

**LDF Implementation Plan and
Local Investment Plan**

**Shifnal
& surrounding
area
Place Plan**

**Version 18,
12/01/2011**

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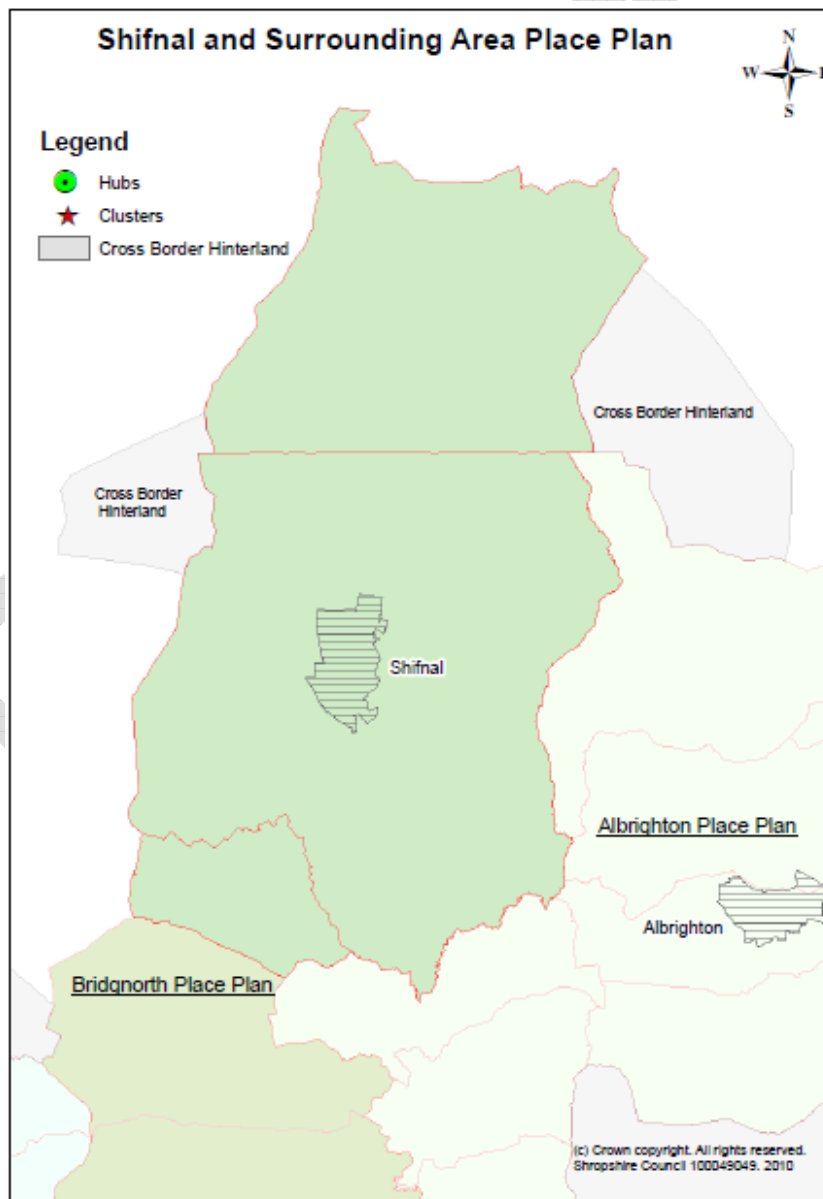
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1. INTRODUCTION

What is this document?

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

How is this document structured?

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

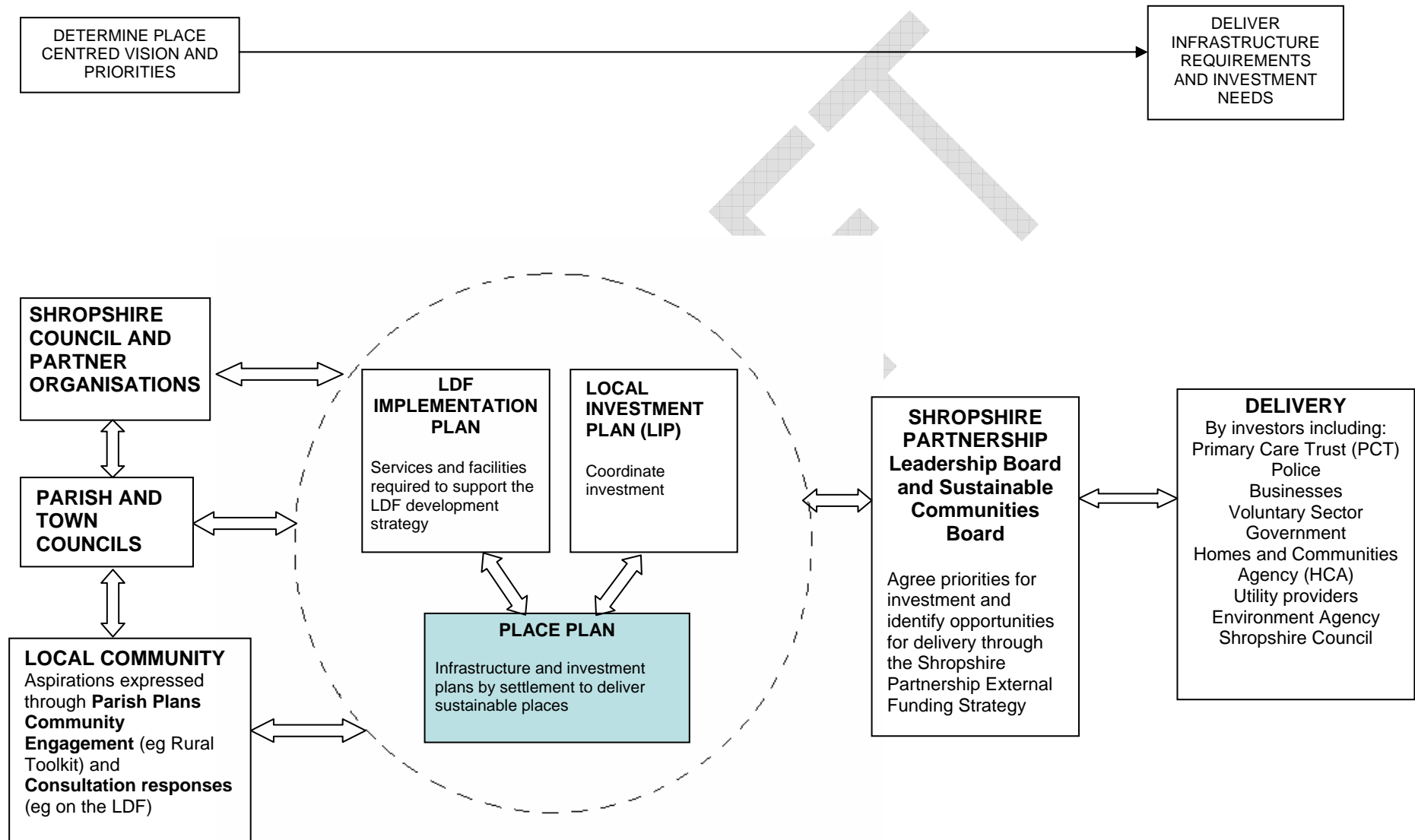
DECISION-MAKING PROCESS

- Provides a mechanism for taking decisions through the appropriate channels

CONTENT

- Provides details of how the vision will be delivered in Shifnal 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. SHIFNAL PLACE PLAN

2.1 VISION FOR SHIFNAL

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

Shifnal will have development to meet local needs, respecting its location in the Green Belt. Some of the development to meet the needs of returning military personnel will be accommodated in Shifnal, if required.

Core Strategy Policy CS3

2.2 SHIFNAL PROFILE

Population -

- Shifnal has a population of 6,791. *Source: Mid 2007 Population Estimates*
- The age breakdown of Shifnal residents is similar to Shropshire as a whole, although the town does support a slightly higher proportion of those aged 45 and over (50.2% compared with 48%).
- 60.5% of the Shifnal population is aged 18-64. This equates with 4,111 residents of roughly working age.

Deprivation -

- There are varying levels of deprivation within Shifnal. 20% of the town's residents live within the 40% most deprived areas nationally, whereas 42% live with the 20% least deprived areas nationally. 38% of residents live within the 40% least deprived of areas nationally.
- When comparing Shifnal with the rest of Shropshire, it is evident that while 19.5% of the population live within the 20% most deprived areas of the county, more than four fifths live within the 40% least deprived areas. Almost 42% live within the 20% least deprived areas of Shropshire.

Employment -

- A significant proportion of Shifnal's resident population have high level occupations, with 17.3% being classified as managers or senior officials (compared with 15.3% of the Shropshire population) and 11.3% working in professional occupations (10.5% for Shropshire). In contrast, fewer work in administrative and secretarial, skilled trades and personal service occupations.
- The number claiming Job Seekers' Allowance has risen extremely rapidly in Shifnal over the last year – by 179.6% taking the total to 151 people in July 2009, the equivalent of 3.7% of the working age population. This is higher than the county average of 2.9% and compares with a county-wide increase in claimants of 97.1%. The town's close proximity to the West Midlands, where a high proportion of

residents work, has undoubtedly influenced this. *Source: Nomis 2009 Office of National Statistics, Crown Copyright ©*

- In July 2009 there were 35 people classified as long term unemployed in Shifnal, (on the claimant register for 6 months or more), which represents 23.2% of all those claiming Jobseekers Allowance. This compares favourably with 29.5% in the West Midlands and 32.2% in Great Britain. The long term claimant rate is marginally higher than the Shropshire average, however, at 0.9% compared with 0.7% *Source: Nomis 2009 Office of National Statistics, Crown Copyright ©*
- There are almost twice as many resident workers in Shifnal as there are jobs in the town, at 2,920 compared with 1,592. Consequently, employment self-containment is very low at just 26.4%. *Source: Census 2001*
- As Shifnal is not a major employment centre, most workplaces tend to be small in size, employing less than 10 people.
- Amongst the most important employers in Shifnal are Weston Park, The Hundred House Hotel, SBM Digital and BEL Training. The main employment areas in Shifnal include Springhill Trading Estate and Lamledge Lane.
- The construction industry is important in Shifnal, with 17.4% of the town's job being in this sector. This compares with 6.3% of all Shropshire jobs. The number of manufacturing jobs is limited (6.5% compared with 11.5% for Shropshire). Service industries accommodate the highest number of employees, with distribution, hotels and restaurants and other services of particular importance.
- The proportion of employees in Shifnal working in "declining sectors" stands at 18.5%. This the second lowest rate out of all the market towns/key centres after Minsterley and equates to 484 employees out of 2,610. This figure is lower 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 (Nomis) Crown Copyright 2009.*

Living -

- A substantial 2,149 people who reside in Shifnal work elsewhere, with only 758 people travelling into Shifnal to work. The town's proximity to the major employment centres of Telford and Wolverhampton undoubtedly influences this. *(Census 2001)*
- A very high proportion of residents' retail expenditure is leaked, with Shifnal retaining less than 10% of bulky goods spend and less than 3% of non-bulky goods spend in the comparison sector as well as just under 15% of main convenience shopping spend. However, 80% of expenditure on top-up convenience shopping is retained in Shifnal. Leakage is primarily to Telford.

Issues and Opportunities

- The number claiming Job Seekers' Allowance has risen extremely rapidly in Shifnal over the last year – by 179.6% taking the total to 151 people in July 2009, the equivalent of 3.7% of the working age population.

- Employment self-containment is very low at just 26.4%. To a very large extent, the town acts as a dormitory settlement, with most residents travelling to nearby Wolverhampton or Telford to work.
- The construction industry is important in Shifnal, with 17.4% of the town's jobs being in this sector. This compares with 6.3% of all Shropshire jobs.
- Although employment in knowledge intensive industries has increased in importance in the town this remains significantly below the Shropshire average of 30.2% and is amongst the lowest in the county. To some extent, a low reliance on employment within declining sectors offsets the limited employment opportunities in the knowledge intensive arena.

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2.3 COMMUNITY LED PLANNING IN SHIFNAL

Community Led Plans

Shifnal Town Plan (2009)

The following have been identified in the Shifnal Town Plan as community needs and priorities:

- Adult learning and development opportunities - more adult education classes
- Community events, including community clubs and activities
- Improve communications in and around the town
- Speed reduction and traffic management, including parking
- Pedestrian safety, including schoolchildren
- Better traffic management in the town centre
- Parking charges
- Access to public transport
- Reduced travel costs to young people
- Healthcare provision, including the need for extended surgery hours and the provision of an NHS dentist
- Provision of retail facilities, including farmers market and retention of the post office. Also review of shop usage with view to balancing number of cooked food outlets with other retail provision.
- Open space provision, including a new park
- Preservation of Green Belt around Shifnal and retention of Conservation Area with preservation of its character
- Housing needs, especially for the elderly and families
- Facilities for young people, including youth centre
- Enhancing civic pride- improve the appearance of the town e.g. street cleaning and make the town centre and approaches more attractive
- Litter and fly-tipping
- Use of railway arches
- Community swimming pool
- Visitor centre/tourist information centre
- Improve kerbside recycling collections
- Crime and community safety including Police coverage in the town

Local Joint Committee

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

Shifnal and Sheriffhales Local Joint Committee

- Rural transport and parking
- Police and community safety
- Adult services and elderly services
- NHS provision- medical practice

Other Community Consultations

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

Shifnal Parish Council representations on the SAMDev

(Representation reference no SAMDEV DPD/04IOP/002434/00001)

- The Schools (both primary and secondary) require housing growth to sustain admissions

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

- There is a general feeling of lack of investment in the town.
- There is a need to refurbish the public toilets
- Public transport provision
- There is a need for enhanced facilities for young people.
- There is a need for a new medical centre for the town.
- There is a need for a nursing home, as there are currently none in Shifnal

2.4 INFRASTRUCTURE AND INVESTMENT DELIVERY FRAMEWORK FOR SHIFNAL

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. Wolverhampton Road, Shifnal – mixed site with full planning permission for 175 units and land for a new medical centre. Agreed 20% affordable housing = 35 2/3

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>bedroom houses for social rent. Scheme on-site November 2010 -RSL yet to be identified.</p> <p>Idsall Crescent, Shifnal – small site owned by Shropshire Council where we are seeking to directly fund and develop 2 new affordable units for use and retention by Landlord Services. Planning application due to be made early 2011.</p> <p>Meadow Drive, Shifnal - Potential future 'exception site' that could yield up to 90 affordable units over a phased delivery period. Pre-application discussions only to date with RSL.</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
									Delivery in this area includes small scale exceptions sites in the rural hinterland, including opportunistic "build your own affordable home" sites.
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.

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
Improving and adapting existing housing	KEY	Shropshire Council / Registered Providers / Home owners (Community Services-Housing Services)	Keep Shropshire Warm / Developers	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; 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									
Market Towns revitalisation-Market Towns Capital Initiative Fund	KEY	Shropshire Council (Development Services-Economic Development)	Local businesses, residents, investors	£0.5 million 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	It is expected that each town will benefit, with each expected to bid for around £40-£50,000. The maximum support for an individual project is £50,000. 2 bids can

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
								funding	be submitted, combined aggregate limit £75,000. 1 st round bids will end March 2011.
Support for business start up and business growth	PRIORITY	Shropshire Council (Development Services-Economic Development)		£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.
Marketing rural Shropshire as a tourism destination	KEY	Shropshire Council (Development Services-Economic Development)	Destination Management Partnership, including Telford and Wrekin English Heritage	£150,000 (countywide)			2009-2012	RDPE	Strategic support for tourism marketing and infrastructure Improve visitor interpretation and access to heritage sites within the town and surrounding areas – part of an environmental

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
									network.
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									
Developer contribution for community facilities	PRIORITY	Shropshire Council (Development Services-Strategy and Policy)	Parish Council	£5,600	N/A	N/A	Spend before 2014	Developer contribution	Developer contributions in relation to Tanyard Works – 04//202

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 open space/disabled access improvements	PRIORITY	Shropshire Council (Development Services-Strategy and Policy)	Parish Council	£9,800	N/A	N/A	Spend before 2015	Developer contribution	Developer contributions in relation to Shifnal squash club
Developer contribution for leisure facilities	PRIORITY	Shropshire Council (Development Services-Strategy and Policy)	Parish Council	£41,000	N/A	N/A	Spend before 2015	Developer contribution	Developer contributions in relation to Shifnal squash club
Developer contribution for community facilities	PRIORITY	Shropshire Council (Development Services-Strategy and Policy)	Parish Council	£4,600	N/A	N/A	Spend before 2015	Developer contribution	Developer contributions in relation to Broadway
Developer contribution for play area provision	KEY	Shropshire Council (Development Services-Strategy and Policy)	Parish Council	£15,000	N/A	N/A		Developer contribution	Developer contributions in relation to Victoria Road. 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
Provision of replacement GP surgery	PRIORITY	PCT	Shropshire Council, Developer				2010-2015	PCT/ Developer contributions	PCT priority for potential development. Development is subject to a business case. Developer appointed. Site secured. Ongoing discussions around the preferred site (Wolverhampton Road on identified housing development).
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 new school site. The normal position

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
									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 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.
Various rights of way improvements Including	KEY	Shropshire Council					A survey is being carried out in	Shropshire Council capital programme /	Creation and enhancement of routes to create new circular

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 of circular walks, enhanced signage and replacing stiles with gates to ensure easier access for all		(Community Services-Culture and Leisure)					2010/11 to determine works required	LTP	walks and promotion of 'health walks'
Idsall Sports Centre	KEY	Shropshire Council (Community Services-Culture and Leisure)		£116,000			2009-2010	Shropshire Council capital programme	
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	
Provision of parks and gardens	KEY	Shropshire council	Town council, developers					Developer contributions	The PPG17 Study has identified a current under provision of

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
									parks and gardens
Provision of amenity greenspace	KEY	Shropshire council	Town council, developers						The PPG17 Study has identified a current under provision of amenity greenspace
Provision for children	KEY	Shropshire council	Town council, developers						The PPG17 Study has identified a current under provision of provision for children
Provision for young people	KEY	Shropshire council	Town council, developers						The PPG17 Study has identified a current under provision for young people
Outdoor Sports - Minimum of 1 multi pitch site providing for competition and training with appropriate facilities and accessibility	KEY	Shropshire council	Town council, developers Sport England						Improvement to quantity, quality and accessibility of pitches, specifically mini pitches.
Provision of allotments	KEY	Shropshire council	Town council, developers						The PPG17 Study has identified a current under supply in the provision of allotments.
Environment and climate change									
Upgrade to Sewage	CRITICAL	Severn Trent	Environment				2015-2020	Severn Trent	The Shropshire Water

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
Treatment Works		Water	Agency					Water Business Plan (AMP)	Cycle Study identifies that hydraulic capacity will be breached at the works in AMP6 (2015-2020) due to growth. 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
Upgrade sewerage infrastructure	CRITICAL	Severn Trent Water					The sewer network is currently being reviewed by	Options are currently being appraised by Severn Trent Water as part	Other than isolated hydraulic restrictions in the catchment there appears to be reasonable hydraulic

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
							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.	of their capital investment programme.	performance in the sewerage network. Any new development would need to be pumped to the Shifnal Wastewater Treatment Works by a 250mm diameter 1.2km rising main. Development locations to the south of the railway would be most preferable in terms of the sewerage network.
Surface Water Management Plan	PRIORITY	Shropshire Council (Development Services- Highways and Transportation)	Severn Trent Water, Environment Agency	£100,000	£100,000	None	2010-2011	Shropshire Council capital programme	Assessment of surface water flood risk in Shifnal, development of hazard maps and an action plan for addressing issues.
Shifnal primary electricity	CRITICAL	Central Networks					2010 - 2015	Central Networks	Upgrading 2 x 5MVA transformers 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
substation reinforcement		West						Capital Funding Programme	7.5/15MVA units
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
Provision of natural and semi natural open space	KEY	Shropshire Council	Town council, developers					Developer contributions	The PPG17 has identified a current under supply in the provision of natural and semi natural open space.
Transport and accessibility									
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	To include improved links to: <ul style="list-style-type: none"> • Railway station • Secondary school

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
									<ul style="list-style-type: none"> • Employment areas • New crossing over the railway line as part of any development in the south east.
Local highway improvements and speed and safety management	KEY	Shropshire Council (Development Services- Highways and Transportation)		£500,000			2011-2026	Developer contributions/ LTP funding	Projects to be identified
Improvement of core bus network and related infrastructure	KEY	Shropshire Council (Development Services- Highways and Transportation)		£500,000			2011-2026	Developer contributions/ LTP funding	
Electrification of the Shrewsbury to Wolverhampton Rail Line and improvements	KEY	DfT	National Rail				aspirational	DfT funding	This scheme would provide regular interval services to London Euston by extending the Pendolino service to start from Shrewsbury, allow

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
									local Centro services to operate from Shrewsbury and permit electric haulage of freight services from the Donnington facility direct to major marshalling points in the UK and also to and via the Channel Tunnel. In terms of Shifnal, the scheme will provide improvements to local train services.
Extension of station car park	KEY	Shropshire Council (Development Services- Highways and Transportation)	Network Rail				2010-2012	Shropshire Council capital programme	The car park area is always full during the daytime. There is a further area of land adjacent into which the car parking area could be expanded. Network Rail has been approached to ascertain whether this area could be released, but no costings have yet been

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
									formulated.
Replacement footbridge at station	KEY	Network Rail					2010-2011	Network Rail funding	A like for like replacement of the existing footbridge.
Improvements to Shifnal station	KEY	London Midland trains					2010-2011	London Midland trains	Additional suggested improvements to the station include the provision of cycle parking, three line information displays on both platforms, passenger help points and better waiting shelters. The three line information displays are due to be fitted by London Midland trains in 2010.

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

5.2 PROFILE OF THE RURAL HINTERLAND IN THE SHIFNAL AREA

5.3 COMMUNITY LED PLANNING IN SHIFNAL'S RURAL HINTERLAND

Community Led Plans

Sheriffhales Parish Plan (2004)

The following have been taken from the Sheriffhales Parish Plan as identified community needs and priorities:

- Housing and affordable housing including the need for starter homes and also sheltered and private smaller homes for the elderly
- Improved communications
- Services
- Review the needs of people with disabilities
- Demand for adult learning (computer skills)
- Improvements to the Parish Hall
- Parish Church
- Footpath improvements
- Fly tipping and litter
- Recycling provision
- Police presence
- Road safety and traffic speed, particularly on the B4379
- Electricity supply and water supply problems
- Flooding and sewage problems

- Increased employment opportunities
- Public transport
- Access to medical facilities
- Indoor sports facilities
- Out door play areas
- Dog fouling
- Improved green space
- Services
- Off-street car parking

Local Joint Committee

Kemberton and Sherrifhales are located within the Shifnal and Sherifhales Local Joint Committee Area. The needs and priorities raised by the local community as part of Local Joint Committee meetings can be seen at section 2.3.

Kemberton also crosses the border into the Bridgnorth, Worfield, Alveley and Claverley Local Joint Committee Area, the following needs and priorities were raised by the local community as part of Local Joint Committee meetings:

Bridgnorth, Worfield, Alveley and Claverley Local Joint Committee

- Road safety, speeding and HGVs
- Police and community safety
- Streetscene and litter – Keep Britain Tidy pilot Scheme
- Traffic management for events
- The re-opening of the operating theatre at Bridgnorth Hospital
- Knotweed in the river
- Correct use of Byways and footpaths.

Other Consultations

5.4 INFRASTRUCTURE AND INVESTMENT DELIVERY FRAMEWORK FOR SHIFNAL'S RURAL HINTERLAND

Sheriffhales

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									
Economic investment and opportunity									
Social and community infrastructure									
Increase local learning opportunities	KEY	Sheriffhales Parish Council	Local schools						The Parish Council has identified that it may be possible to meet the demand of learning opportunities in the existing school facilities
Provision of a shop	KEY	Sheriffhales Parish Council							The Parish Council has identified the need for a feasibility study into the provision of a purpose built shop premises as a community resource.
Improved Parish communications	KEY	Sheriffhales Parish Council, Volunteers							The Parish Council has identified the possible need to relocate the Parish noticeboard to near the village shop.

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
									The Parish Council support the creation of a Parish website and existing Parish magazine.
Build a new village hall	KEY	Sheriffhales Parish Council,							The Parish Council has identified the need for a new village hall with improved facilities, furniture and storage space.
Reinstatement of Neighbourhood Watch	KEY	Sheriffhales Parish Council,	West Mercia Police						The Parish Council support the reinstatement of Neighbourhood Watch.
Develop new children's play facilities	KEY	Sheriffhales Parish Council, Shropshire Council (Leisure Services)							The Parish Council has identified the need for provision of children's play equipment in the Kettlemore Lane, Larkrise Fields and Shaw Croft area, danger signs warning that children are playing also need to be erected.

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
Activities for children/ young people	KEY	Sheriffhales Parish Council, Shropshire Council (Leisure Services and Children's Services)							The Parish Council support the development of a sport/play scheme in holidays and also pre-school facilities.
Improvements to the streetscene	KEY	Sheriffhales Parish Council, Shropshire Council							<p>The Parish council has identified the need for dog waste bins in main dog walking areas including Hilton Bank, Kettlemore Lane and Church Lane.</p> <p>The Parish Council has identified the need for pavement and security lighting around James Close and Hales Court. Selective street lighting could be installed in the Pinfold/shop area and the lower part of Church Lane leading to the Parish Hall.</p>
Environment and climate change									

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
Improvements to the Electricity Supply	KEY	Central Networks	Shropshire Council, Sheriffhales Parish Council						The Parish Council has identified the need for improvements to the distribution facilities in the village.
Improvements to Water Supply	KEY	Severn Trent Water	Sheriffhales Parish Council,						The Parish Council has identified the need for Severn Trent to consider the renewal/upgrading of the supply network.
Transport and accessibility									
Local highway improvements, traffic management, parking provision and speed and safety enhancements	KEY	Sheriffhales Parish Council, Shropshire Council (Highways)							The Parish Council has identified the need to create a footpath along the B4379 from the centre of the village to Marsh Lane. This is in addition to plans to create a continuous footpath adjoining the B4379 by Wisteria Cottage garden and improvements to the footpaths on the Pinfold to make road crossings safer. The Parish Council has also identified the need for speed traps.

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