred land safeguarded for future development in Alveley:



4.28. The table below provides information on each of the preferred site allocations:

Preferred Allocations				
Site Reference	Site Location	Site Area (Ha)	Approximate Capacity	Site Guidelines
ALV006 / ALV007	Land north of Daddlebrook Road and west of A442, Alveley	2.5	35 dwellings	A low housing capacity is indicated as the site is being allocated for a mixed use scheme with an element of market housing to enable community facility provision. It is expected that proposals will provide for replacement and improved community sports and recreation facilities (with supporting infrastructure such as carparking) to replace provision that currently exists at Alveley Sports Club. Any site layout should provide for future access to ALV002 which is identified as a site for safeguarding for future development.
ALV009	Land Adjacent to The Cleckars, Alveley	1.4	35 dwellings	The public right of way which crosses the site would need to be taken into account in scheme design. Introduction of footway/speed limit extension and traffic calming. Site capacity will be impacted by the need safeguard mature trees and hedgerows and any ecological interest.

6.31. The table below provides information on the preferred area of safeguarded land:

Preferred Land Safeguarded for Future Development Beyond 2036				
Site Reference	Site Location	Site Area (Ha)	Likely Use	Site Guidelines
ALV002	Land off Cooks Cross, Alveley	3	Safeguarded for housing	It is proposed that the land is safeguarded for future development beyond the current Plan Period.

Ditton Priors

- 6.32. Ditton Priors is a village some 7 miles to the west of Bridgnorth located at the foot of the Brown Clee Hill with the western part of the village within the AONB. It is off the main road network with the nearest main road being the B4363 Bridgnorth - Ludlow road around 2 miles to the south. In 2016, the village had an estimated population of 831 people and contained 340 dwellings. Perhaps as a result of its rurality it benefits from a relatively good range of local services and facilities, including a primary school, medical practice, convenience store, community hall and petrol station. There is also some local employment. The village is already identified as a Community Hub in the SAMDev Plan, although the site allocated for housing development has yet to be developed, contributing to the outstanding commitments for 24 houses.

Development Strategy

- 6.33. Over the period to 2036, modest amounts of further housing will provide an opportunity to deliver a range of accommodation types to help meet local housing needs and support investment in community facilities and infrastructure improvements. There is a strong need for high quality housing development in Ditton Priors to complement local character and some identified need for smaller (1 and 2 bed) affordable units (Homepoint 2018). A local housing needs survey is proposed to provide a more accurate picture of local requirements.
- 6.34. Small, well designed developments will be acceptable within the development boundary provided they are sensitive to the village's Conservation Area and its location within the AONB.

Summary of residential requirements

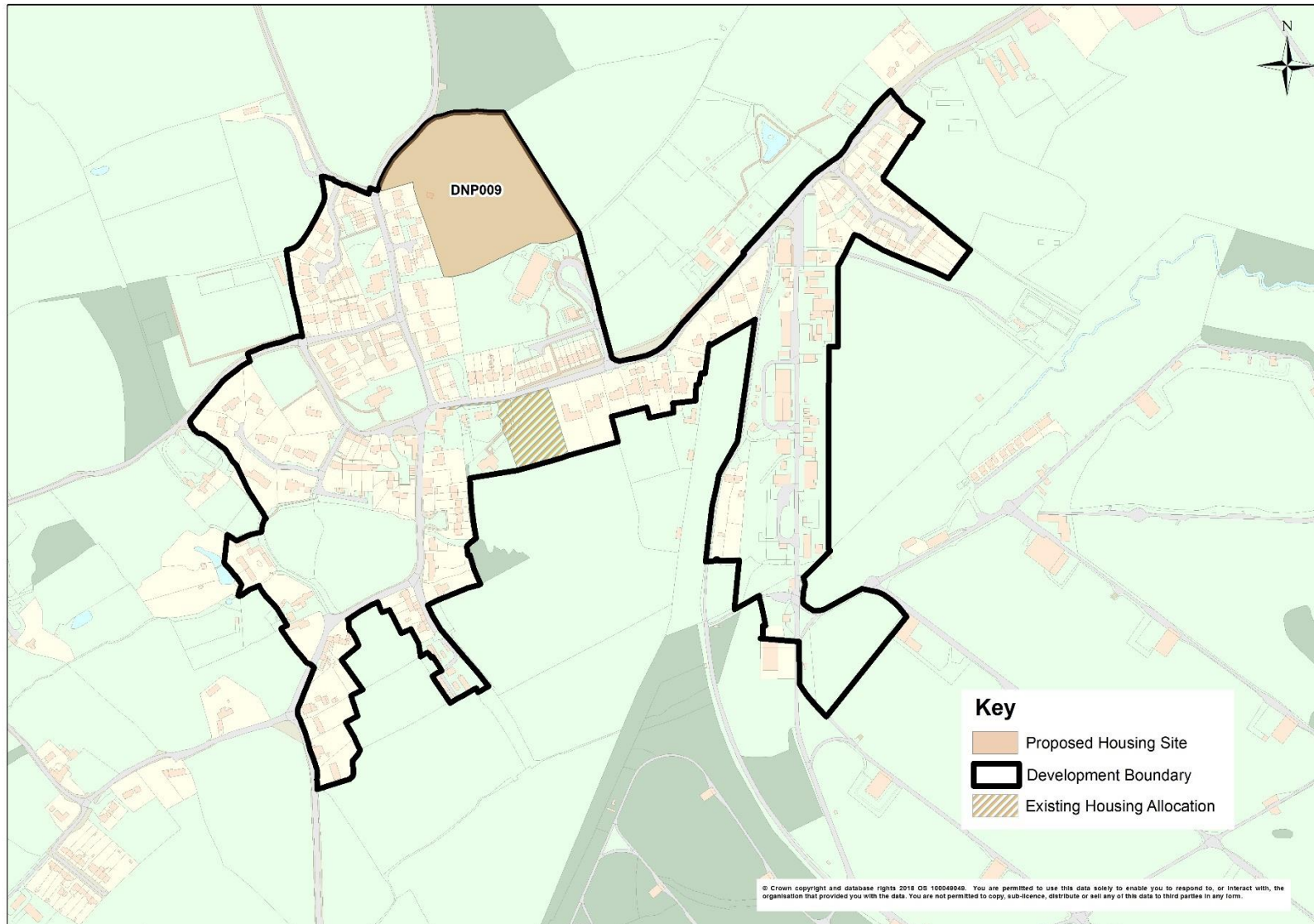
	Number of Dwellings
Preferred dwelling guideline 2016-2036	65
Dwellings completed in 2016-17*	0
Dwellings committed as at 31 st March 2017*	24
Remaining dwelling requirement to be identified	40
Dwellings to be allocated	40
Balance/Windfall allowance**	1

*Analysis of Housing Supply as at 31st March 2018 will be provided towards the end of 2018.

**Local Plan policies will allow flexibility for appropriate windfall, rural exception and cross-subsidy development.

Proposed Development Boundary and Preferred Site Allocation

6.35. The map below identifies the location of the preferred site allocation and the proposed development boundary for Ditton Priors:



The table below provides information on each of the preferred site allocation:

Preferred Allocations				
Site Reference	Site Location	Site Area (Ha)	Approximate Capacity	Site Guidelines
DNP009	Land off Derrington Road, Adjacent to Brown Clee Primary School, Ditton Priors	2.0	40	Subject to securing a new access to and parking for the primary school. The design and layout of development may need to take into account surface water flood risk.

Community Clusters:

6.36. The identification of Community Clusters will primarily be based on the aspirations of those communities, as expressed by their Parish Council(s)/Parish Meeting(s). Regard will also be given to the Local Plan Review evidence base and the views expressed by promoters of sites, residents and other stakeholders.

6.37. Based on the responses received during previous stages of consultation on the Local Plan Review, two proposed Community Clusters have been identified within the Bridgnorth Place Plan area, these are:

- Acton Round, Aston Eyre, Monkhopton and Upton Cressett; and
- Neenton

6.38. Within Community Clusters, it is proposed that a criteria based policy will manage development. A draft of this policy was provided within the previous Preferred Scale and Distribution of Development Consultation Document, available to view at:

<https://shropshire.gov.uk/media/7632/preferred-options-consultation-final.pdf>