

**LDF Implementation Plan and  
Local Investment Plan**

**Whitchurch  
& surrounding  
area  
Place Plan**

**Version 19,  
20/01/2011**

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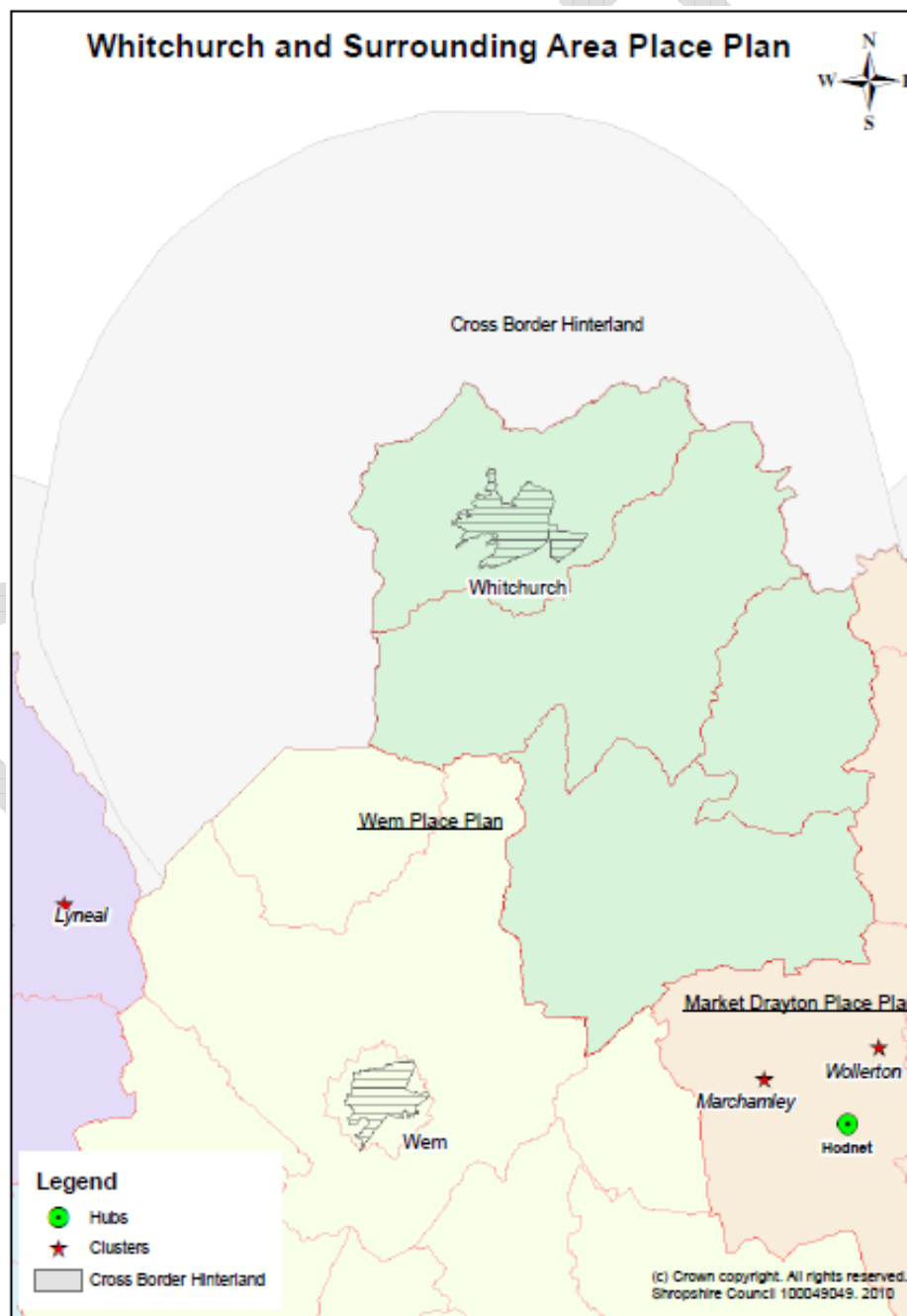
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# 1. INTRODUCTION

## *What is this document?*

- 1.1 This document is the Place Plan for *Whitchurch and its surrounding area*. It summarises the infrastructure and investment requirements needed to deliver the community vision and aspirations for Whitchurch and 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, Whitchurch, as identified by Whitchurch 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 Whitchurch locality, in addition to the perceived cross border areas of influence, which lie outside Shropshire and provide a focus for cross border working within neighbouring local authorities and partners.
- 1.4 Within Whitchurch and its surrounding area, no Community Hubs have currently been put forward by the local community (via parish councils in the Ellesmere locality), as part of the Local Development Framework. However, one Community Clusters has been put forward by the local community, as identified on the map. Community Hubs and Clusters are defined as settlements or groups of networked settlements where limited development is needed to ensure that the local community becomes more sustainable. As such, development in these locations will be based on community benefit, such as the provision of local facilities, economic development or housing for local needs. Outside of the hubs and clusters, the surrounding area is defined as countryside (Rural Hinterland) where further development will be strictly controlled and only allowed in exceptional circumstances.
- 1.5 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 Whitchurch 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 Whitchurch and surrounding area Place Plan is kept up to date and continually reflects local needs and priorities.
- 1.7 Whilst this initial version of the Whitchurch and surrounding area Place Plan primarily focuses on the investment requirements for Whitchurch, work is ongoing to identify the infrastructure and investment requirements for the surrounding area. Detailed discussions with parish councils within the Whitchurch locality are therefore ongoing and will inform the updated version of the Whitchurch 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 Whitchurch and its surrounding areas as sustainable communities.

### ***How is this document structured?***

- 1.12 As the Place Plan for Whitchurch and its surrounding area, this document identifies and divides the infrastructure and investment requirements for Whitchurch, its Community Clusters and Rural Hinterland (and any future Community Hubs) 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 Whitchurch 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 Whitchurch 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:

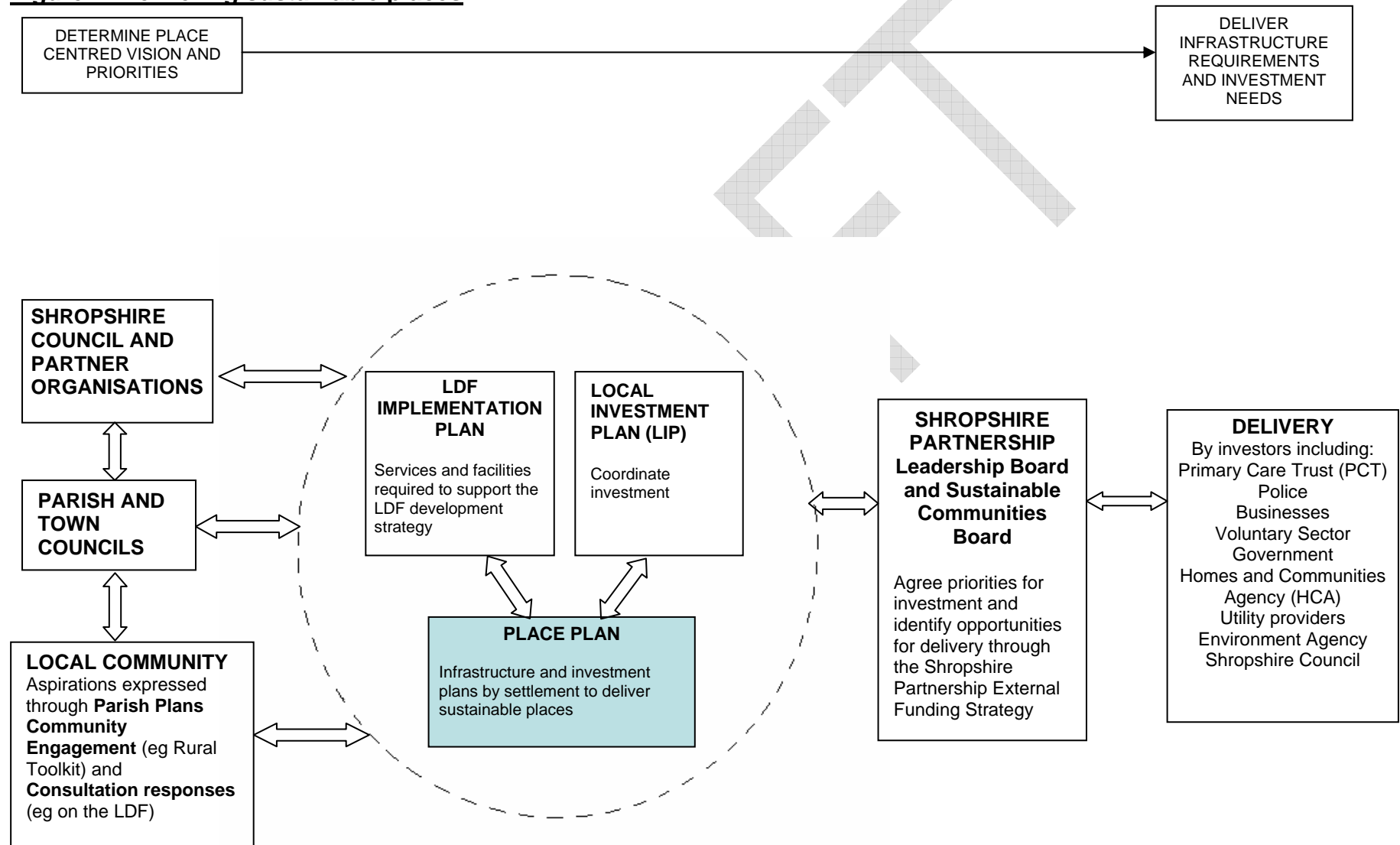
### **DECISION-MAKING PROCESS**

- Provides a mechanism for taking decisions through the appropriate channels

### **CONTENT**

- Provides details of how the vision will be delivered in Whitchurch and its area
- 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 source

**Figure 1: Delivering sustainable places**



## 2. WHITCHURCH PLACE PLAN

### 2.1 VISION FOR WHITCHURCH

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

**Whitchurch will have substantial development, recognising its accessible location on the highway and rail network, maintaining and enhancing its vibrant town centre and balancing business and housing development.**  
***Core Strategy Policy CS3***

### 2.2 WHITCHURCH PROFILE

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

### 2.3 COMMUNITY LED PLANNING IN WHITCHURCH

#### **Community Led Plans**

##### *Whitchurch Town Plan*

Research and evaluation to inform the preparation of a Town Plan for Whitchurch commenced in March 2009 and it is anticipated that a draft Town Plan will be completed in October 2010.

#### **Local Joint Committees**

Whitchurch Town is location within the Whitchurch and Prees Local Joint Committee Area. The following needs and priorities have been raised by the local community as part of Local Joint Committee meetings:

##### *Whitchurch and Prees Local Joint Committee*

- Road safety, speeding and HGVs
- Rural transport and parking
- Youth opportunities and facilities
- Police and community safety
- Highways
- Broadband, BT phones
- Allotments

#### **Other Community Consultations**

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

##### *Whitchurch Town Council representations on the Core Strategy*

(Representation reference no CORE STRATEGY002460/00001/006)

- Good mix of housing. It is important that the area should not be swamped with single flats and similar buildings
- Employment in the area is limited and opportunities are declining which is encouraging commuting
- Affordable sustainable housing to accommodate and encourage investment

- Existing available housing should be considered for accommodating gypsy and travelling communities to encourage greater integration into the local community
- Roads, service supplies, water and sewage services, Doctors, Hospitals, Police and Fire service, schools, waste management and public transport are all considered already oversubscribed.
- No provision of disabled access at the local train station

### **Investing in Shropshire's Future- Local Infrastructure and Investment Workshop with Whitchurch Town Council (20<sup>th</sup> September 2010)**

- Encourage more high-tech employment in the town
- Provide serviced employment land
- Electrical supply issues at Mile Bank and Waymills
- Sewer capacity issues in the town centre
- Drains on Wrexham Road
- Need for road infrastructure at Alport Road
- Provision of long term car parking in the town centre
- Railway car parking needs expanding
- Improvements to town centre facilities and enhanced selection of shops including a new supermarket
- Utilise Prees Heath for environmental education
- Prees Heath airfield

### **Whitchurch Community Toolkit Event – 11<sup>th</sup> November 2010**

The following activities, facilities, services and infrastructure were considered to be the most important community assets by the event attendees:

#### Activities:

- Arts and heritage events
- Walking and rambling activities
- Youth groups and clubs

#### Facilities:

- Parking
- Café/pub/restaurant
- Youth shelter or pod

#### Services:

- Shops
- Healthcare
- Learning and training opportunities

#### Infrastructure:

- Broadband speed and connectivity
- Regular public transport
- Tourism and heritage infrastructure

The following points were raised by members of the community as ideas for projects to revitalise the town:

#### Leisure:

- Make better use of our Town Park – Jubilee – an underused facility – Could have bike hire (get families into countryside), tennis courts, crazy golf. Use the shed area to have a shop/café – make funds and keep people in the park.

Also make it a safer place – more busy with diverse people at different times = less vandalism! Any room for allotments on there! More use of space for teenagers – ziplines, larger climbing apparatus ie bungee climbing frames.

- Make a stronger link between town and water park.
- Roller skating on Waymills Industrial Park

#### Shops and services:

- Urgent need for all day parking area
- Aspects of town buildings need sprucing up to support the lovely small and individual shops
- More regular buskers on the streets
- Ensure train station is compliant with EU regulations on disabled access
- Biannual newsletter

#### Energy and climate change:

- Photovoltaic cells on public buildings
- Electricity issue!

*The following comments were also made by two participants:*

- Blue sky thinking – showing each other that there are alternative ways to do things and in partnership - always keep it fun!
- Make use of town plan results especially regarding perceptions about safety.

Full information and feedback from the Whitchurch Toolkit event is available at:

(<http://www.shropshire.gov.uk/factsfigures.nsf/open/C6BE79E370240015802577760045C7C5>)

## 2.4 INFRASTRUCTURE AND INVESTMENT DELIVERY FRAMEWORK FOR WHITCHURCH

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
<b>Housing and cohesive, sustainable communities</b>									
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"> <li>• appropriate % of open market housing linked to developments</li> <li>• 100% affordable "exceptions sites"</li> <li>• better use of empty properties</li> </ul> Ats Depot, The Wharf, Mill Street- planning permission for 60 Category 2 type sheltered accommodation for the elderly, separate flats and affordable flats: Scheme has been revised due to viability.

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>Revised scheme 35 sheltered units, 7 affordables. Potential of 17% land given back to the council if the revised scheme is brought forward.</p> <p>Alport Road, scheme of 274 units with 20% affordable housing. Code level 4 homes and a proposed link road.</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.

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"> <li>energy efficiency to reduce carbon emissions and tackle fuel poverty;</li> <li>upgrading social housing to meet the Decent Homes standard;</li> <li>adaptations to meet changing needs, including Disabled facilities grants;</li> <li>bringing empty homes back into use.</li> </ul>
<b>Economic investment and opportunity</b>									
Market Towns Revitalisation Programme – Larger Market Towns Capital Programme.	KEY	Shropshire Council  (Development Services- Economic Development)	Local businesses, residents, investors	£350,000 allocated			2010-2015	Shropshire Council capital programme. Match funding from other sources will be explored including	Programme to support a range of capital projects which meet the Market Town Revitalisation Programme objectives  Possible projects include: shop front facelift scheme/retail unit grant scheme,

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
								LJC funding.	provision of long term car parking, improvements to the civic centre/market hall, business sponsorship of roundabouts, improvements to beechtree community centre living )hospital chapel centre), brownlow centre, improvements to the town park and canal.
White Lion Meadow Car Park redevelopment including Tesco Store,	KEY	Shropshire Council  (Development Services- Economic Development)	Developers				aspirational	Joint venture with private sector	Tesco has expressed interest in redeveloping supermarket. Potential Market Towns Revitalisation project with possible redevelopment .  Leisure Services have recognised the potential for a new swimming pool linked to any supermarket expansion
Adoption programme for council owned employment sites	KEY	Shropshire Council  (Development		£1 million			2010-2014	Shropshire Council capital	Whitchurch Business Park identified for adoption.

Infrastructure or investment requirements and opportunities	Critical/ Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding Gap	Timescale for delivery	Potential funding sources	Notes
		Services-Economic Development)						programme	
Support for business start up and business growth	PRIORITY	Shropshire Council  (Development Services-Economic Development)	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. £40,000 remaining 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.
Northern Marches Leader Programme (focus on the rural hinterland not the market town)	KEY	Northern Marches Leader Partnership with Shropshire Council as partner  (Development Services-	Northern Marches Leader Partnership	£1.85 million			2009-2013	RDPE	Accountable body is Cheshire West and Chester. Support to land-based businesses (training, adding value to agricultural and forestry products, co-operative development of new products. Funding also supports basic services,

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
		Economic Development)							village renewal and development, conservation and upgrading rural heritage, training and information, co-operation) Eligibility criteria is complex. Impacts also on social and community.
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 and will finish 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.
<b>Social and community infrastructure</b>									

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 play area	KEY	Shropshire Council (Community Services-Culture and Leisure)	Parish Council	£10,000	N/A	N/A		Developer contributions	Developer contributions in relation to land at George Street, plan ref 04/0760. Funds awaited from contractor.
Replacement police section station	KEY	West Mercia Police	Ambulance Service, Developers Shropshire Council	£4 million			5-10 years	West Mercia Police and developer contributions	The current police station is not considered to be suitable for modern policing and there is therefore a need to relocate. West Mercia Police have identified potential to co-locate the Police with the Ambulance Service. A new Section Station may be developed in conjunction with new housing development in Whitchurch
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 no unfilled primary school places in this area and the existing primary educational infrastructure may be limited in terms 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
									potential for expansion. Therefore, any additional housing in this area would require a new school and new school site. The normal position will be that an assessment of school place provision will be made before planning permission is granted to decide whether the existing school infrastructure is able to cope and whether or not developer contributions are required
Review of secondary educational 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.'

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
Whitchurch Heritage Centre	KEY	Shropshire Council  (Community Services- Culture and Leisure)			£110,000			Shropshire Council capital programme	The Town Council has identified that improvements are required.
Black Patch Park	KEY	Shropshire Council  (Community Services- Culture and Leisure)							Former railway sidings, possible open space/community use
Adult Learning	KEY	Shropshire Council  (Community Services- Culture and Leisure)		£637,000			2010-2011		£138,000 at Thomas Adams School and £499,000 at St John Talbots School
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		£1,120,000 countywide			2009-11	Shropshire Council capital	

Infrastructure or investment requirements and opportunities	Critical/ Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding Gap	Timescale for delivery	Potential funding sources	Notes
		(Community Services- Culture and Leisure)						programme	
Whitchurch CCTV	KEY	Shropshire Council  (Community Services- Culture and Leisure)		£50,000			2009/10	Shropshire Council capital programme	
Indoor leisure facilities Incorporation of sports hall and swimming pool	KEY	Shropshire Council Whitchurch Town Council, Developers						Shropshire Council capital programme/ developer contributions	Consider options for co- location and improvements to sports hall and swimming pool
Provision of amenity greenspace	KEY	Shropshire Council Whitchurch Town Council, Developers						Developer contributions	The PPG17 Study has identified there is a current under provision of amenity greenspace in Whitchurch. Future developments will be expected to contribute to the provision of these facilities.
Provision for young people	KEY	Shropshire Council						Developer contributions	The PPG17 Study has identified there is a

Infrastructure or investment requirements and opportunities	Critical/ Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding Gap	Timescale for delivery	Potential funding sources	Notes
	KEY	Whitchurch Town Council, Developers							<p>current under provision for young people in Whitchurch. Future developments will be expected to contribute to the provision of these facilities.</p> <p>The Community Working Team has identified a specific need for a BMX track/Skate Park. The Community Working Team has identified that there are limited social activities for young people in Whitchurch and there may therefore be a need for the provision of a Youth Café/meeting place.</p>
Provision of allotments	KEY	Shropshire Council Whitchurch Town Council, Developers						Developer contributions	The PPG17 Study has identified a current under provision of allotments. Future developments will be expected to contribute to the provision of these

Infrastructure or investment requirements and opportunities	Critical/ Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding Gap	Timescale for delivery	Potential funding sources	Notes
									facilities. In terms of allotments, the Community Working Team has identified that there is a site at Queensway but there is a waiting list for 130 more plots.
Minimum of 1 multi-pitch site providing for competition and training, with good quality on-site changing and toilet provision, appropriate for, and accessible to, all user types.	KEY	Shropshire Council Whitchurch Town Council, Developers  To facilitate the deliver of the Indoor Facility Strategy 2010, as appropriate in partnership within available resources in each locality							Improvement to quantity, quality and accessibility of pitches, specifically mini pitches.
Shropshire Way North – long distance footpath.	KEY	Shropshire Council  (Community Services- Culture and Leisure)	Shropshire Way Steering Group	£299,500				Natural Assets, LEADER, HLF	

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 reducing stiles on the network and enhanced signage	KEY	Shropshire Council  (Community Services-Culture and Leisure)					36 months as part of the Parish Access Project	Shropshire Council capital programme / LTP	Creation and enhancement of routes to create new circular walks and promotion of 'health walks' and support to Walking for Health schemes  The Northern Shropshire Market Towns Group has identified that the general condition of footpaths around Whitchurch is an issue.
<b>Environment and climate change</b>									
Electricity upgrades to reinforce supply at Whitchurch	CRITICAL	Scottish Power Manweb	Shropshire Council/ Developers	C £4.4 million			2010-2015	Scottish Power's capital programme/ Regional Growth Fund	There is limited capacity within Whitchurch electricity supply and upgrades will be required to accommodate additional growth. Scottish Power whilst recognising the issue, do not currently have any upgrade schemes planned within their current Investment

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
									Plan. The upgrades are also required to support the expansion of Whitchurch Business Park in Economic Investment and Opportunity section above.
Maintenance of network of watercourses and associated green space	KEY	Environment Agency	Shropshire Wildlife Trust					Environment Agency/ Shropshire Wildlife Trust/ possible developer contributions	Whitchurch is notable for its population of water voles. It is therefore important that the network of watercourses and associated green space is maintained and enhanced

Infrastructure or investment requirements and opportunities	Critical/ Priority or Key	Lead delivery partner	Other partners	Cost	Funding secured	Funding Gap	Timescale for delivery	Potential funding sources	Notes
Upgrades to the 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 water company's sewer network plans to allow issues to be addressed in a timely manner.	Options are currently being appraised by Severn Trent Water as part of their capital investment programme.	The Shropshire Water Cycle Study identifies that there are some existing sewerage capacity issues in the Whitchurch area and upgrades might be required to serve growth depending on the locations of development.
Provision of natural or semi natural open space	KEY	Shropshire Council  (Development Services- Strategy and Development)	Developer						The PPG17 Study has identified that there is a current under provision of natural and semi natural open space.
METNET- Targeted business support to Environmental Technology SMEs to	KEY	Shropshire Council  (Development Services-	Herefordshire Council, Worcestershire Council and Telford	£351,531 (across partnership area including			Up to 31/03/2012	ERDF, AWM	The Marches Environmental Technologies Network (METNET) is a business network within

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
improve their competitiveness and productivity.		Economic Development)	and Wrekin (Marches LEP)	Shropshire)					the Marches LEP area. There is a particular emphasis on engagement, collaboration and innovation
Llangollen Canal Extension	KEY	British Waterways	Whitchurch Canal Trust, Shropshire Council				aspirational		<p>British Waterways would wish the line of the canal extension to be protected along the line of the lapsed planning permission. British Waterways sit on the board of the Whitchurch Canal Trust and have supported their work on condition that they take responsibility for the land and water in any canal extension. The delivery issues are funding related and need to be costed.</p> <p>The Whitchurch Waterways Trust has advised that they are</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>currently investigating an Option to build a canal basin.</p> <p>British Waterways supports the use of the canal and the proposed canal extension as a walking and cycling route. They have yet to carry out an assessment of the destinations and linkages for the route but are aware that the towpaths would benefit from upgrading along with wash wall works which would support such a towpath upgrade. There is a clear recreational need at the end of the canal with cycling into the town centre.</p>
General canal improvements including signage	KEY	Whitchurch Waterways Trust						LJC funding	The Whitchurch Waterway Trust has advised that they recently received

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 from LJC to improve the signage etc. between the canal and the town.
<b>Transport and accessibility</b>									
Developer contribution for traffic management	KEY	Shropshire Council  (Development Services- Highways and Transportation)		£10,000	N/A	N/A		Developer contributions	Developer contributions in relation to Liverpool Road. Funds awaited from contractor.
Developer contribution for car park	PRIORITY	Shropshire Council  (Development services)		£5,000	N/A	N/A		Developer contributions	
Improved bus infrastructure	KEY	Shropshire Council  (Development Services- Highways and Transportation)		£500,000			2011-2026	Developer contributions/ LTP funding	
Develop and improve the cycle and pedestrian network	KEY	Shropshire Council  (Development Services- Highways and Transportation)		£500,000			2011-2026	Developer contributions/ LTP funding	To include: <ul style="list-style-type: none"> <li>Links to Hatton way cycle way from any new developments on south and</li> </ul>

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>east side</p> <ul style="list-style-type: none"> <li>Improved cycle links to canal and through Jubilee Park</li> <li>New link through any new development by station, linking Black Park Road to Station Road</li> <li>The Community Working Team has identified that there are limited facilities available for cycle parking.</li> </ul>
Local highway improvements, traffic management, parking provision and speed and safety management	KEY	Shropshire Council  (Development Services- Highways and Transportation)		£500,000			2011-2026	Shropshire Council capital programme, LTP programme	Projects to be identified

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 of rail services from Shrewsbury to Manchester, including additional stops at Wem and Whitchurch	KEY	Arriva Trains Wales					aspirational		At peak times, additional stops are made at Wem and Whitchurch by the express service to augment the stopping service, but this still leaves large gaps when passengers are required to travel from the intermediate stations. The major deficiency in the service is a return commuting service from Shrewsbury in the evening between the existing 16:26 and 18:26 departures.
CCTV at Whitchurch station	KEY	Shropshire Council  (Development Services- Highways and Transportation)	Network Rail				aspirational	Shropshire Council capital programme	
Replacement footbridge at Whitchurch station, to include provision of	KEY	Network Rail					2010	Network Rail	

<b>Infrastructure or investment requirements and opportunities</b>	<b>Critical/ Priority or Key</b>	<b>Lead delivery partner</b>	<b>Other partners</b>	<b>Cost</b>	<b>Funding secured</b>	<b>Funding Gap</b>	<b>Timescale for delivery</b>	<b>Potential funding sources</b>	<b>Notes</b>
disabled ramps									

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### 3. COMMUNITY HUBS PLACE PLAN FOR THE WHITCHURCH 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 Whitchurch area, no settlements have been put forward by the local community (via parish councils) as Community Hubs. The surrounding area, outside Whitchurch Town or the identified Community Cluster 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 WHITCHURCH 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 Whitchurch area, the following settlements have been put forward by the local community (via parish councils) as Community Clusters:

- Prees, Higher Heath, Prees Green, Lower Heath, Fauls, Sandford.

### **4.2 PROFILE OF COMMUNITY CLUSTERS IN THE WHITCHURCH AREA**

### **4.3 COMMUNITY LED PLANNING IN COMMUNITY CLUSTERS IN THE WHITCHURCH AREA**

#### **Community Led Plans**

*Prees Parish Action Plan (2006)*

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

- Transport and road safety – traffic congestion and HGV's
- Community safety
- Appearance of the Parish
- Sandford By-Pass- A41 through Sandford
- Facilities for young people
- Employment opportunities
- Housing
- Community Identity
- Help for families- particularly families with young children

### **Local Joint Committee**

Press is located within the Whitchurch and Prees 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.

### **Other Consultations**

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

*Prees Parish Council representations on the Core Strategy*

(Representation reference no CORESTRATEGY002425/00001/016)

- Any housing should meet the needs of the community, particularly the age range with regard to housing mix
- Develop and encourage new business and facilitate the expansion of existing businesses on established sites
- Support farm diversification, green tourism, leisure, and home working
- There is a requirement for some housing development, greater than just infill, or the village will stagnate
- Public transport facilities are lacking and inadequate – need an integrated transport policy

#### **Local Development Framework Core Strategy – Final Plan Publication (January – March 2010)**

*Prees Parish Council representations on the Core Strategy*

(Representation reference no CORESTRATEGY/09RSUB/002425/00002/002)

- 33% of housing designated as 'affordable' does not take into account that some rural areas will not have this level of local need for this type of accommodation
- There is no indication in the Rural Hubs and Clusters of the extra employment that will be needed to support any supposed rebalancing of the community
- Drainage and sewage infrastructure is in desperate need of upgrading in Prees and should be a prerequisite to any plans to add to the housing stock of the village.

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

*Prees Parish Council representations on the SAMDev for Prees, Higher Heath, Prees Green, Lower Heath, Faults and Sandford.*

(Representation reference no SAMDEV DPD/04IOP/002425/00003)

- Small mixed housing developments to include: Private Housing, shared Equity Housing, rented Housing and affordable bungalows and sheltered housing for older people, both private and social rented.
- Improvements to the water supply, drainage and sewage disposal.

- Road maintenance
- Public open space for recreation
- Play facilities for children of all ages.
- Large scale housing development would cause imbalance, instead housing development is needed on a small and continuous scale.
- Preservation of the Conservation Area on the land surrounding the Grade 1 listed building, Prees Hall.

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## 4.4 INFRASTRUCTURE AND INVESTMENT DELIVERY FRAMEWORK FOR COMMUNITY CLUSTERS IN THE WHITCHURCH AREA

Prees, Higher Heath, Prees Green, Lower Heath, Fauls, Sandford

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
<b>Housing and cohesive, sustainable communities</b>									
Housing provision	KEY	Shropshire Council	Prees Parish Council						The Parish Council has identified the need for more starter homes and family homes
Housing for vulnerable people	KEY	Shropshire Council (Housing Services)	Prees Parish Council						The Parish Council has identified the need for some sheltered housing (with warden presence)
<b>Economic investment and opportunity</b>									
Promotion of new industry and employment	KEY	Prees Parish Council, Shropshire Council (Economic Development)						Developer Contributions	The Parish Council has identified the need to support small retail outlets (including as a condition of development planning approval. They have also stated the need to support farm related, home-based 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
									businesses and live/work projects.
<b>Social and community infrastructure</b>									
Improve Community Facilities	KEY	Prees Parish Council, Shropshire Council						Developer Contributions	The Parish Council has identified the need to provide facilities for young people in Higher Heath. In addition to exploring the possibility of providing IT facilities (such as an internet café).
Improve children's play facilities	KEY	Prees Parish Council, Shropshire Council  (Leisure Services)							The Parish Council has identified the desire to: Create a toddler play area at Manor Place. Create an adventure playground at Higher Heath Investigate the provision of before and after school child care.
<b>Environment and climate change</b>									
Restoration of listed buildings	KEY	Prees Parish Council, Shropshire Council	English Heritage						The Parish Council has identified the need to expedite the restoration of the listed buildings within the Square, Prees.

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
		(Environment)							
<b>Transport and accessibility</b>									
Traffic Survey of Prees Village	KEY	Prees Parish Council, Voluneer and Action Groups	Shropshire Council						The Parish Council has identified the need for a traffic survey within Prees Village.
Speed Reduction Measures	KEY	Prees Parish Council, Shropshire Council (Highways)							The Parish Council has identified the need for speed reduction measures on: <ul style="list-style-type: none"> <li>• Manor House Lane</li> <li>• B5065 through Lower Heath (past Lower Heath School)</li> <li>• Minor roads through Mickley, Fauls and Darliston.</li> <li>• A49 through Prees Green</li> </ul>
Address traffic on the A41	KEY								The Parish Council has identified the need to improve the safety at the junction of the B5065

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
									with the A41 at Sanford.  They have also identified the need to raise the profile and ultimately secure funds for the Sandford By-Pass.
Improvements to the condition of pavements and quality of streetlights	KEY	Shropshire Council and Prees Parish Council							The Parish Council has identified the need for improvements to take place within <ul style="list-style-type: none"> <li>• Prees Village</li> <li>• Manor Place</li> <li>• Higher Heath</li> </ul>
Public Transport Improvements	KEY	Public Transport Providers	Shropshire Council and Prees Parish Council						The Parish Council has identified the need to improve the public transport particularly in Higher Heath and Prees Village.
Improve footpaths	KEY	Shropshire Council, Prees Parish Council and Voluntary Action Group.							The Parish Council has identified the need to improve footpaths – including their signage and also stiles and gates. The Parish Council have proposed joining the Parish Paths

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
									Partnership (PPP), establish a volunteer group and seek an Access Survey.

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## **5. WHITCHURCH'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 Whitchurch area, any area outside the town of Whitchurch or the identified Community Cluster, is considered to form part of Whitchurch's Rural Hinterland.

### **5.2 PROFILE OF THE RURAL HINTERLAND IN THE WHITCHURCH AREA**

### **5.3 COMMUNITY LED PLANNING IN WHITCHURCH'S RURAL HINTERLAND**

#### **Community Led Plans**

##### **Local Joint Committee**

Whitchurch Rural and Ightford are located within the Whitchurch and Prees 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.

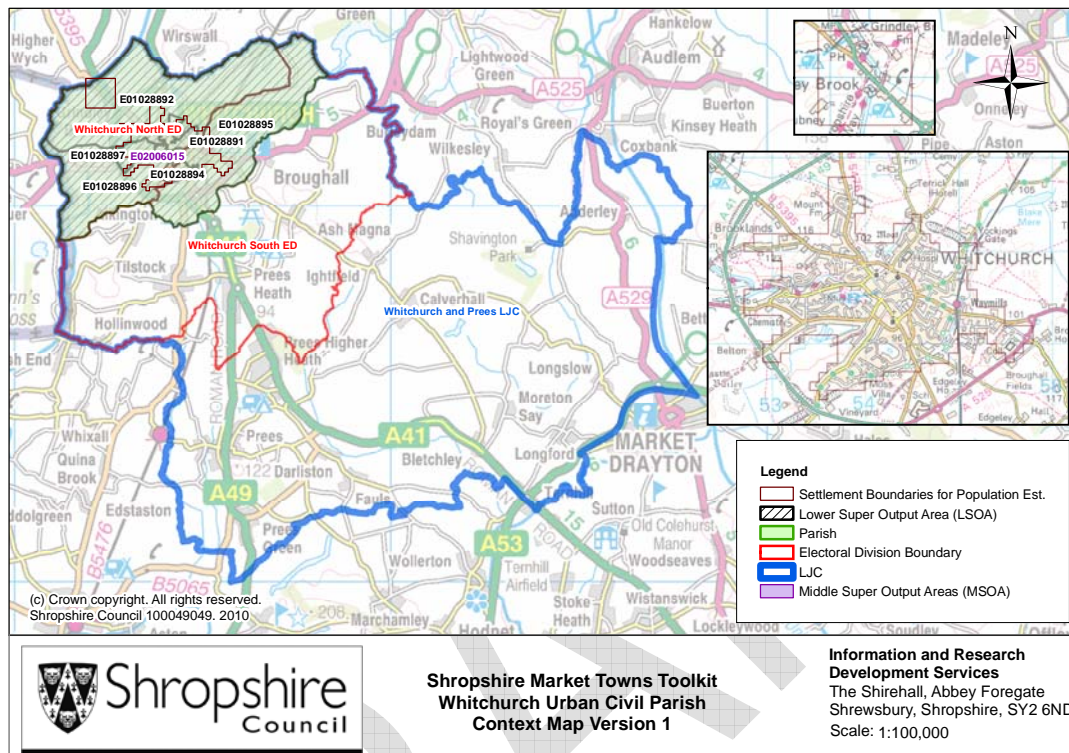
##### **Other Consultations**



# Whitchurch Market Town Profile

(Information updated in October 2010)

## Local Context Map



## Social & Demographic Characteristics

### Demographics

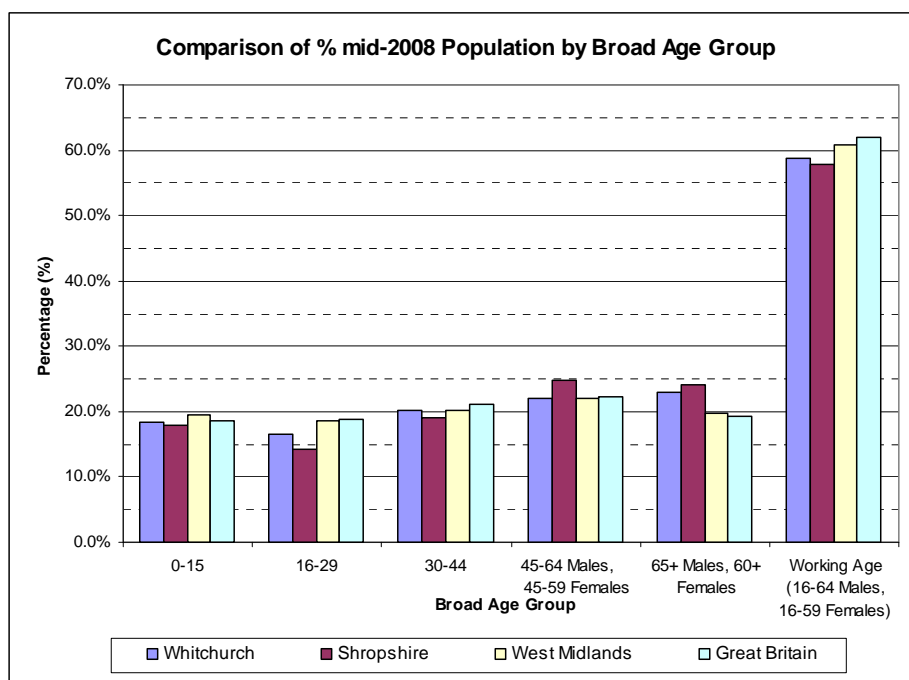
#### Mid-2008 Population Estimates

	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)
<b>Males</b>	4,600	900	800	900	1,200	800	3,000
<b>Females</b>	4,700	800	700	1,000	800	1,400	2,500
<b>Total</b>	9,300	1,700	1,500	1,900	2,000	2,100	5,500

Source: Mid-2008 Population Estimates for Lower Layer Super Output Areas in England and Wales by Broad Age Group and Sex (revised 2010), Office for National Statistics, © Crown Copyright 2010.

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

## Market town, county, regional and national comparison of mid-2008 population by Broad Age Group



Source: Mid-2008 Population Estimates (revised 2010), Office for National Statistics, © Crown Copyright 2010.

## The Economy

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

	Whitchurch % 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)	5.2	6.7
4 : Construction (SIC F)	11.8	11.9
5 : Distribution, hotels and restaurants (SIC G,H)	41.2	29.4
6 : Transport and communications (SIC I)	*	4.8
7 : Banking, finance and insurance, etc (SIC J,K)	20.0	27.3
8 : Public administration, education & health (SIC L,M,N)	10.6	9.3
9 : Other services (SIC O,P,Q)	7.3	7.7
Total	100.0	100.0

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

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

	Whitchurch % 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)	8.3	11.1
4 : Construction (SIC F)	4.8	6.0
5 : Distribution, hotels and restaurants (SIC G,H)	37.4	26.8
6 : Transport and communications (SIC I)	*	5.4
7 : Banking, finance and insurance, etc (SIC J,K)	8.9	12.2
8 : Public administration, education & health (SIC L,M,N)	24.6	31.3
9 : Other services (SIC O,P,Q)	5.3	5.9
Total	100.0	100.0

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

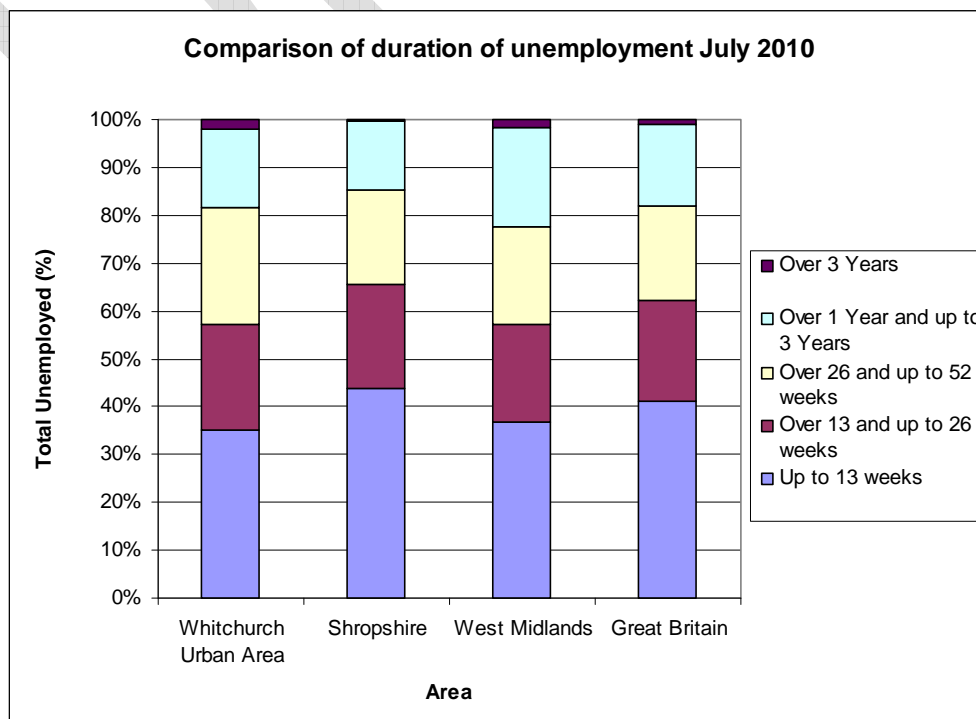
Total unemployment number and rate for Whitchurch (September 2010) compared to county, regional and national averages

	Whitchurch	Shropshire	West Midlands	Great Britain
<b>Unemployment (Number)</b>	251	4,502	156,930	1,381,106
<b>Unemployment Rate (%)</b>	-	2.5	4.5	3.5

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

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

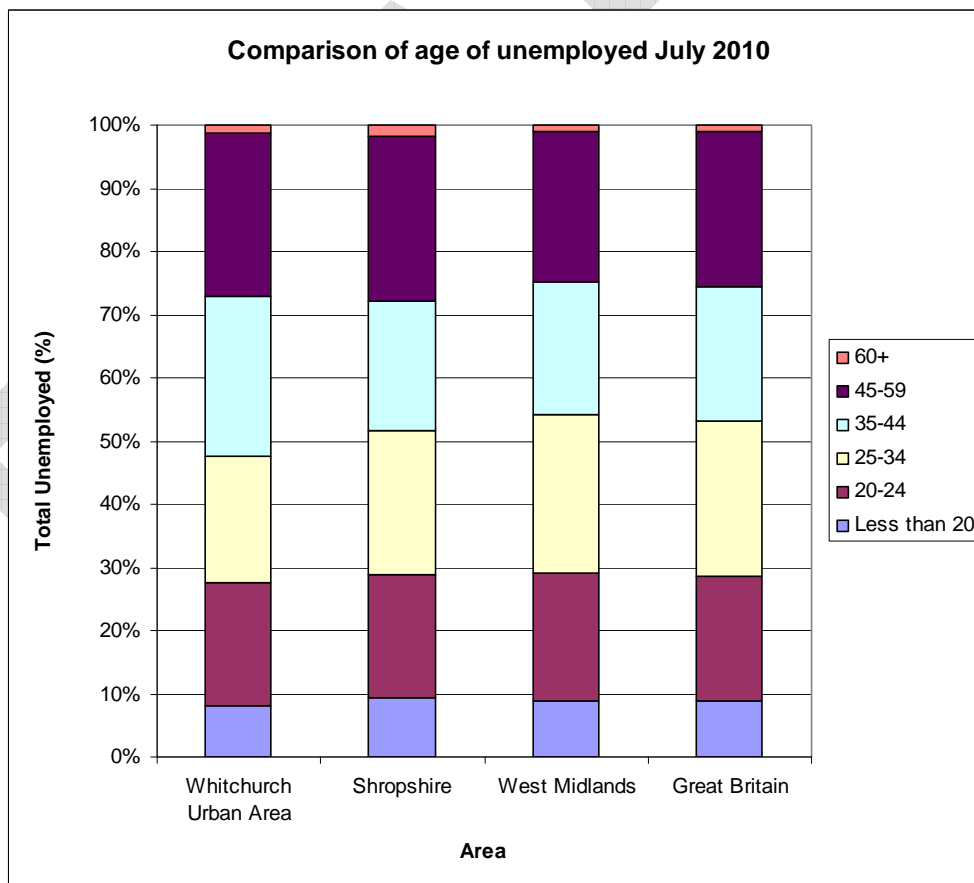
Duration of unemployment in Whitchurch (% and numbers) compared to county, regional and national figures



	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.	%
<b>Whitchurch Urban Area</b>	85	35.1	55	22.2	60	24.2	40	16.5	5	2.0
<b>Shropshire</b>	1,960	43.8	975	21.9	875	19.6	635	14.2	25	0.5
<b>West Midlands</b>	57,690	36.9	31,910	20.4	31,625	20.2	32,455	20.8	2,710	1.7
<b>Great Britain</b>	567,430	41.1	291,900	21.2	271,620	19.7	235,950	17.1	12,485	0.9

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

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



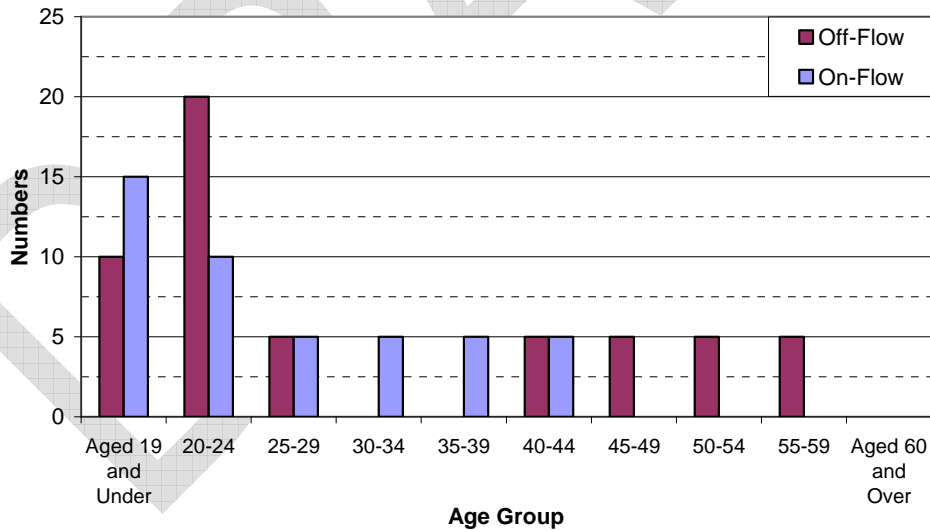
	Less than 20		20-24		25-34		35-44	
	No.	%	No.	%	No.	%	No.	%
<b>Whitchurch Urban Area</b>	20	8.1	50	19.4	50	20.2	65	25.4
<b>Shropshire</b>	415	9.3	880	19.7	1,010	22.6	925	20.7
<b>West Midlands</b>	13,780	8.8	31,920	20.4	38,945	24.9	33,000	21.1
<b>Great Britain</b>	123,080	8.9	270,375	19.6	338,400	24.5	295,470	21.4

	45-59		60+	
	No.	%	No.	%
<b>Whitchurch Urban Area</b>	65	25.8	5	1.2
<b>Shropshire</b>	1,165	26.1	75	1.7
<b>West Midlands</b>	37,115	23.7	1,635	1.0
<b>Great Britain</b>	336,805	24.4	15,255	1.1

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

## Unemployment Flows

Number of on and off flows on the unemployment register in Whitchurch, September 2010



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

Note: Data has been rounded to the nearest 5.

## Worklessness

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

	Whitchurch		Shropshire		West Midlands		Great Britain	
	No.	% (1)	No.	% (2)	No.	% (2)	No.	% (2)
<b>Job Seekers</b>	290	5.3%	5,110	3.0%	176,050	5.3%	1,525,780	4.1%
<b>Incapacity benefit/ Severe Disablement Allowance</b>	315	5.8%	8,100	4.8%	197,800	6.0%	2,166,110	5.8%
<b>Lone parents (Income Support Statistical Group)</b>	90	1.6%	1,780	1.1%	69,210	2.1%	691,980	1.9%
<b>Carers</b>	-	-	2,100	1.3%	56,320	1.7%	530,740	1.4%
<b>Others on income related benefit (Income Support Statistical Group)</b>	-	-	180	0.1%	7,230	0.2%	74,780	0.2%
<b>Out of work benefits</b>	750	13.7%	17,050	10.2%	502,370	15.3%	5,013,230	13.5%
<b>Total Claimants</b>	900	16.5%	21,090	12.6%	593,250	18.0%	5,901,000	15.9%

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

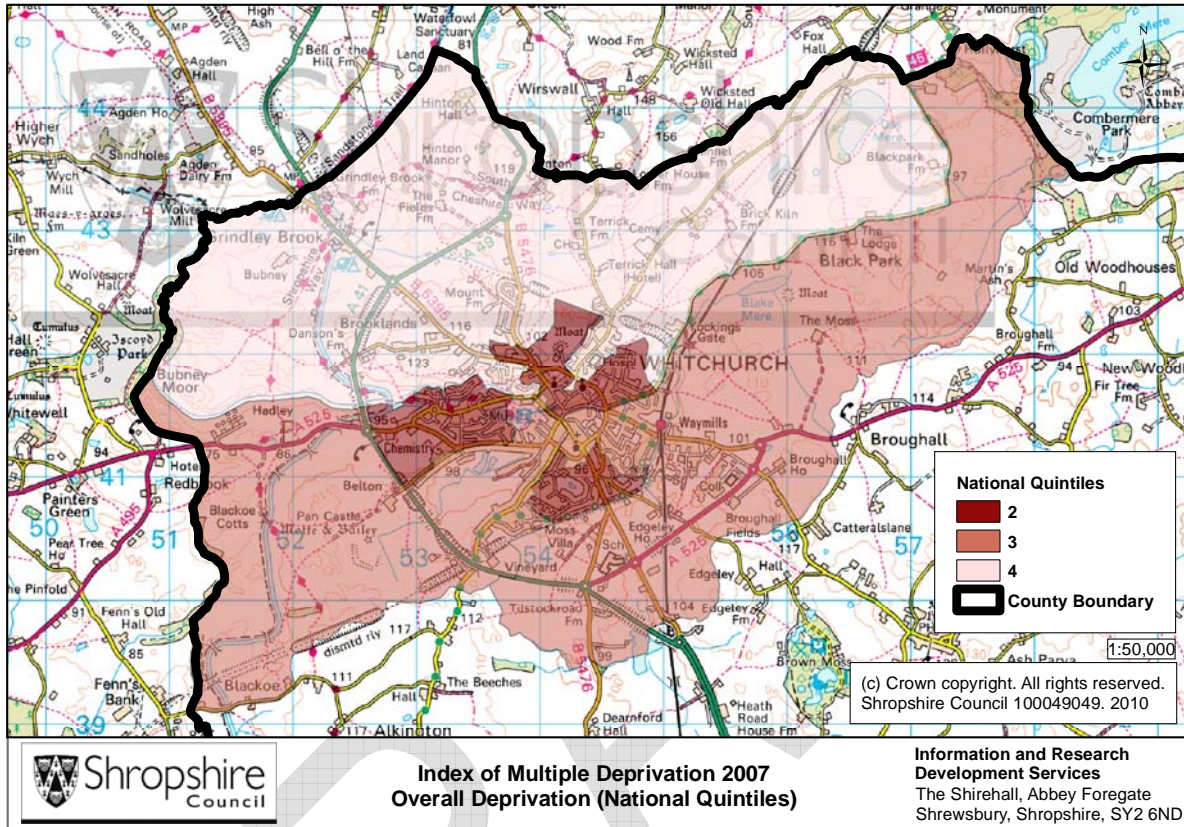
Notes: Carer's Allowance data is not available for smaller areas. 'Others on income related benefit' – claimant receives other Income Support (including IS Disability Premium) or Pension Credit. Data for market town has not been included because it also contains Carers Allowance Claimants.

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

- (1) Source of population estimates (used for calculation of the Market Town rate): Mid-2008 Population Estimates for Lower Layer Super Output Areas in England and Wales by Broad Age Group and Sex (revised 2010), Office for National Statistics, © Crown Copyright 2010.
- (2) Source of population estimates (used for calculation of the County, Regional and National rates): Estimated Resident Population Mid-2009 by Single Year of Age and Sex, Office for National Statistics, © Crown Copyright 2010.

# Deprivation

## Index of Multiple Deprivation 2007 - Overall Deprivation



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

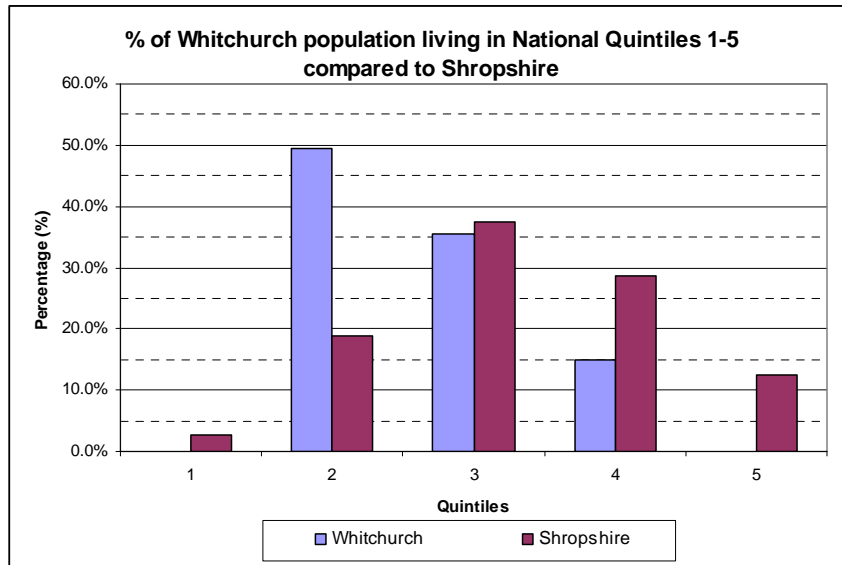
Note: There are five National Quintiles, 1=most deprived, 5=least deprived.

### Most deprived Lower Layer Super Output Area (LLSOA) in Whitchurch

LLSOA Number	LLSOA Name	% Overall Population of Whitchurch Living in LLSOA
E01028891	Whitchurch North Ward	16.9%

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

## % of Whitchurch LLSOA population living in quintiles 1-5



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

## Housing and Households

Total number, type and size of dwellings/households in Whitchurch 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
<b>Whitchurch no.</b>	1,145	1,412	399	165	139
<b>Whitchurch % total households</b>	30.5	37.7	10.6	4.4	3.7
<b>Shropshire % total households</b>	35.2	37.0	9.1	3.8	4.4

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

### Type and Size

	Detached	Semi-detached	Terraced	Purpose built block of flats or tenement	Flats, maisonettes or apartments in commercial buildings	Part of a converted or shared house (incl bedsits)	Caravan or other mobile or temporary structure	Total Dwellings
<b>Whitchurch no.</b>	1,230	1,218	869	364	73	118	6	3,878
<b>Whitchurch % total households</b>	31.7	31.4	22.4	9.4	1.9	3.0	0.2	100.0

Shropshire % total households	40.7	34.0	16.4	5.1	1.2	2.0	0.6	100.0
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Source: Table D01 Dwellings, 2001 Census, Office for National Statistics, © Crown Copyright 2010.

### Whitchurch 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
<b>2007</b>	156094	144500	122250	180000
<b>2008</b>	142464	125625	116500	164500

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

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

Figures in £	Average (Mean) Rent Per Month	Median Rent Per Month	Lower Quartile Rent Per Month	Upper Quartile Rent Per Month
<b>Whitchurch</b>	527	525	450	595

Source: © 2010 Rightmove.co.uk

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

Figures in £	Average Income	Median Income	Lower Quartile Income	Upper Quartile Income
<b>Whitchurch</b>	29783	26923	18914	39274

Source: Income X, © 2010 Axiom Corporation.

## Transport & Infrastructure

### Journey to Work

	% of people aged 16-74 in employment	
	Whitchurch Urban Area	Shropshire
<b>All People Aged 16-74 in Employment</b>	100.0	100.0
<b>People Who Work Mainly at or From Home</b>	10.2	13.4
<b>Underground; Metro; Light Rail; Tram</b>	0.0	0.1
<b>Train</b>	0.6	0.8
<b>Bus; Mini Bus or Coach</b>	1.4	2.6
<b>Motorcycle; Scooter; Moped</b>	0.8	0.9
<b>Driving a Car or Van</b>	59.3	59.0
<b>Passenger in a Car or Van</b>	6.5	6.3

<b>Taxi or Minicab</b>	0.4	0.3
<b>Bicycle</b>	2.6	3.5
<b>On Foot</b>	17.7	12.6
<b>Other</b>	0.6	0.6
<b>Public Transport</b>	2.0	3.5
<b>Motor Vehicle</b>	67.0	66.5

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

Notes:

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

## Car Ownership (Percentage of Total Households)

Percentage of cars or vans in Whitchurch Urban Area.

	No car	One Car	Two cars	Three cars	Four or more cars	All cars and vans in the Area
% Whitchurch Total Households	23.1	46.6	24.9	4.5	1.0	XXX
% Shropshire Total Households	17.7	44.3	29.4	6.5	2.1	XXX

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

## Description of transport within Whitchurch.

Transport	Number	Name (Roads/Routes/Stations etc)
<b>Main Roads</b>		Include B5395; B5398; B5476
<b>Railway Stations</b>	1	Whitchurch (Shropshire)
<b>National Cycle Network</b>	9	Include Route 31; Route 45 (Mercian Way); Whitchurch
<b>All Shropshire Cycle Routes</b>	9	Include Route 31; Route 45 (Mercian Way); Whitchurch

Source: Shropshire Council GIS Layers.

## Natural and historic environment

### Natural and historic environment designations in Whitchurch

Designation	Number	Sum of Area	Name
<b>Conservation Areas</b>	1		Whitchurch
<b>Public Rights of Way (ROW)</b>		around 9.1km	
<b>Listed Buildings</b>	96		Include Church of Saint Alkmund, Old School House, Bargates and Old Eagles Public House, 13, Watergate

<b>Scheduled Monuments</b>	1	Sundial in St Alkmund's churchyard
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*Source: Shropshire Council GIS Layers.*

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