

**LDF Implementation Plan and
Local Investment Plan**

**Much Wenlock
& surrounding
area
Place Plan**

**Version 16,
04/01/2011**

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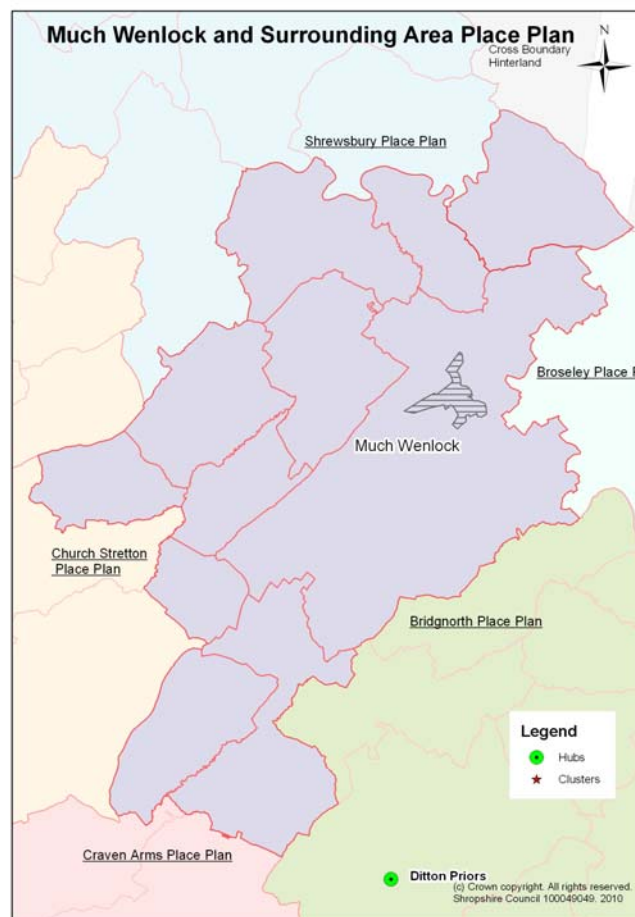
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Appendix 1- Much Wenlock Town Profile

1. INTRODUCTION

What is this document?

- 1.1 This document is the Place Plan for *Much Wenlock and its surrounding area*. It summarises the infrastructure and investment requirements needed to deliver the community vision and aspirations for Much Wenlock, 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, Much Wenlock, as identified by Much Wenlock 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 Much Wenlock 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 Much Wenlock locality, no Community Hubs or Clusters have currently been put forward by parish councils within the Much Wenlock 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 Much Wenlock 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 Much Wenlock 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 Much Wenlock Place Plan is kept up to date and continually reflects local needs and priorities.
- 1.7 Whilst this initial version of the Much Wenlock and surrounding area Place Plan primarily focuses on the investment requirements for Much Wenlock, work is ongoing to identify the infrastructure and investment requirements for the surrounding area. Detailed discussions with parish councils within the Much Wenlock locality are therefore ongoing and will inform the updated version of the Much Wenlock 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 Much Wenlock and its surrounding areas as sustainable communities.

How is this document structured?

- 1.12 As the Place Plan for Much Wenlock and its surrounding area, this document identifies and divides the infrastructure and investment requirements for Much Wenlock, 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 its 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 Much Wenlock 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 Much Wenlock 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:

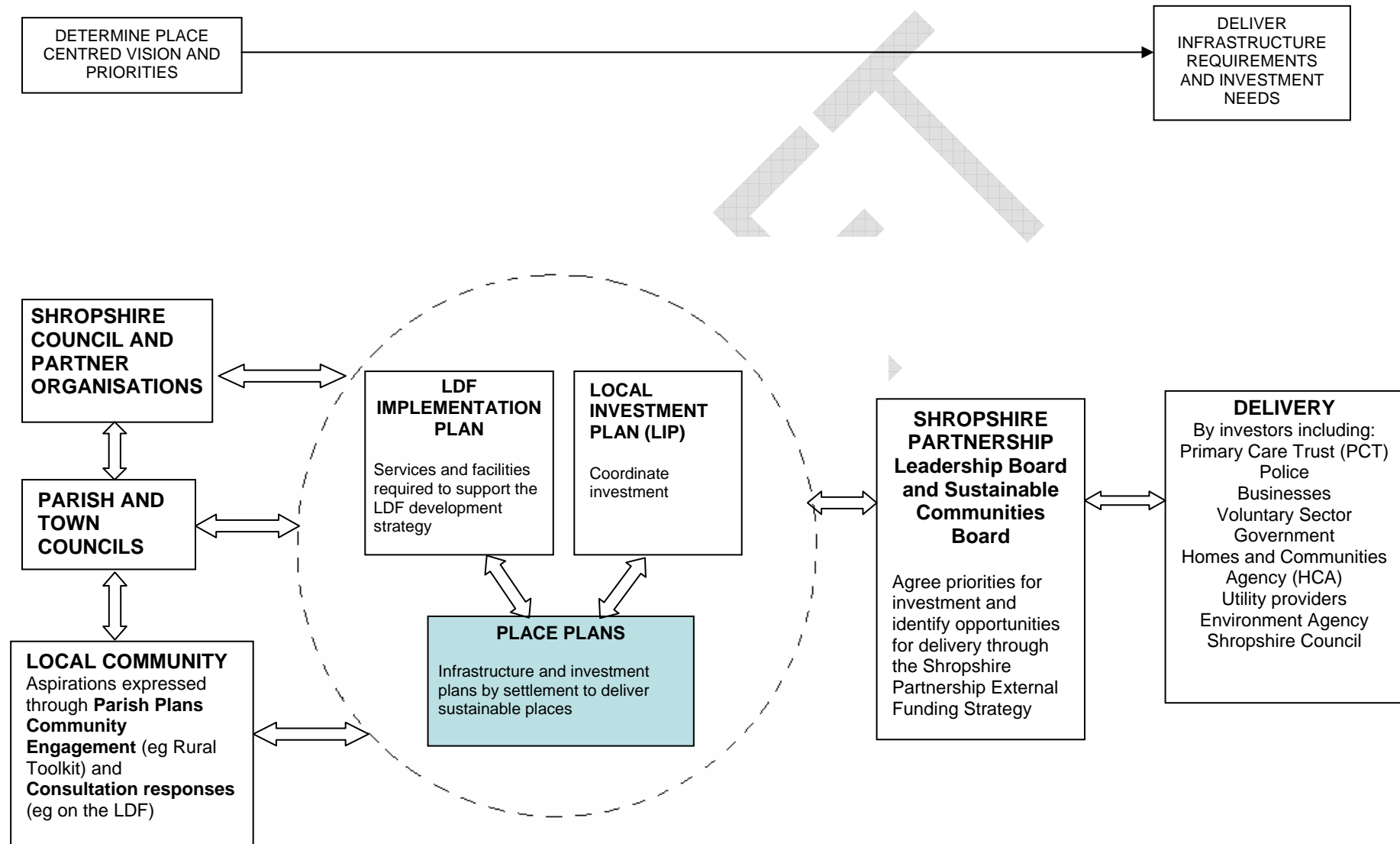
DECISION-MAKING PROCESS

- Provides a mechanism for taking decisions through the appropriate channels

CONTENT

- Provides details of how the vision will be delivered in Much Wenlock *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. MUCH WENLOCK PLACE PLAN

2.1 VISION FOR MUCH WENLOCK

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

Much Wenlock will have limited development that reflects its important service and employment centre role whilst retaining its historic character.

Core Strategy Policy CS3

2.2 MUCH WENLOCK PROFILE

A town profile for Much Wenlock is provided in Appendix 1. This provides an overview of the social, economic and environmental characteristics of Much Wenlock, based on the latest available local evidence.

2.3 COMMUNITY LED PLANNING IN MUCH WENLOCK

Community Led Plans

Much Wenlock Town and Parish Plan (March 2006 and email update from Much Wenlock Town Council Jan 2011)

The following have been identified from the Much Wenlock Town and Parish Plan as community needs and priorities:

- Traffic management including improving safety for road users and pedestrians, restricting traffic close to the town centre, improving the provision of public transport and reviewing car parking to manage parking in the town centre and to ensure additional parking is provided to meet immediate and longer term needs,
- Provide affordable houses, for rent or shared ownership to meet identified housing need.
- Retention and improvement of local rights of way
- Accessible local geological sites for scientific study and as a source of niche tourism.
- Retention of high street retailing, including banks and the Post Office
- Local employment for local people, including local work related courses.
- Better facilities for tourists, including car parking provision and toilets
- Provision of facilities and services for young people, including transport initiatives for young people to gain access to nearby towns.
- Enlargement of medical centre, enabling a full range of health facilities to be accommodated.

- Improve facilities for disabled people
- Improve leisure facilities including the Leisure Centre and particularly the swimming pool
- Upgrade CCTV

Local Joint Committee

Much Wenlock is located within the Much Wenlock, Brown Clee and Highley Local Joint Committee. The following needs and priorities have been raised by the local community as part of Local Joint Committee meetings:

Much Wenlock, Brown Clee and Highley Local Joint Committee

- Road safety and speeding
- Youth opportunities and facilities
- Adult services and elderly services

Much Wenlock crosses borders with the Broseley and Barrow Local Joint Committee Area. The following needs and priorities have been raised by the local community as part of Local Joint Committee meetings:

Broseley and Barrow Local Joint Committee

- Road safety, speeding and HGVs
- Rural transport and parking
- Youth opportunities and facilities
- Open space, leisure and play facilities
- Police and community safety
- Safe routes to school, school transport
- Housing needs
- Highways
- Waste
- Post office provision

Other Community Consultations

Local Development Framework Core Strategy- Policy Directions Consultation (August-October 2009)

Much Wenlock Town Council representations on the Core Strategy
(Representation reference no 002410/00001/004)

- Support home-based enterprise and delivery of sustainable transport and ICT/broadband infrastructure
- Support local education and training opportunities, especially those with a local and topical relevance (e.g. tourism)
- Protect and promote local employment sites, re-establish the balance with housing provision
- Developing quality accommodation in rural centres to improve economic stability and employment.
- Improvement of facilities for walkers, camping. Development of open space and picnic and parking facilities.

- Availability of public toilets is a major issue, where high incidence of coach visitors.
- Needs support to manage traffic, improve public transport and cope with increase in coach travel without detrimental impact on town's historic centre and immediate surroundings.
- Improvements to street scene furniture in the conservation areas.
- International importance of the geological aspects of the county could be promoted as tourism.
- Support for interactive web based tourist information.
- Support for further employment in the arts and heritage sector eg. Festivals, events, historic environment interpretation.
- Continue or further financial support for community cars and Friendly Bus initiatives

Local Development Framework Core Strategy- Final Plan Publication (February- March 2010)

Much Wenlock Town Council representations on the Core Strategy
(Representation reference no CORE STRATEGY/09RSUB/002410/00002/007)

- The Tourism Impact Report highlights the need for a sensitive approach to infrastructure development due to the nature of the towns environmental capacity
- There are potential implications in school capacity because of additional house building
- There is a requirement for public transport improvements to ensure the town is sustainable
- There is a need for affordable housing provision to meet local needs.
- The influence of Telford and the West Midlands on Shropshire, and in particular on the character and rural tranquillity of settlements in close proximity to these bordering areas.
- Landscape setting is an important consideration
- Flood risk is an important issue. Sewage and surface runoff from current and planned development can not currently be accommodated.

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

Much Wenlock Town Council representations on the SAMDev
(Representation reference no SAMDEV DPD/04IOP/002410/00003)

- Current infrastructure in Much Wenlock is overloaded
- Issues with surface water flooding
- Traffic passing through Much Wenlock needs to be addressed
- Parking
- Public conveniences
- Shortage of accessible green space
- Lack of public transport
- Capacity of sewage treatment
- Tourist facilities

- Affordable housing
- Youth facilities
- Need for a larger medical practice

Investing in Shropshire's Future- Local Infrastructure and Investment Workshop with Much Wenlock Town Council (20th September 2010)

- There is a need to better understand the economy in Much Wenlock, in particular the barriers and weaknesses that are deterring businesses from locating in the area.
- Sufficient employment land within the existing trading estate along Stretton Road. The estate is not, however, attractive to businesses and there is a need to assist with marketing the site.
- There are significant tourism opportunities but there needs to be support to ensure these opportunities are taken forward. There needs to be a coherent tourism package such as linking the National Trust quarries work with the town. The 2012 Olympics is also a significant opportunity for the town, but it is important that it is pursued and leaves a legacy.
- The rebuilding of William Brookes School offers significant opportunities for the local community but sufficient links with the community need to be ensured and currently looks unlikely. There is the opportunity that the new school could provide a community facility.
- Traffic management is a particular issue for the town including HGV's.
- There is a lack of and ongoing need for affordable housing for local people and in particular young people.
- Flooding is an issue as Much Wenlock is within a steep sided basin.

2.4 INFRASTRUCTURE AND INVESTMENT DELIVERY FRAMEWORK FOR MUCH WENLOCK

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 appropriate % of open market housing developments linked to: <ul style="list-style-type: none"> • 100% affordable “exceptions sites” • better use of empty properties <p>Sytche Lane, Much Wenlock – site with permission for 13 affordable homes (likely to be a mix of 9x private affordable homebuy and 4x social rented through Wrekin Housing Trust.</p> <p>Farley Road, Much Wenlock – 2 sites</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>forming part of the 'Lady Forester' complex. Site 1 is likely to provide a mix of Extra Care units linked to the existing nursing home. Site 2 has full planning permission for a mixed development yielding d 5 affordable units for rent and homebuy through a Registered Provider.</p> <p>Possible further site at Bridge Road, Much Wenlock that may provide a mix of upto 20 market and affordable units. However there are planning issues that would need to be resolved in advance of an application.</p> <p>Delivery in this market town area includes small</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>scale exceptions sites in the rural hinterland, including opportunistic “build your own affordable home” sites.</p> <p>The Town Council has identified that the redundant church site may be suitable for affordable housing provision.</p>
Housing for vulnerable people	PRIORITY	Shropshire Council (Community Services- Housing Services)	Registered Providers/ Specialist Providers				Ongoing	Supporting People Funding/ Private investment/ Homes & Communities Agency Grant	Includes provision for the frail and those with 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	KEY	Shropshire	Keep	Countywide:			2010-2011	CLG grant /	Includes:

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
adapting existing housing		Council / Registered Providers / Home owners (Community Services- Housing Services)	Shropshire Warm / Developers	£6.5 million for social housing; £951,000 for private sector; £2.6 million for disabled facilities grants				Shropshire Council budget / Regional Housing Board	<ul style="list-style-type: none"> energy efficiency to reduce carbon emissions and tackle fuel poverty; upgrading social housing to meet the Decent Homes standard; adaptations to meet changing needs, including Disabled facilities grants; bringing empty homes back into use.
Economic investment and opportunity									
Promoting Much Wenlock as a tourism destination in the lead up and post 2012 Olympics.	KEY	Shropshire Council (Development services- Economic Development)	Tourism businesses and providers in Much Wenlock	£65,450 £26,000	£65,450 £26,000	None None	2010-2012	RDPE	Additional tourism marketing activity to drive additional trade and visit to towns in the lead up and post 2012. Capital work to Much Wenlock Guildhall and Gaskill Fields via small

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
									grants
Development of a Much Wenlock Museum	KEY	Shropshire Council (Community Services- Culture and Leisure)	Town Council	£500,000	£8,000	£492,000		Heritage Lottery Fund	Heritage Lottery Fund bid in for the development of the museum.
Improved streetscene and public facilities to improve tourism offer	KEY	Shropshire Council (Development Services- Economic Development)	Tourism businesses and providers in Much Wenlock					Market Towns Revitalisation Programme	Better public toilets, car parking and signage to improve tourism offer. Funding sources being explored including Market Towns Revitalisation Programme. The Town Council has raised a particular concern that Shropshire Council will close public toilets.
Market Towns revitalisation Programme- Market Towns Capital Initiative Fund	KEY	Shropshire Council (Development services- Economic Development)	Local businesses, residents, investors	£0.5million allocated across 112 designated Market Towns and key			2010-2015	Shropshire Council capital programme. Match funding from other sources will be	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

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
				settlements				explored including LJC funding.	project is £50,000. 2 bids can be submitted, combined aggregate limit £75,000. 1 st round bids will end March 2011. The Town Council suggest that there is a need for development advice to outline the opportunities that are available for key sites and how community benefits can be maximised. The sites include Smithfield Road (including the doctors surgery and police station) and on the High Street (Library/Corn Exchange/Guildhall/Museum and TIC).
Support for business start up and business growth	PRIORITY	Shropshire Council (Development Services-Economic	Business Link	£320,000 (countywide)			2009-2011	Shropshire Council capital programme	Delivered through the Shropshire Business Enterprise Grants, supports retail business start up and growth.

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)							£40,000 remains in the budget, unless additional funding can be sourced.
Marketing rural Shropshire as a tourism destination	KEY	Shropshire Council (Development Services-Economic Development)	Destination Management Partnership, including Telford and Wrekin	£150,000 (countywide)			2009-2012	RDPE	Strategic support for tourism marketing and infrastructure
Support to tourism industry through support to improve quality, skills, ICT and marketing	KEY	Destination Management Partnership, Shropshire Council (Development Services-Economic Development)	Telford and Wrekin Council	£110,000 (countywide)			2010-2011	AWM	This is the final year of a 3 year contract Finishes March 2011.
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.
Social and community infrastructure									

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
Developer contribution for off site community facilities	PRIORITY	Shropshire Council (Community Services- Culture and Leisure)	Parish Council	£2,130	N/A	N/A		Developer contribution	Developer contribution in relation to land to the rear of High Street, Much Wenlock.
Developer contribution for maintenance of amenity space	PRIORITY	Shropshire Council (Community Services- Culture and Leisure)	Parish Council	£36,603	N/A	N/A		Developer contribution	Developer contribution in relation to Forrester Avenue, Much Wenlock. Commuted sum for cutting grass in the central space at Hunter's Gate.
Provision of a replacement GP surgery	PRIORITY	PCT					2012		Development is subject to a business case. Developer appointed. Site secured until August 2010 (as at June-10). PCT priority for potential redevelopment. However, the Town Council has identified that the replacement surgery is not likely to take place in the near future because of other priorities.

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
Replacement Police Station (if required by new development)	KEY	West Mercia Police	Developers/ Shropshire Council	£3 million			5-10 years	West Mercia Police and developer contributions	New Police Station to be developed in conjunction with new housing development in Much Wenlock
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 be expanded to allow for further additional provision. Beyond this, any additional housing would potentially require a new school and/or a 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

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
									cope and whether or not developer contributions are required.
Review of secondary educational facilities to ensure sufficient school places	PRIORITY	Shropshire Council (Education)	Developers	Dependent upon extent and location of development			2015-2026	Developer contributions, Primary Capital Programme	In general, secondary schools will have more capacity to absorb 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.'
Redevelopment of the town museum	KEY	Shropshire Council (Arts and Heritage)					aspirational		Links to promoting Much Wenlock as a tourist destination and the 2012 Olympics
Relocation of the library	KEY	Shropshire Council (Community Services-Culture and Leisure)							Feasibility study currently being undertaken to relocate the library into the ground floor of The Guildhall. The Town Council understands that this scheme is not likely to go ahead.

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
Contribution to community facilities	KEY	Shropshire Council (Community Services- Culture and Leisure)	Developer	£8,800				Developer contribution	Section 106 developer contribution to be spent on off site community facilities- currently £2,130 remaining to be spent
Leisure Centre	KEY	Shropshire Council (Community Services- Culture and Leisure)							Much Wenlock Leisure Centre at William Penny Brooks School. Due to open in July 2010
Rebuild Secondary School at Much Wenlock	KEY	Shropshire Council (Children and Young Peoples Service)		£23,500			2009-2011		First scheme in the Building Schools for the Future programme- currently under construction
Advice Services countywide	KEY	Citizens Advice Bureau		£150,000 countywide					AWM will make funding available for Citizens Advice Service or similar to provide services
Playbuilder Grant	KEY	Shropshire Council (Community Services- Culture and Leisure)					2009-11	Shropshire Council capital programme	

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
Various rights of way improvements including development of circular walks linking to new Shropshire Way link, removal of stiles and enhanced signage to ensure easier access for all	KEY	Shropshire Council (Community Services- Culture and Leisure)		£30,000	£30,000	None	2010-2012	Shropshire Council capital programme via the Parish Access project LEADER funding	Creation of disabled access. Creation of new Shropshire Way link and enhancement of routes to create new circular walks and promotion of 'health walks' Removal of stiles and enhanced signage to encourage more walking
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	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.

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
Provision of open space	KEY	Shropshire council	Town council, developers					Developer contributions	<p>Much Wenlock has a current under supply in provision for children and young people.</p> <p>Leisure Services have identified that drainage works to pitches, a new pavilion, access improvements and art works at Gaskell Recreation Ground, linked to the 2012 Olympics.</p>
Improved facilities for young people	KEY	Shropshire Council, Town Council							<p>Much Wenlock has identified the need to secure funding for the provision of an unsupervised youth shelter, encourage greater support for youth</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
									provision and the establishment of a youth council
Environment and climate change									
Upgrade to Sewage Treatment Works	CRITICAL	Severn Trent Water	Environment Agency				2020-2025	Severn Trent Water's Business Plan (AMP)	The Shropshire Water Cycle Study identifies that hydraulic capacity at the works will be breached in AMP7 (2020-2025) 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. The Water Cycle Study also

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
									identifies that a new discharge consent will be required at the Wastewater Treatment Works in order to ensure there is no deterioration of water quality under the Water Framework Directive. The study has shown that this requirement for a new discharge consent may be beyond conventional technology but that this is not as a result growth.
Upgrade sewerage network	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	Options are currently being appraised by Severn Trent Water as part of their capital investment programme.	There is a known flooding problem immediately upstream of the main outfall sewer to the Wastewater Treatment Works. There is a combined sewer overflow on the main outfall sewer. Otherwise, there appears to be a reasonable level of hydraulic performance in

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
							water company's sewer network plans to allow issues to be addressed in a timely manner.		the sewerage catchment.
Integrated Drainage Management Plan	PRIORITY	Shropshire Council (Development Services- Highways and Transportation)	Severn Trent Water, Environment Agency	£80,000	£80,000	None	2010-2011	Shropshire Council capital programme	Assessment of surface water and fluvial flood risk in Much Wenlock, development of hazard maps for the catchment and an action plan for addressing issues.
Provision of open space	KEY	Shropshire Council	Town council, developers					Developer contributions	Much Wenlock has a current under supply in the provision of natural and semi natural open space.
METNET- Targeted business support to Environmental Technology SMEs to improve their	KEY	Shropshire Council (Development Services- Economic Development)	Herefordshire Council, Worcestershire Council and Telford and Wrekin	£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.

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
competitiveness and productivity.			(Marches LEP)						There is a particular emphasis on engagement, collaboration and innovation
Transport and accessibility									
Improvement to bus infrastructure	KEY	Shropshire Council (Development Services- Highways and Transportation)		£500,000				Developer contributions/ LTP funding	To include: <ul style="list-style-type: none"> Bus Interchange and Information Point improvements
Designated coach drop off point	KEY	Shropshire Council (Development Services- Highways and Transportation)					aspirational		Requirement for a specified Coach drop off point. Linked to promoting Much Wenlock as a tourist destination.
Develop and improve the cycle and pedestrian network in Market Towns	KEY	Shropshire Council (Development Services- Highways and Transportation)		£750,000			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:

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
			Natural England						<ul style="list-style-type: none"> • Improved crossing facilities over main roads to facilitate access into the town centre • Localised footway improvements/widening • Open up access along old railway lines.
Local highway improvements, traffic management, parking provision and safety enhancements	KEY	Shropshire Council (Development Services- Highways and Transportation)		£500,000			2010-2026	Developer contributions/ LTP funding	To include: <ul style="list-style-type: none"> • Possible improvements or signalisation at Gaskell Arms junction, dependent upon location of any new development

3. COMMUNITY HUBS PLACE PLAN FOR THE MUCH WENLOCK 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 Much Wenlock area, no settlements have been put forward by the local community (via parish councils) as Community Hubs. All of the surrounding area around Much Wenlock 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 MUCH WENLOCK 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 Much Wenlock area, no settlements have been put forward by the local community (via parish councils) as Community Clusters. All of the surrounding area around Much Wenlock 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. MUCH WENLOCK'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 Much Wenlock locality, all areas outside Much Wenlock Town are part of the Rural Hinterland.

5.2 PROFILE OF THE RURAL HINTERLAND IN THE MUCH WENLOCK AREA

5.3 COMMUNITY LED PLANNING IN MUCH WENLOCK'S RURAL HINTERLAND

Community Led Plans

Local Joint Committee

Easthope is located within the Much Wenlock, Brown Clee and Highley Local Joint Committee. The following needs and priorities have been raised by the local community as part of Local Joint Committee meetings:

Much Wenlock, Brown Clee and Highley Local Joint Committee

- Road safety and speeding
- Youth opportunities and facilities
- Adult services and elderly services

Church Preen, Cressage and Buildwas are located within the Burnell and Severn Valley Local Joint Committee. The following needs and priorities have been raised by the local community as part of Local Joint Committee meetings:

Burnell and Severn Valley Local Joint Committee

- Road Safety, speeding, HGVs
- Rural transport, parking, Parkright

- Police and Community Safety
- Housing needs
- Streetscene, litter
- Waste

Other Consultations

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

Buildwas Parish Council representations on the SAMDev

(Representation reference no SAMDEV DPD/04IOP/002334/00002)

- Limited infill development particularly affordable housing

Cressage, Harley and Sheinton Parish Council representations on the SAMDev

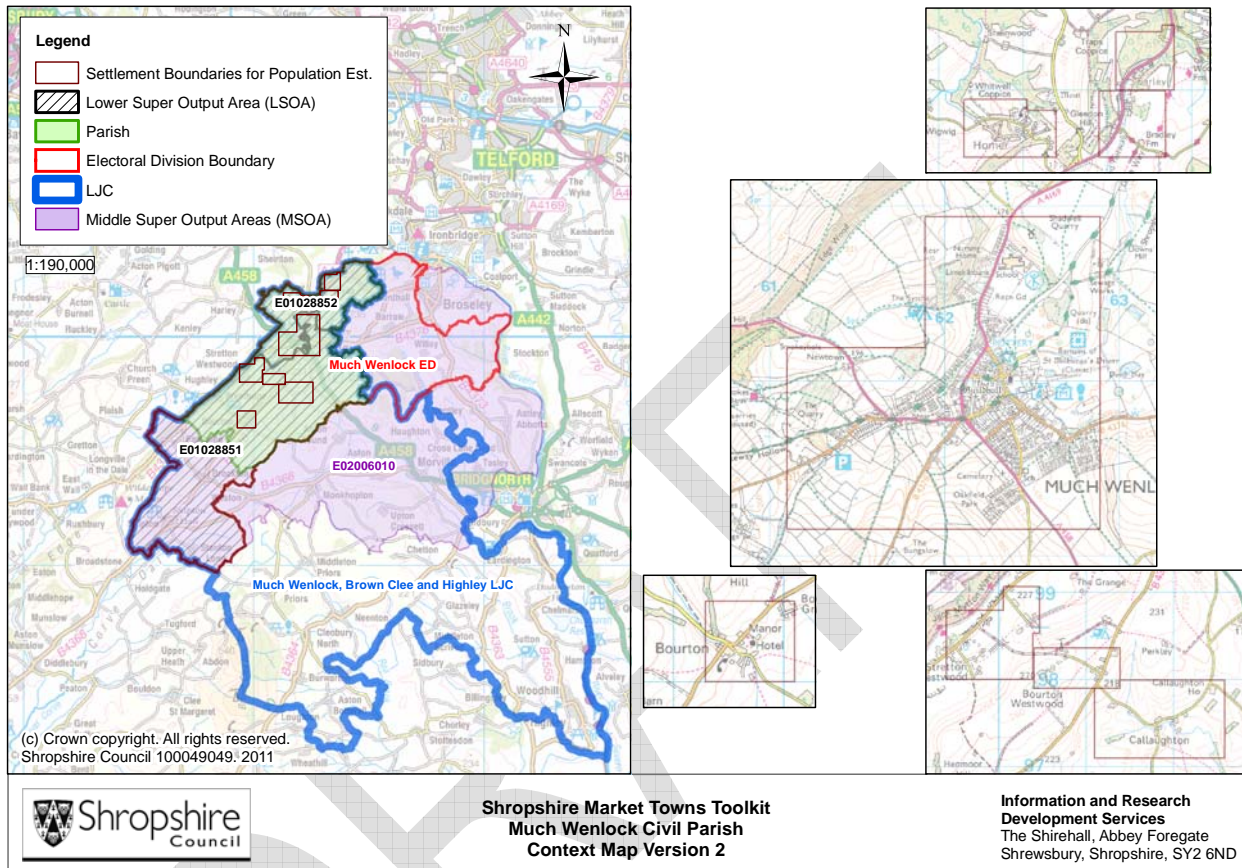
(Representation reference no SAMDEV DPD/04IOP/002358/00001)

- The target of 60% on brownfield land is felt to be unachievable in the Parish

Much Wenlock Market Town Profile

(Information updated in January 2011)

Local Context Map



Social & Demographic Characteristics

Demographics

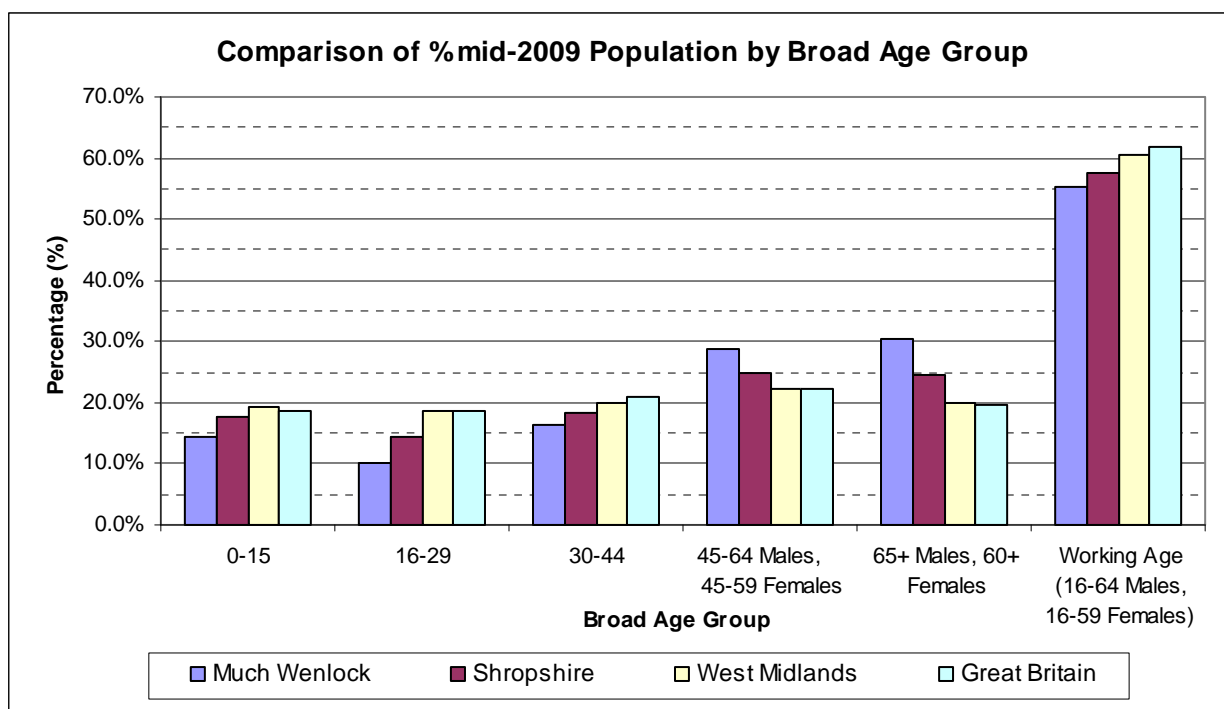
Mid-2009 Population Estimates

	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	1,400	200	200	200	500	300	900
Females	1,600	200	100	300	400	600	800
Total	3,000	400	300	500	900	900	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 2011.

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 2011.

The Economy

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

	Much Wenlock % 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)	28.9	29.4
6 : Transport and communications (SIC I)	*	4.8
7 : Banking, finance and insurance, etc (SIC J,K)	28.3	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 2011.

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

	Much Wenlock % 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)	27.9	26.8
6 : Transport and communications (SIC I)	*	5.4
7 : Banking, finance and insurance, etc (SIC J,K)	12.0	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 2011.

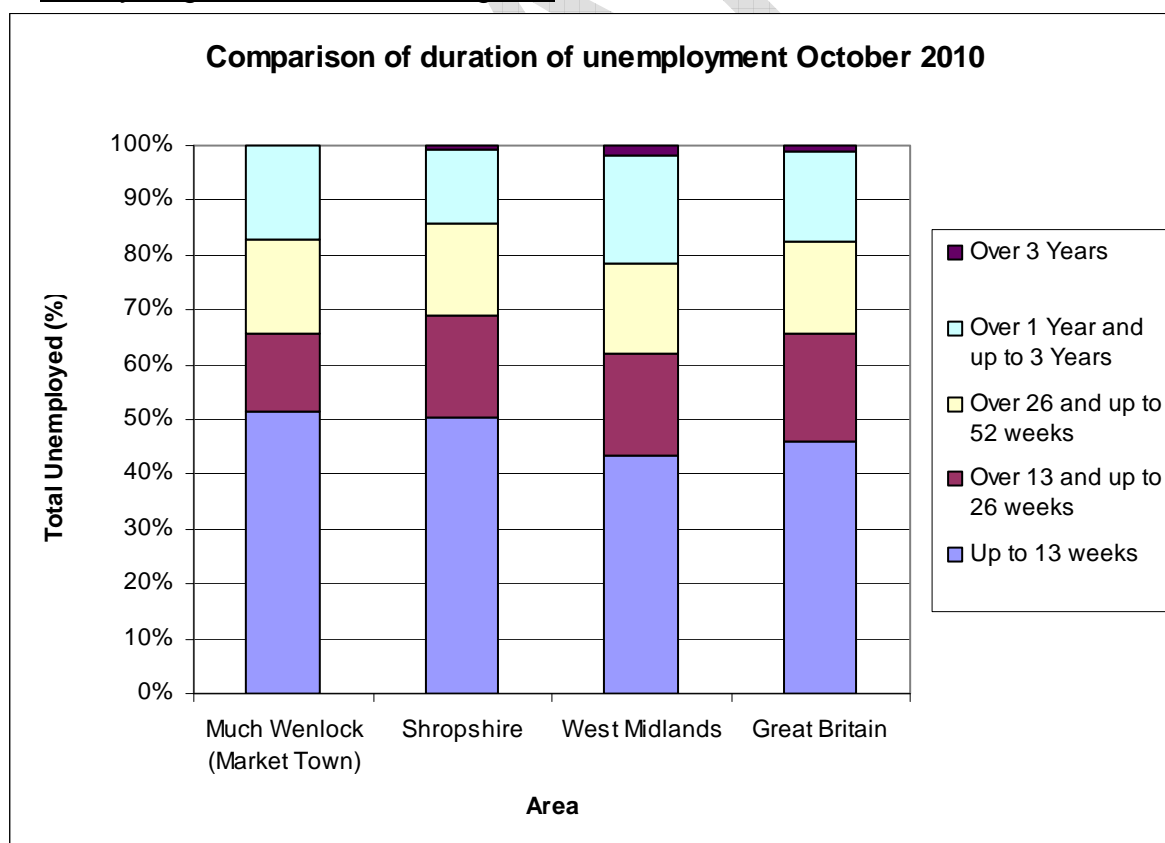
Total unemployment number and rate for Much Wenlock (November 2010) compared to county, regional and national averages

	Much Wenlock	Shropshire	West Midlands	Great Britain
Unemployment (Number)	40	4,502	152,214	1,356,439
Unemployment Rate (%)	-	2.5	4.4	3.5

Source: Claimant Count with Rates and Proportions, Office for National Statistics, © Crown Copyright 2011.

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

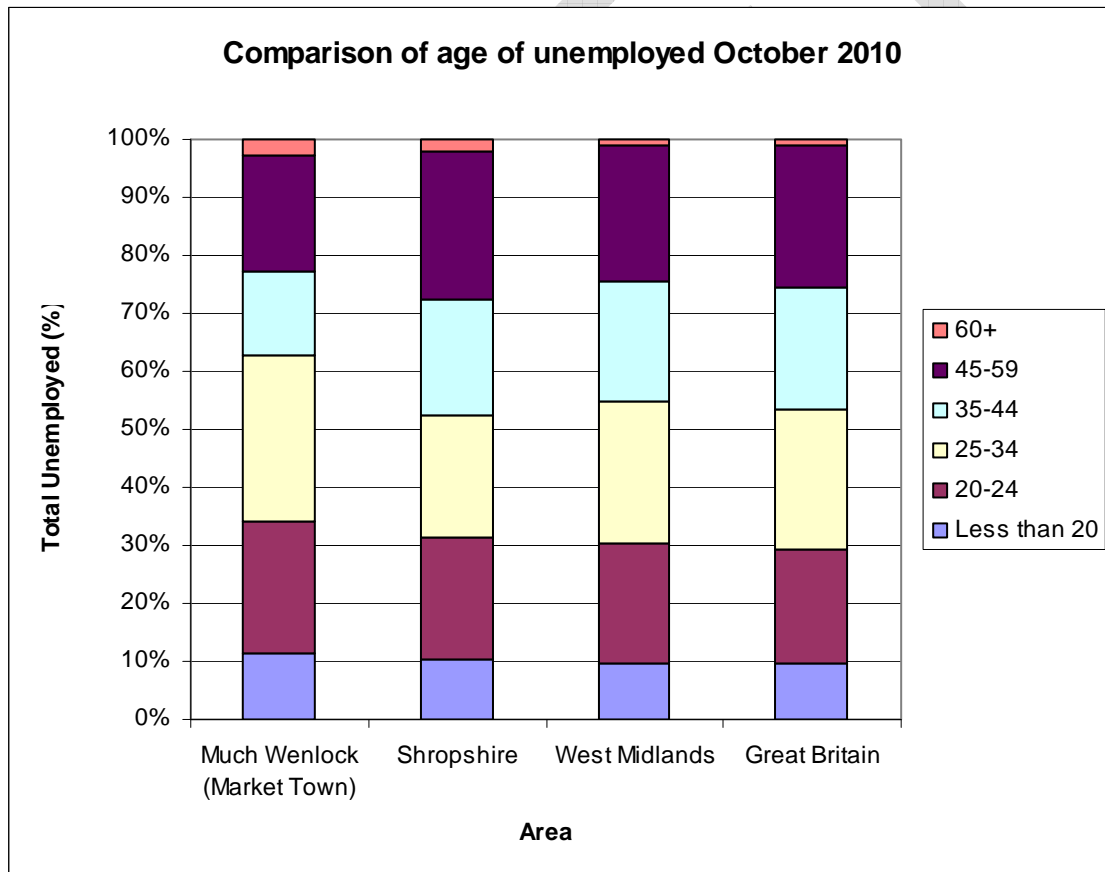
Duration of unemployment in Much Wenlock (% and numbers) compared to county, regional and national figures



	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.	%
Much Wenlock Market Town	20	51.4	5	14.3	5	17.1	5	17.1	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 2011.

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



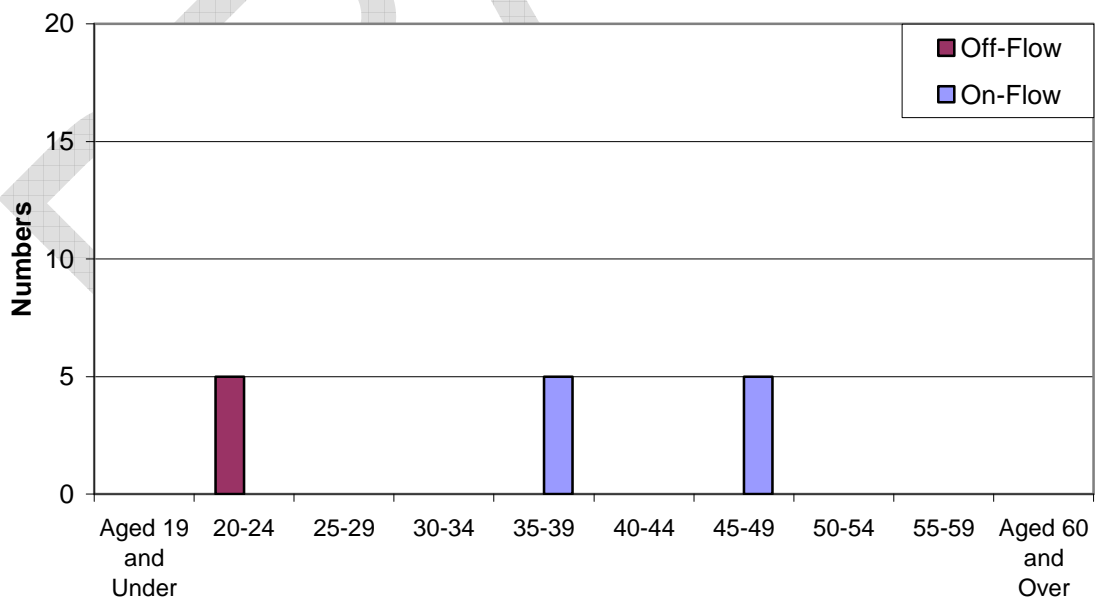
	Less than 20		20-24		25-34		35-44	
	No.	%	No.	%	No.	%	No.	%
Much Wenlock Market Town	5	11.4	10	22.9	10	28.6	5	14.3
Shropshire	455	10.2	940	21.1	935	21.1	895	20.1
West Midlands	14,865	9.7	31,590	20.7	37,245	24.4	31,530	20.7
Great Britain	129,480	9.6	268,650	19.8	328,140	24.2	284,700	21.0

	45-59		60+	
	No.	%	No.	%
Much Wenlock Market Town	5	20.0	0	2.9
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 2011.

Unemployment Flows

Number of on and off flows on the unemployment register in Much Wenlock, November 2010



Source: Claimant Flows – Age and Duration, November 2010, Office for National Statistics, © Crown Copyright 2011.

Note: Data has been rounded to the nearest 5.

Worklessness

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

	Much Wenlock		Shropshire		West Midlands		Great Britain	
	No.	% (1)	No.	% (2)	No.	% (2)	No.	% (2)
Job Seekers	25	1.5%	4,370	2.6%	156,100	4.7%	1,354,400	3.6%
Incapacity benefit/ Severe Disablement Allowance	75	4.5%	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	120	7.2%	16,230	9.7%	480,930	14.6%	4,828,350	13.0%
Total Claimants	160	9.6%	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 2011.

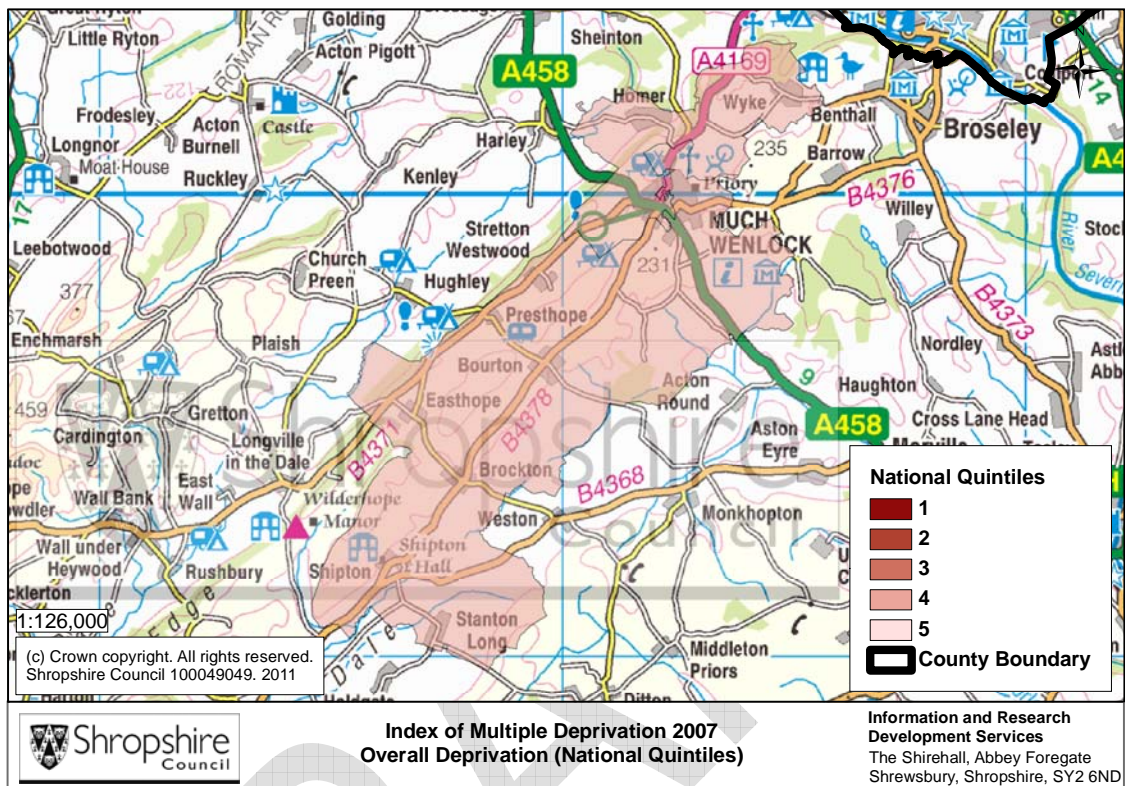
Notes: Carer's Allowance data is not available for smaller areas. 'Others on income related benefit' – claimant receives other Income Support (including IS Disability Premium) or Pension Credit. Data for market town has not been included because it also contains Carers Allowance Claimants.

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 2011.
- (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 2011.

Deprivation

Index of Multiple Deprivation 2007 - Overall Deprivation



Source: *Indices of Deprivation 2007*, Department for Communities and Local Government, © Crown Copyright 2011.

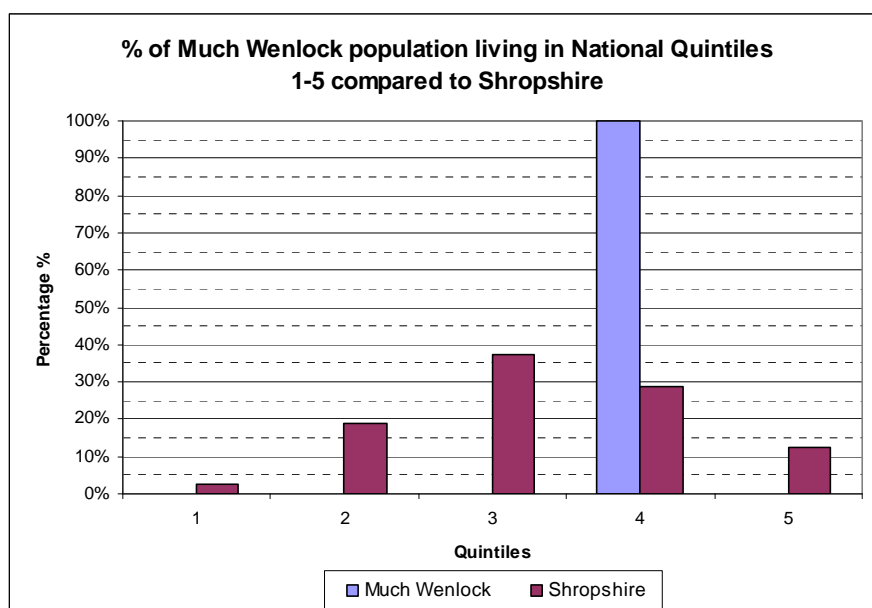
Note: There are five National Quintiles, 1=most deprived, 5=least deprived.

Most deprived Lower Layer Super Output Area (LLSOA) in Much Wenlock

LLSOA Number	LLSOA Name	% Overall Population of Much Wenlock Living in LLSOA
E01028852	Much Wenlock Ward	49.6%

Source: *Indices of Deprivation 2007*, Department for Communities and Local Government, © Crown Copyright 2011.

% of Much Wenlock LLSOA population living in quintiles 1-5



Source: *Indices of Deprivation 2007, Department for Communities and Local Government, © Crown Copyright 2011.*

Housing and Households

Total number, type and size of dwellings/households in Much Wenlock 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
Much Wenlock no.	305	259	86	25	42
Much Wenlock % total households	36.0	30.5	10.1	2.9	5.0
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 2011.*

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
Much Wenlock no.	351	245	209	41	22	21	3	891
Much Wenlock % total households	39.4	27.5	23.5	4.6	2.5	2.4	0.3	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 2011.

Much Wenlock 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	241749	215000	182000	290000
2008	231826	222500	157000	287500

Source: Price Paid Data, Land Registry, © Crown Copyright 2011.

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
Much Wenlock	601	575	538	650

Source: © 2011 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
Much Wenlock	35861	33909	22450	46641

Source: Income X, © 2011 Acxiom Corporation.

Transport & Infrastructure

Journey to Work

	% of people aged 16-74 in employment	
	Much Wenlock Urban Area	Shropshire
All People Aged 16-74 in Employment	100.0	100.0
People Who Work Mainly at or From Home	15.4	13.4
Underground; Metro; Light Rail; Tram	0.0	0.1
Train	0.5	0.8
Bus; Mini Bus or Coach	1.0	2.6

Motorcycle; Scooter; Moped	0.5	0.9
Driving a Car or Van	59.9	59.0
Passenger in a Car or Van	5.5	6.3
Taxi or Minicab	0.0	0.3
Bicycle	0.6	3.5
On Foot	16.2	12.6
Other	0.5	0.6
Public Transport	1.5	3.5
Motor Vehicle	65.8	66.5

Source: Table T01 Journey to Work, 2001 Census, Office for National Statistics, © Crown Copyright 2011.

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 Much Wenlock Urban Area.

	No car	One Car	Two cars	Three cars	Four or more cars	All cars and vans in the Area
% Much Wenlock Total Households	18.6	41.2	31.5	6.8	1.9	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 2011.

Description of transport within Much Wenlock.

Transport	Name (Roads/Routes/Stations etc)
Main Roads	A4169; A458; B4371; B4376; B4378

Source: Shropshire Council GIS Layers.

Natural and historic environment

Natural and Historic environment designations in Much Wenlock

Designation	Number	Sum of Area	Name
Conservation Areas	1		Much Wenlock
Public Rights of Way (ROW)		around 7.5km	
National Inventory of Woodland and Trees		8.04 ha	
Conclusive Open Access Areas	1		The Pound

Long Distance Routes	2		Shropshire Way; Jack Mytton Way
Listed Buildings	86		Include Church of Holy Trinity; Priory of St Milburga (Ruins) and Priory House
Scheduled Monuments	2		Medieval cross in Holy Trinity Churchyard; Wenlock Priory

Source: Shropshire Council GIS Layers

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