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## **Summary**

The Parish Council recognised that the 2010 Parish Plan needed updating, particularly with consideration of recent changes and developments within the Parish as a whole (from Hookagate to Longden Common including Lyth Hill, Exfords Green, Lower Common and the Oaks). The 2010 document has served as a useful document for guidance in target setting and decision making over the last few years.

In February 2016, an Open Meeting was held in Longden Village Hall, and local people were invited to join a working Group. The group looked at options for renewal and agreed that a new 'Parish Plan' should be developed as it will provide a general foundation for target setting and action. There is still an option to move on within a Neighbourhood Plan framework in the future.

This survey and the analysis of the results from the questionnaires circulated will give the Parish Council a good indication of the views, hopes and wishes of residents and businesses. I would like to thank you all for your input and responses to this plan as it has developed; specifically, I would like to express my thanks to the team that joined together to achieve this, some of whom put in a considerable amount of time and skill. The word cloud on the front of this document was created using words taken from the responses to the Parish Survey to describe how residents feel about our Parish.

This is a working document which will go forward as a guide to the Parish Council to aid decision making over the next few years and will help make other organisations aware of the current suggestions for moving forward. It is the duty of the Parish Council, with your help, to achieve these aims wherever possible.

**Neil Evans**  
**Chair, Longden Parish Plan Steering Group**

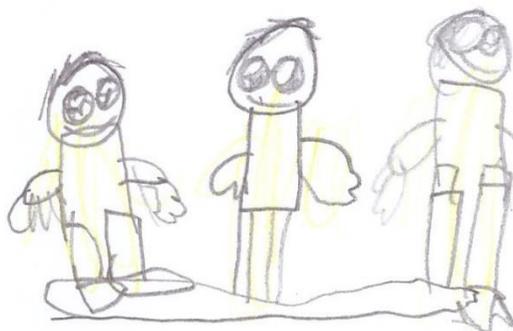
## Introduction

A Parish Plan is a Plan for the Community by the Community, a document which sets out a shared vision of how the Community wants the Parish to develop in the next few years. It covers a number of social, economic and environmental issues that have been identified as important to residents by consulting the community.

The Plan sets out the things that the Community feels or would like to happen in the form of an action plan. This shows the priority, timescales and potential partners in the various enterprises. It is a tool that can be used by the Parish Council and many other groups or individuals within the community to shape the future of the parish.

It is hoped that development and publication of the Longden Parish Plan will:

- strengthen the Community;
- encourage greater participation in the Community by local residents;
- influence local decision making;
- identify projects which need outside help for fulfilment;
- identify opportunities for funding.



"My neighbours and friends"



"Jumping in leaves"

## Aims and Objectives

### Aims

This Parish Plan aims to set out a shared vision of how the Community wants the Parish to develop over the next few years. It provides a useful source of information for authorities and organisations in helping them to understand the hopes and concerns of the people in the Parish. The Plan will be handed over to the Parish Council for their reference when considering matters within the Parish. The overarching aim is to sustain the rural character of the Parish whilst supporting some limited small scale development that will help to sustain the viability and vitality of the Parish.

### Objectives:

- To protect the natural environment and landscape character of the Parish;
- To address long standing issues of speeding traffic throughout the Parish;
- To ensure that new development meets local needs in ways that are in keeping with the scale and size of the community in which it is located;
- To support appropriately scaled job creation opportunities;
- To increase community activities and events.



## Review of 2010 Plan

In order to assess the community views on the plan presented in 2010 and understand priorities which had been met and were still outstanding, the steering group held a drop-in meeting in Longden Village Hall on Saturday 1<sup>st</sup> October 2016. This was advertised by posters and a leaflet hand-delivered to all residential addresses in the Parish.



Aims of the 2010 plan that were achieved include:



**Young People** - Longden School was felt to be at risk because it was under- subscribed but the number of pupils has increased dramatically since 2010 and it is now a thriving school.



**Environment** - An extensive programme to improve the rights of way in the Parish has been undertaken by the Parish Paths Partnership.



**Housing** – As a village with a range of services the community felt that land for housing should be within Longden village. Also, retaining the rural character of the Parish was a high priority. A programme of public consultation events established the Longden Development Statement 2013. The Statement has guided the Parish Council and the community with planning applications in the village. The Statement will be updated as part of the Parish Plan 2017.



**Community Identity** - A Parish website was developed to help improve communication. The website is currently being updated to make further improvements.



**Services** – Retention of the Longden Post Office and shop was a very significant concern to parishioners. Both the Post Office and shop have gone from strength to strength since 2010 and encouraging the community to support this facility continues to be a high priority for the Parish Plan 2017.



**Business** – Seeking better broadband coverage was identified as a high priority. There has been some success with this but discussions with Shropshire Council are ongoing as some parts of the Parish still experience poor broadband speed.



Aims of the 2010 plan that were not fully achieved include:



**Environment** - The Parish Council made an application for funding to the Local Joint Committee for dog litter bins but the funding was not available. However, some bins have been provided but as this has been highlighted as an ongoing concern it will be included within the Parish Plan 2017 and the Parish Council should consider this further. Tree planting did not take place due to lack of funding.



**Community Safety** – Parishioners expressed concern for walkers, cyclists and horse riders in the lanes. Safe movement around the Parish has been raised as a concern in the Parish Plan 2017 and a range of ideas have been identified to improve the situation.



**Community Safety** – Footpath/ pavement provision along the Shrewsbury to Pulverbatch road was felt to be inadequate and dangerous between the villages and this was identified as a high priority. It was recognised that this also had very high resource implications and because of that this has not yet been achieved.



**Transport** – Parishioners expressed a need for a bus shelter in Longden and the Parish Council attempted to address this by giving it high priority but the location has yet to be agreed. This will be included in the Parish Plan 2017.



**Business** – Improving advertising of local businesses was a high priority and there has been some degree of success with this issue through the provision of a Parish website. This will be improved further by establishing a local service directory through actions identified in the Parish Plan 2017.



"How I get to school"

## Community Survey

The primary input to the new plan has been sought through a number of community surveys giving the opportunity to capture the thoughts and aspirations of all residents aged over four. The survey approaches and sample details are listed below:

All **residential properties** received a paper copy of a questionnaire which allowed up to five adults (aged over 18) to complete and up to five young people (aged 11-18) to respond to the survey. Survey completion was incentivised by the offer of a free prize draw for completed surveys. Completed surveys were requested to be 'dropped off' at a number of locations throughout the Parish, posters were also located throughout the Parish to act as reminders to local residents. Completed surveys were then detached from any personal data and sent to the Shropshire Rural Communities Council (RCC) who were commissioned by the steering group to undertake the data collation and initial analysis. A full breakdown of response types is included in Appendix A.

In parallel, all dedicated **Business Premises** received a shorter questionnaire, these too were then returned to the collection points throughout the parish and collated by the RCC.

Through **Longden Primary School** we captured the thoughts and aspirations of the younger members of our community. Juniors (aged 7-11) were surveyed using the PP Vote system owned by Shropshire Council when students were set 19 multiple choice questions from which they had to respond to with one answer. The younger children (aged 4-7) were asked to draw what was special to them about where they live, you will see their illustrations throughout this completed document.

**Residents aged over 18** We received inputs from 248 residents aged over 18, which we estimate to be c. 25% of the relevant population. Based on the demographic data obtained (see Appendix A) we believe this to be a representative sample of views from across the Parish.

**Residents aged 11-16** We received inputs from 26 residents aged 11-16.

**Residents aged 7-11** We received inputs from 48 residents aged 7-11.

**Residents aged 4-7** We received inputs from 25 residents aged 4-7.

**Business Owners in the Parish** We received inputs from 28 business owners / operators within the Parish.

## What residents said in response to the survey:

“It is important to attract young families to the area,  
but not fundamentally change the rural environment”

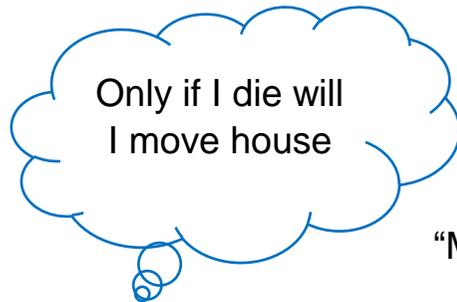


“Pub!! Use it or lose it!”

“Village Hall is very good... with good ideas. Flicks in the Sticks etc.”

“small developments in acceptable situations”

“More affordable housing would be good  
for bringing young people into the area”



“Important for the Parish to develop”

“More opportunities need to be provided for housing in the parish, especially for young people”

## Development of 2017 plan

All responses to the Community survey were collated by the Shropshire Rural Community Council on behalf of the steering committee. A small sub-group then analysed these responses in detail, looking for patterns due to location or age demographics to enable them to identify whether particular issues were of more significant concern in specific areas or to certain groups of residents. Individual comments made were also taken into account during this analysis. The results were grouped and fed into a basic table, using the categories that had been chosen for the survey, to produce an outline plan.

This outline plan was then presented to the full steering group who had the opportunity to comment and add details, ensuring that the resultant plan was a community product. Following collation of these comments and suggestions a draft plan was produced for residents to view prior to final publication. A number of smaller drop-in events were held across the Parish to enable as many residents as possible to see the proposals to be included.

This process was devised to ensure that the Parish Plan 2017 is a document fully representative of and supported by the wider Parish community.

Alongside this process, members of the Longden Village Action Group reviewed the 2013 Development Statement. Their findings shaped the housing section of the plan and also enabled a new development statement to be produced alongside the Parish Plan 2017. The broad response to the Community Survey showed that the majority of respondents would not choose to see new residential developments within the Parish. However, there is a likelihood that external factors beyond the community's control will result in more development. It is therefore desirable to have a plan in place to try and influence the design and scale of any such development.

## LONGDEN PARISH ACTION PLAN - Community

The survey feedback highlighted that residents would like to know their neighbours better. Hopefully these actions will help to achieve this.

Desired Outcome	Action Required	Lead Partner	Partners	Control factors	Review date and body	Priority
Regular social opportunities across the parish for all age-groups with good participation level	Support continuation of existing clubs/societies Establish social opportunities for 11 – 16 year age group – seek volunteers to support activities  Establish social group for men 35+ years	Residents	Parish Council Village Hall committee Tennis club Shropshire Council Youth services Pubs Women’s Institute Mothers Union Churches School Dog training Womens’ Institute Lyth Hill Residents Association Ramblers Over 60’s Club	Volunteers Communication Facilities Cost	Parish Council at Annual Parish Meeting	Med
Improve communication across the parish	Keep Parish website updated Encourage use of Social Media Distribute annual newsletter/calendar to all houses Maintain parish noticeboards and ensure material displayed is engaging and up to date	Parish Council	Facebook admin team Event/activity organisers/providers Churches Longden Village Action Group Schools Pubs	Website functionality  Continuation of Parish magazine  Community interaction	Parish Council at Annual Parish Meeting	High Med Low  Med
Improve visibility of Parish Councillors	Parish Councillor details in noticeboards Promote council meetings Consider alternative venues for Parish Council meetings	Parish Council and parish clerk		Social media access	Parish Council at Annual Parish Meeting	High

## LONGDEN PARISH ACTION PLAN - Services

Local services are valued by residents and should be retained and improved where possible

<b>Desired Outcome</b>	<b>Action Required</b>	<b>Lead Partner</b>	<b>Partners</b>	<b>Control factors</b>	<b>Review date and body</b>	<b>Priority</b>
Maintain street lighting at current levels to limit effects of light pollution	Maintenance as required Residents to report faults	Parish Council	Shropshire council Residents	Finance	Quarterly Parish Council	Med
Improve broadband and mobile phone signal provision	Work with Shropshire Council to deliver improved broadband supply to all premises Advertise need to subscribe to improved service	Parish Council  Parish Council	Shropshire Council	Shropshire Council contract delivery	Parish Council at Annual Parish Meeting	High
Retain shop/Post Office and public houses	Encourage use of facilities by all sectors of community Encourage wider promotion of the shop within the smaller communities	Businesses	Parish Council Residents Community groups	Community support	Parish Council at Annual Parish Meeting	High
improved bus service for workers/ students	Parish Council to work with Shropshire council to look at possibility of earlier service	Parish Council	Shropshire council Arriva/ Minsterley Motors	Finance SC fixed contract with Service providers Community support	Parish Council annually or as housing increases	High
Provision of adequate bus shelters	Consider provision and maintenance of bus shelters across the parish	Parish Council	Shropshire Council Local bus-service provider	Finance	Parish Council at Annual Parish Meeting	Med
Produce local service directory	Publish information sheet of local services with copies available in shops/pubs etc and on website	Parish Council	Service providers Tradespeople Businesses	Finance Requirement for regular updating	Parish Council at Annual Parish Meeting	Med
Provision of defibrillators	Work with relevant bodies to organise provision of defibrillators and appropriate training for their use	Parish Council		Finance	Parish Council at Annual Parish Meeting	Med

## LONGDEN PARISH ACTION PLAN - Safety & Environment

Residents value highly the rural environment of the parish and expressed a desire for it to be sustained

Desired Outcome	Action Required	Lead Partner	Partners	Control factors	Review	Priority
Maintain access to public rights of way	Continue programme of regular maintenance and improvement Seek additional volunteers Report maintenance needs Maintain links with landowners	Shropshire Council	Parish Council Parish Paths Partnership (PPP) Volunteers Landowners Ramblers	Finance Continuation of PPP	Parish Council at Annual Parish Meeting	Med
Safe movement around the parish on foot, bicycle, horseback, mobility-scooter	Introduce speed control measures along Longden Road (C150) Enforce speed restrictions Display signs warning of horses/ pedestrians Encourage consideration for verges and other road-users	Shropshire Council  Police	Shropshire Council Highways department Safety camera partnership School Residents Road users	Financial Public engagement Enforcement	Parish Council at Annual Parish Meeting	High
Improve parking/ crossing provision in Longden and Hookagate	Obtain access to village hall car-park for school traffic Provide crossing points in Longden Improve parking for Longden shop Investigate alternative parking options	Longden School  Parish Council	Village Hall committee Parish Council Shropshire Council highways Parish Council Shropshire Council planning Developers	Land availability Resident co-operation	Parish Council at Annual Parish Meeting	High
Improved provision of dog-waste bins	Provide dog waste bins at significant locations across the parish Educate dog walkers	Parish Council	Shropshire Council	Financial	Parish Council at Annual Parish Meeting	Med
Maintain and protect the rural character of the parish	Continue maintenance of hedgerows, verges and trees Increase public perceptual link between rural character and presence of farm machinery. Hold interactive public awareness event Encourage drivers of machinery to respect rural area and reduce speed and damage to hedgerows/ verges	Parish and Shropshire Councils	Appointed Contractors Farmers Volunteers Parish Council Longden Village Action Group Lyth Hill Advisory Group	Financial	Parish Council at Annual Parish Meeting	High

## LONGDEN PARISH ACTION PLAN - Housing

Residents are concerned about the scale of development and expressed a desire to restrict new developments in consideration to scale, size and design. This plan should be cross-referenced with the 2017 development statement

Desired Outcome	Action Required	Lead Partner	Partners	Control factors	Review	Priority
Restrict cumulative impact of development to no more than 10% increase on existing housing stock (2017 – 2026)	Support applications for developments in areas that have not yet had growth. Work to restrict size of new developments	Shropshire Council	Parish Council Longden Village Action Group Lyth hill Action Group Developers Landowners	Local & National Planning Policy Framework Longden Village Development statement Parish Plan SamDev Local Plan review	Parish Council at Annual Parish Meeting	High
Limit new housing to small scale local needs housing	Influence Shropshire Local Plan Comment on future planning applications	Shropshire Council	Parish Council Longden Village Action Group Community	Local & National Planning policy Framework Longden Village Development statement Parish Plan SamDev Local Plan review	End of 2017  Ongoing	High
Keep new developments small in size (no more than 5 houses per development)	Update and expand the Longden Village Development Statement Work with planners and developers	Shropshire Council			Ongoing	High
Ensure new build properties are smaller dwellings	Work with planners to restrict building to smaller properties of no more than 3 bedrooms	Parish Council	Shropshire Council Planning Developers Longden Village Action Group		Ongoing	High

Ensure new developments are within existing village boundaries	Through the village development statement identify village envelopes within which sites may be suitable for development	Parish Council Community	Shropshire Council Developers Longden Village Action Group		End 2017	High
New developments to be 'in keeping' with surroundings	Highlight locally distinctive design features in the village development statement. Comment on planning applications.	Parish Council	Shropshire Council Developers		Ongoing	High
Encourage building of affordable homes for local people	Work with developers and Shropshire council to identify sites for affordable developments Support applications specifically intended for local residents to occupy	Parish Council	Shropshire Council Developers Longden Village action group		Ongoing	High

## LONGDEN PARISH ACTION PLAN - Business & Enterprise

Business and enterprise is seen as important within the parish and there is a desire for it to be encouraged and retained.

Desired Outcome	Action Required	Lead Partner	Partners	Control factors	Review	Priority
Ensure the retention of Longden shop and Post Office	Encourage use of facilities by all sectors of community Encourage wider promotion of the shop within the smaller communities	Businesses	Parish Council Residents Community groups	Community support Business viability	Parish Council at Annual Parish Meeting	High
Retain flourishing and supported public houses	Continue supporting and encouraging local businesses Encourage use of facilities by all sectors of community	Licensees	Parish Council Shropshire Council licensing department Licensees Community Shropshire Enterprise	Business viability	Parish Council at Annual Parish Meeting	High
Encourage recognition the role of farmers as custodians of the rural community	Promote awareness of farming practices	Parish Council	Parish Council Media	Public engagement	Parish Council at Annual Parish Meeting	Med
Welcome, support and encourage existing and new enterprises and businesses (e.g. Farriers business park)	Explore ways of supporting retention of all businesses Encourage and support rural businesses Support diversification whilst retaining rural character of the parish	Shropshire Council	Parish Council Landowners Developers Shropshire enterprise Farmers Business owners	Broadband Business rates Opportunities for advertising	Parish Council at Annual Parish Meeting	Med

Question	Responses	No. of Respondents	Percentage of all respondents
Sex	Male	111	45%
	Female	130	52%
	Did not answer	7	3%
Age	18-25	13	5%
	26-35	15	6%
	36-50	31	13%
	51-65	91	37%
	66-80	72	29%
	Over 80	19	8%
	Did not answer	7	3%
Employment Status	Self Employed	50	20%
	Employed Full Time	47	19%
	Employed Part Time	28	11%
	In Education	7	3%
	Unemployed	7	3%
	Retired	96	39%
	Did not answer	13	5%
Employment / Education Location	At home	47	19%
	In the Parish	15	6%
	Outside the Parish	82	33%
	Did not answer	104	42%
Location	Hookagate	35	14%
	Annscroft	28	11%
	Longden	87	35%
	Longden Common	21	8%
	Oaks	6	2%
	Lower Common	7	3%
	Exfords Green	16	6%
	Lyth Hill / Bank	48	19%
	Outside Parish	0	0%
	Did not answer	0	0%
Duration in the Parish	Less than 1 year	9	4%
	1-3 years	40	16%
	4-10 years	21	8%
	More than 10 years	177	71%
	Did not answer	1	0%

The Parish Plan steering group was comprised of the following residents who gave their time and knowledge to develop this plan for the benefit of the Parish Community:

Chair: Neil Evans

Vice Chair: Emma Peirce-Jenkins

Secretary: Liz Mills

Treasurers: Mike & Babs Cox

Paul Arnold

Roger Evans (Unitary Councillor)

Karen Lovegrove

Jackie Ingham

Chris Rigby

Catherine Roberts

Mike Whittall

Jamie Whysall





LONGDEN

SHREWSBURY 5

PULVERBATCH 3  
BISHOPS CASTLE 14

EXFORDS GREEN  
DORRINGTON

PLEALEY 1  
PONTESFORD 2

Village Hall

School

WATCH!

PLEALEY LANE

sold