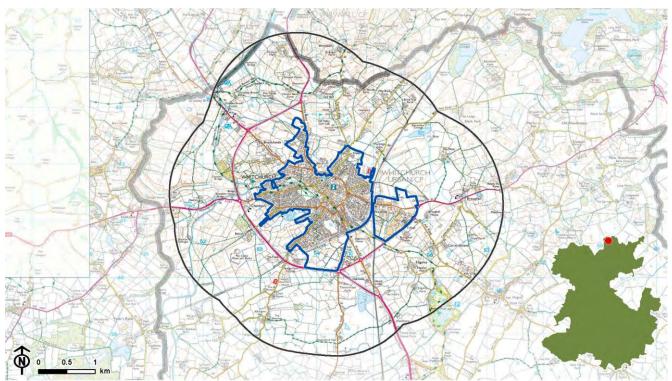
Principal Centre – Whitchurch

Location



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CB:KC EB:Chamberlain_K LUC 10924-00_000_Location_OSbase 06/04/2020 Source: SC, LUC, OS



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Summary of Settlement Study Area and Location

Introduction

The Pre-Submission Draft Local Plan (2020) identifies Whitchurch as a Principal Centre. This Green Infrastructure Strategy has defined the study area as a 1.5km offset from the settlement limits. The Principal Centre of Market Drayton is located approximately 9km south east from the identified study area of Whitchurch.

Whitchurch is the most northerly market town in Shropshire, located within proximity to the Cheshire and Welsh borders and is one of Shropshire's largest settlements. The town is 30km north east of Shrewsbury and 20km south west of Crewe. Its location at the heart of the Roman road network still makes Whitchurch easily accessible today and it has a wide range of facilities, services and infrastructure. Whitchurch has a population of around 9,500 and the Town Council area covers 2,381ha, with a population density of 4.1 people per hectare.

Development context

Existing development allocations in the town are set out in the SAMDev (2015)¹, however the Shropshire Local Plan is currently being reviewed. The Pre-Submission Draft Local Plan (2020) proposes other sites, which are not yet adopted. The sites currently allocated and those being proposed are set out below.

Existing Housing allocations within the town (SAMDev Sites, 2015²):

- Site WHIT009: Land at Tilstock Road, Whitchurch. Site provision: 500 dwellings
- Site WHIT046: Land at Mount Farm, Whitchurch. Site provision: 100 dwellings
- Site WHIT021: Land at Alport Road, Whitchurch. Site provision: 60 dwellings
- Site WHIT051: Land West of Oaklands Farm, Whitchurch. Site provision: 60 dwellings
- Site WHIT033: Land North of Mill Park, Whitchurch. Site provision: 13 dwellings

Existing Employment land allocations within the town (SAMDev Sites, 2015):

- Site ELR033: Land at Oaklands Farm. Provision: 8.5 ha
- Site ELR035: Land at Heath Road. Provision: 11ha
- The Proposed Housing Allocations included within the Pre-Submission Draft Local Plan (2020) are:
- Site WHT037 and WHT044: Land to the north of Chester Road, Whitchurch (north). Site Area: 8.57ha. Site capacity: Approx 200 dwellings
- Site WHT014: Land at Liverpool Road, Whitchurch (west). Site Area 2.23ha. Site capacity: Approx 70 dwellings
- Site WHT042: Land North of Waymills (Phase 2), Whitchurch (east). Site Area: 8.20ha. Site capacity: Approx 180 dwellings.

The Local Plan Review will seek to achieve a balanced housing and employment growth within Whitchurch, through the provision of around 1,600 dwellings and around 17 hectares of employment development between 2016 and 2038. There is a very significant committed site at Tilstock Road which will provide around 500 dwellings. A range of medium sized development sites are proposed on the northern, eastern and western fringes of Whitchurch to compliment this large-scale development site. Through existing completions and commitments, the Local plan review seeks to allocate sites to deliver a total of 440 dwellings with 114 expected to be delivered as windfall sites. The town already has sufficient commitments and allocations of employment land to meet the identified need in the area and so the Pre-Submission Draft Local Plan (2020) does not allocate further employment sites. A total of 3 new housing allocation sites are proposed in the north eastern and north western areas of the town.

¹ Shropshire Council Site Allocations and Management of Development (SAMDev) Plan 2015 ² Shropshire Council Site Allocations and Management of Development (SAMDev) Plan 2015



Brown Moss Nature Reserve



Jubilee Park

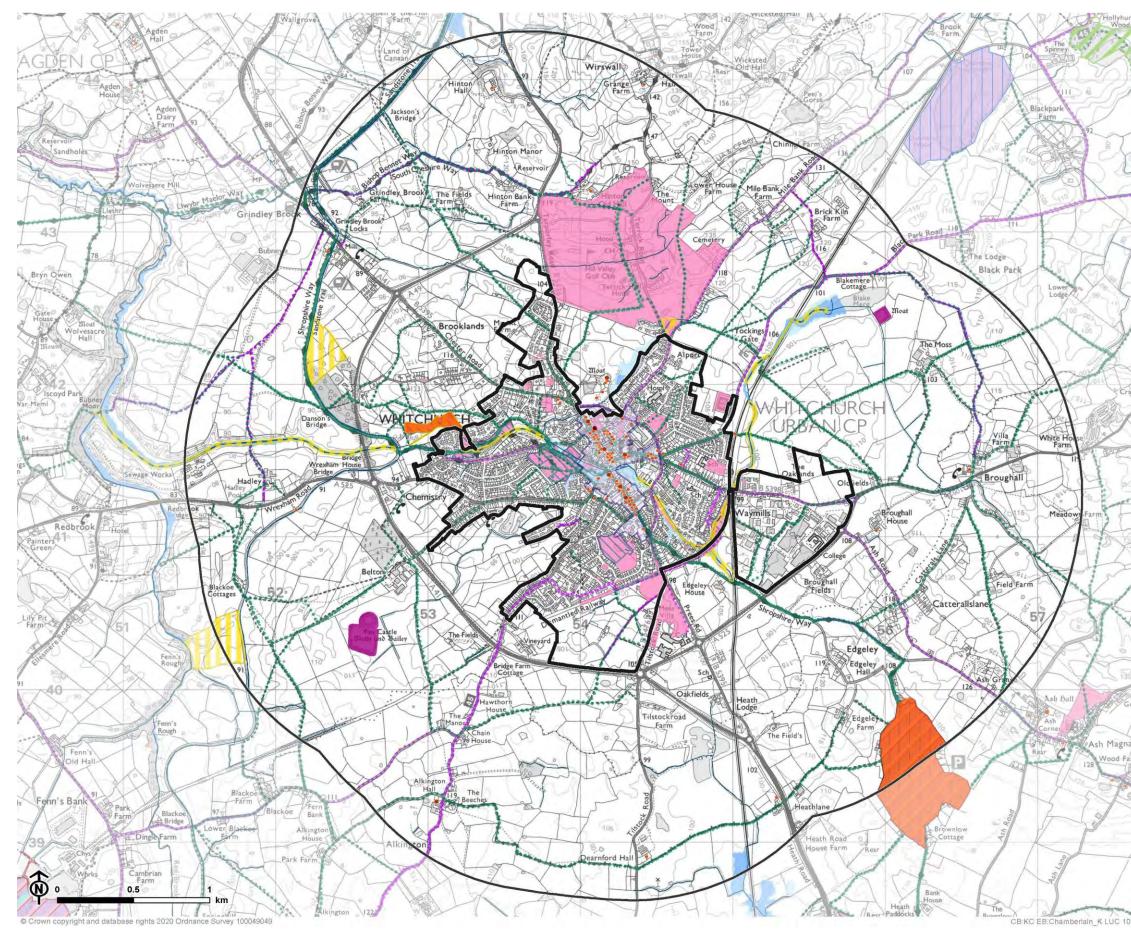


NCN Route 45



Whitchurch Waterway Country Park

Existing Green Infrastructure Assets and Key Constraints



4

Cone Wall Settlement boundary as defined in the SAMDev plan 1.5km buffer Biodiversity and geology Ramsar Special area of conservation National nature reserve Site of special scientific interest Local wildlife sites Shropshire Wildlife Trust sites, local nature reserves and RSPB reserves Landscape, heritage and culture Conservation area Scheduled monument Listed building grade I Shr Listed building grade II* Listed building grade II Registered park and garden Water resources - River Flood zone 2 Flood zone 3 Active travel, access and recreation ••••• Walking route ····· Cycle route Accessible space Open space Abbey Church Ashwood Fai Ashfie Leat Lea Hall labet

berlain_K LUC 10924-02_002_ExistingGIAssets 22/07/2020 Source: OS, LUC, NE, HE, DCLG, EA

Existing Green Infrastructure Assets and Constraints

Theme	Existing Green Infrastructure Assets / Constraints					
Theme	 Existing Green Infrastructure Assets / Constraints Biodiversity Designated Sites Brown Moss to the south east of Whitchurch is a designated SSSI, Ramsar Site and Local Nature Reserve. This is a large wetland area interspersed with lowland heath, fen, marsh and swamp habitats. The majority of the site has been recorded as 'Unfavourable Recovering' by Natural England, with ongoing problems managing invasive birch and scrub on the heathland and moorland areas. A number of Environmental Stewardship Agreements are currently in place both within and in agricultural land adjacent to the designation to assist management. SSSI Impact Risk Zones associated with Brown Moss SSSI, Melverley Farm SSSI and Oss Mere SSSI cover the central, eastern and northern parts of the study area but relate to air pollution and 					
Key Theme 1: Biodiversity and Geology	 are unlikely to be affected by residential development Greenfields LNR consists of a mosaic of meadows, stream and woodland and is located on the western fringe of Whitchurch. Notable and Priority Habitats Priority Habitats are focused around Brown Moss SSSI / LNR / Ramsar Site and lowland meadow, pastures and species rich grasses associated with the Red Brook flood plain and wetland landscapes adjacent the urban fringe. Pockets of deciduous woodland are found throughout the study area. Natural England Habitat Network Mapping Enhancement Zone 1 areas are found surrounding Brown Moss and Brickkiln Lane Farm. A number of Shropshire Environment Network (SEN) Corridors are located within the study area, including along the Llangoilen Canal, Red Brook, the woodlands and landscaping at Terrick Hall and the Nantwich-Whitchurch railway line linking into Blake Mere lake. There are SEN Core Areas linked to the Corridors identified above, and particularly focused on the riverine landscape including watercourses and floodplain meadows. SEN Restoration and Creation areas have been identified sporadically throughout the study area, linked to public open spaces such as Whitchurch Cernetery and Egerton Road Play Area. Local Wildlife Sites are noted at Danson's Farm Fields, Emerald Green, Stagg's Brook and Blackoe Valley. Roadside Natural Verges border many of the main transport routes through the settlement, including the A41 Whitchurch ring road and the A525. Species Priority mammals, amphibians, invertebrates and plants are, in general terms, clustered through local and national designated sites, most notably Brown Moss SSSI and Greenfields LNR. A high density of water vole records is found around the entirety of Whitchurch in the standing water at the fringe of the settlement. Invasive species including Japanese Knotweed and Grey Squirrel are predominantly located along the River Roden and at semi-natural greenspace on the urb					

	Landscape
Key Theme 2: Landscape, Heritage and Culture	 The landscape surrounding Whitchurch is characterised as Shropshire, Cheshire and Staffordshire Plain³. The landscape is further defined within three Landscape Character Types; Principal Timbered Farmlands, Settled Pastoral Farmlands and Enclosed Lowland Heaths. The landscape is predominantly lowland farmland interspersed with woodland which is often ancient. Settlements are dispersed, and the scale of the landscape is small to medium, occasionally enclosed by steep sided hills³. Fields are predominantly edged with scattered hedgerow trees which form distinctive features within the countryside surrounding Whitchurch. Heritage Two Scheduled Monuments are located within the study area, including the formations of Pan Castle, a motte and bailey castle are located south west of Whitchurch and a Moated site immediately south east of Blake Mere. Whitchurch Conservation Area occupies a small portion of the central urban area of Whitchurch.
	Alms-houses, The Old Shop and Old Eagles Public House. A number of Grade II listed buildings are located along High Street, St Marys Street and Green End.
	 Freshwater Assets Whitchurch has a varying topography. An unnamed watercourse flows south from Blake Mere in the north-east of the town, before flowing north-west through the centre of Whitchurch. Wych Brook and Red Brook are located west of Whitchurch. An un-named tributary of these river systems flows through Whitchurch east to west. There several small lakes or 'Meres' associated with the landscape within the north eastern part of the study area.
	 The Llangollen Canal which links into the Shropshire Union Canal is also located to the west of Whitchurch
	Flooding
Key Theme 3: Water Resources	The Local Flood Risk Management Strategy has identified that a number of properties in Whitchurch may be at risk of flooding (Whitchurch Place Plan). Properties that back onto the watercourse are located within Flood Zones 2 and 3, along Rydal Avenue, Edward German Drive, Wayland Close, Edgeley Gardens. At Bridgewater Street, the watercourse flows in and out of culverts, from here only the un-culverted parts of the watercourse lie within Flood Zone 3, which is very well confined to the channel. More properties fall into the Flood Zone 2 extent of this watercourse, along Park Avenue, Joyca Way, Darwin Court, Mill Street, Castle Hill and Sherrymill Hill. The bus station, supermarket and car park between Bridgewater Street and Green End are also located within Flood Zone 2. Due to the topography and location of watercourses within Whitchurch, the majority of the town is unlikely to flood; however, lower lying land within the vicinity of these watercourses could be more at risk of fluvial flooding.
	Whitchurch is also located within the River Dee Catchment. Due to the topography of Whitchurch, the main surface water flood risk is runoff from the high ground of the town towards the unnamed watercourse which flows into the Grindley Brook. Areas in the 30-year event are predominantly areas of ponding around the B5395, Green End and Jubilee Park. Large areas in the 1,000-year extent are notable around Park Avenue and Sherrymill Hill and between the B5398 and Mare Close.
	The Strategic Flood Risk Assessment ⁴ states that Whitchurch has a high record of sewer flooding. This assessment also indicates that there is documented historic flood records associated with Whitchurch from October / November 2000 where there was a significant fluvial flood event.

 ³ The Shropshire Landscape Typology, 2006
 ⁴ Strategic Flood Risk Assessment 2018

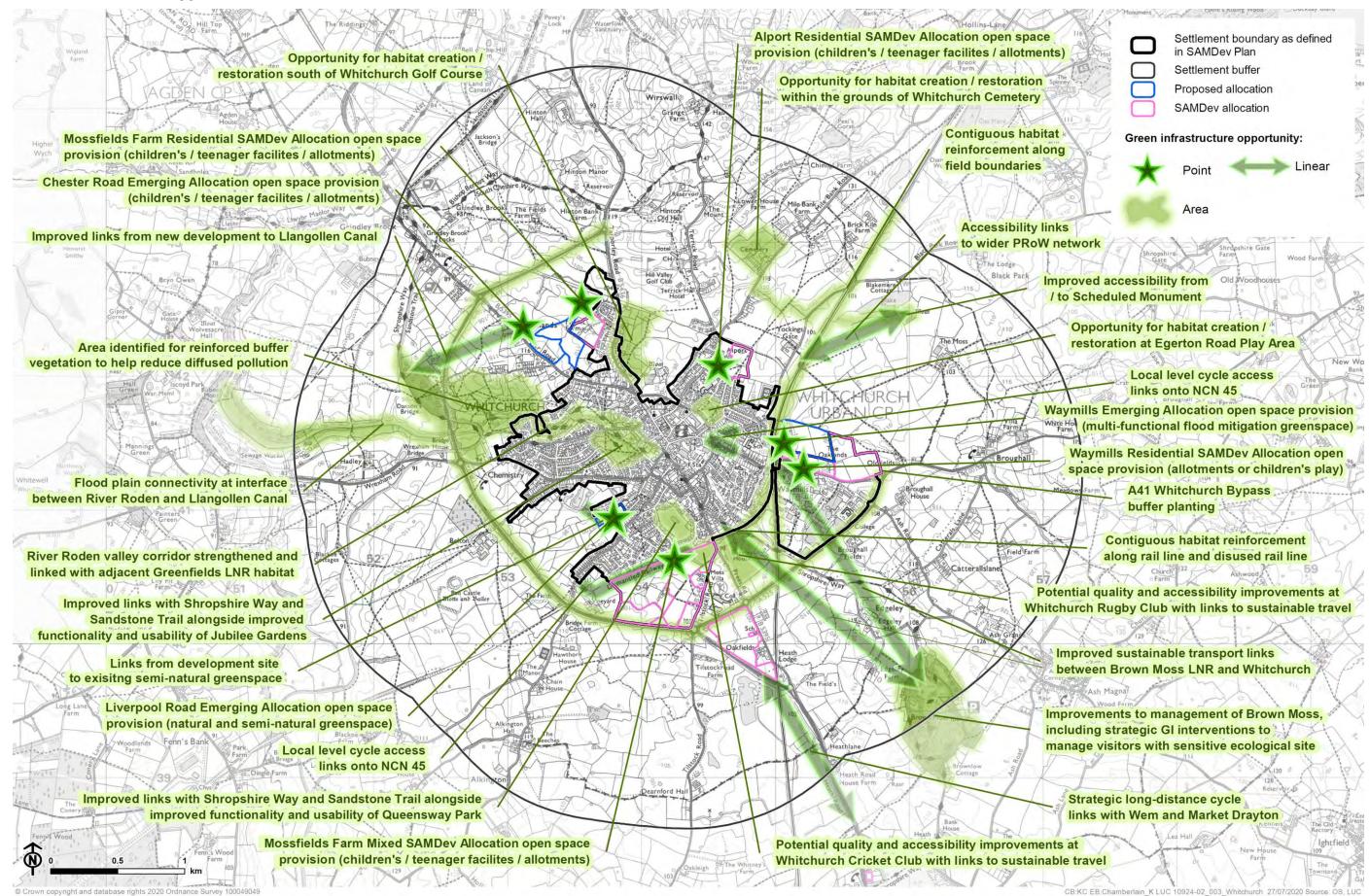
	An infrastructure scheme is included in the Environment Agency's next 6-year programme (2021 onwards) to protect around 50 properties at risk of flooding but requires assessment for					
	cost/benefits and partnership funding for delivery.					
	Pollution					
	Nitrate Vulnerable Zones (NVZs) are areas designated as being at risk from agricultural nitrate pollution. The majority of the study area surrounding Whitchurch is located within surface water NVZ with a small area to the east (to the south of the Comber Mere) located within Eutrophic Water NVZ.					
	Sustainable Urban Drainage Systems (SUDs)					
	The Shropshire Outline Water Cycle Study (2010) sets out that in relation to SUDs, infiltration and attenuation approaches are likely to be suitable and development around the centre of the settlement is less suitable due to fluvial flood risk.					
	Transport context					
	The A49 Bypass which surrounds Whitchurch to the south and west connects the settlement with Cheshire to the north and Shrewsbury to the south. There is also a busy east-west road connection via the A525. The railway line which skirts the east of the settlement provides onwards connection with Shrewsbury and Nantwich. The train station is located to the east of Wem C of E Primary School and north of the B5398.					
	Active Travel					
	Walking					
	The countryside surrounding Whitchurch is well supported with a network of local and national walking routes.					
	The Sandstone Trail long distance footpath connects approximately 34 miles of Cheshire and Shropshire countryside. In the study area, the route passes adjacent to the Llangollen Canal, an through the centre of Whitchurch before connecting with Brown Moss LNR and heading south. Part of the Shropshire Way also passes through the centre of Whitchurch.					
	Cycling					
Key Theme 4: Active Travel, Access and	National Cycle Network 45 / 534 passes through Whitchurch mainly on-road along Alkington Road in the south and Black Park Road in the north. There is a small off-road section to the south of the centre of Whitchurch which follows the route of a dismantled railway line.					
Recreation	A number of local Shropshire cycle routes link into NCN 45 providing local on-road connectivity.					
	Access and Recreation					
25	Open Space					
640	 Open spaces in and around Whitchurch are dominated by outdoor sports provision, including recreation grounds, a rugby club, a golf course, and school playing fields. 					
	There are pockets of natural and semi-natural green space focused on the river corridor which dissects Whitchurch.					
	Remaining open space is summarised in two large municipal parks; Queensway Park and Jubilee Park, several small amenity green space, cemeteries and church grounds.					
	The superseded 2015 / 2016 Whitchurch Place Plan advocates the provision and maintenance of facilities and equipment for sport, recreation and leisure. This is not included within the current 2019 / 2020 Place Plan, however this could form a basis for targeted GI interventions.					
	The Playing Pitch Strategy has identified that:					
	 Whitchurch 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. 					
	 The Playing Pitch Strategy has identified the Whitchurch Rugby and Hockey club as a multi pitch site with community use. Maintenance of high quality and improvements to accessibility should be the priority. 					

	 There are other playing pitches in Whitchurch which are single pitches with community use. This includes Sir John Talbot Sports Centre; and Whitchurch Cricket Club. Investment should improve quality and accessibility and where possible, quantity. 				
	 The Playing Pitch Strategy has identified a lack of mini soccer pitches in Whitchurch 				
	The Town Council has identified the need to:				
	 Update equipment in the Queensway Recreation Park; Deermoss Park; Blackmore Grove play area; and Edgeley Gardens. 				
	Whitchurch Town and Parish Plan has identified a specific need for:				
	 A Skate Park in Jubilee Park 				
	 Provision of social activities for young people such as a Youth Café/meeting place. 				
	 Provision of allotments – whilst there is a site at Queensway, there remains a waiting list for 130 more plots. 				
	Health				
	The Whitchurch Place Plan identifies the priorities for health and wellbeing within the settlement as the continued and improved provision of medical facilities and services for the elderly alongside the retainment and development of Whitchurch Community Hospital.				
	Health Deprivation				
	The IMD relating to health indicates that the southern and eastern part of the study area is mor health deprived than the north although compared to the wider Shropshire are, this is within the 50-60% least deprived demographic.				
	Childhood obesity				
	 Public Health England Childhood Obesity data indicates that this is not a significant issue in this study area. 				
	Air Quality				
	There are no recorded AQMA within the study area.				
Key Theme 5: Health and	Wellbeing				
Wellbeing	Accessible Open Space				
	• .				
	The Open Space Assessment undertaken by LUC to inform this GI Strategy identified the following baseline provision of open space.				
	 Accessible Open Space: 1.63ha per 1000 persons (2018 population base). Analysis shows that the majority of the town falls within 400m of such provision, however the southern fringe of the settlement does not. 				
	 Allotments: 0.02ha per 1000 persons (2018 population base). Analysis shows that the majority of the settlement falls within the 1.2km access buffer for provision apart from small fringes to the north and west of the town. 				
	 Provision for Children and Teenagers: 9 spaces in total. Analysis shows that significant majority of the town is within 800m of such provision, however the northern-most part of the town is not. 				
	See the Open Space Assessment appended to the GI Strategy Report for more details.				
	Noise Pollution				
	There is identified road noise 24 hours a day on the A41 Whitchurch Bypass throughout the study area.				

	Tree cover
Key Theme 6: Climate Change	There are scattered tree belts and woodland blocks within the study area, composed of broadleaved trees which afford natural shading (National Forest Inventory)
	 Tree blocks are predominantly concentrated around historic sites, the Llangollen Canal and Brown Moss LNR.
	Climate change allowance flood risk modelling
	The majority of the existing Flood Zones have been modelled as Higher Central according to The Strategic Flood Risk Assessment ⁵ . Areas within Flood Zone 2 are highly vulnerable and should be applied to development. Flood Zones are likely to increase in certain areas which may increase flood risk to properties.

⁵ Strategic Flood Risk Assessment, 2018

Green Infrastructure Opportunities



Theme	Green Infrastructure Opportunities
	The Shropshire Environmental Network and Natural England Habitat Network within the study area should be managed to ensure that they are enhanced in order to support wildlife populations.
	Brown Moss is a significant ecological asset within the Whitchurch study area. The management of this SSSI site should be reviewed alongside designation reasons to ensure Unfavourable Recovering status is reverted to Favourable. At Brown Moss, this would involve the protection and enhancement of heathland and moorland areas through management of invasive birch and scrub.
	 There is potential for additional Countryside Stewardship Agreements in and surrounding Brown Moss to safeguard and support the heathland ecosystems.
Key Theme 1: Biodiversity and Geology	Greenfields LNR could be better linked with adjacent habitats including the River Roden. Canopy connectivity could be improved through additional, strategic planting alongside an appropriate woodland edge planting design. Interventions in this area could focus on interlinking, cross-connecting habitats to the north to build a framework of robust ecological activity. Linking wetland habitats between the Greenfields and surrounding Wildlife Sites and fen habitats will provide a greater contiguous area for protected and notable species such as water vole.
	There is a key ecological and habitat interface between the Red Brook Corridor and the Llangollen Canal. Where these key GI corridors meet, there is an opportunity to enhance floodplain meadows and reinforce priority habitats to meet the requirements of protected and priority species such as water vole.
	Habitat restoration / creation is an opportunity at Whitchurch Cemetery, Egerton Road Play Area and south of Whitchurch Golf Course as part the Shropshire Environment Network policies. These areas identified in the north of Whitchurch provide strategic links to existing Shropshire Environment Network corridors such as Whitchurch Golf Course and as part of wider urban greening priorities.
	There are numerous opportunities to reinforce and create contiguous habitats focused around the working rail line, disused rail line and cross-linking field boundaries which can further link additional GI assets / opportunities such as Whitchurch Cemetery and the moated Scheduled Monument.
	 The River Roden would benefit from a management plan to tackle invasive species such as Japanese Knotweed.
Key Theme 2: Landscape, Heritage and Culture	The Scheduled Monument to the north east of Whitchurch would benefit from improved connectivity with the wider landscape, and in particular the northern fringe of the settlement. This could create a local level circular walk with historic GI interest.

Key Green Infrastructure Opportunities

	
Key Theme 3: Water Resources	There is opportunity to allow for surface water flooding mitigation through infiltration and / or attenuation interventions within Jubilee Park. Such interventions could be linked to wider biodiversity and climate change related outputs, offering multi-functional GI benefits.
	The lakes or meres associated with the landscape to the north east of Whitchurch have the opportunity for enhanced management and even expansion to help address flood mitigation in this area.
	All developments within flood sensitive areas in and around Whitchurch will be subject to rigorous flood risk assessments and will be required to consider infiltration / attenuation methods. This will be particularly relevant in the Proposed Allocation site at Liverpool Road, the Waymills Proposed Allocation and Residential SAMDev Allocation sites.
	Reinforcement of boundary and settlement edge vegetation adjacent agricultural land and in particular water courses could help reduce the impact of diffused pollution. Specific areas have been identified within the landscape north of Whitchurch Country Park where this intervention would also reinforce landscape character.
	Improvements to the Sandstone trail and Shropshire Way are key opportunities for the Whitchurch area. This could include improved local connectivity from the west and centre of the town, as well as links from new development sites. The trails pass close to several publicly accessible open spaces including Jubilee Park and Queensway Park, and there are significant opportunities to add to the functionality and accessibility of such recreational routes through surface improvements and landscaping, thereby improving quality and usability of these strategic open spaces and fostering further links with these long distance footpaths.
	Local level circular walking routes could be promoted to the east and south of Whitchurch utilising existing PRoW to create a hierarchy of distances and accessibility.
Key Theme 4: Active Travel, Access and Recreation	 Improved sustainable travel links to Brown Moss Nature Reserve to the south east from the outskirts of Wem should be a priority. There is further opportunity to link this GI resource with the settlement and reduce the need for vehicular access to this ecologically sensitive site. Improvements to vehicular access and parking, which are also required to improve visitor experience, should be a secondary priority to sustainable transport access.
36	There is opportunity to improve the structure and functionality of local level cycle routes within Whitchurch town centre, linking these to NCN 45 / 534. This is also noted south of Whitchurch where the disused railway line could promote a local level off-road access link between two sections of the National Cycle Routes. This would further enhance the GI associated with the Mixed-Use Allocation Site at Mossfields Farm.
	Jubilee Park and Queensway Park offer an accessible open space for central and southern Whitchurch. Facilities could be improved and expanded to increase the multi-functional GI offer.
	Improvements to existing recreational facilities, particularly at Whitchurch Cricket Club and Whitchurch Rugby Club with links to sustainable travel on the adjacent NCN 45 / Shropshire Way routes.
Key Theme 5: Health and Wellbeing	To address some of the health concerns within Whitchurch, access to high-quality green space is a key opportunity. This could be a particular focus in the south and east where health deprivation is greater. Development allocations at Mossfields Farm (Mixed), Waymills (Residential and Proposed Allocation) and Liverpool Road (Proposed Allocation) all provide opportunity for open access green space as part of future developments. Such green spaces should provide for children and teenagers and include provision for allotments
	Semi-natural green space could be provided as part of the Liverpool Road Proposed Allocation site within links to the existing semi-natural greenspace provision south of Wrexham Road.
	 Development allocations to the north and west, such as the sites at Chester Road (Proposed Allocation) and Mount Farm (Residential SAMDev site) have further opportunity for improved links with the 'free' recreation provided along the Llangollen Canal, alongside integrated open space provision.
	There is opportunity to bolster buffer vegetation (native shrubs and trees) adjacent the A41 bypass, with a particular emphasis on the eastern boundary where residential properties are most

	evident.
Key Theme 6: Climate Change	There is opportunity to better link scattered and fragmented tree blocks to foster an improved response to climate change, particularly with respect to reinforcing climate resilient tree species, pollution control methods and solar reduction adjacent Public Rights of Way (Llangollen Canal), at key visitor attractions (Brown Moss LNR) and within the urban environment of Whitchurch.
	Flooding will be an increased priority for Whitchurch as the Place Plan develops during the course of its guidance period. There is opportunity to include flood resilience within all development allocations and utilise nature-based solutions to infiltration and attenuation.
	Sustainable travel has been highlighted as an opportunity within Theme 4 and would reduce reliance on motorised vehicles as part of climate change measures.

Summary of key opportunities				(The second seco		
Improvements to management of Brown Moss LNR, including strategic GI interventions to manage visitors within sensitive ecological sites	~	~		~	~	✓
Improved sustainable transport links between Brown Moss LNR and Whitchurch				~	~	~
Buffer planting reinforced along the A41 Whitchurch Bypass	✓	✓			√	✓
Local level cycle access links onto NCN 45				✓	✓	✓
Strategic long-distance cycle links with Wem and Market Drayton should be explored				~	~	~
Quality and accessibility improvements at Whitchurch Cricket Club				✓	√	
Contiguous habitat reinforcement along active and disused rail lines	✓	✓		✓	√	✓
Open space provision within all Proposed Allocation and Residential / Mixed-use SAMDev Allocations with a focus on provision for children / teenagers, allotments and flood mitigation	~	~	~	~	~	~
Improved links between publicly accessible spaces and the Shropshire Way and / or Sandstone Trail. Links would be identified alongside improved functionality and usability of Jubilee Gardens and Queensway Park	~	✓	✓	✓	✓	~
Habitat restoration / creation at strategic sites within northern Whitchurch including Whitchurch Cemetery, Egerton Road Play Area and land south of the golf course	~	~		~	~	~
River Roden valley corridor strengthened and linked with adjacent Greenfields LNR habitat	~	~	~	~	\checkmark	~
Area to west of Whitchurch surrounding Greenfields LNR identified for reinforced buffer vegetation to help reduce diffused pollution, and increase interlinking habitats	~	~	~			~
Flood plain connectivity at interface between River Roden and Llangollen Canal	~	~	~			~
Improved links / accessibility from new development to Llangollen Canal				✓	\checkmark	✓
Accessibility links from Ancient Monument to wider PRoW network				✓	✓	~