

Shifnal and Surrounding Area Place Plan

This version published 2019/20



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 Shifnal and Surrounding Area Place Plan | |
| 1.4 | Potential projects | |
| Section 2 | Planning in Shropshire | 18 |
| 2.1 | County-wide planning processes | |
| 2.2 | This Place Plan area in the county-wide plan | |
| Section 3 | More about this area | 21 |
| 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 | 24 |
| 4.1 | Previous reviews | |
| 4.2 | Future reviews | |
| Annexe 1 | Supporting information | 26 |

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

- The town of Shifnal is on the Shrewsbury to Wolverhampton railway line and is close to the M54. Its geographic location has made it attractive as a commuter settlement serving the West Midlands conurbation, with employment self-containment lower than in almost all other Shropshire market towns: almost three times as many workers commute out of Shifnal as commute in.
- There is potential for housing and employment land development in the area, due to its excellent connectivity to the rest of the region. Development of any such plans would require extensive consultation in order to ensure the sustainability of any development.
- The primary concern is to secure a better balance between the currently committed scale of housing (975 dwellings) and the current availability of employment land (only 2 hectares).
- Sustainability assessments will need to take into account GP provision, school places, local traffic management, green space allocation, utilities provision, etc.

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 provides 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> <p>Improved access to public transport facilities, such as rail stations.</p> |
| 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> | <p>Playgrounds, village hall car parks, street lights, local road safety improvements, etc</p> |

1.3 Projects for Shifnal 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. System is built up of small diameter sewers. Flow gravitates south to a 225mm diameter pumped rising main, which pumps to WWTW. Additional flows need to be assessed to ascertain impact (Shifnal) | Not known | Developers, Severn Trent Water | Developers, Severn Trent Water | There are concerns around sewerage network capacity in the Shifnal area. Discussions are ongoing between Severn Trent Water, developers and Shropshire Council. |
| Flood risk management infrastructure – major risk (Shifnal) | To be confirmed | Flood Defence Grant in Aid, CIL | Shropshire Council, Environment Agency | <p>Flood risk has been identified as a significant local issue, and any development must be aligned with appropriate infrastructure delivery.</p> <p>An infrastructure scheme is included in the Environment Agency’s current 6-year programme (for delivery by 2021) to protect around 87 properties from flooding from the Wesley Brook, as part of an integrated plan. A further scheme is included in the pipeline for the next investment programme (post 2021) to protect around 50 properties from surface water flooding but requires assessment in terms of cost / benefit, and partnership funding for delivery.</p> |

| Project | Estimated Cost | Potential Funding Sources | Partners | Notes |
|--|--|--|--|--|
| Housing, Health and Education | | | | |
| Additional classrooms plus infrastructure at Shifnal Primary and Shifnal St Andrews (Shifnal) | £1.4m | CIL, developer contributions, Shropshire Council | Shropshire Council, Town Council, School | A financial contribution from Community Infrastructure Levy (CIL) funds was agreed by Shropshire Council on 07.11.2018. |
| Provision of new health centre at Houghton Road – replace existing GP Surgery to meet needs of expanding town and issues with existing facility (Shifnal / Sheriffhales) | Not known | CCG / NHS, GPs | GPs, CCG / NHS, Local Councils | <p>This project has been identified as the community's highest priority due to growth of the town and inadequate existing facilities. An appropriate site has been identified through the Neighbourhood Plan.</p> <p>The business case for development of the facilities was submitted to the CCG and approved in June 2019. The project is now moving to the planning for delivery stage and is expected to be operational by 2021.</p> |
| Transport and Accessibility | | | | |
| Delivery of Shifnal Integrated Transport Scheme to include: <ul style="list-style-type: none"> • Junction improvements at Aston Street / Bradford Street / Market Place to manage projected traffic growth and improve safety and accessibility • Victoria Road / Shrewsbury Road / Broadway – improvements to manage projected traffic growth • Managing projected traffic growth, improvements to Five Ways junction. Scope of work to be determined, linked to occupation of new development | £500k-700k Not known Not known | Shropshire Council, Town Council, developer contributions Section 106 | Shropshire Council, Town Council | This is a requirement following recent housing developments. Further project development to be undertaken as part of the Shifnal Integrated Transport Scheme, but some elements of the scheme may need to be developed separately to meet S106 requirements. |

| Project | Estimated Cost | Potential Funding Sources | Partners | Notes |
|--|----------------|---------------------------------------|---|---|
| <ul style="list-style-type: none"> Improve pedestrian accessibility to promote safe, accessible, and sustainable travel choices to include walkways, access under railway bridge between Aston Street and the Taylor Wimpey development | Not known | | | This is a requirement as a result of recent housing development and is a community priority identified in Neighbourhood Plan. |
| Community Infrastructure | | | | |
| Town centre enhancements – improved design of the street and civic space, including possible simplified street layout (Shifnal) | £3 million | CIL, Shropshire Council, Town Council | Town Council, Shropshire Council | Detailed costings required to identify viability and funding of project as part of the Shifnal Integrated Transport Scheme. |
| Priority B Projects | | | | |
| Environment and Utilities | | | | |
| Feasibility study re: channel widening at Wesley Brook, to assess the environmental impacts and engineering constraints of channel widening (Shifnal) | Not known | Not known | Town Council, Shifnal Flood Partnership Group | The Flood Partnership is aware and will pass further information onto relevant organisations when appropriate. |
| Investigate surface water route and volumes down Newport Road and assess extent of issue and identify mitigation measures (Shifnal) | Not known | Not known | Town Council, Shifnal Flood Partnership Group | The Flood Partnership is aware and will pass further information onto relevant organisations when appropriate. |
| Economic Opportunities | | | | |
| Facilitation of ICT / broadband technologies, (minimum target speed 30mb) including through Shropshire Council's Connecting Shropshire programme (ALL parishes) | To be updated | To be confirmed | Shropshire Council, all local Councils | Work is ongoing by Shropshire Council and various providers to identify particular blackspots in terms of coverage and connectivity. Local intelligence around these issues will help to improve understanding of localised issues. |

| Project | Estimated Cost | Potential Funding Sources | Partners | Notes |
|---|----------------|---------------------------------------|---|--|
| | | | | <p>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</p> |
| Housing, Health and Education | | | | |
| Affordable housing provision (All parishes) | | Homes England, providers, Section 106 | Homes England, providers and developers, Shropshire Council, all local Councils | <p>The provision of affordable housing and the related need for smaller properties, identified as a community priority in the Neighbourhood Plan.</p> <p>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</p> |

Table 2: Neighbourhood Projects

| Project | Estimated Cost | Potential Funding Sources | Partners | Notes |
|---|----------------|---|----------------------------------|---|
| Neighbourhood Projects | | | | |
| Community Infrastructure | | | | |
| Development of existing brownfield sites within Sheriffhales parish – specific sites to added by Parish Council (Sheriffhales) | Not known | Not known | Developer, Parish Council | Parish consultee. |
| Provision of a community meeting facility with a variety of uses (Sheriffhales) | Not known | Not known | Parish Council | Parish consultee. |
| Development of a Community Hub to include CCTV, police presence, meeting rooms (Shifnal) | Not known | Neighbourhood Fund, Precept, grants | Town Council | Town Council lead. Funding of £60,000 has been secured through LEADER, and work is underway. The project is due for completion in summer 2019. |
| Provision of Swimming Pool / Leisure Facilities (Shifnal) | Not known | Developer contributions, Neighbourhood Fund, Precept | Town Council | Town Council lead. |
| Manor Wood recreational facility – provision of an additional facility to meet the demand of expanded town (Shifnal) | Not known | Neighbourhood Fund, Precept | Town Council | Town Council lead. Possible link to Shropshire Council’s Green Infrastructure Strategy, which is currently under development. |
| Improve public transport provision linked to new developments to promote sustainable travel to include Community Bus (Shifnal and Sheriffhales) | Not known | Neighbourhood Fund, Precept, Bus companies, Section 106 | Shropshire Council, Town Council | Town and Parish Council lead. Section 106 funds are supporting the expansion of the Broseley Friendly Bus scheme into Shifnal. This will include enhanced transport around the medical practice. The potential to expand the scheme to cover residents within Sheriffhales parish will be investigated. |

| Project | Estimated Cost | Potential Funding Sources | Partners | Notes |
|---|----------------|----------------------------------|------------------------------------|--|
| Enhancements to school zones in Curriers Lane, Park Lane and potentially adjacent streets to reduce vehicle speeds in both parishes. Linked to occupation of new development. Monitoring underway to identify needs – ongoing projects (Shifnal / Sheriffhales) | Not known | Precept, developer contributions | Town Council, Shropshire Council | Some improvements have already been completed in Curriers Lane. |
| Expand leisure and recreation facilities in Wheatfield Drive, Jubilee Park, and Curriers Lane Park – ongoing project (Shifnal) | Not known | Neighbourhood Fund, Precept | Town Council | Town Council lead. Possible link to Shropshire Council's Green Infrastructure Strategy, which is currently under development. |
| Expand CCTV, speed reduction signage and other community safety schemes. | Not known | Precept | Town Council | To improve community safety to meet the needs of an expanded town. |
| Transport and Accessibility | | | | |
| Improve town centre parking, on and off street, throughout the town centre to rationalise provision and make best use of the space available (Shifnal) | Not known | Neighbourhood Fund, Precept | Town Council | The Town Council is not currently progressing this project but will review the issue regularly to assess future car parking needs in the town. |
| Improved signage required on Haughton Road to warn against HGV weight restrictions and satnav inaccuracies (Shifnal) | Not known | Not known | Town Council, Shropshire Council | This project is not currently included within the Highways programme of works. For local highways concerns – such as footways 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 further details to transport@shropshire.gov.uk |
| Improve B4379 Back Road junction given the increased traffic flow due to A5 Crackley Bank congestion (Sheriffhales) | Not known | Not known | Parish Council, Shropshire Council | The Parish Council wishes to reopen Back Road and is currently awaiting the outcome of proposals from WSP (Shropshire Council's highways contractors). |

| Project | Estimated Cost | Potential Funding Sources | Partners | Notes |
|---|----------------|---------------------------|------------------------------------|---|
| B4379 traffic management required through Heath Hill (Sheriffhales) | Not known | Not known | Parish Council, Shropshire Council | This project is not currently included within the Highways programme of works. For local highways concerns – such as footway 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 further details to transport@shropshire.gov.uk |
| Introduction of traffic management across A5 / B4379 (Crackley Bank junction) given the increased traffic on B4379 in particular (Shifnal & Sheriffhales) | Not known | Not known | Shropshire Council | Works to signalise the junction are in Shropshire Council Highways current 2019/20 Capital Programme. |
| Improvement of junction of B4379 with A41 at Woodcote Quarry (Sheriffhales) | Not known | Section 106 | Shropshire Council | A Section 106 contribution has been secured through Woodcote Quarry Development, and this will be used to fund improvement works. |
| Impact of development and subsequent increased junction activity on A4169 junction with B4379 (Kemberton) | Not known | Not known | Shropshire Council | This project is not currently included within the Highways programme of works. For local highways concerns – such as footway 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 further details to transport@shropshire.gov.uk |
| Environment and Utilities | | | | |
| Development potential for cycle tracks to Shifnal and Newport (Sheriffhales) | Not known | Not known | Parish Council | This project is not currently included within the Highways programme of works. For local |

| Project | Estimated Cost | Potential Funding Sources | Partners | Notes |
|---|----------------|---------------------------|--|---|
| | | | | highways concerns – such as footway 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 further details to transport@shropshire.gov.uk |
| Improve surface water drainage and disposal in Church Lane due to flooding issues (Sheriffhales) | Not known | Not known | Parish Council, Shropshire Council, Severn Trent Water | Additional local information required. |
| Development of community use of playing field (Sheriffhales) | Not known | Not known | Parish Council | Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, which is currently under development. |
| Housing, Health & Education | | | | |
| Develop a linked network of footpaths and bridleways to meet fitness and outdoor health agenda (Sheriffhales) | Not known | Not known | Shropshire Council, Parish Council | Not currently on the Highways programme. For local highways concerns such as footways 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 Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development. |

| Project | Estimated Cost | Potential Funding Sources | Partners | Notes |
|--|----------------|---------------------------|--|---|
| Improve traffic management and parking in and around school (Sheriffhales) | Not known | Not known | Shropshire Council, School and Sheriffhales Parish Council | This project is not currently included within the Highways programme of works. For local highways concerns – such as footway 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 further details to transport@shropshire.gov.uk |

1.4 Potential Projects

These are projects that may arise as a result of the Local Plan Review but are not currently agreed and no specific plans are in place. Any development will be dependent upon the outcome of the Local Plan Review and Green Belt Review and also upon the results of engagement with communities, neighbouring authorities, developers and other stakeholders, in order to explore the potential benefits of any managed development.

- Potential for development on land adjacent to Junction 3 M54. If any development does take place, then appropriate infrastructure must be provided. This will include highways, transport, drainage, water and electricity, and could also include school places, medical facilities etc. (Donnington with Boscobel / Shifnal South & Cosford & Sheriffhales)
- Managing projected traffic growth around Sheriffhales / A41 north and south towards Newport and Wolverhampton as a result of potential development at Junction 3 M54. (Sheriffhales)
- Potential for development on land at Stanton Road. If any development takes place, then appropriate infrastructure must be provided. This will include highways, transport, drainage, water and electricity, and could also include school places, medical facilities etc. (Shifnal)
- M54 improvements at Junction 2 to take in HS2-led strategic priority. (Shifnal South & Cosford / Donnington with Boscobel)
- Transport interchange - explore potential of existing and new Parkway stations and new Park and Ride car parks on M54/A41 corridors. Increased patronage of public transport modes to reduce congestion and travel times. Feasibility study required to establish need and develop projects. No specific plans are yet in place, but Shropshire Council will engage further with local communities, neighbouring authorities, developers, and other stakeholders over the coming months.
- Additional classrooms plus infrastructure at Idsall School. (Shifnal / Sheriffhales)

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
- Shifnal Neighbourhood Plan 2016 – adopted 15 December 2016

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 **Shifnal 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 Shifnal, Policy CS3 recognises that:

- Shifnal (population 5,600) lies less than five miles from Telford town centre, on the Shrewsbury to Wolverhampton railway line and with easy access to the M54.
- Shifnal will have development to meet local needs, respecting their location in the Green Belt.
- Some of the development to meet the needs of returning military personnel will be accommodated in Shifnal, if required.
- The metropolitan Green Belt undoubtedly influences Shifnal's status as a commuter town serving the West Midlands conurbation, with employment self-containment lower than in almost all other Shropshire market towns – almost three times as many workers commute out of Shifnal as commute in.

The SAMDev Plan, as referenced at section 2.1, also provides brief settlement policies for each Place Plan area. You can read more from the SAMDev Plan by following this link: <https://shropshire.gov.uk/media/8503/samdev-adopted-plan.pdf>

The policies for Shifnal, and then for the wider area, are as follows:

- The town of Shifnal will have balanced development that provides a mix of housing, employment, facilities and services with around 1,250 dwellings and 5 hectares of employment development over 2006-2026.
- The Primary Shopping frontages at Bradford Street and Cheapside are protected for retail.
- Land beyond the development boundary that is not part of the Green Belt is safeguarded for Shifnal's future development needs beyond the current Plan period.
- Existing employment land at the Lamledge Lane industrial estate is reserved for development.

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-review-preferred-sites-consultation/>

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/>

On 15 December 2016 Shropshire Council adopted the Shifnal Neighbourhood Plan 2016 under Section 28A(4) of the Planning and Compulsory Purchase Act 2004. The plan has now been adopted by Shropshire Council and forms part of the development plan for Shifnal town. The Shifnal Neighbourhood Plan now forms part of the Development Plan for Shropshire.

You can read more about the Shifnal Neighbourhood Plan by following this link: <http://www.shifnalplan.co.uk/wp-content/uploads/2014/12/ShifnalNPDecember2016-MADEVERSION.pdf>

3. More about this area

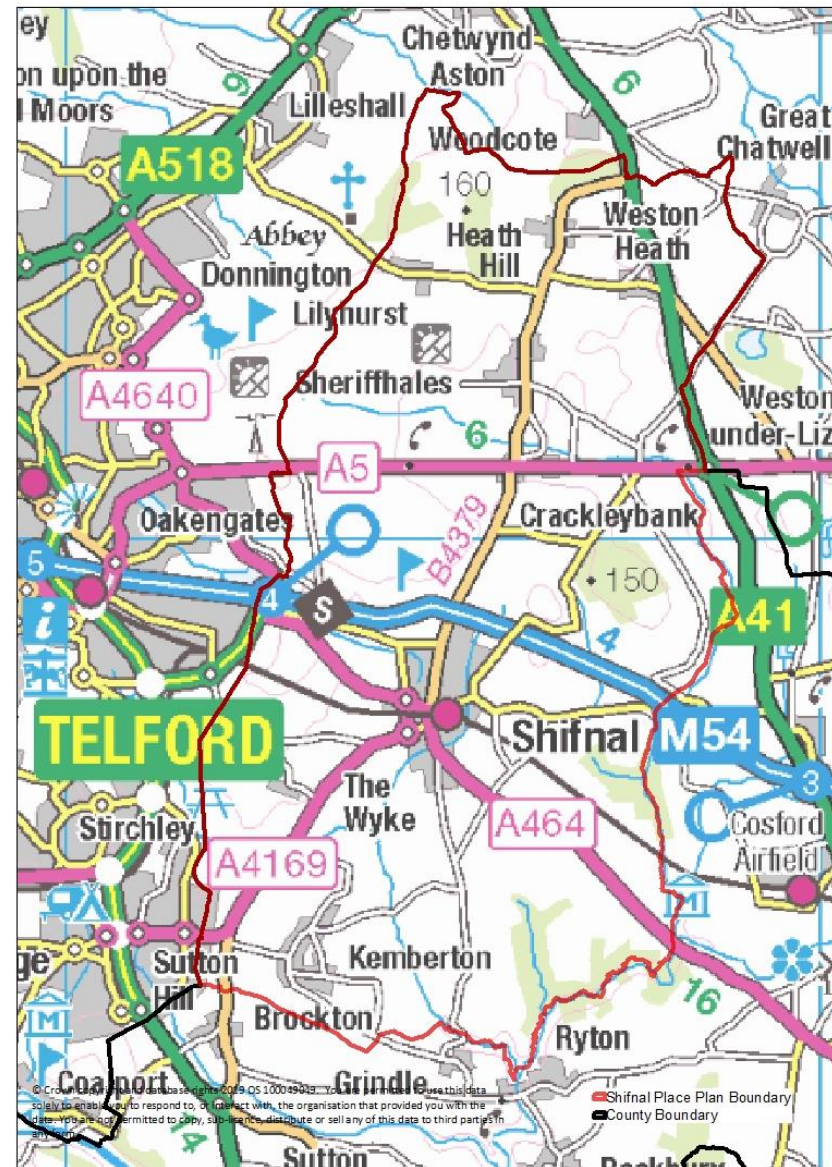
3.1 Place Plan boundaries

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

3.2 Pen picture of the area

Shifnal, also once known as Idsall, is mentioned in the Domesday Book and is thought to date back to the 7th Century. Shifnal's town centre retains a number of timber framed buildings, some of which are featured in the Charles Dickens novel, *The Old Curiosity Shop*. The oldest part of the town is said to be the area around St Andrew's Church, Church Street and Innage Road where excavations have found evidence of ancient buildings. King Henry III granted a market charter for the town in the 13th Century.



Until the late 17th Century, most of the population of Shifnal were involved in agriculture; even craftsmen such as blacksmiths and weavers and innkeepers had their own cattle and grew some corn.

In the 18th Century there was a great expansion in the number and range of crafts in the town with local craftsmen meeting the needs of local people. Shifnal enjoyed considerable prosperity with its transport links as a key staging point for the London to Holyhead road. However, during the 1840s the railway line from London and Birmingham to Holyhead was constructed through Shifnal which brought an abrupt end to the already declining coaching traffic. Shifnal has seen substantial construction in recent years along with significant growth in employment and lies just 3 miles from the M54, the only motorway in Shropshire.

Sheriffhales is nestled in a beautiful part of Shropshire around 3 miles from Shifnal, and the village area remains unspoiled by development but within easy reach of all modern amenities. Sheriffhales was the site of a World War II Prisoner of War Camp and housed up to 2,000 prisoners until 1948 when most were repatriated.

Kemberton is a small village in Shropshire, surrounded by small market towns and situated within just a few miles of the historical towns of Ironbridge, and the beautiful market town of Bridgnorth.

3.3 List of Parishes and Local Elected Members

This Place Plan covers the following Town and Parish Councils:

- Shifnal Town Council
- Kemberton Parish Council
- Sheriffhales Parish Council

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

- Councillor Kevin Turley (Shifnal North Ward)
- Councillor Michael Wood (Worfield Ward)
- Councillor Ed Bird (Shifnal South & Cosford 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 Shifnal and the surrounding area, the relevant plans include:

Community Led or Parish Plans:

- Kemberton Parish Plan 2017 - <https://www.hugofox.com/community/kemberton-parish-council-13421/parish-plan/>
- Sheriffhales Parish Plan 2004 (Neighbourhood Plan currently being considered)

Neighbourhood Plans:

- Shifnal Neighbourhood Plan
<http://www.shifnalplan.co.uk/wp-content/uploads/2014/12/ShifnalNPDecember2016-MADEVERSION.pdf>

Local Economic Growth Strategy for Shifnal

In October 2017, Shropshire Council published its Economic Growth Strategy for 2017-2021. One of the key actions identified within the Strategy was the development of a local growth strategy for each of our key market towns.

The Shifnal strategy, which takes in the M54 corridor area incorporating Cosford, Tong, and Albrighton, is currently being prepared in conjunction with a range of stakeholders. This includes the town council, surrounding parish councils, and local businesses. The intention is that the strategy is not just confined to the town itself but also takes in the wider hinterland.

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> |
| The local community wishes to remove, update, or add a Neighbourhood Project | <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> |
| Shropshire Council or an external infrastructure provider wishes to remove, update, or add a Priority A or Priority B Project | <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