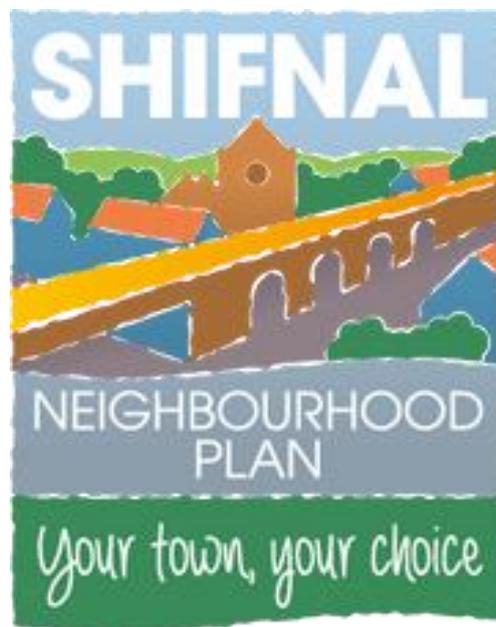


Shifnal Town Council

Shifnal Neighbourhood Plan 2014-2026



Consultation Statement

December 2015

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1 CONSULTATION PROCESS

- 1.1 This Consultation Statement has been prepared to fulfil the legal obligations of the Neighbourhood Planning Regulations 2012 in respect of the Shifnal Neighbourhood Plan (SNP).
- 1.2 The legal basis of this Consultation Statement is provided by Section 12(2) of Part 5 of the 2012 Neighbourhood Planning Regulations, which requires that a consultation statement should:
- contain details of the persons and bodies who were consulted about the proposed neighbourhood development plan;
 - explain how they were consulted;
 - summarise the main issues and concerns raised by the persons consulted; and
 - describe how these issues and concerns have been considered and where relevant addressed in the proposed neighbourhood development plan.
- 1.3 The policies contained in the SNP are as a result of extensive interaction and consultation with the community and businesses within the parish. This has taken place over approximately 18 months and has included surveys, public exhibitions and face-to-face activity. It has also built upon previous engagement activity that took place as part of the development of the 2008 Town Plan for Shifnal as well as local views that were fed into the recent Shropshire Council Local Plan consultation. Engagement on the emerging neighbourhood plan has been overseen and co-ordinated by the SNP Steering Group which was formed to lead the SNP. Views and interactions from this process led to the Vision and Objectives in Section 3 of the SNP, and subsequently therefore form the basis for the key policies set out in Sections 4 to 11 of the SNP.

Organisational structure of the SNP

- 1.4 The SNP has been prepared after considerable community involvement and engagement. The SNP Steering Group has reflected the view of the community of the need for well-designed development principally to address local needs, along with the provision of community infrastructure. A very high priority for the community is the need for the infrastructure of Shifnal town to be improved and expanded so that it can address the cumulative impacts of the growth in population that will arise through already-permitted residential developments.
- 1.5 The structure put in place was a small Steering Group leading on work across a number of key themes including:
- Housing
 - Economy
 - Transport
 - Character of the town
 - Green Belt
 - Health, leisure and education
 - Environment
- 1.6 The Steering Group comprised six volunteers from the community supported by officers from Shifnal Town Council and Shropshire Council. Of this number, two were Shifnal Town Councillors (the Mayor and Deputy Mayor). The Steering Group met every three to four weeks throughout

the process and there is more detail about the Steering Group on the Shifnal Neighbourhood Plan website (<http://www.shifnalplan.co.uk/the-steering-group/>).

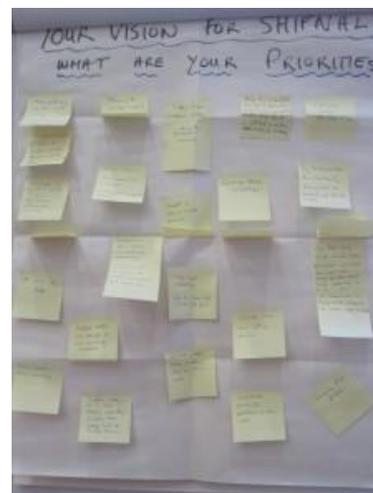
- 1.7 As part of the plan preparation, Shifnal Forward has played a key role, both as a stakeholder on a range of matters and as a community reference group, as a sounding board on emerging policies. Shifnal Forward is a partnership between Shropshire Council, Shifnal Town Council and the wider Shifnal community which came together to assist in the delivery of Shifnal's local priorities and maximise, through on-going consultation with the wider community, the potential benefits from development contributions. It had four action groups: Economy and Tourism; Community Well-being; Planning and Environment; Transport, which met on alternate months to a Steering Group. Shifnal Forward is working on solutions to many of the key infrastructure issues arising in Shifnal as a result of the substantial amount of new housing development taking place around the edges of the town.
- 1.8 All the members of the SNP Steering Group were also members of one of the Shifnal Forward groups. Additionally the Chair of the SNP Steering Group is an adviser on the Shifnal Forward Steering Group. There have been regular briefings on progress with the SNP for dissemination to the wider community through local organisations and social networks. Also, feedback of information and evidence to the SNP on particular projects and issues being progressed by the Action Groups and scrutiny of the SNP draft proposals by the members of Shifnal Forward. The involvement of Shifnal Forward has been an important part of the consultative mechanism for the development of the Neighbourhood Plan for Shifnal.

Summary of engagement activities

- 1.9 A great number of engagement and consultation activities were undertaken, updating and adding to consultation that took place to develop the 2008 Shifnal Town Plan. They have been categorised by type of activity. A summary of key activity by month is provided in **Appendix A**.

Exhibitions and drop-in days

- 1.10 Events were publicised using various methods including a leaflet distribution to all 3,200 addresses in the Neighbourhood Plan area, posters on noticeboards, fliers in shops and the local library, circulating information to community groups and contacts, issuing a press release plus displaying information on the website.
 - **Farmers Market Stall** – November 2014 – This was used to formally launch the SNP. Residents were handed 'Have your say' leaflets and given the opportunity to input in the Vision for the future of Shifnal and local priorities through a post-it note exercise.



- Drop in days- November 2014 – two drop in days were organised at the Old Fire Station where residents were asked to consider issues facing Shifnal. A summary of the issues raised was circulated to the Steering Group and is available on the website.
- Annual Town Meeting – May 2015 – The Steering Group presented the main item at the meeting to communicate development and progress on the emerging SNP. There were around 50 residents attending and following the presentations there was an opportunity for informal discussion in a `marketplace` style discussion.
- Policy Proposals public exhibition - June 2015 – On Friday 12th June between 3pm and 8pm at Trinity Methodist Church Hall the Shifnal Neighbourhood Plan Steering Group held a drop in event and exhibition to explain the draft policies that were being proposed for inclusion in the SNP. The event was publicised widely including via local dedicated press releases, media activity and a leaflet drop to every household by volunteers.



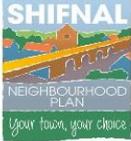
Members of the Steering Group were there to explain what was happening in terms of the progress of the Plan. A summary paper of the draft policies was issued, and the draft policies were displayed on topic area boards along with two large maps showing the Designated Area and the Town with the Settlement Boundary. An introductory board explained the purpose of the draft policies and asked for feedback (see **Appendix B** for examples of the display boards) Residents were encouraged to complete a feedback sheet (also available to complete online along with the summary paper and policy topic boards for people not able to come to the Exhibition).

Over 300 people attended the event which was reported in the local newspaper before and afterwards with photographs. 190 feedback forms were completed on the day with more provided via the online route. A summary of feedback is provided at **Appendix C**.



Media and public relations

- Logo – October 2014 - A local designer was commissioned to develop a logo for the project.
- Information leaflets and fliers – These were produced regularly both to promote forthcoming activity and feedback on findings and distributed via noticeboards, local retailers, the library and other outlets, and to all 3,200 addresses. Examples can be found in **Appendix B**.
- SNP email and website – November 2014 (email) and February 2015 (website) - A dedicated email address and a website were set up to provide information about the process and publicise engagement activity and has been updated regularly. The website can be viewed here: <http://www.shifnalplan.co.uk/>
- Local radio interviews – Interviews were given with Radio Shropshire to explain the neighbourhood planning process and raise awareness of how to get involved. Two of these can be heard here: <http://www.shifnalplan.co.uk/photos-media/local-radio-broadcasts/>
- Shifnal Parish Magazine articles – The Steering Group has featured monthly articles about progress on the plan since February 2015. These can be found here: <http://www.shifnalplan.co.uk/shifnal-parish-magazine/>
- Regular press releases – Regular press releases were issued locally to newspapers and local organisations to provide updates on the plan. These can be viewed here: <http://www.shifnalplan.co.uk/photos-media/press-releases-reports/>
- Posters – These were produced to raise awareness about the SNP and events planned and to encourage people to feed in their views. Also to provide feedback information, as examples below.



SHIFNAL
2014 -2026

An update!

Thank you for helping us to publicise the Shifnal Neighbourhood Plan. The feedback has been very useful to us.

Residents have told us in the questionnaires (over 13% of these were returned) and from the drop-in sessions that they agree with our vision and that they want to:

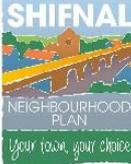
- Restrict any future housing development to what is needed for local people
- Improve the town centre whilst maintaining the character of the town
- Improve the road network and make it easier to get around by foot and cycle
- Provide better medical facilities
- Retain our existing green spaces and parks
- Keep and protect the green belt around the town

The full results from all of the Consultation are available on the Shifnal Neighbourhood Plan website www.shifnalplan.co.uk.

We are now working on draft policies that take into account what the people of Shifnal have said. When these are ready, residents will have the chance to read and comment on them.

Please share this information with your colleagues – Thank you.

Shifnal Neighbourhood Plan Steering Group



SHIFNAL
2014 -2026

What You Have Said!

Thank you to everyone who returned the Neighbourhood Plan questionnaire or spoke to us at the drop-in days.

You told us that you agree with our vision and that you want to:

- Restrict any future housing development to what is needed for local people
- Improve the town centre whilst maintaining the character of the town
- Improve the road network and make it easier to get around by foot and cycle
- Provide better medical facilities
- Retain our existing green spaces and parks
- Keep and protect the green belt around the town

The full results of all of the Consultation are available on the new Shifnal Neighbourhood Plan website.....

www.shifnalplan.co.uk

We are now working on draft policies that take into account what you have told us. When these are ready, you will be able to read and comment on them.

Shifnal Neighbourhood Plan Steering Group

Local surveys

1.11 A number of detailed local surveys took place:

- Residents questionnaire – November 2014 – A comprehensive questionnaire was developed to test local views on the draft vision and objectives for the emerging SNP. A paper copy of

the questionnaire was delivered by volunteers from the community to every household in the Neighbourhood Plan area (3,200 households). It was also available to complete online with a link from the Town Council and Shifnal NP websites. The Residents Questionnaire was completed by 520 people. A summary of the responses can be found in **Appendix D** and a copy of the report on the Analysis of this first stage of engagement can be seen on the website here: http://www.shifnalplan.co.uk/wp-content/uploads/2015/01/150227ShifnalEngagementAnalysis_FINAL.pdf

- Child-friendly survey - A child-friendly version of the questionnaire was produced by a team of children and parents for use at St Andrew's School. 170 completed surveys were returned for analysis.
- Business Survey – The Business Forum conducted its own survey of local businesses and responses to the questions can be found in **Appendix E**.

Face-to-face meetings

- 1.12 The Steering Group met with a great variety of different stakeholders in one-to-one meetings. They also took the opportunity to seek feedback from meetings held by other partners, for example those hosted by Shifnal Forward and the Town Council.
- 1.13 The SNP Steering Group was careful to ensure that all groups across the parish had an opportunity to input into the process, including harder to reach audiences such as the elderly, school children, younger adult residents and the business community.
- 1.14 A summary of the face-to-face engagement activity is detailed below by sector:

The Local community

- Local Joint Committee – The Local Joint Committee is a joint partnership comprising representatives of Shropshire Council, Shifnal Town and Sheriffhales Parish Council. Set up to bring the three tiers of local government together to work in partnership on local issues of concern in a public forum. The Steering Group presented at this early on in the process in December 2014 when residents attended to learn more about the SNP. Further presentations were made as the Neighbourhood Plan progressed.
- Local Community Groups – Members of the Steering Group attended meetings with a range of local groups including: four youth groups (including parents): the Cubs, the Scouts, Shifnal Christian Sunday Youth Club; the Townswomen Guild; local sports clubs and the Shifnal Society (circa 70 members in attendance). Regular press releases and posters were sent to local organisations so that they could be distributed to their respective wider membership.

Local Business

- Shifnal Business Forum – A meeting with the Business Forum took place in October 2014 to understand the needs of smaller traders in the parish. The Business Forum undertook a dedicated survey of local businesses to provide insight into the Neighbourhood Plan process.
- Chamber of Trade – The Chamber of Trade were invited to respond to the Resident Survey.
- Managing Director of Bentley's, J N Bentley - April 2015 – This is Shifnal's largest employer.

Service Providers and Interest Groups

- Local schools – Meetings took place with the head teachers of the local schools (Idsall School, Shifnal Primary School, St Andrew's Primary School) as well as with pupils themselves. The Residents Survey was adapted for use by pupils at St Andrew's Primary School and Shifnal

Primary School. A group of students of mixed ages from Idsall School took part in a discussion in December 2014 and the Steering Group met with the Governors in March 2015.

- Health Providers – Discussions were held with the GP Practice and the Shropshire CCG about the funding for a new medical centre in Shifnal, one of the high priority issues for local residents. Also a meeting with the local patient forum took place.
- Sustrans – A meeting with the Regional Manager sought advice on the development of walkway and cycleway routes into and around the town. Also, the potential extension or re-routing of National Cycle Route 81 through the centre of the town.
- Shifnal Flood Partnership - The Chair of the Flood Partnership and members of the group reviewed relevant sections of the draft plan and a member of the SNP Steering Group attended a meeting of the partnership in July 2015 which was also attended by the other agencies to discuss the way forward.

Local authorities

- Shropshire Council - Throughout the process, the SNP Steering Group consulted with Shropshire Council (SC). Meetings were held at regular intervals with officers from SC to address matters pertaining to housing, site allocations, and transport and to discuss early drafts of the Neighbourhood Plan.

The SNP Steering Group submitted a formal screening request regarding the need for a Strategic Environmental Assessment (SEA) of the draft SNP in June 2015. SC provided its formal response on 14th August 2015, stating that an SEA was not required. The response is shown in **Appendix F**.

- Shifnal Town Council – The Mayor and Deputy Mayor sat on the SNP Steering Group and attended meetings and events. The Chair of the Steering Group and other members attended Shifnal Town Council's monthly meetings to report progress. The Town Council also garnered input relevant for the emerging SNP at meetings it hosted with various stakeholders.

In addition, the Town Council were involved in discussions about derelict buildings in the town, a key concern among local residents and retailers, in particular the former Baptist Chapel, now derelict. A Town Council led working group was established to look at options for the way forward, with close involvement from a member of the SNP Steering Group.

The Town Council approved the Pre-Consultation Submission at their meeting on 17th September 2015.

The Place Plan for Shifnal

- 1.15 Shropshire Council has produced 18 Place Plans which identify the infrastructure and investment needs within each community. They summarise and prioritise the local infrastructure needs which are required to support the sustainable development of each area; and identify the wider investment needs to assist delivery of the community's vision and aspirations. The draft Place Plan for Shifnal was out to consultation in December 2014 and the SNP Steering Group supported the Shifnal Forward comments on the Place Plan, as they were very much in line with the emerging key issues in the SNP.
- 1.16 When the 2015/2016 Place Plan is reviewed the proposals relating to infrastructure provision in the SNP will be included. The Place Plan will in effect become the Implementation Plan for the SNP for all the infrastructure items.

2 KEY RESPONSES FROM CONSULTATION

2.1 The following objectives have been derived from the key messages that emerged from the engagement process, which form the basis for the policies included in the SNP:

Green Belt and the Shifnal Settlement Boundary

- The existing Green Belt around the town should be retained
- Development should be focused within the settlement boundary of the town

Housing

- The design of any new housing in Shifnal should be in keeping with and improve upon good design in the town, provide varied and interesting frontages and incorporate design features found in the vicinity of the site
- New housing should meet the needs of Shifnal, particularly in respect of providing more smaller dwellings for first-time buyers and older people
- Encourage the provision of additional care home places to meet the needs of older people

Transport and Movement

- The road network should be improved to accommodate the extra local traffic generated by the new housing developments as well as through traffic
- Encourage the provision of and improvements to pedestrian and cycle routes into and around the town to support a more sustainable and safer environment, reduce reliance on the car and offer healthier lifestyle options
- Improve the provision of bus and rail services and infrastructure in order to increase public transport movements
- Adequate public car parking should be provided in the town centre

Character and Conservation

- Any new development should not adversely affect the market town character of Shifnal
- Encourage and support re-use or redevelopment of derelict, unused and vacant sites and buildings to protect and enhance the character of the town

Health and Leisure

- A new health centre should be provided to meet the health needs of existing residents and the new households coming to live in the town
- Better opportunities for leisure should be provided for everyone in the community

Environment

- Existing parks, play areas, playing fields and open spaces should be retained and additional open space areas provided
- Any new development should seek to reduce flood risk and should not adversely affect drainage and flooding in the town

Town Centre and Economy

- Provide for and enhance existing facilities and support initiatives to attract visitors and tourists to the town
- Existing employment land should be retained and new employment opportunities encouraged within the town
- Rural farming activities should be protected and encouraged

3 REGULATION 14 PRE-SUBMISSION CONSULTATION

3.1 The Neighbourhood Plan Steering Group finalised the draft SNP in September 2015. The Regulation 14 Pre-Submission Consultation ran for a six-week period from 28th September 2015 to 8th November 2015. Paper copies of the draft SNP were made available at the Shifnal Town Council offices, the library, and on request. The document could be read on the website and responses sent directly via the website or to the email address. A co-ordinated publicity campaign was undertaken which comprised:

- The production of a leaflet explaining the background to the document and where it is available to view. This was delivered to all households in the parish.
- A notice and link to the plan was added to the Shifnal Neighbourhood Plan website (<http://www.shifnalplan.co.uk/wp-content/uploads/2015/09/Shifnal-PSC-draft-NP-September-2015-final.pdf>).
- A summary sheet was printed with a brief introduction about the Neighbourhood Plan process, the consultation methodology and policies, which was distributed to the library and other local outlets.
- A stall was taken at the Town Council Food and Craft Market during the consultation period with Steering Group members on hand to answer questions and offer information.
- A press release was issued to local organisations and local press and a interview done on local radio breakfast show.
- Notifications were sent to statutory and non-statutory consultees via letter or email (see below).

Distribution to Statutory and Non-Statutory Consultees

3.2 In accordance with requirements of the Neighbourhood Planning Regulations, relevant statutory consultees were notified by letter. In addition, a range of parties that the Steering Group considered were likely to have an interest in the plan were also written to. All parties were advised to download a copy of the plan, but were advised that hard copies could be issued on request.

3.3 The full list of statutory consultees that were written to is as follows:

Consultee
Arriva Midlands
Arriva Trains Wales Ltd
British Gas Ltd
British Telecommunications
Coal Authority
Department of Health
Electronic Communications Bodies
Historic England
Environment Agency
Highways England
Housing and Communities Agency
London Midland
National Farmers Union
National Grid
N.H.S. Shropshire and Staffordshire Area Team
Natural England

Consultee
Network Rail
Network Rail Community Relations
Severn Trent Water
Shropshire Council
Shropshire CCG
Shropshire and Wrekin Fire & Rescue Service
Sport England
SUSTRANS
Western Power
West Mercia Police
St Georges and Priorslee Parish Council
Albrighton Parish Council
Donnington and Boscobel Parish Council
Sheriffhales Parish Council
Sutton Maddock Parish Council
Kemberton Parish Council
Tong Parish Council
Ryton & Grindle Parish Council
Shropshire Council Councillors:
Shifnal South and Cosford
Shifnal North
Albrighton
Worfield
Telford & Wrekin Councillors:
Priorslee
The Nedge
Madeley
Sutton Hill
Housing Developers
Lioncourt Homes Ltd
Redrow Homes (Midlands) Ltd
Taylor Wimpey North Midlands
Bovis Homes
David Wilson Homes
Barratt Homes West Midlands

- 3.4 A copy of the letter sent to the statutory bodies is shown in **Appendix G**.
- 3.5 A list of non-statutory consultees is shown in **Appendix H**. A copy of the email is shown in **Appendix I**.

Responses

- 3.6 In total there were 87 respondents to the Pre-Submission Consultation. This reflected a mixture of local residents, statutory consultees, business owners, landowners and other stakeholders.
- 3.7 The schedule of comments and the respective responses made are available to view at <http://www.shifnalplan.co.uk/wp-content/uploads/2015/01/record-of-presubmission-comments.pdf>. A summary of the responses can be found in **Appendix J** and following these, the Submission SNP has been appropriately amended.

Appendix A Summary timeline of key engagement activity

This table provides a summary of the key engagement activities that took place.

Activity	Target audience
October 2014	
Media and PR: Logo designed	
Media and PR: Introductory information leaflet printed	Residents and businesses
Face-to-face: Business Forum (15) Introductory briefing and invitation to feedback their views	Business
Media and PR: Email address set up and included on Information Leaflet	Residents and businesses
November 2014	
<u>Launch event</u> : Stall on Farmers Market to launch the Neighbourhood Plan. Handing out the `Have you say` leaflets and asking people to put their priorities for their Vision for the future of Shifnal on post-it notes on a Flip Chart	Residents
<u>Event</u> : Two drop in days held at the Old Fire Station	Residents
<u>Face-to-face</u> : <ul style="list-style-type: none"> • Shifnal Christian Youth Club ages 8-13 (10 attendees) • Shifnal Cubs ages 8-10 (30) • Shifnal Scouts 11-16 (22) • Idsall Comprehensive School pupils 5 from each year group (30) 	Children and teens (including parents)
<u>Face-to-face</u> : Shifnal Forward (30) introductory briefing	Local organisation
<u>Face-to-face/Email</u> : Sports clubs <ul style="list-style-type: none"> • Shifnal Cricket Club –on agenda and discussed at meeting • Shifnal Bowls Club – e-mail • Shifnal Tennis Club – e-mail • Shifnal Town Football Club – e-mail • Shifnal Europeans Junior Football Club – e-mail • Shifnal Harriers Junior Football Club – e-mail • Shifnal Golf Club – e-mail 	Local sports clubs
<u>Face-to-face</u> : <ul style="list-style-type: none"> • Townswomen’s Guild meeting had Information leaflet on their agenda • Shifnal Local History Group meeting (20 attendees) • Shifnal Pathfinders (5 attendees) • Shifnal Society committee (6 attendees) • Shifnal Society meeting 	Local community groups including older residents
<u>Face-to-face</u> : Shifnal Patient Forum (10 attendees)	Local health group
<u>Face-to-face</u> : Discussion with pupils from Idsall School	Young residents
Media and PR: 3,200 Information Leaflets, `Have Your Say` printed for distribution at consultation events et al	Residents
<u>Survey</u> : <ul style="list-style-type: none"> • Residents’ questionnaire and leaflet delivered to all 3,200 households and to Chamber of Trade and to the Business Forum electronically. It was also available for residents to complete on-line via the Town Council website. • Child-friendly Questionnaire prepared for school use. 	Residents and businesses
<u>Media and PR</u> : <ul style="list-style-type: none"> • Press Release re the Launch in Farmers Market. Article in Shropshire Star 	Residents

Activity	Target audience
<ul style="list-style-type: none"> • Live Broadcast on Radio Shropshire Breakfast show re the Plan and Drop-In Day on Sat 22nd. Also recorded broadcast played on the news bulletins during that week • 2nd Press Release. Article on Shropshire Star and article and Picture in The Telford Journal • Live Broadcast on Radio Shropshire Breakfast show regarding the Plan, the views of residents and the 2nd Drop-In Day on 29th Nov 	
December 2014	
<u>Survey</u> : St Andrew's Primary School pupils in Years 3-6 (c.150) and 172 children`s questionnaires completed	Children
<u>Face-to-face</u> : Shifnal Local Joint Committee introductory briefing and feedback session	Residents
<u>Media and PR</u> : Article in St. Andrews News. To be followed with regular monthly article in the Parish magazine which is new venture by the churches in Shifnal to include community news as well, as from Jan 2015	Residents
January 2015	
<u>Survey</u> : Shifnal Primary School using the child-friendly version of the questionnaire	Children
<u>Face-to-face</u> : Meeting with local head teachers	Education provider
February 2015	
<u>Media and PR</u> : Website live from 11 th February 2015	Residents and businesses
<u>Face-to-face</u> : Meeting with local head teachers	Education provider
<u>Media and PR</u> : Poster, feedback sheet and press release published to update residents on the results of the questionnaire	Residents
March 2015	
<u>Face-to-face</u> : Meeting with governors of Idsall School	Education provider
<u>Face-to-face</u> : Presentation by GP Practice development partner to Shifnal Forward	Health provider
<u>Face-to-face</u> : Meeting between local developer and the Town Council	Developer
<u>Face-to-face</u> : Workshop session with Shropshire Council Highways, Shifnal Town Council and Shifnal Forward	Local authority
April 2015	
<u>Face-to-face</u> : Meeting with Bentley's, the largest employer in Shifnal	Business
<u>Business</u> : Meetings with Chair of Business Forum	Business
<u>Face-to-face</u> : Letter of support to CCG	Health provider
May 2015	
<u>Event</u> : Annual Town Meeting, over 50 residents attending	Residents
<u>Survey</u> : Business survey produced by the Business Forum and sent to all members	Business
<u>Face-to-face</u> : Meeting with Shropshire Council Highways and Bus Services Commissioner	Local authority
<u>Face-to-face</u> : Meeting with the West Midlands Regional Manager of Sustrans	Special Interest
June 2015	
<u>Event</u> : Policy Proposals public exhibition held at Trinity Methodist Church Hall, over 300 residents attending.	Residents
<u>Face-to-face</u> : Meeting with Shropshire Council Planning officers to discuss draft proposals	Local authority
<u>Face-to-face</u> : Request to Shropshire Council for SEA screening	Local authority
July 2015	
<u>Special Interest</u> : Meeting with Flood Partnership Group	Special Interest
<u>Face-to-face</u> : Meeting with Mark Pritchard, MP for The Wrekin, to brief him and answer questions on the Neighbourhood Plan	Local MP

Activity	Target audience
August 2015	
Media and PR: Information leaflet produced to inform local people about the process to date, the consultation and policies	Residents
Face-to-face: Response from Local authority on SEA screening	Local authority
September 2015	
Face-to-face: Meeting with the Town Council to present Pre-Submission document	Local authority
Face-to-face: Attended Local Joint Committee meeting to give a full update on the Neighbourhood Plan and to explain the Pre-submission Consultation process and next steps	Local authority
Pre-submission consultation: Draft document developed and made publicly available. Statutory and non-statutory consultees written to. Consultation to run from 28 th September to 8 th November	All
October 2015	
Event: Stall at Town Council Food & Craft Fair to raise awareness of the consultation	Residents
Face-to-face: Meeting with Mark Pritchard MP to take his feedback on the Pre-submission Consultation Draft Plan	Local MP
November 2015	
8 th November: End of Pre-Submission Consultation	All
Activity undertaken throughout	
Updates on progress with the Neighbourhood Plan were reported, by the Chair of the Steering Group, to the monthly meetings of the Shifnal Town Council and Shifnal Forward, and any questions/feedback raised were discussed and noted	All

Appendix B Examples of display board material, June Event; and fliers distributed to all households during the development of the Plan

Display board material

Vision for Shifnal – How it will look in 2026

"In 2026, Shifnal is still a pleasant place to live. It has grown considerably in size, but good planning which has taken account of the concerns and policies included in the Neighbourhood Plan has meant that its long established character as a bustling town with an attractive built environment, a distinctive town centre with a range of independent shops and good community facilities has not changed. It has enhanced its role and sustainability as one of Shropshire's vibrant small market towns.

Shifnal has successfully progressed to how we live. First a new market centre with the latest facilities meet the needs of residents including newcomers to the town and has reduced the need to travel to local needs.

Secondly, there have been great improvements in traffic management and pedestrian safety. The improvements to bus service infrastructure and the development of pedestrian and cycle paths has led to a more vibrant town centre where people can enjoy their time in town. The new bus route has led to a more vibrant town centre with a range of independent shops and good community facilities. The new bus route has led to a more vibrant town centre with a range of independent shops and good community facilities. The new bus route has led to a more vibrant town centre with a range of independent shops and good community facilities.

Some excellent housing development has taken place on hillside, but in accordance with the policies in the Plan it has respected the size, scale and character of the existing built environment and has met the need for new housing. This has meant that neither younger nor older people need to move away to find affordable housing.

There has been an increase in local employment opportunities due to the implementation of the policies in the Neighbourhood Plan, thereby reducing the need to travel out of the town to work.

A strong community spirit continues to exist and new residents have successfully integrated into the town, and this has given everyone the opportunity to participate in and live a healthy, safe and satisfying life."



Housing

Design of Residential Development

Objective

- The design and scale of any new housing in Shifnal town should be in keeping with its character as a historic market town

Policy H01: Residential Infill Development

Any proposals for residential development on infill sites within the settlement boundary, including redevelopments, will be permitted provided that all the following criteria are met:

- It is of a scale and height in keeping with the local character of neighbouring buildings and the town generally.
- It does not result in an unacceptable loss of amenity for neighbouring uses through loss of privacy, loss of daylight or visual intrusions.
- The traffic generation and parking impact created by the proposal does not result in an unacceptable direct or cumulative impact on congestion or road and pedestrian safety.

Developments which seek to use materials common to the buildings in the immediate surrounding area will be encouraged, particularly on these frontages. However, this should not stifle innovation in the overall design of buildings.



Proposals Map – Shifnal Town and Surrounds



The map shows various zones including the settlement boundary, primary walkway routes, and areas for new residential development. It also indicates the locations of the town centre, bus routes, and cycle paths.



Transport and Movement

Walking and Cycling

Objective

- Encourage and support the provision of and improvements to pedestrian and cycle routes into and around the town to create a more sustainable environment and healthier life style options

Policy T03: Pedestrian Access and Primary Walkway Routes

To ensure that residents can walk safely to public transport facilities, schools and other important facilities serving Shifnal town, all new developments must provide safe pedestrian access to link up with existing footways that, in turn, directly serve the Primary Walkway Route (shown on the Proposals Map or any other Primary Walkway Routes subsequently identified). Proposals to enhance the identified Primary Walkway Route and any other Primary Walkway Routes that are subsequently identified will be strongly supported.

Development will be expected to:

- make contributions toward the enhancement of these Primary Walkway Routes; and
- not have an unacceptable impact on Primary Walkway Routes, in particular through the creation of significant additional traffic movements which would have a detrimental impact on the safety or flow of pedestrian access.

Policy T04: Cycle Routes and Infrastructure

Proposals to extend National Cycle Network Route 81 into Shifnal Town Centre, as shown on the Proposals Map, will be supported. The provision of cycle parking in Shifnal Town Centre will be supported.



Fliers delivered to all 3,200 households at key points in the development of the Plan

SHIFNAL 2014 - 2026

Have Your Say!

We are about to start creating a Neighbourhood Plan for Shifnal. We cannot change the recent planning applications for housing development but we can have a say on the future development of the town over the next 10 to 15 years.

What's different about the Neighbourhood Plan is that it will be a legal document and will have to be used when decisions about future developments in Shifnal are made. It will enable Shifnal to receive money from Shropshire Council to spend in the community.

You will be able to say what goes into it and then you get to vote on the Plan, once it's been written, in a Referendum.

Tell us about Your Ideas, Your Concerns, Your Choice for the future of your town. You can do this by emailing us at shifnalplan@shifnal.com and coming along to the drop in events that will be held over the coming months. Watch out for more news in the local press, on noticeboards and on the Town Council website.



YOUR TOWN, YOUR CHANCE TO have your say!

Come along to the Exhibition and see the Proposals we have written for the Neighbourhood Plan and tell us what you think.

Friday 12th June 3pm-8pm
 Trinity Methodist Church Room,
 Victoria Road

This is an important next step in the preparation of the Shifnal Neighbourhood Plan.

When the plan is completed you will have the opportunity to vote on it in a Referendum.

This is the first time a local plan developed by the community becomes part of planning law and this means it has real clout!

Members of the Steering Group will be at the exhibition to talk to you about the proposals.

If you are not able to come along on 12th June you can still read and comment on the proposals using the website: www.shifnalplan.co.uk



NEIGHBOURHOOD PLAN STEERING GROUP

YOUR TOWN, YOUR CHANCE TO HAVE YOUR SAY!

We have reached an important stage in writing the Neighbourhood Plan for Shifnal, and are now required to consult statutory bodies, local organisations and the wider community. This is called the Pre-submission Consultation. This is your chance to read the Plan and to tell us if you are happy with it or have any other comments before we submit it to Shropshire Council for review by an Independent Examiner.

Copies of the Plan are available at the Library, at Shifnal Town Council and our website: shifnalplan.co.uk. Your comments should go to Shifnal Town Council at the Market House, 43 Broadway, Shifnal, TF11 8BB.

Or you can use the contact form on our website.

Comments must be received by 5pm on Sunday 8th November.

The Neighbourhood Plan team will have a stall at the Food & Craft Market in Shifnal on 17th October so please come and see us then.

Once the Plan is complete you will get to vote on it in a Referendum. Don't forget that the Neighbourhood Plan will become part of the statutory local plan and will have to be considered when decisions are made on planning applications in Shifnal.



Appendix C Report on Shifnal Neighbourhood Plan Policy Proposals Community Feedback – June 2015

On Friday 12th June at Trinity Methodist Church the Neighbourhood Plan Steering Group held an exhibition/consultation event to consider the Plan’s draft policy proposals. It was very well supported – over 300 interested Shifnal residents came along to find out more about the proposals and to give their comments. At times there were queues to enter the hall! The provision of light refreshments helped create a very sociable event with people taking their time to study the proposals and write up their feedback form. A wide range of people came which the Steering group felt were representative of the population of Shifnal. Volunteers had pushed 3,500 leaflets through letter boxes throughout the parish to let people know about the consultation event and the opportunity to come and `Have Your Say`

183 feedback forms were completed at the event by individuals, couples and families. A further 42 forms were submitted online via the website.

This report briefly summaries the response to each of the questions. Not all the respondents commented and those who did comment only did so on some of the questions. The feedback form was designed to facilitate a simple Agree/ Disagree response. The statistical analysis and the comments have been considered by the Steering Group and used to influence the development of the next stage of the plan - the Pre Submission Consultation Document.

Green Belt and the Shifnal Settlement Boundary

POLICY SL1 GREEN BELT	Permit development within the settlement boundary in accordance with local plan and the neighbourhood plan but not within the undeveloped safeguarded land. Protect existing Green Belt around the town.
Agree 90%	Disagree 4% No Comment 6%

Main comments:

- Overwhelming support expressed for the existing Green Belt boundary to safeguard the character of the town and prevent it joining up with surrounding towns and settlements. Many correspondents stated that they didn’t want Shifnal to become part of Telford .General feeling that Shifnal has taken an excessive share of new housing in relation to its current size.
- Support for no further development on currently undeveloped safeguarded land.

Housing

POLICY HG1 RESIDENTIAL INFILL DEVELOPMENT	Permit residential development on infill sites within settlement boundary subject to character, neighbourhood amenity and traffic implications
Agree 84%	Disagree 8% No Comment 8%

Main comments

- Concern about too many houses, design quality of new houses, parking, traffic and impact on infrastructure (including drainage) and public services (schools and doctors).
- Need to provide affordable homes and homes for suitable for older members of the community.

Transport and Movement

POLICY TM1 HIGHWAYS IMPROVEMENTS	Strongly support proposals to improve the flow of traffic and pedestrian safety at key junctions. New developments that result in traffic generation need to demonstrate they do not have a severe impact on traffic flow and pedestrian safety. The Neighbourhood plan will support Shifnal Transport and Movement Strategy subject to positive community engagement.
Agree	80% Disagree 4% No Comment 16%

Main comments:

- Need to consider cumulative not individual effect of traffic from new developments.
- Further restrictions on large vehicles travelling through the town.
- Consider impact of on street parking at pinch points and better enforcement of existing restrictions.
- Introduce traffic calming measures including 20 mph zones. Road safety a concern.
- Need a by-pass

POLICY TM2 CAR PARKING IN SHIFNAL TOWN CENTRE	A presumption against the loss of publicly accessible car parking in Shifnal Town Centre. Any proposals that would result in the loss of existing publicly available car parking spaces must provide at least an equivalent number of spaces in an equivalent location that serves the town centre.
Agree	88% Disagree 4% No Comment 8%

Main comments:

- Need to consider problem of all day parking by commuters preventing convenient parking for shoppers
- Extend Aston Street Car Park on to allotments and land rear of village hall.

POLICY TM3 PEDESTRIAN ACCESS AND PRIMARY WALKWAY ROUTES	Ensure that residents can walk safely to public transport facilities, schools and other important facilities. New developments must provide safe pedestrian access to link up with existing footways. Establish a series of Primary Walkways Routes.
Agree	85% Disagree 1% No Comment 14%

Main comments:

- Need to improve pavements and town public footpaths and make more safe crossing places.

TM4 CYCLE ROUTES AND INFRASTRUCTURE	Proposals to extend National Cycle Network Route 81 into Shifnal Town Centre will be supported. The provision of cycle parking in Shifnal Town Centre will be supported.
Agree	80% Disagree 8% No Comment 12%

Main comments:

- Emphasis on safe cycling including more cycle lanes and secure cycle parking.
- Safe cycling routes needed to schools.

POLICY TM5 BUS SERVICES AND INFRASTRUCTURE	Proposals to improve and extend existing commercial and community-operated bus services will be supported especially to serve new development sites. These should improve linkages with key areas and services, including the medical centre, the town centre and the railway station. Proposals to provide new bus shelters and service information along existing bus routes will be supported.
--	--

Agree 85% Disagree 2% No Comment 13%

Main comments:

- Support for more bus shelters.
- Need to provide services to more destinations instead of current overprovision on Shifnal – Telford daytime services.
- Enforce bus service provision promised by developers in their travel plans.

POLICY TM6 IMPROVEMENTS TO SHIFNAL RAILWAY STATION	The provision of additional cycle and car parking to directly serve Shifnal Railway Station will be strongly supported. As part of any improvements to Shifnal Railway Station, the provision of improved disabled access will be strongly supported.
---	--

Agree 88% Disagree 2% No Comment 10%

Main comments:

- Support for disabled access to Platform 2.
- Commuter parking by non Shifnal residents identified as a problem.
- Re-use empty platform buildings.

Character and Conservation

POLICY CH1 DERELICT/ EMPTY BUILDINGS AND VACANT SITES	Proposals for re-use or re-development of derelict or empty buildings and vacant sites in the settlement boundary of Shifnal Town will be supported subject to the character of the conservation area not being harmed nor there being an unacceptable impact on the amenity of neighbours.
--	---

Agree 85% Disagree 3% No Comment 12%

Main comments:

- Strong support for dealing with the problem of “eyesore” buildings.

Health, Education and Leisure

POLICY HL1 NEW MEDICAL FACILITY, LAND AT CORNER OF HAUGHTON RD/NEWPORT RD	Land at Haughton Road is allocated for the provision of a medical centre.
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Agree 71% Disagree 20% No Comment 9%

Main comments:

- Need for new medical centre strongly supported but substantial minority of correspondents want a more central location.

POLICY ED1 NEW EDUCATION PROVISION	The provision within the Shifnal Town settlement boundary of new buildings or conversion of existing buildings to serve as education facilities, particularly for adult education, will be supported.
Agree	74% Disagree 8% No Comment 18%

Main comments:

- Some support but using existing school facilities.

POLICY LE1 EXISTING LEISURE USES	Proposals that would result in the loss of leisure facilities will only be permitted if alternative and equivalent leisure facilities are provided.
Agree	81% Disagree 4% No Comment 15%

Main comments:

- Alternative should be an improvement and should be at least equivalent scale.
- Protect Village Hall, Youth Club and Idsall Sports Centre.

POLICY LE2 PROVISION OF ADDITIONAL LEISURE USES	Proposals to provide new leisure facilities to serve the community of Shifnal town will be strongly supported. These proposals must be of a scale commensurate with the site and its surroundings, particularly in terms of the built form, traffic generation and parking.
Agree	83% Disagree 4% No Comment 13%

Main comments:

- Some support for a swimming pool particularly in the context of £750,000 being available (s106) but concern about potential running costs.
- Need for more facilities for young people.

POLICY LE3 SHIFNAL TOWN PARK	Land beyond the new Thomas Beddoes housing development and sited either side of the railway line (linked through the railway tunnel) is allocated for the provision of a town park
Agree	79% Disagree 8% No Comment 13%

Main comments:

- Support but concerns about non central location.
- Use Lodge Hill / Manor as Town Park.

Environment

POLICY EN1 PROTECTION AND MAINTENANCE OF LOCAL GREEN SPACES	The following areas are designated as Local Green Spaces: <ul style="list-style-type: none"> • Wheatfield Drive recreation area • Jubilee Park • Curriers Lane play area • Cricket ground, Priorslee Road, football fields, Coppice Green Lane
Agree	87% Disagree 5% No Comment 8%

Main comments:

- Support but add grass area outside The Lindens, green space at Admirals Farm, small green areas eg corner Applebrook and Tanglewood, Shifnal Town Football Club, Millennium Sensory Garden.

POLICY EN2 LOSS OF PUBLIC OPEN SPACE	Proposals that would result in the loss of public open space will not be permitted unless alternative and equivalent public open space is provided.
Agree	81% Disagree 6% No Comment 13%

POLICY EN3 MINIMISING THE IMPACT OF FLOODING FROM DEVELOPMENT	Development proposals will be expected to: <ul style="list-style-type: none"> • be designed and constructed to minimise the overall level of flood risk within the parish; and • provide appropriate surface water drainage; and • open existing culverts where practicable.
Agree	87% Disagree 3% No Comment 10%

Town Centre and Economy

POLICY EC1 SHIFNAL TOWN CENTRE	Development within the area of Shifnal Town Centre will be expected to comply with the requirements of the Shropshire Core Strategy Policy on Town and Rural Centres and the Local Plan policy on Managing Town Centre Development.
Agree	82% Disagree 2% No Comment 16%

Main comments:

- Policy needs to be made clearer.
- Some support for town centre pedestrianisation.
- Resist large supermarket.

POLICY EC2 PRIMARY SHOPPING AREA	In the Primary Shopping Area of Shifnal town centre there will be a presumption in favour of retail proposals and a presumption against changes of use away from shops, Financial and Professional Services, Restaurants and Cafes and Drinking Establishments.
Agree	84% Disagree 4% No Comment 12%

Main comments:

- Limit number of charity shops and takeaways
- Resist supermarket developments on edge of town to safeguard range of shops available in town.

POLICY EC3 SHOPFRONT SIGNAGE WITHIN THE PRIMARY SHOPPING AREA	Proposals for shopfront signage within the primary shopping area should be in sympathy with the upper storeys of the building and adjoining facades. The use of traditional materials such as timber with sign-written titles rather than plastic, externally illuminated signs will be required and Flush-fitted signs will be preferred.
Agree	81% Disagree 6% No Comment 13%

Main comments:

- Current Family Shopper / Post Office signage out of character.

- Object to illuminated signs on all night.
- Oppose gaudy signage
- Should use traditional materials.
- Oppose policy restriction - any business that fits with the rural town centre policy should be encouraged.

POLICY EC4 PROTECTION OF EXISTING COMMERCIAL PREMISES OR LAND	There will be a strong presumption against the loss of commercial premises or land which provides employment or future potential employment opportunities.
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Agree 84% Disagree 4% No Comment 12%

Main comments:

- More provision for small business / starter units.
- Need to allow sufficient time to find new uses for empty commercial premises before permitting change of use.

POLICY EC5 EMPLOYMENT- GENERATING USES	Within the settlement boundary of Shifnal Town, development proposals to provide employment on land allocated for this purpose will be supported subject to appropriate conditions
--	--

Agree 81% Disagree 3% No Comment 16%

POLICY EC6 SMALL SCALE COMMERCIAL DEVELOPMENT	Development proposals to provide small-scale employment opportunities will be supported subject to appropriate conditions. Strong support will be given if such provision is made for incubator/start-up businesses on flexible terms.
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Agree 81% Disagree 3% No Comment 16%

POLICY EC7 RURAL COMMERCIAL ACTIVITIES AND AGRICULTURAL LAND	Support will be given for proposals that strengthen the rural economy. It is important that any such proposals represent appropriate development in the countryside and do not conflict with the purposes of the green belt.
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Agree 87% Disagree 2% No Comment 11%

Main comments:

- Strong support for retaining the land surrounding Shifnal as agricultural land.
- Similar support for existing Green Belt boundary as in Policy SL1.

Appendix D Summary of findings from the Community Survey

Residents Questionnaire

Housing

- More development not particularly welcomed as the town has several large housing developments taking place over the next few years.
- Keen to ensure that the town maintains its existing boundary so that it does not coalesce with neighbouring communities such as Telford.
- Greenbelt and agricultural land should be safeguarded.
- New housing should cater for local needs and in particular the elderly and young couples who want to stay in Shifnal.
- New housing should be sustainably designed and in-keeping with the current style of housing in Shifnal.

Economy

- The current town centre area of shops and businesses should be protected.
- The town is looking run down and needs visual improvements to shop fronts.
- A mix of retail should be encouraged with more independent shops.
- More initiatives to give the town a vibrancy and attract visitors, like the Farmers Market, would be welcomed.
- Existing industrial sites should remain to provide local employment but not necessarily be expanded.

Transport

- There was a call for more parking, short-term parking and a solution to the problem of commuters taking up much needed spaces in the `shoppers` car park.
- The railway station is greatly valued but needs improving such as disabled access, shelter and seating and more parking.
- Better pedestrian and cycle-ways into and around the town to be provided including linking in the new housing areas.
- The town is too congested which has safety implications. Solutions cited included a bypass, the shared spaces option in the town centre and increased traffic calming measures in residential areas.

Character of the town

- Residents greatly value the current size and feel of Shifnal as a small market town and would like this to be maintained.
- The historic character of the town is valued and there are a number of derelict buildings which are `eyesores` around the town that need to be dealt with – either improved or redeveloped.
- The town centre is a focal point for the community and should not be lost.

Health, Education and Leisure

- Great concern that essential services are already at capacity – for example the Medical Practice, school places – the scale of new housing development means further capacity needs to be provided urgently.
- A great number of respondents called for a new medical centre.
- There are numerous leisure facilities lacking in the town – swimming pool, squash etc – and this needs addressing. Idsall School cited by some respondents as a potential location for these.
- More facilities for younger children and teenagers needed in the town.

Environment

- Green space features highly throughout the comments in the questionnaire. Protecting existing green space in the town and creating new space such as a park.
- Providing adequate open space within new housing developments for residents and particularly children.
- Protecting the greenbelt and agricultural land around the town.
- The rural nature of Shifnal is part of its character and should not be lost. Wildlife habitats should be protected.

Young Peoples' Questionnaire

- Young people like living in Shifnal and are especially keen on its location in the countryside and the fact that it is not too large a town.
- There was a real emphasis on the need to provide more facilities for young people both now and in the future to cater for any growth in population. This includes new play equipment, meeting places for teenagers, sports facilities and covered seating in the parks and a nature area.
- The town centre is felt to be shabby and in need of an overhaul in aesthetic terms. More shops and food outlets that appeal to young people were called for.
- Young people want more cycle paths, better facilities at the railways station, more bus routes and bus stops and safer walking routes between their homes and school.
- Whilst new housing is seen as positive in terms of providing more people to shop in the town centre, there should also be more supporting infrastructure – such as more classrooms and a GP surgery – should be provided to cater for the new population.

Business Owner Responses

- Concern about the impact of the significant number of new houses on the existing character of the town. The town needs to remain attractive to residents and visitors.
- The key is to make the town centre as accessible and attractive as possible. More could be done to promote the centre and also attract visitors, such as hosting markets and events.
- Shopkeepers should have to maintain their shop fronts.
- Safety of pedestrians featured highly with a number of respondents wishing for Shifnal to be more attractive to walkers and cyclists.
- Parking was mentioned in the context of ensuring that current car parks were retained.
- The conservation area should be maintained.
- Landlords should be made to look after their buildings and not allow them to become eyesores.
- The greenbelt should be conserved, some development is inevitable. Having a say, rather than letting developers decide, is important.

Appendix E Responses from the Business Survey

From a business point of view, what would you like to see being developed in Shifnal in respect of Retail, Small industrial units, Incubator units etc?

Incubator units for low cost start-up businesses

Tidying up of Lamledge Lane Industrial Estate

From a business point of view it would be good to see all of these elements developed in some way. As Shifnal expands on the housing side there should be just as much need for it to expand and develop with new businesses and retail,, the more the town has to offer in this way the more the economy of the town should grow offering greater opportunity of employment locally. If more people can be employed locally this should ultimately reduce the carbon footprint too which is really important for the long term.

Smart and affordable (perhaps shared), office accommodation.

I think Shifnal is lacking both retail space and small industrial units. The increase in population of the town can be turned into a positive if there is also interesting places for people to shop otherwise it is only a dormitory town. There is also a big need for small industrial units, the Lamledge Lane site is in a sad state of disrepair and it would be difficult for any respectable business to retail from there (that's if there was any space available).

Retail units will be needed to serve the growing population. A move towards more retail units in the centre of town rather than more food outlets would be preferable. Awareness of the balance between our night time (restaurant/ pub) economy and daytime retail and cafe offering needs to be kept in mind.

Making the town centre more appealing to shoppers to walk around and browse and spend time will improve turnover on shops and cafés etc. shared space will contribute to this, and will be critical to the survival of the town centre.

In areas on the edge of town, small industrial units and spaces for start-up business would be advantageous. We have such excellent links to M54 & railway line that we would be in an attractive situation to such businesses. Competition for food sales (supermarket) as at present only 1 retailer is represented (Co-op). Another would give customers more choice and improved competition will give shoppers choice and possibly better prices. At present residents who have cars can easily drive to many supermarkets to buy at competitive prices, but those wanting to shop local or who have to shop in Shifnal because of lack of transport, have very little choice. These tend to be people on lower incomes (elderly) and they are currently stuck with limited choice and higher prices.

Regarding growth in your own business, where do you see yourself in 5 years? Are you comfortable where you are? Will your premises be adequate for the future?

Hopefully grown significantly – possibly doubled meaning larger premises. We would hope that over the next 5 years our business will grow (as I would suspect most business would) We do have a business growth plan and if we follow the course that we hope to, then our accommodation will not be big enough for us so we would need to move however by the nature of what we do we are never likely to need a huge office so incubator units could be a good option for us or some sort of office share space. Our business delivers on various sites but we do need office space somewhere in the locality to be near to the sites of delivery.

Work from home but will eventually need to find secure office space and testing facility unit.

Our business is expanding, the new houses being built will increase the demand for our product and we will soon need extra space. We are comfortable in our current premises but we will need an extra unit to be used as storage in the near future and our initial inquiries have shown that there was none available at present.

I currently have no plans to expand my core business, however, am considering a move into training others. Access to training/ conference facilities would be necessary. This could be at a community hub, hotel etc.

Do you have any realistic ideas as to what you would like to see regarding the development of Business and the Economy of Shifnal

Retain banks and Post Office

Improved train service as staff are often late due to only one service an hour.

Continue free parking

Increase publicity with regards to choice of independents and free parking

Business opportunities need to be provided alongside housing development. We have come across an interesting project in Totnes called £1 for a £1 where every Totnes £ someone has they spend with local shops and businesses thus keeping the money within the locality. This could also generate business opportunities and great press for the town having been a success in Totnes with real growth for local businesses. To inspire local residents to sign up they offered a 5% discount for the first £10k worth of Totnes £'s purchased i.e. a £21 voucher for £20 sterling. More information can be found at the website below. We think this is something Shifnal should seriously consider aiming to help generate lots of local, and possibly national publicity. When talking to many residents in Shifnal, they are keen to support local business, with this type of scheme in place it gives them that opportunity and makes them feel as though they really are giving something back to the community.

<http://www.totnespound.org/>

We now (due to the recent housing developments) have a larger and growing population in Shifnal, and this, in turn, should generate interest in business start-ups and be a valuable opportunity for existing businesses to take advantage of. Internet infrastructure has been a problem in the past, but with the much more widespread availability of fibre broadband, this is becoming less of an issue, and we should encourage young and vibrant businesses into the town.

The main thing we would like to see in Shifnal to develop businesses and the Economy is a major regeneration of the town centre. The pavements look tired and dated and the traffic management is completely inappropriate. I would like to see the town centre turned into a pleasant place to walk around and shop and not a place where people want to be in and out as quickly as possible. The look of the town reflects on its businesses and it would be nice to make it a desirable place for businesses to move and invest in.

Pressure applied on landlords to not leave retail units/buildings empty. Incentives for landlords to prioritise retailers in the centre of town taking into account the blend of surrounding shops, food outlets and charity shops.

A joined-up view of the town with a continued focus on promoting Shifnal as a place to shop for locals, a place to stay while visiting surrounding attractions, a place for others to come into to shop and socialise.

Appendix F Shropshire Council formal screening opinion on the need for an SEA

Town Clerk
Town Council Offices,
43, Broadway,
Shifnal,
Shropshire
TF11 8BB

Shropshire Council
Shirehall
Abbey Foregate
Shrewsbury
Shropshire SY2 6ND

Date:

My Ref:

Your Ref

Dear Mac

Shifnal Neighbourhood Plan Strategic Environmental Assessment (SEA) Screening Opinion

This letter provides a 'screening' opinion on whether the proposed Shifnal Neighbourhood Plan falls within the scope of the Environmental Assessment of Plans and Programmes Regulations 2004, and therefore whether a Strategic Environmental Assessment (SEA) is required. In providing this 'screening' opinion, the Council has had regard to the contents of the draft policies proposed by the Shifnal Neighbourhood Plan Group (June 2015), as well as the extent of the environmental assessment already undertaken as part of Shropshire Council's Core Strategy and Site Allocations and Management of Development (SAMDev) Plan.

NPPG provides guidance on the requirements of Neighbourhood Plans in relation to meeting Environmental Assessment requirements. Specifically the guidance states "*In some limited circumstances, where a [neighbourhood plan](#) is likely to have significant environmental effects, it may require a strategic environmental assessment.*" The requirements of the Screening opinion are established in regulation 9 of the Environmental Assessment of Plans and Programmes Regulations 2004. A basic condition for Neighbourhood Plans is that they are compatible with European Union obligations, including the SEA Directive, and this has been taken into account in this 'screening' opinion.

'Screening' Opinion

Both the Shropshire Core Strategy and SAMDev Plan have been subject to Sustainability Appraisal which have incorporated the requirements of the SEA Directive. The Core Strategy provides high strategic policy and identifies Shifnal as a Market Town within the settlement framework. The Core Strategy also provides strategic policy promoting sustainable development across all development proposals.

The SAMDev Plan has provided a further layer of detail to the Local Plan. Specifically for Shifnal it provides a settlement strategy (Policy S15) which identifies the overall scale of housing and employment for the town over the plan period (2006-2026); a range of site allocations in order to meet these guidelines; and the extent of the development boundary. The Plan does not alter the extent of the Green Belt or Safeguarded Land around Shifnal.

It is important to consider the nature and scope of the proposed Shifnal Neighbourhood Plan. In doing so it is acknowledged:

- The end of the plan period is consistent with the Core Strategy and SAMDev Plans;
- The plan does not seek to increase the scale of development beyond that already proposed in the Shropshire SAMDev;
- The plan does not identify any further housing or employment allocations beyond that already proposed in the SAMDev Plan;
- The proposed allocation for a medical centre at Houghton Road/Newport Road proposed in draft policy HL1, already benefits from a planning approval and therefore has already been subject to the environmental screening process;
- The plan does not seek to amend the extent of the development boundary or the extent of the Greenbelt or 'safeguarded' land around the settlement;
- The Habitat Regulation Assessment (HRA) into the SAMDev Plan has 'screened' out potential significant adverse impacts of development from planned development in Shifnal on European protected species

In taking these considerations into account, and having assessed the broad scope and content of the proposed draft policies, it is considered the Shifnal Neighbourhood Plan is unlikely to lead to any significant environmental effects beyond those already assessed through the environmental assessments into the SAMDev Plan. In line with regulation 9 (3) of the Environmental Assessment of Plans and Programmes Regulations 2004, it is therefore considered that an environmental assessment is not required. In providing this opinion it is considered the Shifnal Neighbourhood Plan would not breach, and is otherwise compatible with, EU and Human Rights obligations.

This Screening Opinion has not been subject to consultation with statutory consultees. It is also considered that should the scope or content of the draft Neighbourhood Plan change ahead of publication, that the Council will reserve the right to reconsider this 'screening' opinion.

Yours sincerely

Eddie West

Principal Policy Specialist

Shropshire Council

Appendix G

Letter to statutory bodies on Pre-Submission Consultation

Shifnal Town Council
The Mansion House
43 Broadway
Shifnal
Shropshire TF11 8BB

(DATE)

Dear

Shifnal Neighbourhood Plan - the Pre-submission Consultation.

The final draft of the Neighbourhood Plan for the Shifnal Parish has been prepared by the Shifnal Neighbourhood Plan Steering Group on behalf of Shifnal Town Council. At its meeting on 17 September 2015, Shifnal Town Council agreed that it should go out for the required Pre-Submission Consultation with statutory bodies, local organisations and the wider community, in accordance with Regulation 14 of The Neighbourhood Planning (General) Regulations 2012.

A copy of this Pre-Submission Consultation draft Plan is published on the Shifnal Neighbourhood Plan website along with other information which has been collected in the process of developing the Plan which you may find helpful. This can be accessed on the following link: www.shifnalplan.co.uk

The formal six week consultation period starts on 28 September and will end at 5 p.m. on 8 November 2015.

I look forward to hearing from you. Please tell us if you are happy with the Plan as it is currently drafted or if you wish to make any other comments or representations. Responses should be sent to Shifnal Town Council at the above address, or by e-mail to info@shifnaltowncouncil.gov.uk

All the feedback received during this consultation period will be recorded and considered by the Steering Group. A schedule of all the representations and responses will be included in a Consultation Statement which must be submitted with the final copy of the Plan. This will also be published on the website in due course.

Please contact Shifnal Town Council if you would like a member of the Shifnal Neighbourhood Plan Steering Group to clarify anything relating to the Neighbourhood Plan.

If you are not the correct person in your organisation to receive this e-mail, please forward it to the appropriate person and also to any of your colleagues who might wish to comment.

Yours sincerely,

Town Clerk

Appendix H List of non-statutory consultees on Pre-Submission Consultation

GROUP	
Business Forum	Shifnal Bowls Club
Carnival Committee	Shifnal Cricket Club
Chamber of Trade	Shifnal Europeans JFC
Christmas Lights Committee	Shifnal Forward
Churches Together	Shifnal Golf Club
Crime Prevention Panel	Shifnal Harriers FC
Flood Forum	Shifnal Local History Group
Folk Dance Club	Shifnal Men's Link
Forget-Me-Not (Dementia)	Shifnal Pathfinders
Idsall School	Shifnal Patient Participation Group
Idsall School Governors	Shifnal Primary School
Idsall Sports Centre	Shifnal Society
Kaleidoscope Child Care	Shifnal Tennis Club
Live-At-Home Scheme	Shifnal Town FC
Mark Pritchard MP	Shifnal United 97 FC
Millennium Sensory Garden	Shropshire Ramblers
Patons Garage	St Andrew's Church
Road Safety Committee	St Andrew's Primary School
Rural Watch	St Mary's RC Church
Scouts And Guides	Swimming Pool Committee
Seniors Social Club	Townswomens' Guild
Shifnal & Albrighton Christian Youth Project	Trinity Methodist Church
Shifnal & Albrighton Disabled	Twinning Association
Shifnal & Priorslee Medical Practice	Walled Garden Project
Shifnal Army Cadets	

Appendix I Email to non-statutory consultees on Pre-Submission Consultation

E-mail to be sent from shifnalplan e-mail address to local consultees

Dear

The final draft of the Neighbourhood Plan for the Shifnal Parish has been prepared by the Shifnal Neighbourhood Plan Steering Group on behalf of Shifnal Town Council. At its meeting on 17 September 2015, Shifnal Town Council agreed that it should go out for the required Pre-Submission Consultation with statutory bodies, local organisations and the wider community, in accordance with Regulation 14 of The Neighbourhood Planning (General) Regulations 2012.

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A copy of this Pre-Submission Consultation draft Plan is published on the Shifnal Neighbourhood Plan website along with other information which has been collected in the process of developing the Plan which you may find helpful. This can be accessed on the following link: www.shifnalplan.co.uk . There are also copies available in Shifnal Library and at the offices of Shifnal Town Council at 43, Broadway.

The attached 'information sheet' outlines the key points of the Plan, and we would be grateful if you could forward this to your members.

I look forward to hearing from you. Please tell us if you are happy with the Plan as it is currently drafted or if you wish to make any other comments or representations. Responses should be sent by e-mail to shifnalplan@hotmail.com , or by post to Shifnal Town Council at The Mansion House, 43 Broadway, Shifnal, Shropshire TF11 8BB.

All the feedback received during this consultation period will be recorded and considered by the Steering Group. A schedule of all the representations and responses will be included in a Consultation Statement which must be submitted with the final copy of the Plan. This will also be published on the website in due course.

Please contact Shifnal Town Council on 01952 461420 if you would like a member of the Shifnal Neighbourhood Plan Steering Group to clarify anything relating to the Neighbourhood Plan.

If you are not the correct person in your organisation to receive this e-mail, please forward it to the appropriate person and also to any of your colleagues who might wish to comment.

Please could you confirm receipt of this e-mail.

Yours sincerely

Town Clerk, Shifnal Town Council

Attachment: Information Sheet

Appendix J Summary of comments and responses to Pre-Submission Consultation

In total, 87 separate responses were received to the Pre-submission Consultation. This includes 67 residents, 10 local organisations and 10 statutory consultees. A summary of the key comments, by topic area, is as follows:

Topic	Key issues raised	Response/changes made to plan
General	<ul style="list-style-type: none"> • Further links to policies within Core Strategy and SAMDev needed in body of plan; • Some duplication of higher level policies • Glossary could be expanded to refer to use classes • Concern about deliverability of some policies • Some repetition between policies in the NP 	<ul style="list-style-type: none"> • Do not consider that there is unnecessary duplication between SNP policies and Core Strategy policies • Whilst some policies may be difficult to deliver, do not consider that this merits their deletion especially as they reflect strong views received from the local community. • Glossary amended • Policies TM1 and TM2; TM3 and TM5; LE1 and EN2 have some similar criteria but they are about different issues and the criteria are relevant to separate policy areas
Transport	<ul style="list-style-type: none"> • Concerns about how additional traffic congestion will be dealt with and call for a link road 	<ul style="list-style-type: none"> • Covered sufficiently by Policy TM1 • Link road out of scope of plan
	<ul style="list-style-type: none"> • Any new cycle and car parking should specifically serve Shifnal residents 	<ul style="list-style-type: none"> • Text in Policy TM5 to change to reflect this • TM5 covers point re access for the disabled
	<ul style="list-style-type: none"> • Need to streamline bus services 	<ul style="list-style-type: none"> • Covered in Policy TM4
	<ul style="list-style-type: none"> • Support for new and improved walking and cycling links in and around the town including orbital walking/cycling route 	<ul style="list-style-type: none"> • Addressed in Policies TM2 and TM3
	<ul style="list-style-type: none"> • Support for encouraging reduced reliance on car • Maintenance and lighting of walkways 	<ul style="list-style-type: none"> • Objective strengthened to include `reduce reliance on the car` • Covered in non-policy actions `walkway proposals`
	<ul style="list-style-type: none"> • Road safety concerns notably at Wolverhampton Rd/Upton Lane; Aston Road. Call for traffic calming measures 	<ul style="list-style-type: none"> • Policy TM1 addresses road safety concerns with additional wording to be added to highlight particular issue at junction of Wolverhampton Rd and Upton Lane • Aston Rd traffic management covered by S106 and Highways Team who are putting measures in place
	<ul style="list-style-type: none"> • Policy TM1: 3rd para not necessary as restating Transport Strategy 	<ul style="list-style-type: none"> • Policy to be amended to address this and sentence included in text
	<ul style="list-style-type: none"> • Policy TM2: first bullet needs clarifying in terms of deliverability 	<ul style="list-style-type: none"> • Policy to be amended to address this
	<ul style="list-style-type: none"> • Adequate car parking is needed in the town 	<ul style="list-style-type: none"> • Addressed via Policy TM6
Housing	<ul style="list-style-type: none"> • Clarity sought on reference to Redrow site and what this comprises 	<ul style="list-style-type: none"> • Para 2.11 to be amended to better describe this site
	<ul style="list-style-type: none"> • Policy HG2 should be rewritten to ensure its deliverability particularly on sites <13 dwellings 	<ul style="list-style-type: none"> • Flexibility to be added to Policy HG2 including statement enabling alternative mix based on clear new evidence. Examples of applying policy %`s to be included in the text

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Topic	Key issues raised	Response/changes made to plan
Town Centre and economy	<ul style="list-style-type: none"> Policy EC5: concern about deliverability 	<ul style="list-style-type: none"> Policy EC5 to be deleted
	<ul style="list-style-type: none"> Policy EC6: definition of terms 'incubator/start-up businesses' and 'flexible terms' needed 	<ul style="list-style-type: none"> Policy EC6 to be amended to address this and text in paras 10.18/19
	<ul style="list-style-type: none"> Para 10.10 outside scope of NP 	<ul style="list-style-type: none"> To be amended
	<ul style="list-style-type: none"> Policy EC7: potentially outside scope of NP 	<ul style="list-style-type: none"> Review EC7 and amend as necessary
Character of the town	<ul style="list-style-type: none"> Support for protecting 'market town' feel 	<ul style="list-style-type: none"> Addressed in Policy SL1
Health, education, leisure	<ul style="list-style-type: none"> Call to mention tennis club and crown green bowling in document alongside cricket club 	<ul style="list-style-type: none"> Additional wording added to para 9.6 to include tennis club teams and crown bowling green
	<ul style="list-style-type: none"> Concern that the medical centre should be accessible to all in the town 	<ul style="list-style-type: none"> Access to proposed medical centre site covered in policies TM2, TM3 and TM4
	<ul style="list-style-type: none"> Policy LE1: concern about how 'quality' will be assessed and implemented; no need to mention compliance with higher level policy as this is a given 	<ul style="list-style-type: none"> Policies LE1 and LE2 to be amended to address comments
Environment	<ul style="list-style-type: none"> Support protection of greenbelt and town boundaries 	<ul style="list-style-type: none"> Covered in Policy SL1
	<ul style="list-style-type: none"> Suggestion that Green Belt section needs rewording to: reflect position of future Green Belt review; and to ensure that 'safeguarded land' is suitably protected against future development 	<ul style="list-style-type: none"> Section wording to be amended
	<ul style="list-style-type: none"> Call to provide further green space for recreation/enjoyment, including within Thomas Beddoes development 	<ul style="list-style-type: none"> Para 3.1: creation of new recreational areas and green space added as an additional challenge The provision of a new Town Park within Thomas Beddoes Phase 2 development is included in Policy LE3
	<ul style="list-style-type: none"> Add Shropshire Council as partner in linear green park 	<ul style="list-style-type: none"> Table 11.1 – Shropshire Council added to stakeholder list
	<ul style="list-style-type: none"> Policy EN3: Proposed amendments to text to ensure that the need to reduce flood risk through design of new developments and drainage (including need for Sustainable Urban Drainage Schemes). Title to be amended to reflect more positive view that flood risk betterment can be achieved within the town 	<ul style="list-style-type: none"> Paras 2.20 and 3.3 to be amended Policy EN3 amended replacing 'minimise' with 'reduce' in relation to flood risk Policy EN3 title to be amended to reflect comment Objective wording to be strengthened