

Ellesmere and Surrounding Area Place Plan

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Contents

Context	What is a Place Plan?	3
Section 1	List of Projects	5
1.1	Data and information review	
1.2	Prioritisation of projects	
1.3	Projects for Ellesmere and Surrounding Area Place Plan	
Section 2	Planning in Shropshire	21
2.1	County-wide planning processes	
2.2	This Place Plan area in the county-wide plan	
Section 3	More about this area	24
3.1	Place Plan boundaries	
3.2	Pen picture of the area	
3.3	List of Parishes and Elected Members	
3.4	Other local plans	
Section 4	Reviewing the Place Plan	27
4.1	Previous reviews	
4.2	Future reviews	
Annexe 1	Supporting information	29

Context: what is a Place Plan?

Shropshire Council is working to make Shropshire a great place to live, learn, work, and visit – we want to innovate to thrive. To make that ambition a reality, we need to understand what our towns and communities need in order to make them better places for all. Our Place Plans – of which there are 18 across the county – paint a picture of each local area and help all of us to shape and improve our communities.

Place Plans are documents which bring together information about a defined area. The information that they contain is focussed on infrastructure needs, such as roads, transport facilities, flood defences, schools and educational facilities, medical facilities, sporting and recreational facilities, and open spaces. They also include other information which can help us to understand local needs and to make decisions. This wider information includes things like housing needs in light of population changes, and environmental issues in light of development.

In an ideal world, we would be able to support all of the infrastructure needs within the 18 Place Plan areas of Shropshire. However, funding restrictions mean that we have to make some difficult decisions and prioritise the infrastructure that is most important. Place Plans help us to do this.

The aim of the Place Plans is:

- To enable Shropshire Council and its partners, working closely with local Elected Members and Town and Parish Councils, to deliver the infrastructure needs of our communities.

The objectives of the Place Plans are:

- To develop a clear picture and understanding of the Place Plan area.
- To identify and prioritise infrastructure needs within the Place Plan area.
- To identify lead partners, supporting partners, and funding opportunities (where possible) to deliver those infrastructure needs.
- To feed in to the Strategic Infrastructure Implementation Plan for the county as a whole.
- To feed in to Shropshire Council's Corporate Plan and Service Plans.

There are 18 Place Plans in Shropshire, covering the following areas:

- Albrighton
- Bishop's Castle
- Bridgnorth
- Broseley
- Church Stretton
- Cleobury Mortimer
- Craven Arms
- Ellesmere
- Highley
- Ludlow
- Market Drayton
- Minsterley and Pontesbury
- Oswestry
- Shifnal
- Shrewsbury
- Wem
- Whitchurch

The Place Plans also include the wider hinterlands around each of these towns or key centres. In this way, everywhere in the county is included within a Place Plan.

Place Plans are reviewed regularly, and as such are 'live' documents informed by conversations with Town and Parish Councils, and with infrastructure and service providers. This document is the 2019/20 version of the Ellesmere and Surrounding Area Place Plan.

1. List of Projects

1.1 Data and information review

The infrastructure project list in the table below is based on information submitted to Shropshire Council by Town and Parish Councils in each Place Plan area. This information is then tested against data held by the Council, and further informed by consultation with a range of infrastructure providers. By gathering this information, we have been able to understand more clearly the needs of each Place Plan area, and to use this information to make some difficult decisions about prioritisation of projects.

For the Ellesmere and Surrounding Area Place Plan, a review of the information has shown that key infrastructure issues are:

- Concerns around the capacity of the sewerage network capacity, which will require hydraulic modelling to assess requirements.
- Concerns around management of local flood risk in communities across the area.

1.2 Prioritisation of projects

Following collation and assessment of this information, the difficult task of prioritisation of projects can be undertaken. Projects are allocated to a category, based on extensive discussions with a range of partners, and on information included within the Implementation Plan of Shropshire's Local Development Plan: <https://www.shropshire.gov.uk/media/8603/ldf-implementation-plan-2016-17.pdf>.

Projects will be allocated to one of the three categories identified below:

- Priority A Projects
- Priority B Projects
- Neighbourhood Projects

The table below and overleaf gives further information about the categories.

Category	Description	Examples
Priority A	<p>This is infrastructure which will unlock development.</p> <p>These are usually projects which will be led by Shropshire Council and/or its strategic infrastructure delivery partners, such as utilities companies, the Environment Agency, Highways England, broadband providers, etc.</p> <p>These projects are sometimes also legally required (i.e. Shropshire Council has a statutory duty to provide this infrastructure) or may be strategically important (i.e. essential for the good of the county as a whole).</p>	<p>Improvements to drainage in Whitchurch to allow significant housing and business premises development.</p> <p>Works at Churncote roundabout on the A5 to the west of Shrewsbury – improvements here will impact across the county.</p> <p>Provision of sufficient school places to meet local need.</p>
Priority B	<p>This is infrastructure which will support development in a number of ways and/or a number of locations.</p> <p>These projects will often be required across numerous locations in the Place Plan area, or will impact widely within the Place Plan area as a whole.</p>	<p>Improvements to Broadband connectivity across the county.</p> <p>Provision of housing to meet local need.</p>

		Improved access to public transport facilities, such as rail stations.
Neighbourhood	<p>Projects which will support and are important to an individual community.</p> <p>These projects will usually be led by partners in the local area, such as the Parish Council.</p>	Playgrounds, village hall car parks, street lights, local road safety improvements, etc

1.3 Projects for Ellesmere and Surrounding Area Place Plan

The projects in the following table have been identified through evidence and data gathering as described in section 1.1, and through discussions and consultations with Town and Parish Councils. Discussions have also taken place with relevant departments across Shropshire Council and with external providers of strategic infrastructure. However, please be aware that this table does not commit any partner to undertake specific activity, as priorities and resources are subject to change.

Further, whilst Shropshire Council will continue to support its Town and Parish Councils to identify infrastructure needs within the Place Plan area, the final decision on the level of priority given to specific infrastructure projects rests with Shropshire Council, based on the evidence gathering noted above.

Projects have been presented in two tables: the first covering Priority A and Priority B projects, and the second covering Neighbourhood projects.

Please note that completed projects will be included in a separate supporting document. This document will be made available on Shropshire Council's website, alongside the Place Plans themselves.

Table 1: Priority A and Priority B Projects

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Priority A Projects				
Environment and Utilities				
Sewerage network capacity – hydraulic modelling of network to assess cumulative impact of new development (Ellesmere Town) (Ellesmere Rural)	Not known	Severn Trent Water, Welsh Water	Developers, Severn Trent Water	Severn Trent is currently assessing the impact of the preferred sites in the latest consultation document on water provision, sewerage conveyance and treatment.
Flood risk management infrastructure (Ellesmere Town) (Ellesmere Rural) (Hordley) (Cockshutt) <ul style="list-style-type: none"> • Investigate and resolve local land drainage issues which cause localised flooding to roads and property (Cockshutt-Cum-Petton) • Assessment of local flood risk- Local Flood Risk Management Strategy has identified that a number of properties in Dudleston Health may be at risk of flooding (Ellesmere Rural) • Drainage issues to the canal – flooding issues to be investigated, including the condition of the Mere Culvert which runs throughout the town, and flooding on Jebb Court (Ellesmere Town) (Ellesmere Rural) 	To be confirmed	Flood Defence Grant in Aid, CIL Local	Environment Agency, Shropshire Council	An infrastructure scheme is included in the Environment Agency’s next 6-year programme (2021 onwards) to protect around 70 properties in the town from surface water flooding but needs to be assessed in terms of cost/benefit and partnership funding for delivery. River Bagley, Mere Culvert, and Newnes Brook noted as affecting the whole area. Environment Agency have been made aware of wider issue.
Wastewater treatment works – an assessment of the capacity of land to cope with treated foul water and surface drainage from new	Not known	Severn Trent Water, Welsh Water	Developers, Severn Trent Water, Welsh Water,	Further local information required – strategic partners not currently aware of any specific issues in this area. Welshampton properties

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
development on a cumulative basis, taking into account that from existing properties, is required prior to any further development. (Welshampton and Lyneal)			Environment Agency	use septic tanks rather than mains drainage, prohibiting development. Other villages in the area are also not connected to main sewage systems.
Priority B Projects				
Economic Opportunities				
Facilitation of ICT / broadband technologies with special relevance to poor mobile phone coverage (ALL Parishes)	To be updated	To be confirmed	Shropshire Council, local councils, private sector partners	Work ongoing by Shropshire Council and various providers. This is currently listed as a Priority B project, although there may be scope to change this to Priority A in future. Shropshire Council remains committed to seeking a solution to provide superfast broadband for unserved premises and is confident that it can ensure that all premises in the Shropshire Council area have access to a superfast broadband connection by 2021. For queries about the availability of faster broadband, please email address details and landline numbers (if available) to connecting.shropshire@shropshire.gov.uk
Mobile phone coverage improvement – this is known to impact specifically on Criftins School, as well as local projects and businesses trying to operate at Welsh Frankton. (Ellesmere Rural)	Not known	Not known	Private sector delivery partners, Shropshire Council	Shropshire Council is not directly responsible for mobile phone coverage issues; the responsibility is with the Mobile Network Providers (MNO's) to resolve service issues i.e. Vodafone, 02, Three and EE. Should there be ongoing issues or simply no provider coverage from any of the MNO's then please contact connecting.shropshire@shropshire.gov.uk

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Ellesmere Business Park – Phase II Expansion (Ellesmere Town)	Not known	Not known	Shropshire Council	To be considered as part of the development of Shropshire Council’s Business Park Programme. The Town Council has indicated that the business park is currently full, and that there is need for more jobs in-line with 800 new homes scheduled on the wharf in Ellesmere Rural. This project remains a Priority B for now, but Shropshire Council will work to identify need within the Business Park Strategy and work with the local community to deliver appropriate support.
Marina development – enhance use of heritage buildings. Linked to Shropshire Union Canal (Ellesmere Rural) (Ellesmere Town)	Not known	Not known	Canals and Rivers Trust, Shropshire Council	Highways are involved with this project, as there is a potential road link as part of the development of the site. Further information from local representatives regarding this project would be welcomed. There is specific interest in the development of the old yard into a key heritage museum to encourage visitor travel from the Mere to the canal and to further connect with marina master planning.
Town centre parking (Ellesmere Town)	Not known	Not known	Town Council, Shropshire Council	Land close to the Tesco supermarket is owned by Shropshire Council, and is currently utilised as a traders’ car park. There is interest in the potential to deliver a housing venture with parking included. There is also interest in land adjacent to the Mere on Church Street to provide options for off- street parking nearer the town to encourage visitor spend.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
				Parking, assets, and pedestrian connections within the town need to be considered to identify future needs including traffic flows.
Environment and Utilities				
Flood prevention (River Perry) – to clean and maintain the River Perry throughout the Place Plan area where required in order to remove / minimise the risk of flooding in various places, including Bagley Marsh (Hordley)	Not known	To be confirmed	Environment Agency, Shropshire Council, Parish Council, land owners	No current intelligence regarding flooding issues in this specific area. This will be raised with the Environment Agency as part of the wider range of issues highlighted in the area.

Table 2: Neighbourhood Projects

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Neighbourhood Projects				
Community Infrastructure				
Additional and improved street lighting Cockshutt- cum- Petton	Not known	Neighbourhood Fund	Parish Council	<p>Shropshire Council Highways is currently looking to undertake a large-scale replacement scheme to upgrade streetlights to LED. External funding is being sought, and Parish and Town Councils will be able to benefit from this programme by procuring through our current contracts and contractors. This approach will give greater savings, efficiencies and economy of scale.</p> <p>Additionally, Town and Parish Councils may also consider purchasing their electric supply for the lights through Shropshire Council and West Mercia Energy. This arrangement has already been put in place with a number of Parish and Town Councils and they have experienced a significant reduction in costs.</p> <p>The Parish Council will also replace sodium units with LED as and when required.</p>
Provision and improvement of footpaths and bridleways (Cockshutt- cum -Petton)	Not known	Neighbourhood Fund, grants	Parish Council	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development. Need further information from local representatives.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Development of the Jubilee Field as a community area including sporting activities (Cockshutt- cum -Petton)	£120,000	Neighbourhood Fund, grants, local fundraising	Sports England, Parish Council	Parish lead.
Upgrade street lighting (Ellesmere Rural)	Not known	Neighbourhood Fund, precept	Parish Council	Shropshire Council Highways is currently looking to undertake a large-scale replacement scheme to upgrade streetlights to LED. External funding is being sought, and Parish and Town Councils will be able to benefit from this programme by procuring through our current contracts and contractors. This approach will give greater savings, efficiencies and economy of scale. Additionally, Town and Parish Councils may also consider purchasing their electric supply for the lights through Shropshire Council and West Mercia Energy. This arrangement has already been put in place with a number of Parish and Town Councils and they have experienced a significant reduction in costs.
Improve community facilities at Welsh Frankton Parish Hall and Criftins Parish Hall (Ellesmere Rural)	Not known	Neighbourhood Fund, grants, local fundraising	Parish Council	Parish lead.
Improvements to St Mary's Church, Dudleston – car park extension and graveyard extension (Ellesmere Rural)	Not known	To be confirmed	Parish Council	Parish lead. Shropshire Council is currently progressing an enquiry regarding burial space capacity across the county. The results of this enquiry will be available in Autumn 2019.
Drainage of community field opposite Criftins School (Ellesmere Rural)	Not known	Neighbourhood Fund, local fundraising, grants	Parish Council	Parish lead.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Enhance cycle and pedestrian network and connect to the waterways (Ellesmere Town)	Not known	Neighbourhood Fund, grants	Town Council	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development. Need further information from local representatives.
Replace / re-lay all paving on Cross Street (Ellesmere Town)	Not known	Neighbourhood Fund	Town Council, Shropshire Council	Parish lead. There are issues due to patched tarmac, and repairs using uniform and re-instated pavements are requested. This is not currently within the Highways programme of work. For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk
New bus shelter and a pull -in layby at Trimpley / Stanham (Ellesmere Town)	Not known	Neighbourhood Fund	Town Council	Parish lead. There are concerns relating to Ellesmere Primary School, children's walking routes, and more development in the area. This is not currently within the Highways programme of work. For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk
Upgrade street lighting to LED (Ellesmere Town)	Not known	Neighbourhood Fund, precept	Town Council	Parish lead. Shropshire Council Highways is currently looking to undertake a large-scale

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
				<p>replacement scheme to upgrade streetlights to LED. External funding is being sought, and Parish and Town Councils will be able to benefit from this programme by procuring through our current contracts and contractors. This approach will give greater savings, efficiencies and economy of scale.</p> <p>Additionally, Town and Parish Councils may also consider purchasing their electric supply for the lights through Shropshire Council and West Mercia Energy. This arrangement has already been put in place with a number of Parish and Town Councils and they have experienced a significant reduction in costs.</p>
Improvements to facilities at Welshampton Pre-School (Welshampton and Lyneal)	Not known	Neighbourhood Fund, pre-school, local fundraising	Parish Council, pre-school, parents	Parish lead.
Community facilities – additional seating / picnic tables, permanent play area, new signage (Welshampton and Lyneal)	Not known	Neighbourhood Fund, grants, local fundraising	Parish Council	Parish lead.
Community car parks – existing community car park in Stocks Lane requires more robust surfacing and street lighting to improve safety. Also a requirement for an additional car park to the east of Welshampton as an overspill to the car parking facilities at the Parish Hall. Also improvements required to Parish Hall car park (Welshampton and Lyneal)	Not known	Neighbourhood Fund, grants	Parish Council, Parish Hall	Parish Council and Parish Hall lead.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Provision of footpaths and bridleways, improve and maintain rights of way (Welshampton and Lyneal)	Not known	Neighbourhood Fund, grants	Parish Council	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Improvement to canal towpath (Welshampton and Lyneal)	Not known	Neighbourhood Fund, grants	Parish Council, Canal and River Trust	Parish lead. Need further clarity regarding the landowner / responsible party.
Transport and Accessibility				
Infrastructure and road improvements required at Trimpley / Brownlow and Grange Road, by Fullwoods, due to development (Ellesmere Town)	Not known	Not known	Town Council, Shropshire Council	Highways approved works as part of the initial planning process and do not believe further work is needed to mitigate the impact of development. Requests for additional work (including assessing the Fullwoods goods entrance and any opportunities to take heavy through traffic to the other side of Ellesmere) would require Highways assessment and feasibility studies (at a cost of approx. £10,000). The project is not currently within the Highways programme of works.
Highway improvements – installation of VAS, crossing facilities on the A528, speed management through the village. (Cockshutt-cum- Petton)	Not known	Not known	Parish Council	Parish lead. There is a VAS at the southern end of the Parish, and a further VAS will be installed at the northern end, as per the village's speed management scheme. Speeding through the village of Cockshutt is a concern, and the implementation of traffic calming measures is required. Mouchel undertook a survey relating to traffic calming in March 2017, and the survey determined that a series of traffic calming measures would be beneficial. There is a

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
				scheme in Shropshire's LTP programme for traffic calming measures on the A528 at Cockshutt, but this is currently on hold due to lack of funding, as sites with higher accident clusters need to be dealt with first.
Establish a 30mph speed limit at Willowbrook Crosemere, Cockshutt (Cockshutt-cum-Petton)	£3,000	Highways , local residents	Shropshire Council Local residents Parish Council	Highways have agreed that the road at Willowbrook should be designated as 30mph, but due to financial constraints this is yet to be actioned. This will be included for consideration as part of the proposed traffic management minor schemes programme for 2019/20.
Adoption of roads, street lighting, and drainage at The Meadows, Cockshutt (Cockshutt-cum-Petton)	Not known	Developer (Pochins)	Developer, Parish Council, Shropshire Council	The development at the Meadows is completed, but as yet to be adopted by Shropshire Council.
Upgrade to key footpaths and access routes – upgrade the route between the parish hall and school, footpath opposite Severn Pumping Station, and the Criftins footpath from Welsh Frankton to Higher Perth. Develop a footpath for safe pedestrian access from Ellesmere College to Ellesmere (Ellesmere Rural)	Not known	Neighbourhood Fund, grants	Parish Council, Shropshire Council	Parish lead. May be potential for links to Shropshire Council's Green Infrastructure Strategy, which is currently under development. For other local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk
Traffic calming and additional parking required for Criftins School (Ellesmere Rural)	Not known	Not known	Parish Council, school,	Parish and School lead.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
			Shropshire Council	
Car parks future proofed with electric car charging points (Ellesmere Rural)	Not known	Not known	Parish Council	Parish lead.
Highways improvements / road safety measures / traffic issues from Lee to Hordley (Ellesmere Rural)	Not known	Neighbourhood Fund	Parish Council, Shropshire Council	Parish lead. Further local information is required for highway assessment. A request has been submitted for extension of the speed limit in Dudleston Heath, and Highways do not object to this, but the project is not currently in the programme of works. This request will be included for consideration as part of the proposed traffic management minor schemes programme for 2019/20.
Highway improvements – measures such as VAS signs and traffic calming to reduce the speed of vehicles travelling to and from ABP, and measures to improve some sections of this highway, particularly passing places (Hordley)	Not known	Not known	Parish Council, Shropshire Council	This affects the whole area with employees travelling from Wrexham and surrounding area, travelling through Dudleston, Ellesmere Rural, and Hordley to the ABP site. As part of S106 monies, a VAS is due to be installed on southbound approach to Lower Hordley / ABP.
Reduce speed limits (Ellesmere Town)	Not known	Neighbourhood Fund	Town Council, Shropshire Council	Parish lead. A scheme was developed, but is not currently in the Highways work programme due to funding restrictions. Further local information would be required for any further Highways assessment, focussed on the speed limit in front of the mere, and the need for a pedestrian crossing and another access into the town from the arboretum.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Highway improvements – reduce speeding traffic, provide safe crossing of A495, and improved surfaces in passing places (Welshampton and Lyneal)	Not known	Neighbourhood Fund	Town Council, Shropshire Council	Parish lead. Not currently in the Highways programme of works.
Housing, Health and Education				
Extension of Criftins School / new school location in the centre of village (Ellesmere Rural)	Not known	Not known	School, Parish Council	This is a local aspiration; However, there is no requirement to expand the number of school places at this location. As at May 2018, there were 61 primary aged pupils in the catchment area. The school's capacity is 84 pupils, the school is therefore of sufficient size to serve the in-area demand. The number on roll was 107, made up of 45 pupils from the catchment area and 62 from out-of-area (2 of which are from Wrexham). On this basis, Shropshire Council has no plans to expand provision. This is a popular school, but this popularity is based on drawing pupils in from outside the catchment area – this cannot be supported given the potential impact on the sustainability and viability of other schools in the area.
Improvements to Welshampton CE Primary School – expansion of buildings, including facilities to allow PE curriculum to be delivered on site. (Welshampton and Lyneal)	Not known	Not known	School, Parish Council, Shropshire Council	Parish and school lead. Newtown CE Primary has a net capacity of 140 places, and there are 64 primary aged children in the catchment area (as at October 2017). While the school is technically full, it was drawing in some 90 pupils from out-of-area. In school place planning terms, there is therefore no requirement for the school to expand provision as it has sufficient capacity to

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
				meet in-area demand. However, Shropshire Council will continue to monitor the position.
Affordable housing – local housing requirements need to be identified, in conjunction with hub status (Ellesmere Rural)	Not known	Not known	Parish Council, Shropshire Council	Further discussions needed with Shropshire Council’s Housing Development Company, private sector builders, Homes England, and other housing providers. This will link to work already underway through Shropshire Council’s Community-Led Housing Enabler and to the ‘Right Home Right Place’ initiative, which helps to identify housing need in Shropshire and to provide information on affordable housing, community housing, and housing in general. For further information, or to feed in any additional local intelligence relating to housing need, please contact the housing team at Shropshire Council at affordablehousing@shropshire.gov.uk

2. Planning in Shropshire

2.1 County-wide planning processes: the Local Development Plan

Planning is a statutory process (required by law) that all local authorities across the UK must undertake.

A number of planning policy documents consider a wide range of important planning issues such as housing, employment, retail, the environment, and transport. Together, these documents constitute the Local Development Plan, which plays a crucial role in prioritising and shaping development in the local authority area. In Shropshire, the current Local Development Plan period runs until 2026.

Of all the documents that make up the Local Development Plan, there are three that we will refer to here. They are:

- Core Strategy – adopted 24 February 2011
- Site Allocations and Management of Development (SAMDev) Plan – adopted 17 December 2015

At the moment, the Local Development Plan is undergoing a review, which will ensure that Shropshire Council can respond to changing circumstances. The review will include, but is not limited to, consideration of housing requirements, employment land requirements, the distribution of development, and a review of green belt boundaries. Until the review is completed, the existing Local Development Plan remains as the overarching guide for all development across the county.

There is also a third set of documents which are of vital importance to the Local Development Plan. These are the 18 Place Plans, and you are currently reading the Place Plan for **Ellesmere and Surrounding Area**.

2.2 This Place Plan area in the county-wide plan

The Core Strategy, as referenced at section 2.1, recognises the role of Shropshire’s market towns and key centres through Policy CS3. This policy outlines how all of our towns have distinctive identities, which new development is expected to reinforce, by respecting each town’s distinctive character, and by being sensitive to its landscape setting, historic features, and the towns’ functions. You can read more from Policy CS3 by following this link: <https://shropshire.gov.uk/media/8534/core-strategy.pdf>

For Ellesmere, Policy CS3 recognises:

- Balanced housing and employment development, of an appropriate scale and design that respects the town’s distinctive character
- and is supported by improvements in infrastructure.
- Development to support local businesses, recognising the area’s high-quality landscape, particularly the environmental and historic
- assets of the meres and the canal.
- A major mixed-use redevelopment on the site of the canal-side wharf is underway and offers prospects for continued regeneration.
- There are fewer jobs in the town than there are resident workers and most workplaces in Ellesmere are small.

The SAMDev Plan, as referenced at section 2.1, also provides brief settlement policies for each Place Plan area. The policies for Ellesmere, and then for the wider area, are as follows:

- Ellesmere will accommodate additional development of around 800 homes during the period to 2026.
- New housing development will be delivered through the allocation of a single greenfield site, subject to the implementation of satisfactory drainage and flood risk measures.
- Developments that contribute to the area’s economy are encouraged, and proposals for small scale office, workshop and light industrial uses and expansion of existing businesses will be supported where they are well located and well suited to employment use.

- Approximately 4 hectares of employment development is expected to take place on small-scale windfall sites across the Ellesmere area over the Plan period to 2026
- The allocation of 18 hectares of land for leisure and tourism uses is located adjacent to the allocated housing site to the south of the town. The scheme represents an exciting opportunity for Ellesmere to further develop its leisure and tourism facilities.
- Mitigation measures will be required to remove the adverse effects of development in the Ellesmere area on the integrity of the Cole Mere.

Shropshire Council started reviewing its Local Plan in 2017 and recently consulted on the preferred sites which are needed to meet the county's development needs during the period to 2036. The new Plan is unlikely to be adopted before 2021. The review will ensure that the Local Plan continues to be the primary consideration for decisions about development in Shropshire by maintaining robust and defensible policies that conform with national policy and address the changing circumstances within the County and beyond. You can read more about the Local Plan Review preferred sites consultation by following this link: <https://www.shropshire.gov.uk/get-involved/local-plan-preferred-sites-consultation/>

Key points from the Local Plan review include:

- Ellesmere will act as a key centre and contribute towards the strategic growth objectives in the north-west of the county.
- The Local Plan Review will seek to achieve balanced housing and employment growth.
- Between 2006/07 and 2016/17 the average housing delivery rate in Ellesmere was some 29 dwellings per year.
- Around 9 hectares of employment land is already committed in Ellesmere, through planning permission, prior approval, or site allocation. No further employment land therefore needs to be identified.
- Additional opportunities will need to recognise the presence of numerous heritage and natural environment assets in and around the town.
- Additional opportunities will need to recognise flood risk in the area.
- One community hub has been identified at Dudleston Heath following request from Ellesmere Rural Parish Council.

You can read more about the Local Plan Review by following this link: <https://shropshire.gov.uk/planning-policy/local-planning/local-plan-partial-review-2016-2036>

3. More about this area

3.1 Place Plan boundaries

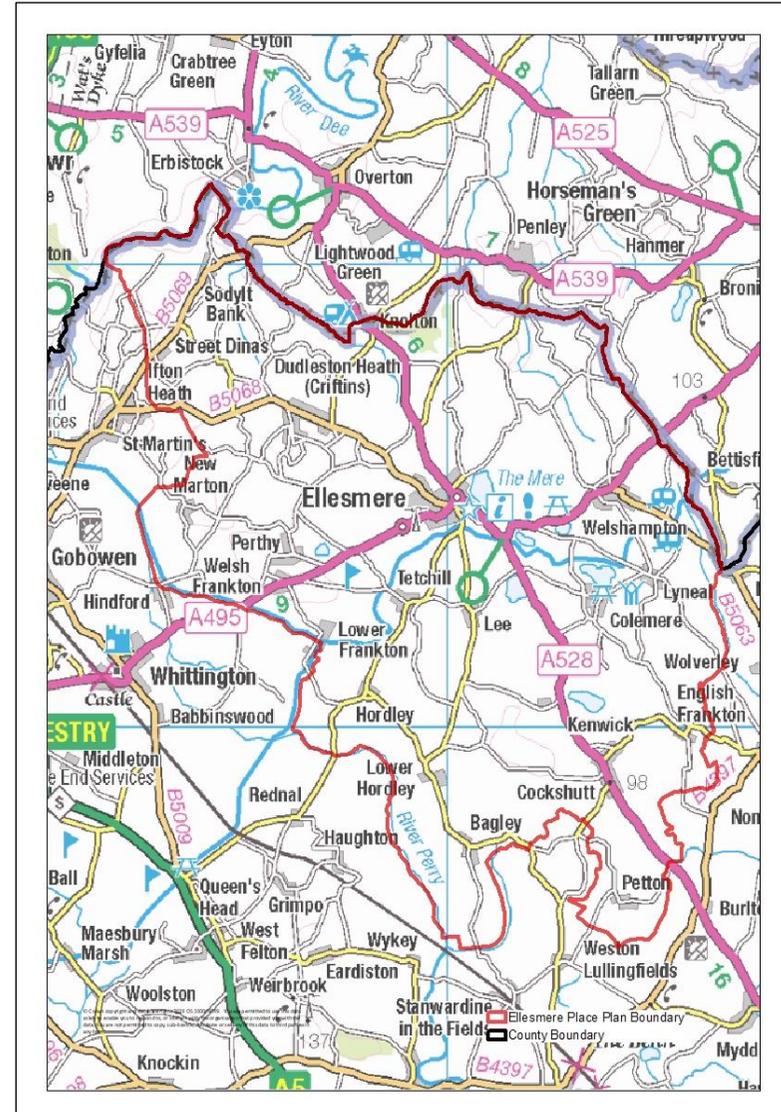
Place Plans were developed to include a main centre (often a market town) and its surrounding smaller towns, villages, and rural hinterland. These areas are recognised in the Local Plan as functioning geographical areas, with strong linkages to and from the main town and the wider area.

The Ellesmere and Surrounding Area Place Plan geography is shown in the map.

3.2 Pen picture of the area

Ellesmere is located in the north of the county of Shropshire. The area contains a mixture of housing in terms of age and type and the town of Ellesmere itself is fairly densely populated, and provides a range of shops and other amenities.

Ellesmere was first settled by ancient Britons. The area has nine Meres (glacial lakes) with the town being situated next to



one of the largest meres in England, outside of the Lake District. A castle was built in the 11th Century, of which only earthworks now remain. The mere itself contains an artificial island, constructed in 1812 from the soil dug out to make the gardens at Ellesmere House. It was later named Moscow Island, as Napoleon's defeat in Russia also took place in that year. The mere has a visitors' centre and is popular with birdwatchers.

Approximately 200 people are employed in the tourism sector in Ellesmere, of which the majority are employed in accommodation and food services, with a small number in arts, entertainment, recreation and other services. Ellesmere is a popular destination with visitors, who are attracted to its natural lakes, wildlife, tranquil walks, and the nearby canal network. The visitor centre attracts around 250,000 visitors a year.

3.3 List of Parishes and Local Elected Members

This Place Plan covers the following Town and Parish Councils:

- Cockshutt- cum- Petton Parish Council
- Ellesmere Rural Parish Council
- Ellesmere Town Council
- Welshampton and Lyneal Parish Council
- Hordley Parish Council

The following Elected Members of Shropshire Council represent constituencies within this Place Plan area:

- Councillor Ann Hartley (Ellesmere Town Ward)
- Councillor Brian Williams (Welshampton, Cockhutt and Ellesmere Rura Wardl)
- Councillor Steve Davenport (Dudleston Ward)
- Councillor Nick Bardsley (Hordley Ward)

3.4 Other local plans

When developing the Place Plan for an area, Shropshire Council also looks at any other local plans and strategies that focus on infrastructure needs within this particular area.

For Ellesmere and the surrounding area, the relevant plans include:

Community Led or Parish Plans:

- Cockshutt-cum-Petton Parish Plan - Refresh in progress
<https://www.cockshuttcumpetton-pc.gov.uk/wp-content/uploads/2019/07/THE-PARISH-PLAN.pdf>
- Welshampton Parish Plan 2008 and refresh 2015 <https://www.welshamptonandlyneal-pc.gov.uk/parish-plan-refresh-2/>
- Ellesmere rural Parish Plan 2004
- Ellesmere Town – Ellesmere Strategic Vision Plan

4. Reviewing the Place Plan

4.1 Previous reviews

To date, the Place Plans have been updated through conversations with Town and Parish Councils, Local Elected Members, infrastructure and service providers, and local businesses. The ambition was to hold such conversations on an annual basis, but this approach has been difficult for the Council to resource and has not enabled the Place Plans to be quickly and easily updated in response to changing local circumstances.

4.2 Future reviews

Undertaking an annual conversation involves significant consultation and engagement across the county. In light of current resource constraints, Shropshire Council will therefore now update the Place Plans on a rolling basis. This means that the Place Plans are 'live' documents, which can be updated as required in order to reflect changing infrastructure needs within a community. Town and Parish Councils will be able to submit projects for inclusion in their Place Plan on an ongoing basis.

A summary of the process that we will follow to review and incorporate these updates is shown below and overleaf.

Update required	Process
The local community wishes to remove, update, or add a Priority A or Priority B Project	<p>The Town or Parish Council submits the relevant information to their Place Plan Officer (see contact details at Annexe 1). This can be done via letter, email, or conversation and discussion.</p> <p>Shropshire Council's Internal Infrastructure Group (a group of officers with responsibility for delivery of infrastructure) will consider the information and agree any amendments that need to be made to the Place Plan.</p>

	<p>The proposed amendment will then be shared with the Strategic Infrastructure Forum (external infrastructure providers, such as utility companies, Environment Agency, etc.) for their input.</p> <p>The Place Plan Officer will feedback the results of the discussions to the Town or Parish Council, and the final form of the amendment will be agreed.</p> <p>The Place Plan Officer will make the changes to the Place Plan and upload the revised document to Shropshire Council’s website.</p>
<p>The local community wishes to remove, update, or add a Neighbourhood Project</p>	<p>The Town or Parish Council submits the relevant information to their Place Plan Officer.</p> <p>The Place Plan Officer will consult with internal and external partners to ensure that there are no reasons why the project should not be included.</p> <p>The Place Plan Officer will make the required changes to the Place Plan and upload the revised document to Shropshire Council’s website.</p>
<p>Shropshire Council or an external infrastructure provider wishes to remove, update, or add a Priority A or Priority B Project</p>	<p>The relevant Place Plan Officer will contact all Town and Parish Councils in the Place Plan area to discuss any proposed amendments to A and B projects.</p> <p>Once any amendments have been discussed and agreed, the Place Plan Officer will make the changes to the Place Plan, and upload the revised document to Shropshire Council’s website.</p>

Annexe 1 Supporting information

For more information on Shropshire Council's planning policies, please go to:

<https://www.shropshire.gov.uk/planning-policy/>

For more information on Place Plans, please go to: <http://www.shropshire.gov.uk/place-plans> or contact your Place Plan Officer via PlacePlans@shropshire.gov.uk

For additional information on Council services, please refer to the telephone numbers below:

Service	Number
General enquiries	0345 678 9000
Housing benefit	0345 678 9001
Council tax	0345 678 9002
Business rates	0345 678 9003
Planning and building control	0345 678 9004
Housing	0345 678 9005
Streets, roads and transport	0345 678 9006
Bins and recycling	0345 678 9007
School admissions, free school meals and school transport	0345 678 9008
Concerns for the welfare of a child/children's social care or early help support	0345 678 9021
Registrars	0345 678 9016
Concerns for a vulnerable adult and Adult Social Care	0345 678 9044
Elections	0345 678 9015

Alternatively, you can contact us via our website using the online enquiries form:

<https://shropshire.gov.uk/forms/contact-us?>

For more information on health provision, please contact Shropshire Clinical Commissioning Group directly:

NHS Shropshire Clinical Commissioning Group,
William Farr House,
Mytton Oak Road,
Shrewsbury,
SY3 8XL.

Tel: 01743 277500 (main switchboard)
Email: SHRCCG.ShropshireCCG@nhs.net