

# Ludlow and Surrounding Area Place Plan

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## 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 Ludlow 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 Ludlow Area Place Plan, a review of information has shown that key infrastructure issues are:

- Water treatment capacity is potentially an issue, and further assessment and mitigation may be required to meet the needs of new development.
- Additional primary school place provision in the latter part of the plan period to address the demands of development. (Ludlow)
- Affordable housing provision will continue to be an issue across the area.
- Local infrastructure priorities include provision and maintenance of facilities and equipment for sport, recreation and leisure, as well as better connections between housing and employment east of the A49 bypass and the main town area.
- Ludlow is an important tourist destination and has achieved international renown as a centre for quality local food and drink. Improvements to tourism infrastructure may bring additional benefits.

## 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
<b>Priority A</b>	<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>

<p><b>Priority B</b></p>	<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>
<p><b>Neighbourhood</b></p>	<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 Ludlow 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
<b>Priority A Projects</b>				
<b>Environment and Utilities</b>				
Ludlow Wastewater Treatment Works upgrade – currently no hydraulic capacity at the works (Ludford)	Not known	Utility company, developers	Utility company, developers	Severn Trent Water are currently investigating hydraulic capacity constraints and solutions in this area. Future growth is being considered as part of this assessment.
Sewerage network capacity – hydraulic modelling of the network to assess cumulative impacts if new development occurs and to assess whether there is capacity within the network to meet development needs (Ludlow)	Not known	Developers prior to connection	Utility company, developers	Severn Trent Water have submitted the outputs of their high-level sewer capacity assessment to Shropshire Council which identifies development sites which may need sewerage upgrades to accommodate.
Flood risk management infrastructure (Ludlow)	To be confirmed	Flood Defence Grant in Aid, CIL Local	ZDS	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/benefits and partnership funding for delivery. There is a well-established and active flood group.
<b>Priority B Projects</b>				
<b>Economic Opportunities</b>				
Adoption programme for Ludlow Eco Park (Ludford) and Ludlow Business Park (Ludlow)	£1 million	Not known	Shropshire Council, Town Council, park tenants	Ongoing adoption of the site by Shropshire Council Estates team.



<b>Project</b>	<b>Estimated Cost</b>	<b>Potential Funding Sources</b>	<b>Partners</b>	<b>Notes</b>
Improvement of accessibility at Ludlow Railway Station (Ludlow)	Not known	Access for All Grant	National Rail	Development and delivery expected by 2023.
Extension of service road to Rocks Green with potential for mixed use development (Ludford)	Not known	Not known	Landowners, housing providers, Shropshire Council	To be discussed as development proposals come forward.
Sheet Village employment site – infrastructure works, including development of units, to encourage investment (Ludford)	Not known	Developers	Shropshire Council, land owner	Requirements to be assessed as part of the development of a Shropshire-wide Business Parks Programme. Planning permissions have been granted but development not yet commenced.
Housing development off the A49 on the Western Power corner site (Ludlow)	Not known	Developers	Shropshire Council,	Depending upon viability, provision of infrastructure and link road to Rocks Green.
General improvements to the Eco Park for current businesses, and to attract new businesses and tourists to the town. To include public toilets, increase of parking provision, and improved usage of the Park and Ride service in conjunction with the Shropshire Council review (Ludford)	Not known	Not known	Shropshire Council, Ludford Parish Council	To be included in the Shropshire Council Park and Ride Review.
Provision of a footbridge / cycle bridge over A49 (Ludlow / Ludford)	Not known	Not known	Town Council, Highways England	Highways England would be required to lead this project – needed confirmation that it is part of their programme of works. Shropshire Council is in contact with HE Bridge Team and is awaiting formal comment.
<b>Housing, Health, and Education</b>				
Additional primary school place provision in the latter part of the plan period to address the demands of development (Ludlow)	Not known	Developer contributions	Shropshire Council, Bishop Anthony Educational Trust	Infant and junior schools are amalgamating. Exact numbers and requirements are dependent on number and rate of new development.

## Table 2: Neighbourhood Projects

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
<b>Neighbourhood Projects</b>				
<b>Community Infrastructure</b>				
Improvement to the street scene – introduce flowering shrubs, signage, interpretation boards, picnic sites, further seating (Burford)	Not known	Neighbourhood Fund	Parish Council	Parish lead.
Road safety improvements including white gates and traffic calming measures. Shropshire Council Highways consultants have drawn up the plans (Burford)	Not known	Neighbourhood Fund	Parish Council, Shropshire Council	This project is not currently within the Highways programme of work. The Parish Council should 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 <a href="mailto:transport@shropshire.gov.uk">transport@shropshire.gov.uk</a>
Sports, recreation, and leisure facilities – Improve cycling and walking routes within the parish, including between Bitterley and Middleton and Ludlow (Bitterley)	Not known	Neighbourhood Fund, Grant Funding, Precept	Parish Council	Parish lead. Possible link to Shropshire Council’s Green Infrastructure Strategy, currently under development.
Conservation and preservation of activities undertaken at Whitcliffe Common (Ludford)	Not known	Neighbourhood Fund, grant funding	Parish Council (SSSI with an important bone bed, which is managed by the Parish Council)	Parish lead. Possible link to Shropshire Council’s Green Infrastructure Strategy, currently under development.
Improvements to Ludlow Rugby Club - to the clubhouse and car parking (Ludlow)	Up to £150,000	Sports England, RFU loan or grant, developer contributions	Ludlow Rugby Club, Energise	Rugby Club Lead. Shropshire Council is commissioning a Playing Pitch Strategy to support the Local Plan Review. This will assess the supply and demand for playing pitches in Shropshire. The Council also intends to commission a Built Facilities Strategy to support

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
				the Local Plan Review. This will assess the supply and demand for indoor sports facilities.
Refurbish pavilion at Cricket Club – redevelopment of the cricket ground pavilion (Ludlow)	Not known	Sport England, developer contributions	Ludlow Cricket Club, Energise	Cricket Club lead. Shropshire Council is commissioning a Playing Pitch Strategy to support the Local Plan Review. This will assess the supply and demand for playing pitches in Shropshire. The Council also intends to commission a Built Facilities Strategy to support the Local Plan Review. This will assess the supply and demand for indoor sports facilities.
To improve cycle routes and facilities in the whole place plan area	Not known	Neighbourhood Fund, grants	All Parishes	Parish lead.
Ludlow Castle – improve links with local town centre businesses and improve wayfinding and interpretation, installation of historic finger posts, waymarkers, milestones, mileposts and street signs (Ludlow)	Not known	Neighbourhood Fund, grant funding	Town Council, English Heritage, Trustees of the Powis Castle Estate	Parish and Castle Trustees lead. Possible link to Shropshire Council’s Green Infrastructure Strategy, currently under development.
Ludlow Town Walls – identified as Heritage at Risk, vulnerability of walls to climate change and development pressures require ongoing management / maintenance (Ludlow)	Not known	Heritage Lottery Fund	Town Council, Civic Society, English Heritage, Shropshire Council	Parish lead.
Improvements to the street scene – install local tourist attraction signage, use York paving for pavements, reinstatement of cobblestones, replace modern railings with more traditional design, condition survey of existing historic railings and programme of repair where necessary. Produce landscape strategy to identify	Not known	Neighbourhood Fund, precept, grant funding	Town Council	Parish lead.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
opportunities for improvements to visual amenity through landscaping (Ludlow)				
Continue to extend riverside path from Bread Walk to Charlton Arms allowing for easy accessibility (Ludford)	Not known	Neighbourhood Fund, Landowners, Whitcliffe Commoners, Shropshire Wildlife Trust, grant funding, precept	Parish Council, Landowners	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Street lighting – convert to minimise electricity consumption, including light sensitive controls (Ludlow)	Not known	Neighbourhood Fund, precept	Town Council lead on the 13 lights on the Square	Shropshire Council Highways are currently looking to undertake a large-scale replacement scheme of our remaining streetlights to LED with external funding being sought (subject to approval). As part of this process, should the Parish and Town Councils wish to benefit from the economies of scale this programme would provide, Shropshire Council have enabled procurement through current contracts and contractors. This approach will give greater savings, efficiencies and economies of scale.
Street lighting – 5 lights that require upgrading and the installation of energy efficient features (Ludford)	Not known	Neighbourhood Fund, precept	Parish Council lead	Shropshire Council Highways are currently looking to undertake a large-scale replacement scheme of our remaining streetlights to LED with external funding being sought (subject to approval); as part of this process should the Parish and Town Councils wish to benefit from the economies of scale this programme would provide Shropshire Council have enabled

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
				procurement through current contracts and contractors. This approach will give greater savings, efficiencies and economies of scale.
Shropshire Way improvements (Richards Castle)	Not known	Neighbourhood Fund, precept, grants, land owners	Parish Council	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Improvements to Village Hall (Hope Bagot)	Not known	Village Hall Funds, grants	Village Hall Trustees, Parish Meeting, Parochial Church Council	Awaiting outcomes of discussions for potential renewal of lease at a peppercorn rent.
<b>Environment and Utilities</b>				
Flooding issues – Bitterley Parish suffers from flash surface water and fluvial flooding from watercourses coming off Clee Hill. This requires provision of natural flood management, balancing areas and management of countryside, watercourses and road drainage infrastructure to reduce flooding and risk of life (Bitterley)	Not known	Land owners, Neighbourhood Fund, Environment Agency and FDGiA	Parish Council, land owners, Shropshire Council	Parish lead.
<b>Housing, Health, and Education</b>				
Ludlow Health Facility – previous discussions focussed on co-location of Ludlow Hospital, GPs, and other health services on one site to serve South Shropshire (Ludlow / Ludford)	Not known	NHS England, Through the Door to Healthy Living, Sure Start Children's Centres, Pre-School Learning Alliance	GPs, NHS England, Through the Door to Healthy Living, Sure Start Children's Centres, Pre-School Learning	The CCG have approved recent expansion at one Ludlow practice. No current firm plans for further development, however the Estates Review and the emerging Primary Care Network in South Shropshire will assess how primary care services are best arranged to meet the healthcare needs of Ludlow and surrounding communities. The CCG's Estates Review is currently under development. If GPs and the

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
			Alliance, Town Council	local community have comments or concerns regarding this please contact the CCG directly at <a href="mailto:SHRCCG.ShropshireCCG@nhs.net">SHRCCG.ShropshireCCG@nhs.net</a>
<b>Transport and Accessibility</b>				
Local Highways improvements: maintenance and improvements to footpaths, improved parking for school, expand layby at Orchard Lea to make safe, address speeding traffic in Middleton, undertake watercourse maintenance and improvements to reduce road flooding and damage (Bitterley)	Not known	Neighbourhood Fund, Precept	Parish Council, Shropshire Council, Bitterley School	This project is not currently within the Highways programme of work. The Parish Council should 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 <a href="mailto:transport@shropshire.gov.uk">transport@shropshire.gov.uk</a>
Local highway improvements – pelican crossing in the High Street, road safety improvements by the school in Tenbury Road, resurface the remaining area of the car park in Clee Hill, enforce the 30mph speed limit through the village of Clee Hill, review the current parking provision in the centre of the village and by the school in Tenbury Road (Caynham)	Not known	Not known	Parish Council, Shropshire Council	Further information required from the parish. Speeding enforcement required from police.
Local highway improvements enforce a weight limit on Ludford Bridge (Ludford)	Not known	Neighbourhood Fund, grant funding, precept	Parish Council	This project is not currently within the Highways programme of work. The Parish Council should 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 <a href="mailto:transport@shropshire.gov.uk">transport@shropshire.gov.uk</a>
Roundabout on A49 to north of town (Ludlow)	Not known	Not known	Highways England, Town Council	Highways England would be required to lead this project – need confirmation that it is part of their programme of works.

## 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 **Ludlow 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 Ludlow, Policy CS3 recognises that:

- Development must respect historic character.
- Ludlow benefits from good transport links with both the A49 and a railway station.
- Ludlow is a major local employment centre having a very high level of employment self-containment.
- Ludlow is an important tourist destination, achieving international renown as a centre for quality food and drink.

The SAMDev Plan, as referenced at section 2.1, also provides brief settlement policies for each Place Plan area.

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

- Ludlow will provide a focus in this part of Shropshire, with a housing guideline of about 875 dwellings and a minimum of 6 hectares of employment land in the period to 2026 with the neighbouring hubs of Burford, Clee Hill and Onibury being identified for small amounts of infill and windfall development.
- New housing development will be delivered primarily on housing sites east of the A49.
- There are two specific sites allocated for new employment land adjacent to the Ludlow Eco Park.
- All development must protect, conserve and enhance the historic core of the town, recognising the importance of Ludlow Castle as a national and international heritage asset.

You can read more from the SAMDev Plan by following this link:  
<https://shropshire.gov.uk/media/8503/samdev-adopted-plan.pdf>



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/>

Key points from the Local Plan Review include:

- Ludlow is a principal Market Town contributing towards the strategic growth objectives in the south of the County.
- The Local Plan Review will seek to achieve balanced housing and employment growth.
- Despite significant commitment, the rate of development in Ludlow has been lower than anticipated. The Council requires those landowners and developers to act swiftly to bring forward their land to consent for development and to commence construction and bring dwellings to the market to prove the demand for new homes in the town.

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

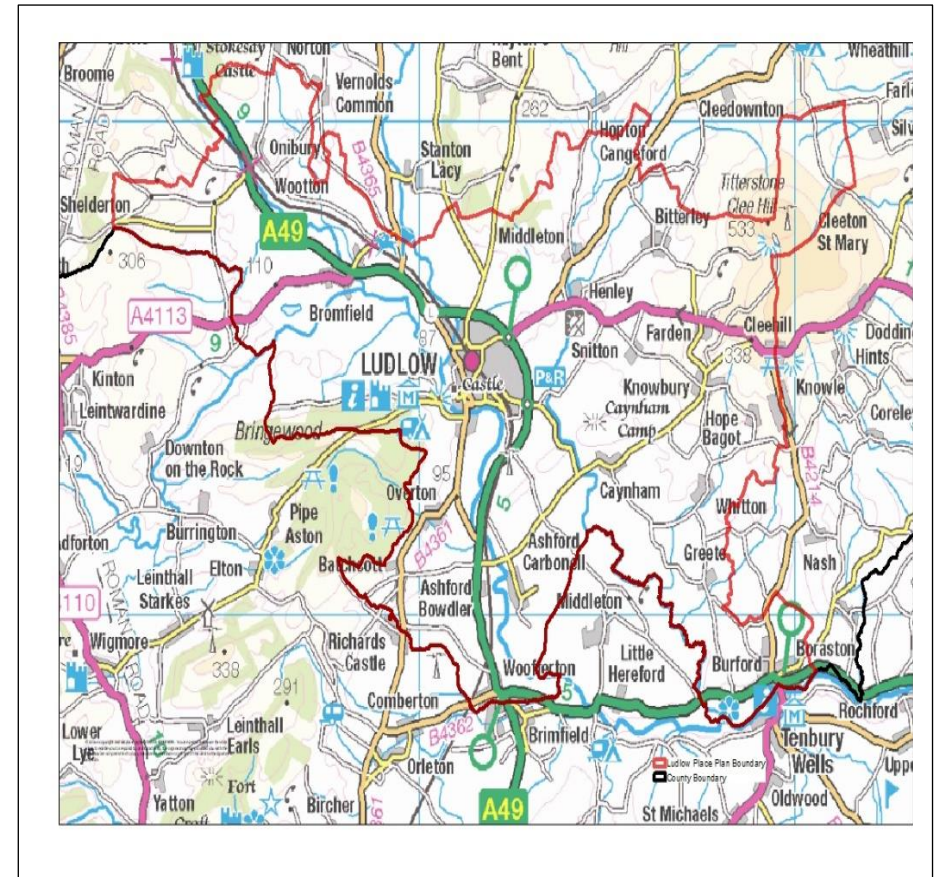
Place Plans were developed to include a main centre (often a market town) and its surrounding smaller towns, villages, and rural hinterland. These areas are recognised in the Local Plan as functioning geographical areas, with strong linkages to and from the main town and the wider area.

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

#### 3.2 Pen picture of the area

Ludlow's recorded history began in 1086 when the impressive castle was first developed, as one of a line of castles along the Marches to protect the English border. The local Norman overlords, the De Lacy family, who founded Ludlow Castle, also decided to develop a new settlement.

Ludlow was a planned town, and was developed around a grid network of streets, adapted to fit the local topography. The wide main streets were intersected by narrow side streets, with the flow of people drawn to the centre for the market, church and castle. As the town continued to grow, it joined the ancient north-south road, now called Corve Street, to the north and Old Street to the south. Mill Street and Broad Street were added later.



Ludlow today is a thriving medieval market town and an architectural gem with many Georgian and black and white buildings. The Castle, which stands at the heart of the town, is the most famous attraction. The historic town centre is situated on an escarpment above the River Teme and is surrounded by the beautiful countryside of south Shropshire and the Welsh Marches.

Ludlow is renowned for its quality food and local producers, with a farmers' markets selling local produce, as well as independent butchers, bakers, delicatessens, and food shops. It is also home to many high-quality restaurants and hosts the well-renowned Food Festival each September. Industries include precision engineering, cabinet making, and the manufacture of agricultural machinery. Tourism is now particularly important, with the town's visitors contributing greatly to the retail and hospitality sectors. Agriculture is also an important part of Ludlow's function as a market town serving a wider rural area.

### **3.3 List of Parishes and Local Elected Members**

This Place Plan covers the following Parish Councils:

- Ashford Bowdler Parish Meeting
- Ashford Carbonell Parish Council
- Bitterley Parish Council
- Bromfield Parish Council
- Burford Parish Council
- Caynham Parish Council
- Greete Parish Meeting
- Hope Bagot Parish Meeting
- Ludford Parish Council
- Ludlow Town Council
- Onibury Parish Council
- Richards Castle Parish Council
- Whitton Parish Meeting

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

- Tracey Huffer (Ludlow East Ward)
- Vivienne Parry (Ludlow South Ward)
- Andy Boddington (Ludlow North Ward)
- Richard Huffer (Clee Ward)
- David Evans (Church Stretton and Craven Arms Ward)
- Lee Chapman (Church Stretton and Craven Arms 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 Ludlow and the surrounding area, the relevant plans include:

#### **Community Led or Parish Plans:**

- Ashford Carbonell Parish Plan 2008  
<http://www.ashfordcarbonellpc.org.uk/shared/attachments.asp?f=4cd84702%2D2031%2D4ab8%2Db6b4%2Dc2e1cc435424%2Epdf&o=villageplan%2Epdf>
- Bitterley Parish Plan 2008 [https://www.bitterley.org.uk/images/pdf/parish-plan/bitterley\\_parish\\_plan.pdf](https://www.bitterley.org.uk/images/pdf/parish-plan/bitterley_parish_plan.pdf)
- Caynham Parish Plan – hard copy available from Parish Clerk
- Ludlow Community Led Plan – on going  
<http://www.ludlow.gov.uk/Contents/Text/Index.asp?SiteId=817&SiteExtra=1562671&TopNavId=824&NavSideId=16528>

#### **Neighbourhood Plan or Neighbourhood Plan 'Light':**

- Burford (with Tenbury) ongoing <https://www.tenburyburfordplan.com/>
- Richards Castle (with Orleton) 2017

## Local Economic Growth Strategy for Ludlow:

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 Ludlow Local Economic Growth Strategy (LEGS) has been prepared in conjunction with a range of stakeholders, including 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.

The Ludlow LEGS is supported by this document – the Ludlow and Surrounding Area Place Plan. This document supports the Ludlow LEGS by identifying infrastructure needs within the area, which in turn will help to create the conditions and environment that attracts people and business to the area.

The economic vision for Ludlow has been formed collaboratively and informed by engagement with the town and parishes. The vision is:

*To be ambitious in its approach to economic growth and seek to attract inward investment, whilst retaining the individuality, identity, skills and strong cultural heritage of the town.*

A number of key themes were raised as part of the engagement with local stakeholders and these are addressed within the Ludlow LEGS. In summary, the key themes are:

- Retaining the individuality and identity of Ludlow whilst looking at how the town can exist in a modern world and be ambitious, attract investment and respond to national challenges such as the change in retail habits.
- Ludlow has prospered through its individuality and its high number of independent shops.
- Retaining young people in the town and preventing outward migration to ensure a healthy skills base.
- Parking is perceived as an issue affecting tourism and there is a perception it is damaging the retail offer.
- Connectivity improvements along the A49 and ensuring phone signal coverage and broadband across the rural hinterland.
- The micro economy of Ludlow is low paid / low skill.
- A balance of creating affordable homes with employment opportunities, particularly for younger residents.
- A strong community spirit and the importance of retaining this.
- Capitalising on opportunities to deliver economic growth.

## 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](mailto:PlacePlans@shropshire.gov.uk)

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

<b>Service</b>	<b>Number</b>
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](mailto:SHRCCG.ShropshireCCG@nhs.net)