

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

- Potential for development of a range of housing for sale and rent, including key worker housing, and development of the Country Park with associated linkage to adjacent countryside, at the site referred to as Stanmore Garden Village.
- The above reflects the urgent need to address an existing structural imbalance between housing and employment, and to provide for additional growth by businesses. This is also supported by key market signals in following the departure of some key local employers from the Bridgnorth area.
- All development within the Place Plan area will require an assessment of utility services, especially sewage and drainage, and flood management proposals.
- Affordable housing provision will remain an important issue across the area.

1.2 Prioritisation of projects

Following collation and assessment of this information, the difficult task of prioritisation of projects can be undertaken. Projects are allocated to a category, based on extensive discussions with a range of partners, and

on information included within the Implementation Plan of Shropshire’s Local Development Plan:
<https://www.shropshire.gov.uk/media/8603/ldf-implementation-plan-2016-17.pdf>.

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

- Priority A Projects
- Priority B Projects
- Neighbourhood Projects

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

Category	Description	Examples
Priority A	<p>This is infrastructure which will unlock development.</p> <p>These are usually projects which will be led by Shropshire Council and/or its strategic infrastructure delivery partners, such as utilities companies, the Environment Agency, Highways England, broadband providers, etc.</p> <p>These projects are sometimes also legally required (i.e. Shropshire Council has a statutory duty to 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</p>	<p>Improvements to Broadband connectivity across the county.</p> <p>Provision of housing to meet local need.</p>

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

1.3 Projects for Bridgnorth 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				
Hydraulic modelling of sewerage network capacity to assess cumulative impact of new development and to assess whether there is capacity within the network to meet development needs (ALL Parishes)	Not known	Developers prior to connection	Developers, Severn Trent Water	Severn Trent Water is currently assessing the impact of the preferred sites in the latest consultation document on water provision, sewerage conveyance, and treatment.
Replace 33kV equipment and additional transformer to support electricity demands from key businesses (ALL Parishes)	Not known	Western Power Distribution Capital Funding	Western Power Distribution	Any required works would be planned by Western Power Distribution Primary System Design and delivered by WPD projects.
Transport and Accessibility				
Upgrade A458 / Wenlock Road junction, assess the need to upgrade the A454, and also the A442 in order to increase capacity and safety (Bridgnorth and surrounding parishes)	Not known	To be confirmed	Shropshire Council, Town Council.	<p>This will require the development of traffic modelling. Shropshire Council will work with the Town and Parish Councils in the area to look at transport study options in the round.</p> <p>For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk</p>

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Priority B Projects				
Community Infrastructure				
Additional cemetery land – Tier 1 and 2 assessments have been carried out on potential land for a cemetery extension, bore holes dug and are being monitored. (Bridgnorth)	£293,855	Neighbourhood Fund - £6,000; CIL Local Fund (applied for) - £90,000; PWLB - £62,855; BTC Useable Capital receipts - £100,000; BTC Precept contribution to the project - £10,000; BTC Reserves - £25,000	Town Council	Town Council lead. Planning permission will be required to change the use of land. Shropshire Council is currently progressing an enquiry regarding burial space capacity across the county. The results of this enquiry will be available in Autumn 2019.
Economic Opportunities				
Facilitation of ICT / broadband technologies through Shropshire Council's Connecting Shropshire programme (ALL parishes)	To be updated	To be confirmed	Shropshire Council, Private sector delivery partners, 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. 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

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
				available) to connecting.shropshire@shropshire.gov.uk
Explore options for improvements to mobile phone coverage(ALL parishes)	To be updated	To be confirmed	Shropshire Council, Private sector delivery partners, Local Councils	There is a need to identify particular blackspots in terms of coverage and connectivity. Local intelligence around these issues will help to improve understanding of very localised coverage issues. Please email further information about these localised issues to connecting.shropshire@shropshire.gov.uk
Investment and improvement at Alveley Industrial Estate to improve the commercial offer (Alveley and Romsley)	Not known	Not known	Parish Council, Tenants, Shropshire Council	These is a possibility of a tenant buy-out of the Estate, and an asset management plan is currently being prepared. The Parish Council wishes to be consulted regarding future use of the site, as there are concerns about access to the premises.
Identification, promotion, and development of key employment sites, as outlined within Bridgnorth's Local Economic Growth Strategy (Bridgnorth / ALL Parishes)	Not known	Not known	Town Council, private sector, Shropshire Council	Appropriate projects will be taken forward on a site-specific basis.
Environment and Utilities				
Flood risk management infrastructure – central Bridgnorth area close to the River Severn may require some form of flood defence (Bridgnorth)	To be confirmed once measures have been identified	Flood Defence Grant in Aid, CIL Local	Environment Agency, Severn Trent Water, Shropshire Council Bridgnorth Town Council	A Local Flood Risk Management Strategy has identified properties that may be at risk of flooding. There is potential to align any works with the strategic project for Stanmore Garden Village. An assessment of flood risk management infrastructure will be required to identify preferred management measures. An infrastructure scheme is already included in the Environment Agency's next 6-year programme (2021 onwards) for Bridgnorth, to protect around 100

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
				existing properties at flood risk, but needs to be assessed in terms of costs / benefits and partnership funding for delivery.
Flood risk management infrastructure (Ditton Priors)	To be confirmed once measures have been identified	Flood Defence Grant in Aid, CIL Local	Environment Agency, Shropshire Council	A Local Flood Risk Management Strategy has identified properties that may be at risk of flooding. An infrastructure scheme is already included in the Environment Agency's next 6-year programme (2021 onwards) for Ditton Priors, to protect around 18 existing properties at flood risk but needs to be assessed in terms of cost / benefit and partnership funding for delivery
Drainage on Wenlock Road near to Church Lane (Tasley)	Not known	Not known	Parish Council	Severn Trent Water request that any local information relating to drainage issues in this area is communicated to them via the following link: https://www.stwater.co.uk/get-in-touch/contact-us/
Flood Risk Management – following several incidents of household flooding in Worfield. Parish flood protection is a concern, as properties may still be at risk of flooding from the River Worfe. Flood defence measures are required along with flood water measuring gauges, a system of flood warnings conveyed by flood wardens, some properties have been fitted with flood protection equipment and further feasibility assessment, awareness and education	Not known	Not known	STAR Housing Environment Agency Severn Trent Water, private partners	Water request that any local information relating to drainage issues in this area is communicated to them via the following link: https://www.stwater.co.uk/get-in-touch/contact-us/

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
is required to manage the risk (Worfield and Rudge)				
Upgrading of sewage provision in Worfield Village, The Hobbins, and Stanmore Industrial Estate (Worfield and Rudge)	Not known	Severn Trent Water	Parish Council, Shropshire Council, Severn Trent Water	Severn Trent Water request that any local information relating to drainage issues in this area is communicated to them via the following link: https://www.stwater.co.uk/get-in-touch/contact-us/
Housing, Health, and Education				
Affordable housing provision to meet identified local need (ALL parishes)	Not known	Homes England, providers, Section 106	Homes England, providers, developers, Shropshire Council	Further discussions needed with Shropshire Council's Housing Development Company, private sector builders, Homes England, and other housing providers. This will link to work already underway through Shropshire Council's Community-Led Housing Enabler and to the 'Right Home Right Place' initiative, which helps to identify housing need in Shropshire and to provide information on affordable housing, community housing, and housing in general. For further information, or to feed in any additional local intelligence relating to housing need, please contact the housing team at Shropshire Council at affordablehousing@shropshire.gov.uk
Affordable housing provision, including smaller bungalows, 3-bedroom family homes, 2-bedroom starter homes (rent / shared ownership / for sale), Warden-aided accommodation (Alveley and Romsley)		Homes England, providers, Section 106	Homes England, providers and developers, Shropshire Council	Further discussions needed with Shropshire Council's Housing Development Company, private sector builders, Homes England, and other housing providers. This will link to work already underway through Shropshire Council's Community-Led Housing Enabler and to the 'Right Home Right Place' initiative, which helps to identify housing need in Shropshire and to provide information on affordable housing, community housing, and housing in general. For further information, or to feed in any additional local

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
				intelligence relating to housing need, please contact the housing team at Shropshire Council at affordablehousing@shropshire.gov.uk
There are local concerns around access to GPs, availability of appointments, etc (All Parishes)	Not known	Not known	Parish Councils, GPs, CCG / NHS	<p>Access to and availability of appointments is a national issue that a range of national and local projects are seeking to address. Shropshire's CCG is working with practices to try to improve access to services within current resource constraints. Further, Shropshire CCG's Estates Strategy, along with the emerging Primary Care Network, will assess and inform how primary care services are best organised to meet the healthcare needs of the area. This Estates Strategy is currently under development and will report towards the end of 2019.</p> <p>If GPs and local residents have concerns around capacity and provision, they should raise this with the CCG directly. Contact details are: Telephone 01743 277500 or email SHRCCG.ShropshireCCG@nhs.net</p>
Primary school place provision – capacity exists within the town to meet demand, but some funding may be required to bring existing pupil accommodation up to full teaching capacity (Bridgnorth)	Not known	Developer contributions, CIL.	Shropshire Council	Shropshire Council will retain a watching brief on capacity issues.
Transport and Accessibility				
Access road to the industrial estate road improvements needed (Ditton Priors)	Not known	Section 106, CIL, Neighbourhood Fund	Parish Council, Landowners.	Further clarity needed around ownership and responsibility of access road.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
<p>A454 Bridgnorth – Worfield Road, and section from Hermitage Roundabout to Staffordshire county boundary. This is a major route to Wolverhampton, and use is heavy and increasing due to sand and gravel extraction at Cannebuff, potential development at Stanmore, Swancote Energy, and Bridgnorth Rugby Club (Worfield and Rudge)</p>	<p>Not known</p>	<p>Section 106, CIL, Neighbourhood Fund</p>	<p>Parish Council, Shropshire Council, Landowners.</p>	<p>For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk</p>

Table 2: Neighbourhood Projects

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Neighbourhood Projects				
Community Infrastructure				
Sports Provision in Bridgnorth: new site for Bridgnorth Rugby Union Football Club – need to re-locate the club from the Severn Park Friary Fields site to sustain and help the club to grow, relocation could also present opportunities for the planned provision of football facilities for Bridgnorth Football Club, additional cricket ground for Bridgnorth Cricket Club (Bridgnorth)	Not known	Sport England, Neighbourhood Fund, Sports Clubs	Bridgnorth Town Council, Bridgnorth RUFC, Bridgnorth Football Club, Bridgnorth Cricket Club, Rugby and Football Association, English Cricket Board, Energize Sport England	<p>Planning permission has been granted, and Bridgnorth RUFC and the Town Council are progressing this project. The project will be led by RUFC club and the landowner, alongside Bridgnorth Town Council.</p> <p>The Cricket Club project will be led by the Cricket Club and the landowner/ property owner.</p> <p>Shropshire Council is commissioning a Playfield Pitch Strategy to support the Local Plan Review. This will assess 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 supply and demands for indoor sports facilities.</p>
Provision and maintenance of children’s play areas – two sites identified (Claverley)	Not known	Not known	Parish Council	Parish lead. Possible link to Shropshire Council’s Green Infrastructure Strategy, which is currently under development.
Provision for children and young people, including a holiday scheme, secondary school club and possible youth club (Ditton Priors)	Not known	Neighbourhood Fund	Parish Council, Village Hall Committee, Ditton Priors	Parish, land / property owner, and Village Hall committee lead.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
			Playfield Association	
Development of Multi-use community facility to support the proposed residential development, to be used for adult education, playgroup, healthcare, inter-denomination worship, entertainment, social events and sports pitch provisions for cricket, football and athletics (Tasley)	Not known	Neighbourhood fund, developer agreements	Parish Council	To be discussed as proposals for development are brought forward.
The Grove (park and open space). Extend current play park provision to include woodland trail play items and create a wildlife trail within and around the wooded area. Part of a county-wide project being co-ordinated by Shropshire Council and Shropshire Wildlife trust to achieve a number of environmental aims including; support returning native flora and fauna, and flood risk management. Should additional ERDF funding not be available then the project will be scaled down to fall within the Section 106 funding level (Bridgnorth)	£60k	Section 106 Funds - £25k; ERDF grant Funding - £35k	Bridgnorth Town Council – lead, Shropshire Wildlife Trust (Peter Lambert), Shropshire Council (Dan Wrench),	Awaiting Outcome of ERDF funding application (decision likely early Autumn 2019)
Provision of CCTV at Cook’s Cross, covering shops and nearby houses, and at other locations in Alveley to deter vandalism and other rural crime (Alveley and Romsley)	£5,000	West Mercia PCC 50%, Parish Council 50%	Parish Council, West Mercia PCC	Parish lead. There will be an ongoing revenue cost.
Additions and improvements to existing leisure facilities and activities to target the specific needs of different groups e.g. young adults, the elderly (Alveley and Romsley)	Not known	Parish Council, other Partners	Parish Council, Alveley Sports and Social Club, Alveley Recreation Association,	Parish lead. It is proposed to consult with all Partners to coordinate future developments so that as many residents as possible have access to appropriate and attractive leisure opportunities within the area.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
			Alveley Cricket Club	Shropshire Council is commissioning a Playfield Pitch Strategy to support the Local Plan Review. This will assess 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 supply and demands for indoor sports facilities.
Provision of Smartwater Security Marking across the Parish Council area (Alveley and Romsley)	£5,500	West Mercia PCC 25%; Parish Council 75%	Parish Council, West Mercia PCC	Parish lead. Application submitted for funding under the 'We Don't Buy Crime' initiative.
To develop biodiversity within the Parish Council area by managing 'green spaces' more imaginatively, including experimenting with different and/or flexible mowing regimes to encourage seasonal wild flowers. The programme could include autumn bulb planting in selected spaces, and the development of road-side nature reserves (Alveley and Romsley)	Not known (but could be redirection of existing resources)	Parish Council, Shropshire Council	Parish Council, Shropshire Council	Parish lead. Projects would be based on wide consultation across the community and would encourage community involvement.
To protect the heritage of Alveley village by extending and promoting the integrity of the Conservation Area (Alveley and Romsley)	Not known	Parish Council, Shropshire Council	Parish Council, Shropshire Council	Parish lead. If Alveley becomes a community hub, and is subject to significant development, it will be essential to preserve sites and buildings of historical significance.
Economic Opportunities				
Refurbishment of industrial estate buildings (Ditton Priors)	Not known	Not known	Parish Council, private sector	Premises are in private ownership. The Parish Council will need to liaise directly with the owners.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
To encourage enterprises that are more appropriate to Alveley Industrial Estate's location and infrastructure, by promoting small 'high-tech' enterprises; this will require a high-quality digital infrastructure including fast fibre broadband (Alveley and Romsley)	Not known	Shropshire Council Private Owners	Shropshire Council, Parish Council, Private Owners	The Industrial Estate will be considered as part of the development of Shropshire Council's Business Park Programme.
Housing, Health, and Education				
Carry out Housing Needs Assessment (Astley Abbotts)	Not known	Neighbourhood Fund	Parish Council	For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk
Provision of a range of affordable housing types to make local housing accessible to e.g. farm workers and young adults, with a focus on proposed developments in the new Local Plan. Proposals should include building design and infrastructure improvements which will enhance road safety and avoid traffic congestion, as well as including improved sewage and, where necessary, flood prevention facilities (Alveley and Romsley)	Not known	Shropshire Council, developers, housing providers	Shropshire Council, developers, parish council, housing providers	Design of projects to be informed by recent Housing Needs Survey. 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

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
				team at Shropshire Council at affordablehousing@shropshire.gov.uk
Transport and Accessibility				
Local highway improvements, including speed and safety, public realm enhancements, and promotion of sustainable travel. Improvements to include provision of passing places on access road to Severn Valley Country Park, and expansion of secure off-road parking (Alveley and Romsley)	Not known	Shropshire Council, Parish Council	Parish Council, Shropshire Council	This project is not currently within the Highways programme of works. For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk
Improve the cycle and pedestrian network with the aim of developing bridleways into a ‘trail network’ shared by cyclists and walkers as well as horse-riders, which would promote health and safety, and encourage cycling to school, and improving footpaths to allow ‘level access’ by replacing stiles with kissing gates (Alveley and Romsley)	Not known	Shropshire Outdoor Partnership, Parish Council	Parish Council, Shropshire Outdoor Partnership, Alveley Strollers and Striders	Parish lead. This project is not currently within the Highways programme of works. For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk
Improvements to bridleways (Ditton Priors)	Not known	Not known	Parish Council, British Horse Society	Parish lead.
Provision of a pavement from Bridgnorth to Cross Lane Head, from exiting pavement at Cantreyn to Cross Lane Head (Astley Abbots)	Not known	Not known	Parish Council	Parish lead. For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly,

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
				so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk
Footpath improvements for better access to amenity land. By providing surface or similar on a path that leads across the land that links Church Lane and Tasley park of the Parish (Tasley)	Not known	Not known	Parish council	For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk
Local highway and roadside improvements that access the village at Station Road and Derrington Road, as well as Vicarage Road, Ashfield Road, South Road, Chapel Lane, Hall Road, and Brent Lane (Ditton Priors)	Not known	Not known	Parish Council, Shropshire Council	For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk
Upgrading and enhancing the Hospital Walk to include the provision of street lighting (Bridgnorth)	Not known	Not known	Town Council	Town Council lead. Responsibility of the Town Council and the land / property owners. (NB If this is on Highways land, then it must be delivered through the Highway authority.)
Footpath enhancement along the riverside (Bridgnorth)	Not known	Not known	Town Council	Town Council lead. Responsibility of the Town Council and the land / property owners. (NB If this project is on Highways

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
				land, then it must be delivered through the Highway authority.)
Need for a central area car park in High Town (Bridgnorth)	Not known	Not known	Town Council Shropshire Council	Town Council lead. Following the results of on-site assessments, this project is not currently supported by Shropshire Council. More detailed information regarding parking problems on specific days / times should be provided by the Town Council so that further assessment can be undertaken if required.
Pedestrianisation of High Street on market day (Bridgnorth)	Approx. £50,000	Not known	Town Council	Town Council lead. For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk
Address traffic congestion in the town – pollution and air standards are an issue. There is a need to look at the configuration of the traffic system. As identified in the Local Economic Growth Strategy, having only one fuel station exacerbates the situation (Bridgnorth)	Not known	Not known	Town Council	For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk
Highway improvements, including speed and safety, public realm enhancements, sustainable travel, parking in Claverley Village, way markers,	Not known	Neighbourhood Fund	Parish Council	For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc –

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
disabled access, replacement streetlights (Claverley)				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
Local highway improvements, including reduced speed limits, improved and increased passing places on the rural lanes network, updated and improved road signage, pedestrian safety in the village. Provision of a central pedestrian refuge on the A442 in Quatt Village to enable pedestrians to cross the road in greater safety (Quatt Malvern)	Not known	Not known	Parish Council, Shropshire Council	A cost estimate for the installation of a pedestrian refuge has been provided. The Parish Council is currently looking for funding for the project, as Shropshire Council has suspended a number of traffic schemes for the time being. For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk
Provision of off-road parking for cars collecting and dropping off pupils. Main street is very narrow and cannot deal with the traffic congestion of cars twice a day attending the school. This is causing problems for resident, visitors and school users (Worfield and Rudge)	Not known	Not known	Parish Council	For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Local highway improvements, including tackling several “rat runs” used when vehicles are diverted from the B4176, and provision of footpaths for pedestrians, particularly from Hallon and Worfield Village to the A454. The unclassified roads which serve these locations are narrow and without pedestrian footpaths (Worfield and Rudge)	Not known	Not known	Parish Council, Shropshire Council	For local highways concerns – such as pavements and pedestrian linkages, speed monitoring and reduction, signage, etc – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk
Upgrade existing Severn park and associated access roads. The funnel entrance to the park is public highway and discussions with Shropshire Highways have resulted in the need for that piece of road way to be constructed to a ‘Highway’ Standard. The subsequent access road to the car park requires a lesser standard. Bridgnorth Town Council will capture the entire project in an effort to deliver a joined-up project, with funding being provided by Shropshire Council for their element of the works (Bridgnorth)	£75K	£40K - Town Council £25k – Section 106 Funds £20k - Shropshire Council	Bridgnorth Town Council, Shropshire Council, Francis Wheeler Trust	Shropshire Council will be contributing towards a scheme managed by Bridgnorth Town Council. Shropshire Council is paying for the access within the highway boundary as this is in poor condition and must be resurfaced. Estimated completion date 2019.
Street lighting – upgrade to LED technology. Such an upgrade programme is considered a spend to save activity – LED technology is likely to reduce electricity consumption bills by 40-70%. Investment return is likely to be within 6 to 10 years (Bridgnorth)	£35k	Town Council, Public Works Loan Board	Bridgnorth Town Council	Town Council lead. Shropshire Council Highways is currently looking to undertake a large-scale replacement scheme to upgrade streetlights to LED. External funding is being sought, and Parish and Town Councils will be able to benefit from this programme by procuring through our current contracts and contractors. This approach will give greater savings, efficiencies and economy of scale.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
				<p>Additionally, Town and Parish Councils may also consider purchasing their electric supply for the lights through Shropshire Council and West Mercia Energy. This arrangement has already been put in place with a number of Parish and Town Councils and they have experienced a significant reduction in costs.</p>

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 at land adjacent to Stanmore Industrial Estate. No specific plans are currently in place. If any development does take place, then appropriate infrastructure must be provided to create a sustainable and self-contained settlement. This will include highways, transport, drainage, water and electricity, green infrastructure, and could also include school places, etc. Any development would also have to include an appropriate mix of housing type and tenure. (Worfield, Bridgnorth and affected neighbourhood parishes)
- No specific plans for the Stanmore site are yet in place. Shropshire Council will engage further with local communities, neighbouring authorities, developers, and other stakeholders over the coming months in order to explore the potential benefits of managed development in this area. Any development will be dependent upon the outcome of the Local Plan Review and Green Belt Review.
- Shropshire Council has a statutory duty to ensure that appropriate new or improved infrastructure (e.g. housing, sufficient school places, Highways works, etc.) is provided as part of any development to ensure its sustainability.
- Severn Trent Water are currently assessing the impact of the preferred sites in the latest consultation document on water provision, sewerage conveyance and treatment.

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 **Bridgnorth 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 a specific policy - 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 Bridgnorth, Policy CS3 recognises that:

- The Market Towns and other Key Centres will maintain and enhance their roles in providing facilities and services to their rural hinterlands and providing foci for economic development and regeneration.
- Bridgnorth (population 11,400) acts as a key service centre not just for the town, but for a sizeable hinterland as well. The town itself is an historic one, comprising a Low Town straddling the River Severn and a High Town perched on cliffs 100 ft above. Medieval street patterns and many fine old buildings combine with old paths and flights of steps to create a unique town of considerable charm.
- Located at the junction of the A458 and the A442, it is within relatively easy commuting distance of Telford, Shrewsbury, Kidderminster, Wolverhampton and the Black Country. A significant proportion of Bridgnorth residents commute out of the town to work.

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 Bridgnorth, and then for the wider area, are as follows:

- Over the period 2006-2026, Bridgnorth will maintain and enhance its role by making provision for the needs of the town and surrounding hinterland, including attracting businesses to the area and allowing existing businesses to expand.
- Around 1,400 dwellings and around 13 hectares of employment land with 6.6 hectares to relocate the existing Livestock Market, will be delivered in Bridgnorth on a mix of windfall and allocated sites. Land is allocated for housing and employment development.

- Retail development will be directed to the town centre where it will benefit from, and contribute to, the town's historic character.
- The Primary Shopping Frontage at High Street and Whitburn Street are protected for retail use.
- Existing employment land at Bridgnorth Aluminium site, Faraday Drive, Stanmore Industrial Estate and Stanley Lane will be reserved for business and industrial uses. Development on these safeguarded employment sites will be for offices, workshops, general industry or storage and distribution use.
- Developments that contribute to the area's economy are encouraged on sites that are inset (i.e. not included) in the surrounding Green Belt at Stanmore Industrial Estate and Alveley Industrial Estate.
- Proposals for small scale office, workshop and light industrial uses and expansion of existing businesses will be supported where they are well located and well suited to employment use. 5 hectares of employment development are expected to take place on small-scale windfall sites across the Bridgnorth area over the Plan period.

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/>

3. More about this area

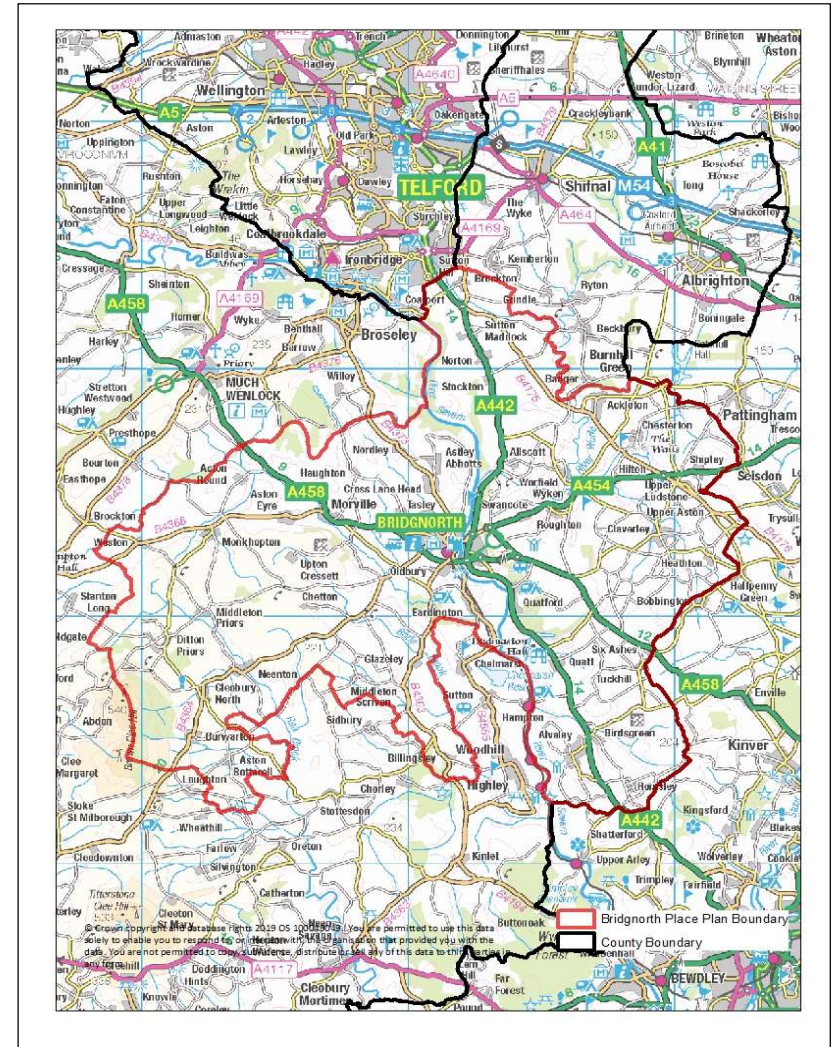
3.1 Place Plan boundaries

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

3.2 Pen picture of the area

Bridgnorth is named after a bridge over the River Severn. The earliest historical reference to the town in 895, which records that the Danes created a camp at Cwatbridge. The town itself was not created until 1101 when the Third Earl of Shrewsbury, Roger de Belleme, constructed a castle and church on the site of the modern-day town.



Bridgnorth was once one of the busiest river ports in Europe, but the introduction of the railways led to the decline in river trade, and nowadays the Severn – clear and unpolluted – is quiet haven for anglers, walkers and wildlife. The river divides the town into High Town and Low Town, each linked by ancient donkey steps and the Bridgnorth Cliff Railway. The Railway opened in 1892 and is the steepest inland funicular railway in England.

Today Bridgnorth town is an attractive market town with a mix of independent stores, many pubs and places to eat. Bridgnorth was named the winner of the Great British High Street in 2016 for large market towns. Bridgnorth town is surrounded by several beautiful villages and rural communities.

3.3 List of Parishes and Local Elected Members

This Place Plan covers the following Town and Parish Councils:

- Alveley and Romsley Parish Council
- Astley Abbots Parish Council
- Aston Botterell, Burwarton, and Cleobury North Parish Council
- Billingsley, Deuxhill, Glazeley, and Middleton Scriven Parish Council
- Bridgnorth Town Council
- Chetton Parish Council
- Claverley Parish Council
- Ditton Priors Parish Council
- Eardington Parish Council
- Morville, Acton Round, Aston Eyre, Monkhopton, Upton Cressett Parish Council
- Neenton Parish Meeting
- Quatt Malvern Parish Council
- Sutton Maddock Parish Council
- Tasley Parish Council
- Worfield and Rudge Parish Council

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

- Councillor Les Winwood (Bridgnorth West and Tasley Ward)
- Councillor Elliot Lynch (Bridgnorth West and Tasley Ward)
- Councillor Christian Lea (Bridgnorth East and Astley Abbots)
- Councillor William Parr (Bridgnorth East and Astley Abbots)
- Councillor Michael Wood (Worfield Ward)
- Councillor Tina Woodward (Alveley and Claverley Ward)
- Councillor Robert Tindall (Brown Clee 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 Bridgnorth and the surrounding area, the relevant plans include:

- Alveley and Romsley Parish Plan – update – 2012
- Astley Abbots Parish Plan 2010 - <Z:\Neighbourhood Plans\CLP\Astley Abbots\Action Plan.doc>
- Bridgnorth Town Plan 2012
- Claverley Parish Plan -2016 - <https://www.claverleyparish.co.uk/claverley-parish-plan/>
- Ditton Priors Parish Plan update 2014 - <Z:\Neighbourhood Plans\CLP\Ditton Priors>
- Quatt Malvern – started 2018
- Stockton Parish plan – 2013
- Bridgnorth Town Plan – started Summer 2019

Local Economic Growth Strategy for Bridgnorth:

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 Bridgnorth 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 Bridgnorth LEGS is supported by this document – the Bridgnorth and Surrounding Area Place Plan. This document supports the Bridgnorth 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 Bridgnorth has been formed collaboratively and informed by engagement with the town and parishes. The vision is:

To capitalise on opportunities for growth, investment and the retaining of skills through sustainable development and social sustainability, whilst preserving and enhancing the beauty and appeal of the town.

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

- Actively and sustainably supporting economic growth whilst preserving the beauty of the town.
- Provision of accommodation to attract visitors encouraging overnight stays rather than day visits.
- Capitalising on the town's close proximity to major economic centres and the West Midlands.
- Retaining and supporting key businesses.
- Social sustainability – how to retain young people in the town.
- Development around leisure and the riverside.
- Improvements to infrastructure to support growth, particularly around transport in and around the town.
- Capitalising on location as a nice place to live and work.
- Promotion of the town's attractions such as the Severn Valley Railway.
- Making Bridgnorth attractive to business.
- Opportunities to promote the town as a destination.
- Extra car parking provision and viability.

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