

CRAVEN ARMS PARISH PLAN

2005 - 2010



A five-year plan for the future of
the Craven Arms community

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CRAVEN ARMS PARISH PLAN

A Five Year Plan for the future

Introduction

Craven Arms, the town and its hinterland, has suffered a steady decline in its fortunes during recent years. Indeed, it was official recognition of its deprivation that eventually led to the town's selection as a recipient for regeneration funding under the Market Towns Initiative (MTI). The benefits of this short-term initiative have been considerable, not just in terms of funding regeneration projects, large and small, but also in re-engaging community interest and creating a sense of purpose for the area.

MTI activities will conclude in March 2005, leaving behind not only visible changes such as the Auction Yard development, the hard-surface play area, the Onnyside picnic area, the Brook Road improvements and various town centre enhancements, but also changes within the community - the Craven Arms Partnership, the Credit Union and the Business Network, together with a range of groups and individuals whose development has been assisted by MTI.

However there is a real concern that without the impetus of the MTI the area might once again slide into decline. Accordingly the Town Council authorised the preparation a Parish Plan in line with those of the Countryside Agency's *Vital Villages* programme and the Craven Arms Partnership agreed to fund its production via a Community Chest grant. A small team of residents was formed to undertake this task under the guidance of a fieldworker from the Community Council for Shropshire. They have worked with the relevant Sub-groups of the Craven Arms Partnership responsible for issues such as tourism or transport and with bodies such as the Learning Skills Council. The resultant Plan is based around those issues which - according to the many surveys conducted over recent years - the community of Craven Arms considers most important for its future well-being.

This Five-year Plan is intended to take over where MTI leaves off by continuing to provide a direction for the further developments which Craven Arms should aim to achieve over the coming years. The Plan is not a detailed blueprint - rather, it has deliberately been made aspirational, since it recognises the fact that, without its own executive authority, events in Craven Arms are greatly dependent upon decisions made elsewhere. Similarly, to retain the necessary flexibility, it avoids the trap of setting specific targets and their associated measurements, since all too often these can become an end in themselves rather than a means. The Plan is therefore a guide - and a reminder - of what representative bodies such as the Town Council and the Partnership should seek to achieve for Craven Arms over the next few years.

Research

Since 1998 there have been a number of surveys and research undertaken in relation to Craven Arms whose results have been published in the following documents:

Project 2000:

Household Survey	(261 respondents)
Minority Group Survey	(87 respondents)
Employment/Economic Survey	(58 businesses)
Youth Survey	(78 interviewees)
Town Council Public Consultation	(220 respondents)
South Shropshire Youth Forum "Unzipped" Report	
Discovery Links	
Market Towns Initiative Craven Arms Healthcheck	

The surveys utilised differing methodologies - *e.g.* questionnaires delivered and returned by post, questionnaires delivered and collected by researchers, interviews, peer-group interviews or written responses following a public display. Inevitably these surveys experienced considerable variations, where quantified, in terms of response rate both overall and by age/social grouping; thus they cannot be correlated, neither can they claim to be absolutely representative of the views of the whole community. Nevertheless, there are recurrent themes identified by the surveys that indicate common ground in public perceptions. The South Shropshire Youth Forum "Unzipped" Report was not specific to Craven Arms, being an assessment of youth needs across the whole District, nevertheless its findings tend to support the results of the Project 2000 Youth Survey. The MTI Healthcheck primarily collated data drawn from various published sources and developed its own analysis of that data, but it also incorporated and endorsed some of the findings from the other surveys. Some of the reports identify issues simply in their wider sense, others detail specific aspects of those issues. In order to provide an overview of the issues about which there was community consensus, the broad themes identified in the documents are summarised in the following chart:

Summary of themes identified by the research

Issue	Project 2000 Surveys				Town Council Consultation	MTI Healthcheck
	Household	Youth	Minority	Economic		
<u>ENVIRONMENT</u>						
Town Aesthetics	X	X			X	X
A49 Crossing	X					X
<u>AMENITIES</u>						
Public Transport	X	X				X
Youth Transport		X			X	
Library Access		X			X	X
Retail Outlets	X	X	X			X
Tourism	X				X	
Mosque			X			
Nursery	X	X		X		X
Dentist	X					X
<u>EMPLOYMENT</u>						
Vocational	X			X		X
Adult Education	X			X		X
I.T. Training	X	X		X		X
Chamb'of Commerce				X		X
Business Start-up	X			X		X
Childcare	X	X		X		X
<u>LEISURE</u>						
Sports Facilities	X	X	X		X	
BMX/Skateboard	X	X				
Youth Cafe/Centre	X	X			X	
Entertainment	X	X	X		X	

These matters, which were specifically identified by the research as the issues that concern a broadly representative cross-section of the community, clearly indicate the essential framework for a Five-year Plan. In addition, however, it was noted that within the data collected by the surveys and particularly where verbatim comments have been recorded, two underlying themes

are also evident and these seem to be linked inextricably to the perceived deficiencies and failures in the local provision of facilities, services and opportunities: firstly, the poor image that the community believes Craven Arms to have, in both the image it presents to the external world and also its internal, self-image, particularly amongst its young people; secondly, a lack of awareness and a perceived feeling of exclusion from the decision-making process and the activities of local government. Since these issues are intrinsic to success in all the others, they need to be kept to the forefront of the minds of those who deliver the elements of the Plan.

Developing the Plan

A SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis was undertaken in order to identify the context against which the survey findings should be examined:

Strengths

- Growing population
- Population mix
- Friendly people
- Low wage costs
- A main employment centre for the district
- Designated growth centre
- Centre for service provision
- Set within outstanding countryside
- On major transport routes
- Significant local tourist attractions
- On tourist highway (Church Stretton, Ludlow, Shrewsbury, Wales)
- No by-pass
- Nursery & Primary school
- Large Community Centre
- Large Social Club
- Prestigious Auction Yard development

Weaknesses

- Missed opportunity to expand role of Secret Hills Discovery Centre
- Lack of employment
- Low wages
- Need for many people to commute to work
- Limited skills range
- No training provisions
- Where skills do exist, local jobs don't - "Either work here or live here, not both"
- Lack of appropriate low-cost office space
- Absence of Broadband
- Lack of major inward investment
- Lack of quality, low-cost workspaces
- Located between and overshadowed by more prosperous Ludlow and Church Stretton
- Culturally deprived
- Limited range of retail outlets
- Town's poor image (self-image and outsiders' view)
- Poor aesthetics in built environment
- Through traffic situation of the A49 (few crossing places)
- Lack of community facilities (particularly for young people)
- Declining town centre
- No secondary school
- No primary school playing field
- Lack of affordable housing
- Despite rail links service is limited by infrequency of stopping trains
- Lack of public transport from hinterland into Craven Arms
- Negative attitudes and lack of community spirit
- Lack of town 'focus'
- Poor vision over funding applications

Opportunities

- Promote Tourism
- Include Craven Arms in national cycle route
- Camping/caravan site(s)
- Country pursuits
- Opportunities for creating local employment
- Improved road link to Wales
- Provide access to the countryside
- Better use of rail & road access
- Influence on future growth
- Promoting the town to new employers
- Promoting the unstressed rural lifestyle to visitors and potential residents
- Conserve & enhance surrounding countryside
- Carriage-sheds development
- Social Club could play a greater role as a focus for social life
- Relocation of un-neighbourly businesses in the town centre
- Enhance and improve the conservation area

Threats

- Decline in agriculture & associated industries
- Lack of agricultural diversification
- Craven Arms sidelined by local authorities and planning processes located in Ludlow
- Environmental degradation from tourism, development and business
- Disaffected young people
- Out-migration of young people
- Young people in low paid work
- Fear of crime and disorder
- Possibly unbalanced residential development
- Growing number of vacant shops
- Divided community
- Lack of support for local activities
- Negative attitudes
- Regarded as an overspill town
- Possible contraction of rail services under new franchise

Having identified the issues which residents feel should be addressed, the group was also obliged to consider the inevitable constraints. The *Vital Villages* concept makes it clear that Parish Plans are the third tier of local planning and as such cannot contradict the existing provisions of Shropshire's *County Structure Plan* and of the District Council's *Local Plan*. Thus, demands for limits on further expansion cannot be included in the Parish Plan because under the *Local Plan* Craven Arms has already been designated as a growth town and land has been allocated for future development. The group also had to apply a reality-check and discard some of the more wishful demands - such as that for an ice-rink, which clearly would not be commercially viable in a small town. Certain matters identified during the process have been addressed in the interim, - the hard-surface play area, for example. Others, such as the restoration of the carriage-sheds, have been overtaken by events. Throughout, the group has been conscious that Craven Arms does not have funds or executive authority in its own right; funding and delivery of improvements is in the hands of other bodies which already have their own Action Plans in place. Accordingly the team has liaised with various Sub-Groups of the Craven Arms Partnership and with other agencies within whose remit these matters lie and has incorporated relevant elements of their existing plans to ensure that the Parish Plan does not contradict or conflict with them. Having taken into account all of these factors, the group has endeavoured to condense the various survey findings into a number of objectives which, hopefully, have a realistic prospect of being achieved.

Consultation

The first draft of the Plan was submitted initially to a number of "critical friends" for appraisal. This resulted in several amendments in order to correct inaccuracies and to clarify detail.

In the autumn of 2004 officers from Shropshire County Council held a series of public consultations entitled *Let's Talk* at venues throughout the county. The event in Craven Arms, staged jointly with officers from South Shropshire District Council, was well attended by members of the public and provided the Plan group with an opportunity to authenticate the draft Plan by introducing its elements into the various discussion groups that took place. The issues identified by members of the public in these sessions served to confirm the validity of the existing content of the draft Plan and no new issues arose that had not already been considered during its formulation.

The draft Plan subsequently was publicised in the *FortyNiner*, a free newsletter that is delivered to every household in Craven Arms, and the public was invited to submit any suggestions for changes to the Plan via the MTI office. The responses received necessitated only minor changes.

The draft was then submitted to Craven Arms Town Council and at its meeting of 26 October 2004 the Council approved its adoption.

Copies of the Plan are to be distributed to a wide range of individuals, and to all of the numerous bodies whose work and responsibilities impact upon Craven Arms. **Hopefully these bodies are receptive to the message of the Government's 2000 "Rural White Paper", which announced the mechanism for creating Parish Plans, and will adhere to the spirit of that White Paper by giving due recognition to the hopes and aspirations of Craven Arms, as outlined in this document, when reaching decisions on matters which affect its inhabitants.**

The Future

The Plan is not set in tablets of stone and is simply intended to summarise the broad direction that residents have indicated they wish to see Craven Arms take in the years to come. It is anticipated that the Plan will be adjusted in the light of experience; some aspects will prove impractical, others over-ambitious; it is almost certain that some circumstances will change, thereby bringing new imperatives that will have to be addressed.

The Plan is for a five year period commencing in 2005, which will coincide with the end of the Market Towns Initiative, and finishing in 2010, one year before the conclusion of the current SSDC *Local Plan*. This is appropriate timing, since those responsible for creating the next Parish Plan will be able to develop it alongside the deliberations which will be on-going for the next *Local Plan*.

Time-scales

For the objectives that follow, the following time-scales are used:

- Short Term - up to 1 year
- Medium Term - up to 3 years
- Long Term - up to 5 years

EMPLOYMENT & TRAINING

Objective:

To promote an attractive environment for new and existing businesses in order to improve employment and training opportunities.

Summary

There are 200-250 small businesses in and around Craven Arms. There are only four companies with a substantial work force (Border Holdings, Euro Quality Lambs, Nightingales and Tuffins) but there are none with more than 100 employees. All surveys/research indicate that the lack of quality jobs, opportunities for progression and the resultant low-wage economy are a major concern.

HOW

Short/Medium Term: Encourage the expansion of the newly-formed *Business Network* as the means to support and promote local enterprises. Encourage take-up of existing unused industrial sites.

Medium/Long Term: Through the Business network identify the demand for further office and workshop capacity and promote the development of suitable new sites.

Objective:

To raise the profile and confidence of the present and future workforce through training in life-long, transferable skills with particular emphasis on the young and the over-50s.

Summary

Surveys/research show that the lack of training opportunities is a major concern for the local workforce, as it limits opportunity and also probably deters high-tech employers from investing in the area. To break this cycle there is a compelling need to invest in training programmes up to and above level three NVQ. Through consultation the *Leaning Skills Council (LSC)* has identified training needs in Shropshire and every effort is required to ensure that these are actioned within Craven Arms.

HOW

Short Term

Through a training provider, possibly *Shropshire County Training*, establish regular Career Advisor surgeries in the town. Use the *LSC* consultation to identify training needs. Seek funding via the *LSC* to deliver appropriate training programmes locally.

Medium/Long Term

Promote the involvement of the *Business Network* with *LSC*. Secure funding for the establishment of an on-going programme of development training.

Objective:

To promote growth in employment opportunities that matches growing population levels, thus reducing the need for local workers to commute or to re-locate to other areas.

Summary

Current male/female unemployment rates are marginally below national levels, but rates for young males are higher - a figure further disguised by anecdotal evidence that many youngsters are forced to leave the area to find work. Commuting out of town for work has increased 28% over the last 5 years. "Growth town" status and the current trend towards high-density housing development will increase the population/employment imbalance.

HOW

Short/Medium/Long Term

Town Council and District Council to monitor this issue continuously to ensure that under the "growth town" status planning decisions achieve an equilibrium between population increase and industrial development.

ENVIRONMENT

Objective:

To ensure that new housing development reflects all accommodation needs and thus includes all housing types.

Summary

There is a danger that planning policy can result in developments restricted to one housing type - costly "executive homes" at one extreme, or high-density low-cost housing at the other. Social, economic and aesthetic reasons demand a balanced distribution of housing types - flats, maisonettes, terraced, semi-detached and detached houses. All new housing should have adequate gardens and sufficient car-parking provision.

Objective:

To rigorously restrict development through strict guidelines so as to avoid urban sprawl and to encourage use of brown-field sites.

Summary

There are a number of potential brown-field sites within the town whose redevelopment would be beneficial because of their present dereliction, unsightliness or unneighbourly use, with the added benefit of limiting further urban sprawl. Sites include: the Temperance Hotel, the Labour Club, the industrial/warehouse sites on Shrewsbury Road, the Abattoir* and the L P Morris site*. (*already ear-marked, Policy S8, *Local Plan*).

Objective:

To ensure that the town develops in a sympathetic way which does not clash with its countryside setting.

Summary

The town lies amidst attractive countryside, at the confluence of valleys with the surrounding hills as its backdrop. The unspoilt countryside is an asset, both aesthetic and economic, and should be protected.

The town's architecture is an eclectic mix, reflecting various historical phases of unplanned growth as a working town. With such disparity it can never claim to be pretty, but it will not be improved by permitting any further mismatches or by ultra-modern additions. Rather it should seek to replicate existing architectural themes in order to develop a more cohesive image.

HOW

Short/Medium Term

Ensure that District Council adopts Parish Plan as supplementary planning guidance in accordance with the Shropshire Parish Planning concordat.

For planning applications, ensure that on a case-by-case basis local views are firmly represented to Planning Officers and to the Committee.

When appropriate, Town Council to make use of the provision allowing an appearance in person before the Development Control Committee to present its case.

Where necessary ensure that local views are formally supported by Partnership, Town Council and District Councillors

Long Term

Ensure that local views are adequately established and represented in the preparation of the *Local Plan*

HOW

Short/Medium Term

Press for planning policies which: enforce adherence to the *Town Design Statement* as planning guidance; prevent any encroachment of the AONB and the flood-plain; prevent visible development on high ground; restrict housing densities to 30 dwellings per hectare; enforce a green-belt approach to land outside that already designated for development in the *Local Plan*; limit new build to no more than two-storeys

Medium Term

Encourage/fund occupiers to enhance buildings with architectural themes set out in the *Design Statement*.

SERVICES, LEISURE & AMENITIES

Objective:

To seek the appointment of a Development Officer for Craven Arms.

Summary

The advances achieved by the Project Officer for the Market Towns Initiative have demonstrated the advantage of having a dedicated official in place in a town which has no executive body of its own. There is a clear need for someone who can continue to act as a focal point to address local issues, lead projects, co-ordinate activities and serve as a link to SSDC, SCC and other statutory bodies. There is a danger that when the MTI concludes, Craven Arms will once again stagnate.

HOW

Short/Medium Term

Town Council, District Councillors, County Councillor and MP to press for a member of the staff from the SSDC Regeneration Department to be allocated to Craven Arms as a Development Officer. Consider the possibility of a part-time post or a post shared with a similar town, e.g. Bishops Castle.

Objective:

To encourage the development of Leisure facilities which would both benefit residents and service the growing tourist trade.

Summary

The research/surveys show dissatisfaction amongst all age-groups with the limited leisure/entertainment facilities in place, and this is especially so amongst the young. In a "growth town" with an expanding population facilities for the young are essential for social development and to avoid misbehaviour. Although commercial investment in a major leisure/entertainment development is improbable, future land allocation for planning purposes should embrace the possibility. In the interim, existing facilities could be utilised to better effect and, in the case of the youth, especially so with the impetus and guidance of a youth worker.

HOW:

Short Term:

Through the Youth Group of the Craven Arms Partnership, negotiate with SSDC for the appointment of an out-reach youth worker with a specific responsibility for developing activities and venues to address the needs of local youngsters.

Medium Term

Town Council should actively encourage all stakeholders to investigate better use of existing venues for a range of activities for all age groups

Medium/Long Term

Town Council and SSDC should pursue the potential of allocating land and of attracting commercial leisure developers. Similarly investigate potential sources of funding.

SERVICES, LEISURE & AMENITIES - (CONT')

Objective:

To promote better usage of existing under-utilised premises so that their full potential is realised for the benefit of both the community and their proprietors.

Summary

Despite criticism of the lack of facilities or venues, Craven Arms does have "public" buildings which, if fully utilised, can provide a significant capacity for events and entertainment. The Social Club has suffered mixed fortune in recent years and clearly is not realising its full potential as a major asset for social and entertainment activity. It is reported that hire costs deter some potential users of the Community Centre; this merits investigating potential sources of funding and flexibility of charges to encourage start-up groups. The Discovery Centre is developing strategies to expand use of its facilities outside of its core role. The successful river-side firework display illustrated its potential to stage events, although it did show that car-parking capacity will be a limiting factor unless addressed.

Objective:

To secure adequate services for the health and safety of the community from birth to death.

Summary

Fire, Police and Ambulance have bases in the town whose resources need regular review to ensure they match population growth. There is one medical practice with two GPs, but no dentist other than a mobile service. Despite an ageing population there is no Day Care Centre, although there are Luncheon Clubs active on certain days. There is no Day Nursery provision, only playgroups which operate for limited hours on certain days. There is only limited burial capacity remaining at Stokesay and Halford churches; this is a matter of great local concern, but apparently has never been raised formally with district or county authorities.

HOW

Short/Medium Term

(This is the type of issue a Development Officer could undertake) Instigate discussions with the bodies responsible for the Community Centre, the Social Club and the Discovery Centre to determine appropriate strategies. In the case of the Social Club and Community Centre investigate sources of further funding. Encourage Community Centre to identify groups deterred by hire costs and research possible sources of grants to assist them.

Medium Term

Town Council to consider parking issues.

HOW

Short Term

Since these matters are intrinsic to the welfare of the community, the Town Council should institute a process to monitor them on a recurring basis. Approaches to be made to the relevant bodies - Health Authority, Education Department etc. - in order to commence a dialogue. County Councillor and MPs to be enlisted to lobby.

Medium Term

Craven Arms Partnership to take on these issues, hopefully with the aid of the Development Officer.

TRANSPORT

Objective:

To increase the number of trains which stop at Craven Arms railway station.

Summary

In view of: - the national drive to increase use of public transport; the need for residents to access work, leisure and services in Ludlow and Shrewsbury; the influx of 150 staff at The Housing Association HQ; the designation of the town as the centre for future growth; the limited car-parking provision, - all train services should stop at Craven Arms in order to sustain its development and ensure the growing population has transport access.

HOW:

Short/Medium Term:

The relevant bodies - The Rural Transport Partnership, The Craven Arms Rail Users Association and the Town Council, together with the SSDC Regeneration Officer - should develop a business case for use in negotiations with the rail franchisee to increase the number of stopping trains.

Objective:

To extend the availability of the "Wheels to Work" scheme in Craven Arms

Summary:

The lack of adequate public transport, its high cost for the un-waged or low-waged, and the special difficulties of those living in outlying areas places young people at a great disadvantage in the quest for jobs and training. The nationwide Wheels to Work scheme provides qualifying youngsters with a loaned scooter/moped and appropriate driver training to enable them to travel to work or college. Increasing the reach of the scheme into Craven Arms would greatly benefit the prospects of our youth.

HOW

Short/Medium Term:

Together with the Rural Transport Partnership the Steering Group should negotiate with the relevant bodies - the Employment Service and the Community Council for Shropshire to establish a Wheels to Work scheme for Craven Arms.

Objective:

To increase the development of the Shropshire Community Car scheme in the Craven Arms area.

Summary:

The Community Car Scheme pays volunteer drivers, using their own cars, a set rate per mile to transport people, particularly the elderly, to services such as the bank, post office, shops and other appointments. The passenger pays one half of the agreed rate and the County Council pays the other. The service is particularly valuable to those who cannot access public transport and also provides the drivers, usually retired, an opportunity for modest remuneration.

HOW

Short/Medium Term:

Through TESS seek to extend the scheme to provide significant coverage in the Craven Arms area.

TRANSPORT – (CONT')

Objective:

To initiate an evening bus service to give Craven Arms residents access to leisure facilities at Ludlow and/or Shrewsbury

Summary

Research indicates a need amongst those without cars and amongst car-owners wary of drink/drive laws for transport to the nearby larger towns which offer a wider range of entertainment facilities compared to the limited scope of Craven Arms. Such a service would also be attractive to those working evening shifts in these areas. A similar demand has been identified amongst Church Stretton residents.

HOW:

Short/Medium Term:

Through the Rural Transport Partnership investigate establishing an evening/ night bus serving both Craven Arms and Church Stretton, - to maximise the customer base, - with the possibility of seeking funding support from clubs, cinemas and restaurants. Viability to be tested by a pilot project.

Objective:

To encourage the establishment of Car Clubs amongst suitable groups to provide economical access to a motor vehicle.

Summary:

A Car Club is a pool of communally-owned vehicles which members of the Club can utilise whenever they need the use a car, thereby avoiding the expense and trouble of individual car ownership. It is particularly attractive to those who do not need a car every day and to those who wish to dispense with their own or second car. Typical costs are £2 per week for membership and £2 per hour usage plus a small mileage charge. Shropshire Housing Association is considering sponsoring a club at its new HQ for daytime staff travel, with the vehicles available to tenants outside office hours.

HOW

Short Term:

Encourage TESS to pursue the in-house proposal with South Shropshire Housing Association.

Medium Term:

With the benefit of this experience, *Partnership* to work with TESS to promote the establishment of Car Clubs amongst the wider population.

TOURISM

Objective:

To encourage visitors to remain in the area and to increase their spend by establishing a discounted entry fee to tourist attractions

Summary

The Craven Arms area has a number of visitor attractions - Stokesay Castle, The Museum of Lost Content, Micky Miller's Maize Maze and Acton Scott Farm Museum whose individual visitor numbers could be increased by a collective strategy to re-direct existing visitors towards each other's sites.

HOW:

Short Term: Through the agency of the Tourism Sub-Group of *Craven Arms Together* to encourage existing tourist attractions to provide a discounted entry fee to visitors who produce a ticket stub/voucher from another attraction.

Medium Term: To promote the facility through publicity and to extend it by enlisting hotel/ accommodation providers to issue discount entry vouchers to their clients.

Objective:

To create a leaflet listing local tourist attractions, accommodation, pubs and restaurants for the information of visitors.

Summary:

Some local enterprises in the tourism sector are listed in various publications that cover the wider area, but there is no comprehensive guide to tourist facilities which is specific to Craven Arms and its hinterland. Tourists could be encouraged to remain in the area and patronise local businesses if suitable information was available to them at the principal attractions, the Tourist Information Point, service stations and elsewhere.

HOW

Short Term: Produce a comprehensive listing of the accommodation, pubs and restaurants in the area and publish it in leaflet form for display/distribution at appropriate locations. Funding to be sought from MTI, SSDC or Town Council.

Medium Term: Same database to be used to create web-page on the websites for Shropshire Tourism, South Shropshire Tourism and Craven Arms, - once these have been re-configured.

Objective:

To establish a festival/event as a future focus for attracting tourism revenue to the area.

Summary: Research (draft Shropshire Tourism Strategy) identifies that festivals/events are a major factor in establishing an area as a tourist destination. To avoid competing with events already well-established in neighbouring towns, a Craven Arms event needs to be aimed at a different market sector. For example, since the town is on an established motorcycling route from the West Midlands, a motorcycle rally/show might be viable.

HOW

Medium/Long Term: Through the Tourism Sub-Group of *Craven Arms Together* examine the potential for an event/festival, determine its character and create an organising committee to develop the necessary plans, infrastructure and volunteers to stage it.