

**LDF Implementation Plan and
Local Investment Plan**

**Cleobury
Mortimer
& surrounding
area
Place Plan**

**Version 17,
21/01/2011**

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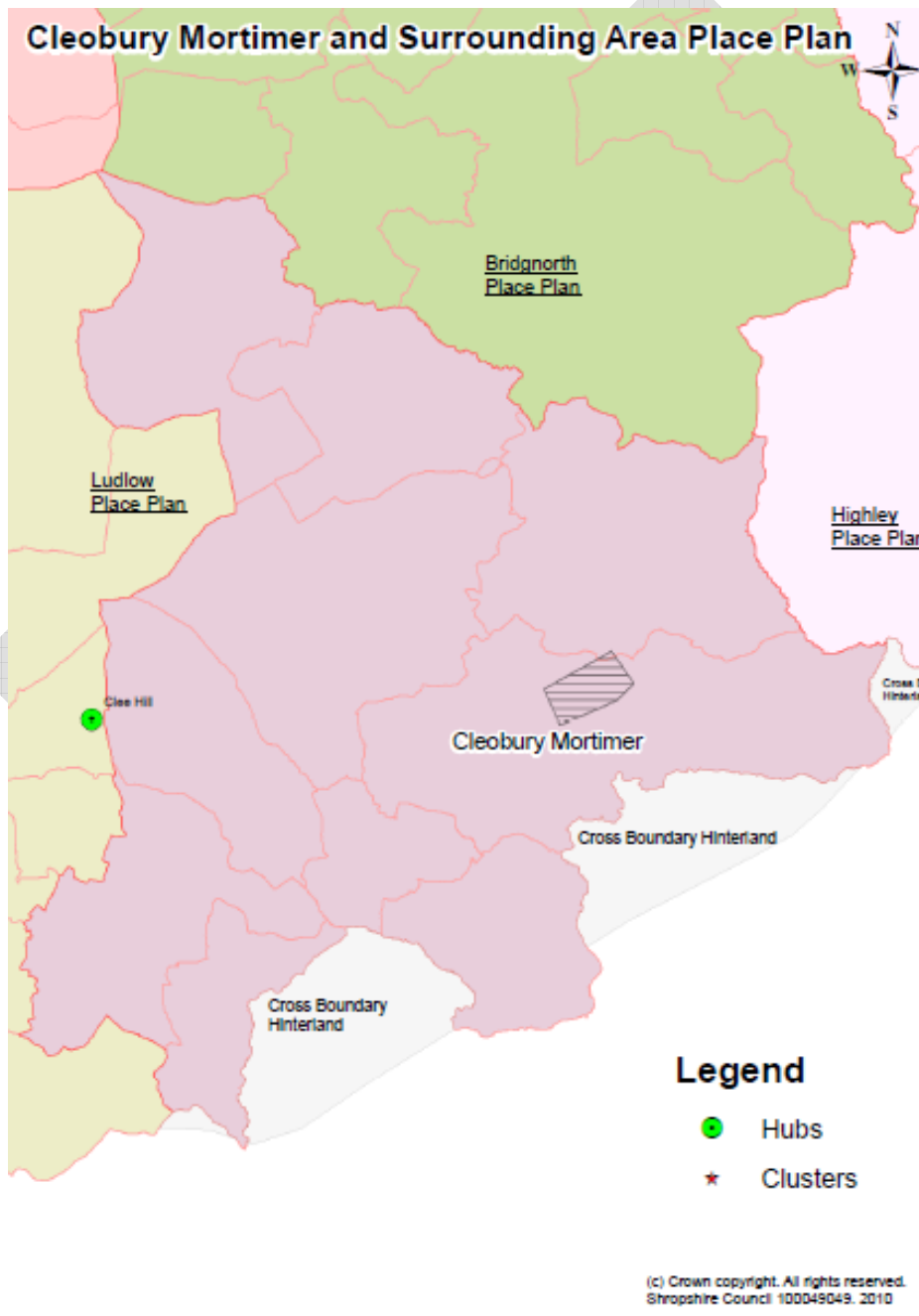
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Appendix 1- Cleobury Mortimer Town Profile

1. INTRODUCTION

What is this document?

- 1.1 This document is the Place Plan for *Cleobury Mortimer and its surrounding area*. It summarises the infrastructure and investment requirements needed to deliver the community vision and aspirations for Cleobury Mortimer, its Community Hubs, Clusters and surrounding Rural Hinterland.
- 1.2 It covers the area in the map, below, which is based on the perceived area of influence for the main settlement, Cleobury Mortimer, as identified by Cleobury Mortimer Town Council.



- 1.3 However, whilst this Place Plan covers the area identified, it is important to note that it does not work in isolation, but is part of a set of 18 interlinked Place Plans, covering Shropshire's main settlements and their hinterlands. The above map provides an overview of the Place Plans bordering the Cleobury Mortimer locality, in addition to the perceived cross border areas of influence, which lie outside Shropshire and provide a focus for cross border working with neighbouring local authorities and partners.
- 1.4 Within the Cleobury Mortimer locality, no Community Hubs or Clusters have currently been put forward by parish councils within the Cleobury Mortimer locality, as part of the Local Development Framework. Community Hubs and Clusters are those settlements or collections of settlements where limited development is needed to ensure that the local community becomes more sustainable. Development in these settlements would therefore be based on community benefit, such as the provision of local facilities, economic development and housing for local needs.
- 1.5 As there are no Community Hubs or Clusters, all of the surrounding area around Cleobury Mortimer is currently defined as countryside (Rural Hinterland), where further development will be strictly controlled and only allowed in exceptional circumstances. However, there is an ongoing opportunity for communities to 'opt in' as either a Hub or a Cluster at a later stage in the Local Development Framework Plan period (2006-2026), for example through a review of local parish plans. The Council will therefore continue discussions with the local community to identify the community benefits that can be delivered through development.
- 1.6 In identifying the local infrastructure and investment requirements for Cleobury Mortimer and its surrounding area, extensive discussions have been undertaken with relevant town and parish councils, in addition to local infrastructure and service providers. This is part of an ongoing process of community led working, which will ensure that the Cleobury Mortimer Place Plan is kept up to date and continually reflects local needs and priorities.
- 1.7 Whilst this initial version of the Cleobury Mortimer and surrounding area Place Plan primarily focuses on the investment requirements for Cleobury Mortimer, work is ongoing to identify the infrastructure and investment requirements for the surrounding area. Detailed discussions with parish councils within the Cleobury Mortimer locality are therefore ongoing and will inform the updated version of the Cleobury Mortimer Place Plan in due course.
- 1.8 The Place Plans form part of the Shropshire Local Development Framework (LDF) Implementation Plan and the Local Investment Plan.

As outlined in figure 1, this package of documents is aimed at ensuring the delivery of sustainable places in Shropshire.

- 1.9 The LDF Implementation Plan outlines all the infrastructure requirements which are needed to support the level and location of development for Shropshire, as outlined in the Core Strategy. It covers physical infrastructure (transport, energy, water, waste, minerals and ICT/digital), economic infrastructure (regeneration, business growth and employment, skills training) social infrastructure (education, health and community facilities) and green infrastructure (open spaces, recreation and sporting facilities and green public realm) requirements.
- 1.10 The Local Investment Plan (LIP) will help the Council and its partners to work together to coordinate various funding streams.
- 1.11 The 18 Place Plans provide detailed information on a place by place basis. They identify the vision for a specific place and the investment needed to deliver that vision. As such, they seek to bring together “bottom up” priorities, originating from community aspirations with “top down” schemes and actions, originating from large organisations such as Shropshire Council. They will be used to assist in prioritising which are the most important schemes within a particular place, given limited resources, and will help provide a delivery programme which will create and maintain Cleobury Mortimer and its surrounding areas as sustainable communities.

How is this document structured?

- 1.12 As the Place Plan for Cleobury Mortimer and its surrounding area, this document identifies and divides the infrastructure and investment requirements for Cleobury Mortimer and its Rural Hinterland (and any future Community Hubs or Clusters) into the following themes:
 - Housing and cohesive, sustainable communities
 - Economic investment and opportunity
 - Social and community infrastructure
 - Environment and climate change
 - Transport and accessibility
- 1.13 Each infrastructure requirement has been identified according to whether it is considered to be ‘critical’, ‘priority’ or ‘key’ and colour coded according to whether there are any known barriers to it’s delivery.
- 1.14 Infrastructure schemes which have been coloured **red** are known to have important barriers which are preventing their delivery, such as a lack of funding. Infrastructure schemes which have been coloured **amber** are known to have some barriers to delivery such as an incomplete set of funding or no known timescale for delivery. Schemes

that are coloured **green** have no known barriers to delivery and therefore have identified partners, funding and timescales for delivery.

- 1.15 Critical infrastructure is that which is fundamental to development, such as electricity, water and road access, without which development can simply not take place. Priority infrastructure is that, which for a given point in time has been identified as a particular priority, in order to meet a specific need or requirement. Key infrastructure reflects the full range of infrastructure and investment needs that are required to create and maintain places as sustainable communities.

How will this document be used to deliver sustainable places in Shropshire?

- 1.16 Through ongoing engagement with the local community, this plan seeks to record and convey the priorities for Cleobury Mortimer and its surrounding area to partners who are in a position to invest money and deliver schemes to meet local needs.
- 1.17 The Plan will also be used to inform what contributions towards local infrastructure will be sought from development within Cleobury Mortimer and its surrounding area, through the Community Infrastructure Levy and developer contributions, to meet community priorities.
- 1.18 In summary therefore, this Place Plan has the following roles:

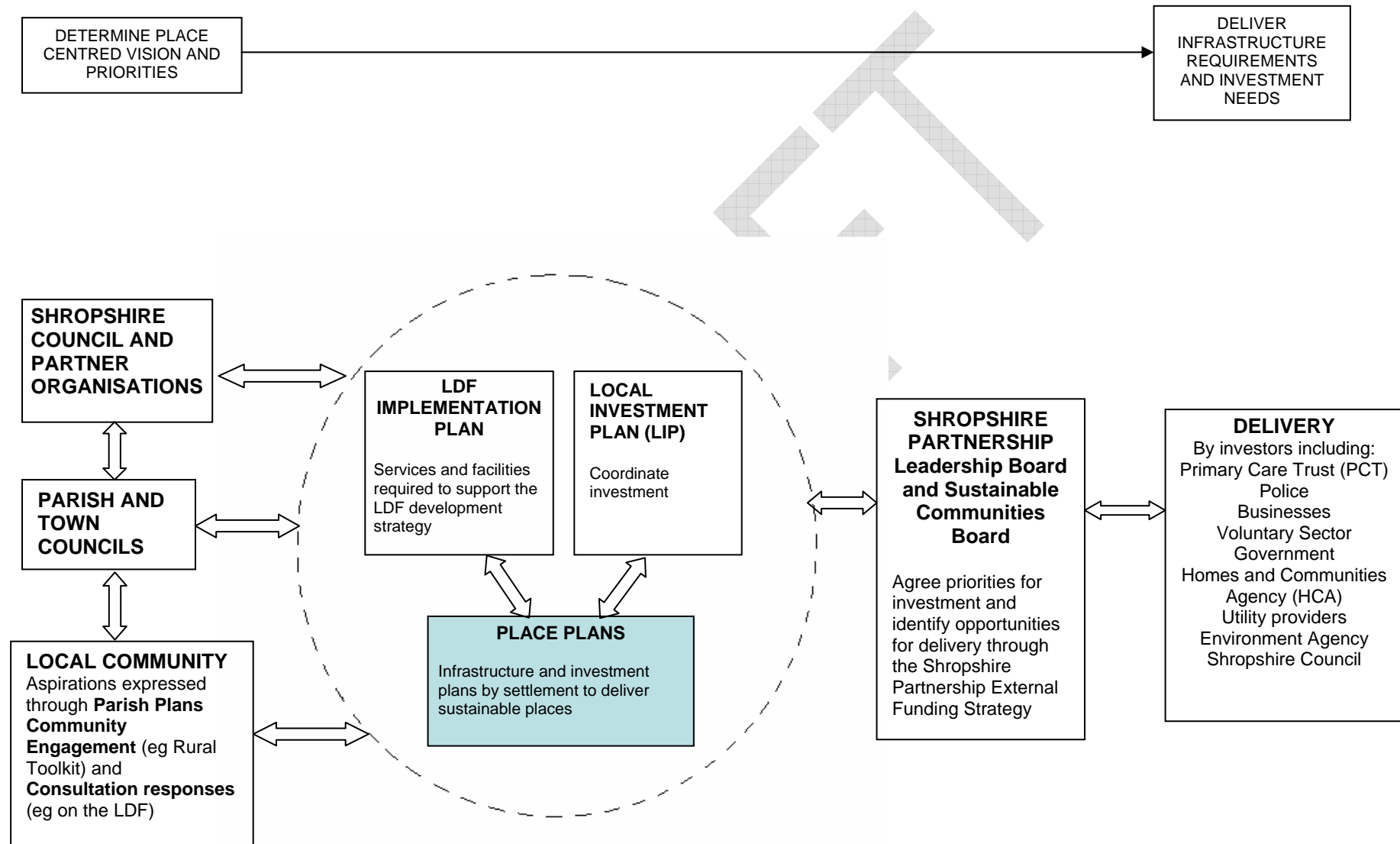
DECISION-MAKING PROCESS

- Provides a mechanism for taking decisions through the appropriate channels

CONTENT

- Provides details of how the vision will be delivered in Cleobury Mortimer and its Rural Hinterland.
- Records and conveys the agreed shared priorities to partners who are in a position to invest and deliver;
- Identifies priorities for contributions towards local infrastructure from development, through the Community Infrastructure Levy / tariff and through other external funding sources.

Figure 1: Delivering sustainable places



2. CLEOBURY MORTIMER PLACE PLAN

2.1 VISION FOR CLEOBURY MORTIMER

The vision for *Cleobury Mortimer* is found in the Core Strategy Policy CS3, and is as follows:

Cleobury Mortimer will have development that balances environmental constraints with meeting local needs

Core Strategy Policy CS3

2.2 CLEOBURY MORTIMER

Population -

- Cleobury Mortimer has a population of 3,139 of which a slightly higher proportion are aged over 45 than is the case countywide. *Source: Mid 2007 Population Estimates*
- 58% of the Cleobury Mortimer population is aged 18 – 64. This equates with 1,823 people of around working age.

Deprivation -

- Cleobury Mortimer has relatively low deprivation levels with the town being in the 40% least deprived of areas nationally.

Employment -

- Cleobury Mortimer supports higher than average numbers of managers and senior officials and those in professional occupations, the proportion employed in associate professional and technical occupations is comparatively low. Skilled trades occupations are important, with elementary occupations and process, plant and machine operatives less so.
- Cleobury Mortimer supports a reasonably high level of employment self-containment given its size, at 42.5%
- Although the numbers of workplaces in Cleobury Mortimer is limited, there are a number of important employers, including Amodil Supplies, Cleobury Precision Engineering, Abzorboil, Hobsons Brewery, Kudos Blends and Pineland.
- Cleobury Mortimer has a comparatively low JSA claimant rate, at 2.2% in July 2009. This compares favourably with a county wide average of 2.9%. *Source: Nomis 2009 Office of National Statistics, Crown Copyright*
- The proportion of employees in Cleobury Mortimer working in “declining sectors” stands at 33.4%. This equates to 270 people. This figure is higher than the county average of 26.6% as well as regional (30.9%) and national (28.0%) averages. *Source: Annual Business Inquiry 2007, Office for National Statistics Crown Copyright.*

Living -

- Almost twice as many Cleobury Mortimer residents travel out of the town to go to work, than travel into the town for employment. *Source Census 2001.*
- Most convenience goods expenditure is leaked from Cleobury Mortimer, with the town retaining just 3% of main convenience goods expenditure. Retention of comparison goods expenditure is minimal. The main beneficiary of retail spend by Cleobury Mortimer residents is Kidderminster with Ludlow also benefiting, but to a lesser extent.

Issues and Opportunities

- Cleobury Mortimer experiences high levels of net out commuting, although employment self containment is reasonably high given the town's small population.
- The town retains just 3% of the main convenience goods expenditure.
- The proportion of JSA claimants who are long term unemployed in the town is higher than county, regional and national averages although overall claimant rates are comparatively low.
- The proportion of Cleobury Mortimer employees working in declining sectors is higher than county, regional and national figures.

2.3 COMMUNITY LED PLANNING IN CLEOBURY MORTIMER

Community Led Plans

Cleobury Mortimer Parish Plan

Cleobury Mortimer does not have a Parish Plan, although work has started to prepare one (Spring 2010).

The town's strategic planning and visioning work was undertaken through the Cleobury County Strategic Action Plan, undertaken by the Cleobury Country Partnership in 2004. This has been the key driver for a range of projects and initiatives kick started by the AWM funded Market Towns Initiative (2005-2009) and sustained through Cleobury Country Ltd.

Strategic Objective 1- To strengthen the economy of the town and its hinterland and to provide employment and training opportunities for all:

- Develop strategy to attract new businesses to the area
- Develop a business support network for existing and new businesses to include training and development, small grants schemes
- Establish a powerful IT infrastructure to support the local economy
- Construct a high tech business centre
- Undertake a feasibility study on a local crafts centre
- Develop local goods co-operative
- Develop the tourism potential of the town and its hinterland

Strategic Objective 2- To improve the quality of life for the community

- Implement transport solutions for all members of the community
- Provide facilities for young people
- Improve social and community facilities
- Develop childcare solutions
- Provide a community chest scheme.

Strategic Objective 3- To protect and enhance the environment and the heritage of the area

- Undertake traffic management plan
- Increase biodiversity
- Provide recycling solutions for commercial and agricultural waste
- Manage tourism development and conservation effectively
- Promote local environmental champions

Local Joint Committee

Cleobury Mortimer is located within the Cleobury and Rural Local Joint Committee Area. The following needs and priorities have been raised by the local community as part of Local Joint Committee meetings:

Cleobury and Rural Local Joint Committee

- Road safety, speeding and HGVs
- Youth opportunities and facilities

- Police and community safety
- Housing needs
- Flooding
- Highways
- Waste
- Health care provision (especially a new doctors surgery)
- The local economy, broadband and tourism

Other Community Consultations

Local Development Framework Site Allocations and Management of Development DPD (SAMDev) – Issues and Options Consultation (April-June 2010)

Cleobury Mortimer Parish Council representations on the SAMDev
(Representation reference no SAMDEV DPD/04IOP/002348/00001)

- Sewerage capacity
- Larger premises for the medical centre
- Parking and traffic flow and it is suggested that there is a full open consultation on parking and its connected concerns with a view to day time restrictions on the High Street.
- More car parking if the opportunity arose
- The cemetery on Ludlow should have an opportunity to expand by 20% to cover long term requirements for space
- Re-open the swimming pool with the Pioneer Centre of another partner
- Maintenance of leisure out door spaces and more provided in line with development and have identified the area down Catherton Road.

Investing in Shropshire's Future- Local Infrastructure and Investment Workshop with Cleobury Mortimer Parish Council (20th September 2010)

- Additional off street parking needed
- Manage congestion and volume of traffic on the A4117 which cuts through Cleobury
- Current health care facilities serve a wide area and the provision does not meet the needs of those who rely on them
- Loss of Manor House on the High Street has meant a lack of adequate elderly care facilities in the village

2.4 INFRASTRUCTURE AND INVESTMENT DELIVERY FRAMEWORK FOR CLEOBURY MORTIMER

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
Housing and cohesive, sustainable communities									
Affordable housing provision	PRIORITY	Shropshire Council (Development Services-Strategy and Development)	Developers Registered Providers Homes & Communities Agency Landowners Town & Parish Councils				2010/11 to 2013/14	Homes & Communities Agency Grant Shropshire Council capital programme Registered Providers Developer cross-subsidy Developer cash contributions	33% of all new housing in Shropshire will be affordable housing, delivered through: <ul style="list-style-type: none"> • appropriate % of open market housing linked to developments • 100% affordable “exceptions sites” • better use of empty properties. <p>Vaughan Road, Cleobury Mortimer – Marches are currently developing this site for 16 affordable rented units.</p> <p>53 High Street, Cleobury Mortimer – proposal to</p>

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
									<p>develop a mixed planning gain site to include 2 affordable units. Proposal is currently subject to S106 negotiations to secure the affordable units.</p> <p>Pinkham Lane, Cleobury Mortimer – landowner has applied to renew extant SSDC planning permission for this mixed planning gain site that could yield 4 x affordable units for Discounted Sale</p> <p>Delivery in this market town area includes small scale exceptions sites in the rural hinterland, including opportunistic “build your own affordable home” sites.</p>
Housing for vulnerable people	PRIORITY	Shropshire Council	Registered Providers/				Ongoing	Supporting People	Includes provision for the frail and those with

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
		(Community Services-Housing Services)	Specialist Providers					Funding/ Private investment/ Homes & Communities Agency Grant	specialist needs eg. the very elderly; people requiring supported living such as those with dementia/ health difficulties/ learning disabilities; gypsies and travellers; victims of domestic violence, prevention of homelessness, move on accommodation from supported housing, etc.
Improving and adapting existing housing	KEY	Shropshire Council / Registered Providers / Home owners (Community Services-Housing Services)	Keep Shropshire Warm / Developers/ Cleobury Mortimer Environmental Impact Forum	Countywide £6.5 million for social housing; £951,000 for private sector; £2.6 million for disabled facilities grants			2010-2011	CLG grant / Shropshire Council budget / Regional Housing Board	Includes: <ul style="list-style-type: none"> energy efficiency to reduce carbon emissions and tackle fuel poverty(including engagement with Cleobury Mortimer Environmental Impact Forum) upgrading social housing to meet the Decent Homes standard; adaptations to meet changing

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
									<p>needs, including Disabled facilities grants;</p> <ul style="list-style-type: none"> bringing empty homes back into use.
Economic investment and opportunity									
Market Towns Revitalisation Programme – Market Towns Capital Initiative Fund	KEY	Shropshire Council members (Development Services-Economic Development)	Local businesses, residents, investors	£0.5M allocated across 11 designated market towns and key settlements			2010-2015	Shropshire Council capital programme. Match funding from other sources will be explored including LJC funding.	<p>It is expected that each town will benefit, with each expected to bid for around £40,000-£50,000. The maximum support for an individual project is £50,000. 2 bids can be submitted, combined aggregate limit £75,000. 1st round bids will end March 2011.</p> <p>Lead local partner is Cleobury Country Ltd</p> <p>The Parish Council have identified investment opportunities in The Wells area of Church</p>

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
									Street.
Support for business start up and business growth	PRIORITY	Shropshire Council (Development Services-Economic Development)	Business Link, Cleobury Country Ltd, Cleobury Country Centre	£320,000 (countywide)			2009-2011	Shropshire Council capital programme	Delivered through the Shropshire Business Enterprise Grants, supports retail business start up and growth. £40,000 remains in the budget unless additional funding can be sourced.
Development of live/work units	KEY	Cleobury Mortimer Parish Council							The Parish Council see the development of live/work units as a good opportunity to bring employment to Cleobury.
Marketing rural Shropshire as a tourism destination	KEY	Shropshire Council (Development Services-Economic Development)	Destination Management Partnership, including Telford and Wrekin, Cleobury Country Tourism Group	£150,000 (countywide)			2009-2012	RDPE	Strategic support for tourism marketing and infrastructure Local lead partner is Cleobury Country Tourism Group.
Support to tourism industry through support to improve quality, skills, ICT	KEY	Destination Management Partnership, Shropshire Council	Telford and Wrekin Council, Cleobury	£110,000 (countywide)			2010-2011	AWM	This is the final year of a 3 year contract Potential to work with

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
and marketing		(Development Services-Economic Development)	Country Tourism Group						Cleobury Country Tourism Group and to use the Cleobury Country Centre as the delivery hub.
Facilitation of ICT /broadband technologies	KEY	BT	Shropshire Council						The expansion of the broadband digital network is an issue throughout Shropshire because of its rural nature. This has been a key point of discussion and LJC meetings.
Expand Old Station Business Park	KEY	Town Council,	Shropshire Council						The Parish Council have identified the potential for the expansion of existing employment uses at the business park. Although situated in an adjoining parish it is seen as a key site for employment in the area.
Social and community infrastructure									
Developer contribution to open space	PRIORITY	Shropshire Council (Community	Parish Council	£18,894	N/A	N/A		Developer contribution	Developer contributions in relation to Tenbury Road

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
		Services-Culture and Leisure)							
Developer contribution to play equipment	KEY	Shropshire Council (Community Services-Culture and Leisure)	Parish Council	£19,050	N/A	N/A		Developer contribution	Developer contributions in relation to land at Ludlow Road. Funds awaited from contractors.
Provision of replacement GP surgery	PRIORITY	PCT					2012-2013		Development is subject to a business case. Developer appointed. Site yet to be secured (as at June-10) The Parish Council have expressed a desire for the facility to include a specialist children's centre.

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
Review of primary educational facilities to ensure sufficient school places	PRIORITY	Shropshire Council (Education)	Developers	Dependent upon extent and location of development			Dependent upon outline of full planning permissions and developer's timescales	Developer contributions, Primary Capital Programme	An initial assessment has identified that there are unfilled primary school places in this area and that the existing primary education infrastructure can also be expanded to allow for further additional provision. Beyond that, any additional housing would potentially require a new school and/or new school site. The normal position will be that an assessment of school place provision will be made before planning permission is granted to decide whether the existing school infrastructure is able to cope and whether or not developer contributions are required.
Review of secondary educational	PRIORITY	Shropshire Council (Education)	Developers	Dependent upon extent and location			2015-2026	Developer contributions, Primary	In general, secondary schools will have more capacity to absorb

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
facilities to ensure sufficient school places				of development				Capital Programme	additional development than primary schools, until at least 2015. However, beyond this period, consideration may need to be given to the provision of extra secondary school places.' The Parish Council identifies that it would like to see an extension of sixth form services at the Lacon Childe School to increase educational opportunities post-sixteen.
Public conveniences	KEY	Shropshire Council					2010-2011	Shropshire Council capital programme	This is currently being retendered.
Provision of open space	KEY	Shropshire Council	Parish Council, developers, landowners					Developer contributions	Cleobury Mortimer currently has an under provision of parks and gardens, amenity greenspace, and allotments.

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
									<p>Information from the Community Working Team has identified:</p> <ul style="list-style-type: none"> • There is a multi agency team working on improvements to the Cleobury Park area • There is a proposal to develop an area of the churchyard as an amenity greenspace • Landowners are positive about allotments
Extension/ improvements to existing Police Station	KEY	West Mercia Police	Developers and Shropshire Council				5-10 years	West Mercia Police and developer contributions	<p>Projects to be completed in conjunction with new development in Cleobury Mortimer.</p> <p>The Parish Council would like to see a full time Police presence in Cleobury, especially if growth continues.</p>

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
Sports and community facilities	KEY	Shropshire Council (Community Services- Culture and Leisure)	Teme Leisure, Lacon Childe School						<p>South Shropshire District Council Policy S16</p> <p>There is currently a joint use agreement between Lacon Childe School and Teme Leisure for the sports centre and field. There is a need to continue to develop this facility as a site of excellence.</p> <p>The Parish Council has identified a need for a swimming pool which should preferably be solar powered to ensure energy efficiency. There should be a joined up approach with Teme Leisure.</p>
Various rights of way improvements including development of the Shropshire Way	KEY	Shropshire Council (Community Services- Culture and	Cleobury Mortimer Footpaths Group				A survey is being carried out in 2010/11 to determine	Shropshire Council capital programme / LTP	Creation and enhancement of the Shropshire Way and creation of new circular walks to promote as a

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
and of new circular walks, Removal of stiles and enhanced signage to provide for easier access		Leisure)					works required		walking destination. Promotion of easier access routes and 'health walks' with Walking for Health schemes Potential to link into looking at safer routes to school as part of this.
Advice Services countywide	KEY	Citizens Advice Bureau	Cleobury Country Ltd	£150,000 countywide					AWM will make funding available for Citizens Advice Service or similar to provide services Tellytalk facilities at the Cleobury Country Centre.
Playbuilder Grant	KEY	Shropshire Council (Community Services-Culture and Leisure)		£1,120,000 countywide			2009-2011	Shropshire Council capital programme	
CCTV provision	KEY	Shropshire Council (Community Services-Culture and Leisure)					2009-2010	Shropshire Council capital programme	Expected to be complete by Autumn 2010

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
Shropshire Hills Leader Programme (focus on hinterland not the market town)	KEY	AONB with Shropshire Council as accountable body	AONB Partnership	£1.32M			2009-2013	RDPE	<p>Supports basic services, village renewal and development, conserving/upgrading rural heritage, training and information, co-operation. Impact also on environment. Most of the funding is committed. Eligibility criteria are complex.</p> <p>Potential to use Local Joint Committee and Cleobury Country Ltd as a key forum for getting parishes together to work on projects.</p>
Environment and climate change									
Developer contribution to land drainage	KEY	Shropshire Council Development services		£15,000	N/A	N/A		Developer contribution	Developer contributions in relation to land at Pudding Brook. Funds awaited from contractor

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
Upgrade to Sewage Treatment Works	CRITICAL	Severn Trent Water	Environment Agency				2015-2020	Severn Trent Water's Business Plan (AMP)	The Shropshire Water Cycle Study identifies that hydraulic capacity at the works will be breached in AMP6 (2015-2020) due to growth. However, there are no known physical constraints that would prevent additional capacity being provided at the treatment works. It is also important to note that the Water Cycle Study has based its assessment on an assumed capita consumption of 160l/h/d and the implementation of water efficiency measures may negate the need to upgrade the WWTW.

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
Upgrades to sewerage infrastructure	CRITICAL	Severn Trent Water					The sewer network is currently being reviewed by Severn Trent Water and will continue to be reviewed every 6 months as part of the water company's sewer network plans to allow issues to be addressed in a timely manner.	Options are currently being appraised by Severn Trent Water as part of their capital investment programme.	There are some hydraulic performance problems in the catchment and there is a known flooding problem in the vicinity of St Mary's Church. The main 225/375mmdiameter main foul outflow sewer is known to have limited spare capacity and as it runs through rear gardens it may be difficult to upsize. Any development to the north west, west or south west would need detailed hydraulic modelling assessments.
Stockton and Cleobury Mortimer Electricity Reinforcement	CRITICAL	Central Networks					2010-2015 capital programme of works	Central Networks capital funding programme	Installation of a 33kV circuit breaker at Cleobury Mortimer primary substation, a 33kV circuit from the Ludlow- Stockton 33kV

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
									circuit to Cleobury Mortimer and 2 x 7.5/15MVA transformers at Cleobury Mortimer. Wayleaves and planning permission is required.
METNET- Targeted business support to Environmental Technology SMEs to improve their competitiveness and productivity.	KEY	Shropshire Council (Development Services-Economic Development)	Herefordshire Council, Worcestershire Council and Telford and Wrekin (Marches LEP)	£351,531 (across partnership area including Shropshire)			Up to 31/03/2012	ERDF, AWM	The Marches Environmental Technologies Network (METNET) is a business network within the Marches LEP area. There is a particular emphasis on engagement, collaboration and innovation Potential to work with Cleobury Country Environment Forum as a local partner.
Provision of open space	KEY	Shropshire Council	Parish Council, developers					Developer contributions	Cleobury Mortimer has a current under provision of natural and semi natural open space.
Transport and accessibility									
Improvement to bus infrastructure	KEY	Shropshire Council		£100,000			2011-2026	Developer contributions/	There is a need to enhance rural transport

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
		(Development Services- Highways and Transportation)						LTP funding	particularly to hinterlands. The Parish Council have identified a need for future investment in public transport to other leisure facilities e.g. the swimming pool.
Develop and improve the cycle and pedestrian network in Market Towns	KEY	Shropshire Council (Development Services- Highways and Transportation)		£500,000			2011-2026	Developer contributions/ LTP funding	Projects to be identified in LTP3 under a proactive programme of improvement to footways, ramps, crossings and signals To include: <ul style="list-style-type: none"> Improved access routes to school from the west, to include Ludlow road crossing Initial work has already been undertaken as part of a school travel plan group to have a

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
									safer pedestrian network in the town.
Local highway improvements, traffic management, parking provision and speed and safety enhancements	KEY	Shropshire Council (Development Services- Highways and Transportation)		£500,000			2011-2026	Developer contributions/ LTP funding	<p>To include:</p> <ul style="list-style-type: none"> • Provision of a new car park and reduction of on street parking to enhance safety and reduce local congestion on high street • Concerns remain over speeds on entrance/exits to the town. • Continuation of improvements along Lower Street would be very well received. <p>The Parish Council has identified:</p> <ul style="list-style-type: none"> • Traffic management to help improve the flow of traffic

Infrastructure or investment requirements and opportunities	Critical Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding gap	Timescale for delivery	Potential funding sources	Notes
									<p>in the town.</p> <ul style="list-style-type: none"> The junction between the B4363 and A4117 to the East of Cleobury is an accident blackspot which could be remedied by replacing it with a roundabout.

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3. COMMUNITY HUBS PLACE PLAN FOR THE CLEOBURY MORTIMER AREA

3.1 VISION FOR COMMUNITY HUBS

The vision for Community Hubs is found in the Core Strategy Policy CS4, and is as follows:

Community Hubs will have development that helps to rebalance rural communities by providing facilities, economic development or housing for local needs that is of a scale appropriate to the settlement.
Core Strategy Policy CS4

Within the Cleobury Mortimer area, no settlements have been put forward by the local community (via parish councils) as Community Hubs. All of the surrounding area around Cleobury Mortimer is therefore currently defined as countryside (Rural Hinterland), where further development will be strictly controlled and only allowed in exceptional circumstances. The Council will, however, continue discussions with the local community to identify the community benefits that can be delivered through development and there is an ongoing opportunity for communities to 'opt in' as either a Hub or Cluster at a later stage in the Local Development Framework Plan period (2006-2026), for example through a review of local parish plans.

4. COMMUNITY CLUSTERS PLACE PLAN FOR THE CLEOBURY MORTIMER AREA

4.1 VISION FOR COMMUNITY CLUSTERS

The vision for Community Hubs is found in the Core Strategy Policy CS4, and is as follows:

Community Clusters are comprised of two or more smaller settlements, where the combined settlements offer a range of services contributing to a sustainable community. Community Clusters will have development that helps to rebalance rural communities by providing facilities, economic development or housing for local needs that is of a scale appropriate to the settlement.

Core Strategy Policy CS4

Within the Cleobury Morimer area, no settlements have been put forward by the local community (via parish councils) as Community Clusters. All of the surrounding area around Cleobury Mortimer is therefore currently defined as countryside (Rural Hinterland), where further development will be strictly controlled and only allowed in exceptional circumstances. The Council will, however, continue discussions with the local community to identify the community benefits that can be delivered through development and there is an ongoing opportunity for communities to 'opt in' as either a Hub or Cluster at a later stage in the Local Development Framework Plan period (2006-2026), for example through a review of local parish plans.

5 CLEOBURY MORTIMER'S RURAL HINTERLAND PLACE PLAN

5.1 VISION FOR RURAL HINTERLAND

The vision for the Rural Hinterland is found in the Core Strategy Policy CS5, and is as follows:

In the open countryside, new development will be strictly controlled. Development proposals on appropriate sites which maintain and enhance countryside vitality and character will be permitted where they improve the sustainability of rural communities by bringing local economic and community benefits.

Core Strategy Policy CS5

Within the Cleobury Mortimer locality, any area outside the settlement of Cleobury Mortimer is considered to form part of the Rural Hinterland.

5.2 PROFILE OF THE RURAL HINTERLAND IN THE CLEOBURY MORTIMER AREA

5.3 COMMUNITY LED PLANNING IN CLEOBURY MORTIMER'S RURAL HINTERLAND

Community Led Plans

Local Joint Committee

Nash, Boraston, Milson and Neen Sollars, Coreley, Hopton Wafers, Neen Savage, Farlow and Wheathill are located within the Cleobury and Rural Local Joint Committee Area. The following needs and priorities have been raised by the local community as part of Local Joint Committee meetings:

Cleobury and Rural Local Joint Committee

- Road safety, speeding and HGVs
- Youth opportunities and facilities
- Police and community safety
- Housing needs
- Flooding
- Highways
- Waste
- Health care provision (especially a new doctors surgery)
- The local economy, broadband and tourism

Other Consultations

Local Development Framework Core Strategy- Issues and Options Consultation (January- March 2009)

Farlow Parish Council representations on the Core Strategy
(Representation reference no '002369/00001/001)

- Strong demand for family homes / affordable housing

Local Development Framework Site Allocations and Management of Development DPD (SAMDev)- Issues and Options Consultation (April- June 2010)

Farlow Parish Council representations on the SAMDev
(Representation reference no SAMDEV DPD/04IOP/002639/00001)

- Infrastructure for employment should precede any more housing.
- Lacon Childe school would need extension before new development.
- A4117 is inadequate to support further development.
- Small scale development where local need is demonstrated

Neen Savage Parish Council representations on the SAMDev
(Representation reference no SAMDEV DPD/04IOP/002415/00002)

- Superspeed broadband required
- Improved roads to Cleobury needed
- Improved rural bus services

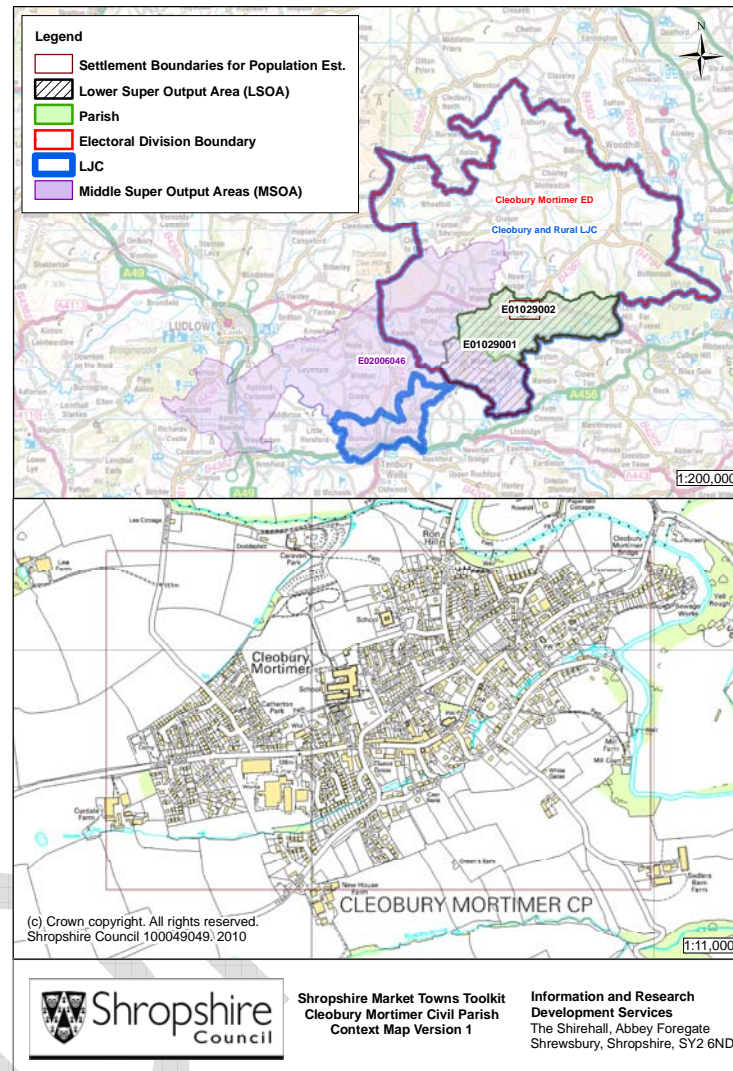
Hopton Wafers Parish Council representations on the SAMDev
(Representation reference no SAMDEV DPD/04IOP/002383/00001)

- Sewage treatment plant in Doddington
- Affordable homes for local people in Doddington and Hopton Wafers
- Retention of the primary school in Hopton Wafers

Clebury Mortimer Market Town Profile

(Information updated in December 2010)

Local Context Map



social & Demographic Characteristics

Demographics

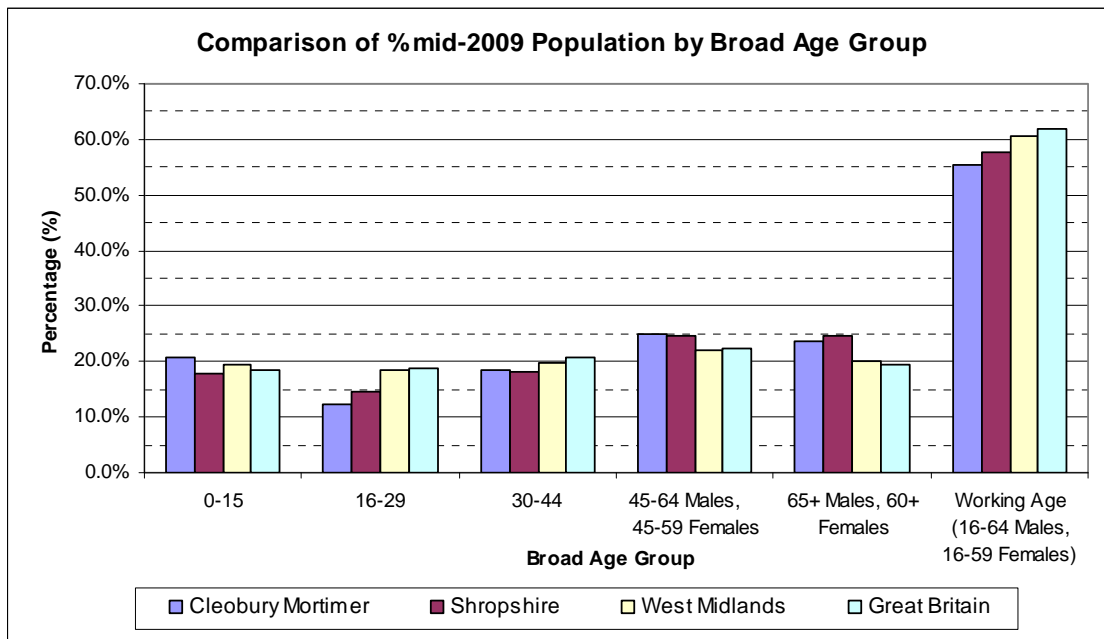
Mid-2009 Population Estimates

	All Ages	0-15	16-29	30-44	45-Retirement Age (45-64 Males, 45-59 Females)	Retirement Age + (65+ Males, 60+ Females)	Working Age (16-RA)
Males	1,500	300	200	300	400	300	900
Females	1,500	300	200	300	300	400	800
Total	3,000	600	400	600	800	700	1,700

Source: Mid-2009 Population Estimates for Lower Layer Super Output Areas in England and Wales by Broad Age Group and Sex, Office for National Statistics, © Crown Copyright 2010.

Notes: Population estimates have been made for the market town by combining the statistics of LSOAs that cover the area. Estimates have been rounded to the nearest 100.

Market town, county, regional and national comparison of mid-2009 population by Broad Age Group



Source: Mid-2009 Population Estimates, Office for National Statistics, © Crown Copyright 2010.

The Economy

Structure of the Economy 2008 (ABI, 2003 Standard Industrial Classification)

	Cleobury Mortimer % of units	Shropshire % of units
1 : Agriculture and fishing (SIC A,B)	*	2.9
2 : Energy and water (SIC C,E)	*	0.2
3 : Manufacturing (SIC D)	*	6.7
4 : Construction (SIC F)	*	11.9
5 : Distribution, hotels and restaurants (SIC G,H)	33.1	29.4
6 : Transport and communications (SIC I)	*	4.8
7 : Banking, finance and insurance, etc (SIC J,K)	27.9	27.3
8 : Public administration, education & health (SIC L,M,N)	*	9.3
9 : Other services (SIC O,P,Q)	*	7.7
Total	100.0	100.0

Source: Annual Business Inquiry Workplace Analysis 2008, Office for National Statistics, © Crown Copyright 2010.

Breakdown of Employment by Sector 2008 (ABI, 2003 Standard Industrial Classification)

	Cleobury Mortimer % of Employees	Shropshire % of Employees
1 : Agriculture and fishing (SIC A,B)	*	0.6
2 : Energy and water (SIC C,E)	*	0.8
3 : Manufacturing (SIC D)	*	11.1
4 : Construction (SIC F)	*	6.0
5 : Distribution, hotels and restaurants (SIC G,H)	35.4	26.8
6 : Transport and communications (SIC I)	*	5.4
7 : Banking, finance and insurance, etc (SIC J,K)	11.0	12.2
8 : Public administration, education & health (SIC L,M,N)	*	31.3
9 : Other services (SIC O,P,Q)	*	5.9
Total	100.0	100.0

Source: Annual Business Inquiry Employee Analysis 2008, Office for National Statistics, © Crown Copyright 2010.

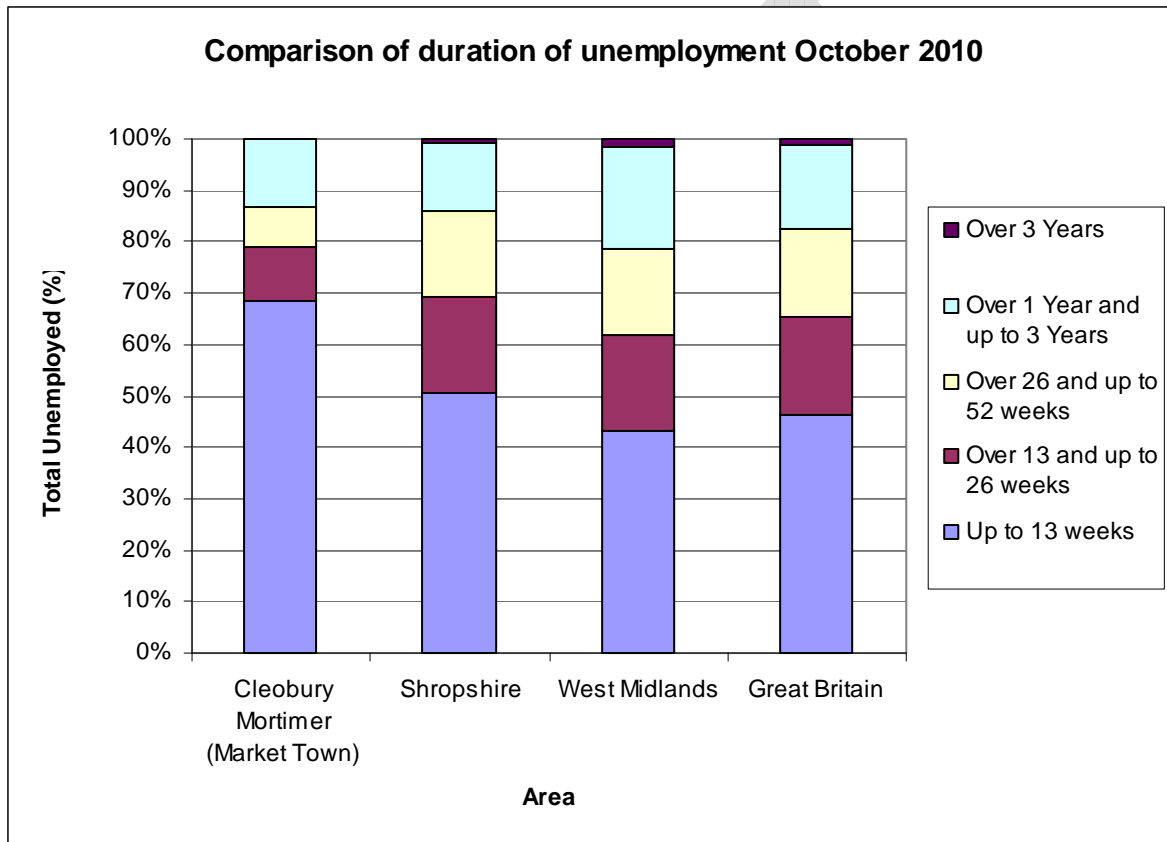
Total unemployment number and rate for Cleobury Mortimer (October 2010) compared to county, regional and national averages

	Cleobury Mortimer	Shropshire	West Midlands	Great Britain
Unemployment (Number)	38	4,452	152,886	1,359,282
Unemployment Rate (%)	-	2.5	4.4	3.5

Source: Claimant Count with Rates and Proportions, Office for National Statistics, © Crown Copyright 2010.

Note: The county, regional and national rates are the number of claimants as a percentage of the mid-2009 resident population aged 16-64.

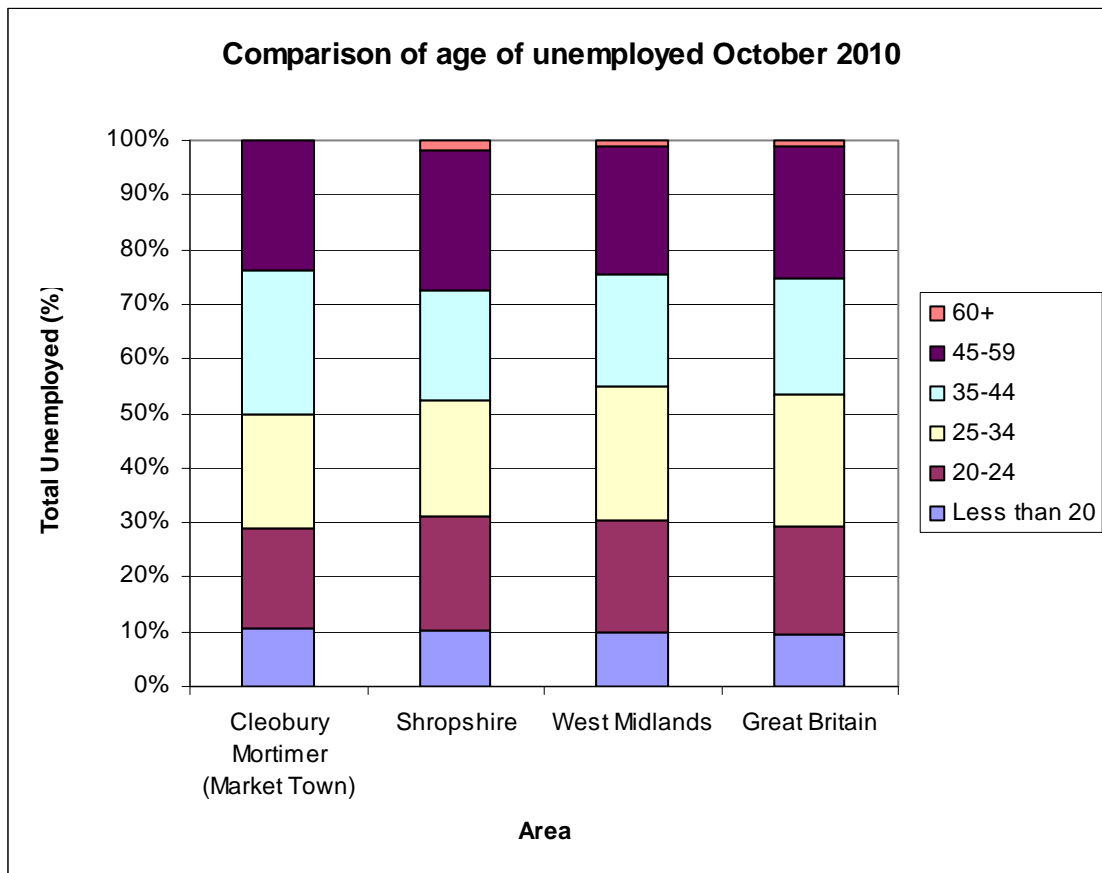
Duration of unemployment in Cleobury Mortimer (% and numbers) compared to county, regional and national figures



	Up to 13 weeks		Over 13 and up to 26 weeks		Over 26 and up to 52 weeks		Over 1 year and up to 3 years		Over 3 years	
	No.	%	No.	%	No.	%	No.	%	No.	%
Cleobury Mortimer Urban Area	25	68.4	5	10.5	5	7.9	5	13.2	0	0.0
Shropshire	2,245	50.4	835	18.7	745	16.7	605	13.6	25	0.6
West Midlands	66,090	43.3	28,530	18.7	25,175	16.5	30,170	19.8	2,615	1.7
Great Britain	625,725	46.2	262,160	19.4	229,030	16.9	224,860	16.6	12,875	1.0

Source: Claimant Count – Age and Duration, October 2010, Office for National Statistics, © Crown Copyright 2010.

Age of unemployed in Cleobury Mortimer (% and numbers) compared to county, regional and national figures



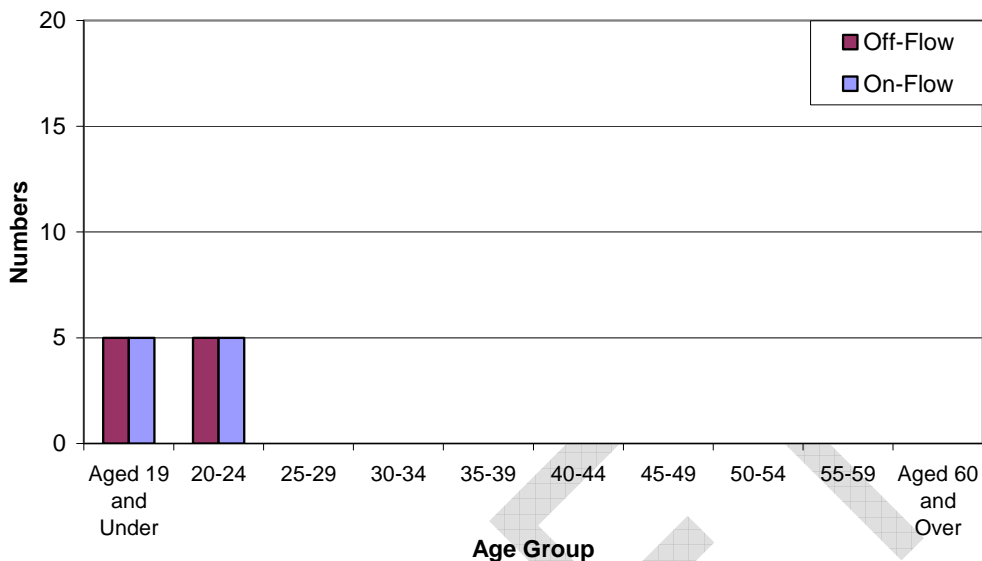
	Less than 20		20-24		25-34		35-44	
	No.	%	No.	%	No.	%	No.	%
Cleobury Mortimer Urban Area	5	10.5	5	18.4	10	21.1	10	26.3
Shropshire	455	10.2	940	21.1	935	21.1	895	20.1
West Midlands	14,865	9.7	31,590	20.7	37,245	24.4	31,530	20.7
Great Britain	129,480	9.6	268,650	19.8	328,140	24.2	284,700	21.0

	45-59		60+	
	No.	%	No.	%
Cleobury Mortimer Urban Area	10	23.7	0	0.0
Shropshire	1,140	25.6	85	1.9
West Midlands	35,605	23.3	1,745	1.1
Great Britain	327,780	24.2	15,895	1.2

Source: Claimant Count – Age and Duration, October 2010, Office for National Statistics, © Crown Copyright 2010.

Unemployment Flows

Number of on and off flows on the unemployment register in Cleobury Mortimer, October 2010



Source: Claimant Flows – Age and Duration, October 2010, Office for National Statistics, © Crown Copyright 2010.
Note: Data has been rounded to the nearest 5.

Worklessness

Current DWP Benefit Claimants claiming out of work benefits (May 2010)

	Cleobury Mortimer		Shropshire		West Midlands		Great Britain	
	No.	% (1)	No.	% (2)	No.	% (2)	No.	% (2)
Job Seekers	35	2.1%	4,370	2.6%	156,100	4.7%	1,354,400	3.6%
Incapacity benefit/ Severe Disablement Allowance	70	4.1%	7,910	4.7%	192,610	5.9%	2,116,520	5.7%
Lone parents (Income Support Statistical Group)	15	0.9%	1,730	1.0%	68,340	2.1%	679,110	1.8%
Carers	-	-	2,100	1.3%	57,020	1.7%	536,750	1.4%
Others on income related benefit (Income Support Statistical Group)	-	-	180	0.1%	7,060	0.2%	72,650	0.2%
Out of work benefits	140	8.3%	16,230	9.7%	480,930	14.6%	4,828,350	13.0%
Total Claimants	180	10.7%	20,330	12.1%	573,500	17.4%	5,731,460	15.4%

Source of DWP Benefit Claimant Statistics: Office for National Statistics, © Crown Copyright 2010.

Notes: Carer's Allowance data is not available for smaller areas. 'Others on income related benefit' – claimant receives other Income Support (including IS Disability Premium) or Pension Credit. Data for market town has not been included because it also contains Carers Allowance Claimants.

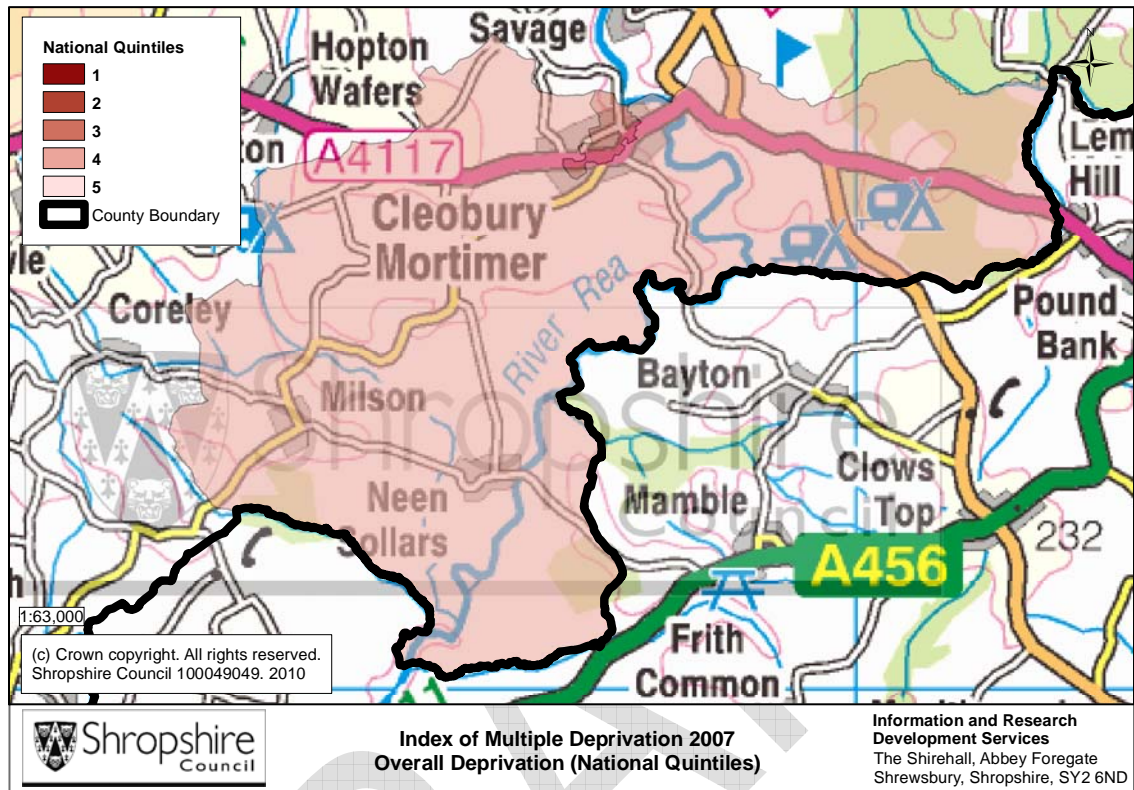
Rate (%) note: The rate is the number of claimants as a percentage of the total resident working age population (aged 16-64 males, 16-59 females).

(1) Source of population estimates (used for calculation of the Market Town rate): Mid-2009 Population Estimates for Lower Layer Super Output Areas in England and Wales by Broad Age Group and Sex, Office for National Statistics, © Crown Copyright 2010.

(2) Source of population estimates (used for calculation of the County, Regional and National rates): Estimated Resident Population Mid-2009 by Single Year of Age and Sex, Office for National Statistics, © Crown Copyright 2010.

Deprivation

Index of Multiple Deprivation 2007 - Overall Deprivation



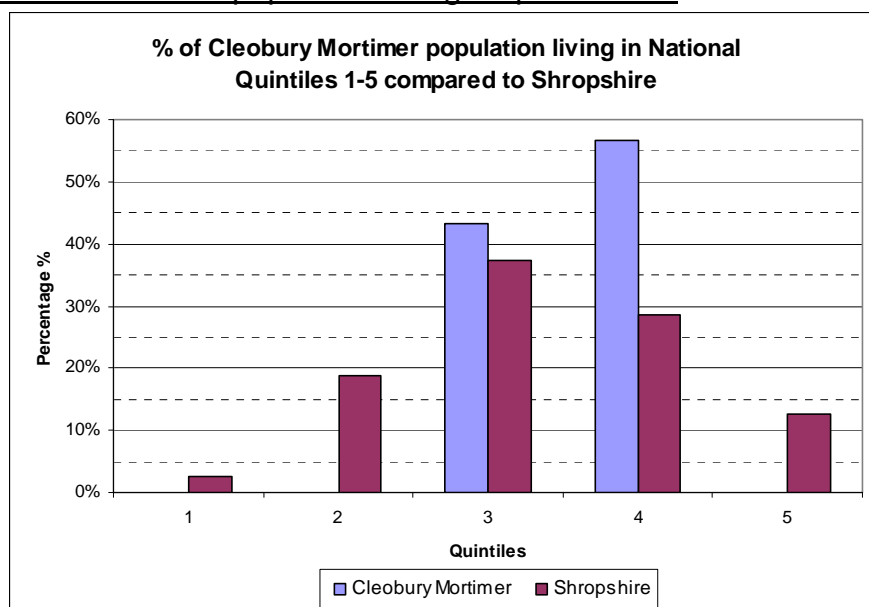
Source: *Indices of Deprivation 2007*, Department for Communities and Local Government, © Crown Copyright 2010.
Note: There are five National Quintiles, 1=most deprived, 5=least deprived.

Most deprived Lower Layer Super Output Area (LLSOA) in Cleobury Mortimer

LLSOA Number	LLSOA Name	% Overall Population of Cleobury Mortimer Living in LLSOA
E01029002	Cleobury Mortimer Ward	43.3%

Source: *Indices of Deprivation 2007*, Department for Communities and Local Government, © Crown Copyright 2010.

% of Cleobury Mortimer LLSOA population living in quintiles 1-5



Source: Indices of Deprivation 2007, Department for Communities and Local Government, © Crown Copyright 2010.

Housing and Households

Total number, type and size of dwellings/households in Cleobury Mortimer Urban Area.

Tenure

	Owner Occupied (owned outright)	Owner occupied (owned with a mortgage or loan)	Privately rented	Rented from a Housing Association/ Registered Social Landlord	Rented from other
Cleobury Mortimer no.	309	372	75	127	23
Cleobury Mortimer % total households	33.7	40.6	8.2	13.8	2.5
Shropshire % total households	35.2	37.0	9.1	3.8	4.4

Source: Table TE01 Tenure, 2001 Census, Office for National Statistics, © Crown Copyright 2010.

Type and Size

	Detached	Semi-detached	Terraced	Purpose built block of flats or tenement	Flats, maisonettes or apartments in commercial buildings	Part of a converted or shared house (incl bedsits)	Caravan or other mobile or temporary structure	Total Dwellings
Cleobury Mortimer no.	391	324	166	19	29	23	0	953

Cleobury Mortimer % total households	41.0	34.0	17.4	2.0	3.0	2.4	0.0	100.0
Shropshire % total households	40.7	34.0	16.4	5.1	1.2	2.0	0.6	100.0

Source: Table D01 Dwellings, 2001 Census, Office for National Statistics, © Crown Copyright 2010.

Cleobury Mortimer House prices (Land Registry 2007-2008, rounded to the nearest whole number)

Figures in £	Average (Mean) Price Paid	Median Price Paid	Lower Quartile Price Paid	Upper Quartile Price Paid
2007	243664	219995	189995	280000
2008	172302	158250	150995	199995

Source: Price Paid Data, Land Registry, © Crown Copyright 2010.

Monthly rental cost 2009 (Rightmove dataset, rounded to the nearest whole number)

Figures in £	Average (Mean) Rent Per Month	Median Rent Per Month	Lower Quartile Rent Per Month	Upper Quartile Rent Per Month
Cleobury Mortimer	674	700	575	773

Source: © 2010 Rightmove.co.uk

Household income levels 2009 (Income X Dataset, rounded to the nearest whole number)

Figures in £	Average Income	Median Income	Lower Quartile Income	Upper Quartile Income
Cleobury Mortimer	35602	33280	21554	47694

Source: Income X, © 2010 Acxiom Corporation.

Transport & Infrastructure

Journey to Work

	% of people aged 16-74 in employment	
	Cleobury Mortimer Urban Area	Shropshire
All People Aged 16-74 in Employment	100.0	100.0
People Who Work Mainly at or From Home	12.9	13.4
Underground; Metro; Light Rail; Tram	0.0	0.1
Train	0.7	0.8
Bus; Mini Bus or Coach	1.6	2.6
Motorcycle; Scooter; Moped	0.9	0.9
Driving a Car or Van	57.4	59.0
Passenger in a Car or Van	5.1	6.3
Taxi or Minicab	0.3	0.3
Bicycle	1.4	3.5
On Foot	19.5	12.6
Other	0.3	0.6
Public Transport	2.3	3.5
Motor Vehicle	63.6	66.5

Source: Table T01 Journey to Work, 2001 Census, Office for National Statistics, © Crown Copyright 2010.

Notes:

1. Includes Train, Underground; metro; light rail; tram, bus; Mini Bus or coach
2. Includes Motorcycle; Scooter; moped, Driving a car or van, Passenger in a car or van, Taxi or minicab

Car Ownership (Percentage of Total Households)

Percentage of cars or vans in Cleobury Mortimer Urban Area.

	No car	One Car	Two cars	Three cars	Four or more cars	All cars and vans in the Area
% Cleobury Mortimer Total Households	15.4	42.4	32.7	8.4	1.1	XXX
% Shropshire Total Households	17.7	44.3	29.4	6.5	2.1	XXX

Source: Table C01 Cars or Vans, 2001 Census, Office for National Statistics, © Crown Copyright 2010.

Description of transport within Cleobury Mortimer.

Transport	Number	Name (Roads/Routes/Stations etc)
Main Roads		A4117
National Cycle Network	4	Cleobury Mortimer
All Shropshire Cycle Routes	4	Cleobury Mortimer

Source: Shropshire Council GIS Layers.

Natural and historic environment

Natural and historic environment designations in Cleobury Mortimer

Designation	Number	Sum of Area	Name
Conservation Areas	1		Cleobury Mortimer
Public Rights of Way (ROW)		around 4.9km	
Conclusive Open Access Areas	1		Pike Common
Long Distance Routes	2		Jack Mytton Way; Link to Severn Way (Shropshire Way South Routes)
Listed Buildings	69		Include Church of St Mary, Manor House - High Street and The Vicarage - Church Street
Scheduled Monuments	1		Wayside cross on High Street, 140m south west of St Mary's Church

Source: Shropshire Council GIS Layers.