

Shropshire
Council

Craven Arms and Surrounding Area Place Plan 2019/20

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Context: what is a Place Plan?

Shropshire Council is working to make Shropshire a great place to live, learn, work, and visit – we want to innovate to thrive. To make that ambition a reality, we need to understand what our towns and communities need in order to make them better places for all. Our Place Plans – of which there are 18 across the county – paint a picture of each local area, and help all of us to shape and improve our communities.

Place Plans are therefore documents which bring together information about a defined area. The information that they contain is focussed on infrastructure needs, such as roads, transport facilities, flood defences, schools and educational facilities, medical facilities, sporting and recreational facilities, and open spaces. They also include other information which can help us to understand local needs and to make decisions. This wider information includes things like housing needs in light of population changes, and environmental issues in light of development.

In an ideal world, we would be able to support all of the infrastructure needs within the 18 Place Plan areas of Shropshire. However, funding restrictions mean that we have to make some difficult decisions, and prioritise the infrastructure that is most important. Place Plans help us to do this.

The aim of the Place Plans is therefore:

- To enable Shropshire Council and its partners, working closely with local Elected Members and Town and Parish Councils, to deliver the infrastructure needs of our communities.

The objectives of the Place Plans are therefore:

- To develop a clear picture and understanding of the Place Plan area.
- To identify and prioritise infrastructure needs within the Place Plan area.
- To identify lead partners, supporting partners, and funding opportunities (where possible) to deliver those infrastructure needs.
- To feed in to the Strategic Infrastructure Implementation Plan for the county as a whole.
- To feed in to Shropshire Council's Corporate Plan and Service Plans.

There are 18 Place Plans in Shropshire, covering the following areas:

- Albrighton
- Bishops Castle
- Bridgnorth
- Broseley
- Church Stretton
- Cleobury Mortimer
- Craven Arms
- Ellesmere
- Highley
- Ludlow
- Market Drayton
- Minsterley and Pontesbury

- Much Wenlock
- Oswestry
- Shifnal
- Shrewsbury Town
- Shrewsbury Rural
- Wem
- Whitchurch

The Place Plans also include the wider hinterlands around each of these towns or key centres. In this way, everywhere in the county is included within a Place Plan.

Place Plans are reviewed regularly, and as such are 'live' documents informed by conversations with Town and Parish Councils, and with infrastructure and service providers. This document is the 2019/20 version of the Craven Arms and Surrounding Area Place Plan.

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1. List of Projects

1.1 Evidence base and prioritisation of projects

The project list in the table below is based on information submitted to Shropshire Council by Town and Parish Councils in each Place Plan area. This information is then tested against data held by the Council, and further informed by consultation with a range of infrastructure providers. By gathering this information, we have been able to understand more clearly the needs of each Place Plan area, and to use this information to make some difficult decisions about prioritisation of projects.

For the Craven Arm and Surrounding Area Place Plan, a review of information has shown that:

- Development of additional employment land is required in order to provide premises for expanding local businesses.
- Whilst such growth is desirable in order to ensure the sustainability of the area, this will require improvement of Highways and various utilities and services, including water management and ICT / Broadband provision.

1.2 Prioritisation of projects

Following collation and assessment of this information, the difficult task of prioritisation of projects can be undertaken. Projects are allocated to a category, based on the descriptions extensive discussions with a range of partners, and on information included within the Implementation Plan of Shropshire's Local Development Plan: <https://www.shropshire.gov.uk/media/8603/ldf-implementation-plan-2016-17.pdf>.

Projects will be allocated to one of the three categories identified below:

- Priority A Projects
- Priority B Projects
- Neighbourhood Projects

The table below gives further information about the categories.

Category	Description	Examples
Priority A	<p>This is infrastructure which will unlock development.</p> <p>These are usually projects which will be led by Shropshire Council and/or its strategic infrastructure delivery partners, such as utilities companies, the Environment Agency, Highways England, broadband providers, etc.</p> <p>These projects are sometimes also legally required (i.e. Shropshire Council has a statutory duty to provides this infrastructure) or may be strategically important (i.e. essential for the good of the county as a whole).</p>	<p>Improvements to drainage in Whitchurch to allow significant housing and business premises development.</p> <p>Works at Churncote roundabout on the A5 to the west of Shrewsbury – improvements here will impact across the county.</p> <p>Provision of sufficient school places to meet local need.</p>

Priority B	<p>This is infrastructure which will support development in a number of ways and/or a number of locations.</p> <p>These projects will often be required across numerous locations in the Place Plan area, or will impact widely within the Place Plan area as a whole.</p>	<p>Improvements to Broadband connectivity across the county.</p> <p>Provision of housing to meet local need.</p> <p>Improved access to public transport facilities, such as rail stations.</p>
Neighbourhood	<p>Projects which will support and are important to an individual community.</p>	<p>Playgrounds, village hall car parks, street lights, local road safety improvements, etc</p>

1.3 Projects for Craven Arms and Surrounding Area Place Plan

The projects in the following table have been identified through evidence and data gathering as described in section 1.1, and through discussions and consultations with Town and Parish Councils. Discussions have also taken place with relevant departments across Shropshire Council, and with external providers of strategic infrastructure. However, please be aware that this table does not commit any partner to undertake specific activity, as priorities and resources are subject to change.

Further, whilst Shropshire Council will continue to support its Town and Parish Councils to identify infrastructure needs within the Place Plan area, the final decision on the level of priority given to specific infrastructure projects rests with Shropshire Council, based on the evidence gathering noted above.

Projects have been presented in two tables: the first covering Priority A and Priority B projects, and the second covering Neighbourhood Projects.

Please note that completed projects will be included in a separate supporting document. This document will be made available on Shropshire Council’s website, alongside the Place Plans themselves.

Table 1: Priority A and Priority B Projects

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Priority A Projects				
Economic Opportunities				
<p>Extension of Long Lane Industrial Estate. Infrastructure required to open up the area. New roundabout on the A49, bridge crossing of Hereford to Shrewsbury railway line, closure of existing level crossing, provision of service road, utilities reinforcement including Broadband and 5G</p> <p>Development of Newington Food Park and Craven Arms Business Park. The Newington Food Park will include: a campus style abattoir, storage and distribution complex with future growth potential, new roundabout junction on A49, 8 hectares of new employment land at Newington Farm to increase the volume / range of abattoir business, release of 2.5 hectares of new employment land to west of A49, dwellings for key workers through restoration of historic Newington Farmstead. (Craven Arms)</p>	£4.5 million approx	Marches LEP, Highways England, Network Rail, Section 106, private landowners, private developers	Shropshire Council, businesses, private landowners and developers, Highways England, Network Rail Craven Arms TC, Wistanstow PC and Sibdon Carwood Parish Meeting	<p>Will need to be determined as development progresses. Links to the Newington Food Park project. Network Rail are supportive of the replacement of level crossings with other facilities, but solutions will inevitably incur significant expense. None paid for by SC it is a HE, Developer & NR funded project – CIL could support.</p> <p>Highways are supportive of the project</p> <p>The neighbouring parishes need to be included in further discussions</p>
Environment and Utilities				
Electricity reinforcement – upgrading primary transformer from 5MVA to 15MVA. Establishing a new 33kV bay at Ludlow and a new 33kV circuit (15km) to Craven Arms. Additional electricity reinforcements for employment land, details tbc as more details of the proposed developments becomes available (Craven Arms)	Not known	Western Power Distribution capital funding program	Western Power Distribution	<p>This type of project would be delivered by Western Power Distribution Projects. This area is covered by Network Services based at the Ludlow Depot. All applications for new electricity connections and/or infrastructure should be submitted to</p> <p>wpdnewsuppliesmids@westernpower.co.uk</p> <p>Shropshire Council is speaking to Western Power to ascertain if the cable brought from Ludlow, via</p>

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
				Stanton Lacy 2 years ago would be suitable for the upgrade.
Priority B Projects				
Economic Opportunities				
Facilitation of ICT / broadband technologies with special relevance to poor mobile phone coverage (ALL Parishes)	To be updated	To be confirmed	Shropshire Council, Local Councils, private sector partners	Shropshire Council remains committed to seeking a solution to provide superfast broadband for unserved premises and are confident that we can ensure that all premises in the Shropshire Council area have access to a superfast broadband connection by 2021. For queries about the availability of faster broadband, please email address details and landline numbers (if available) to connecting.shropshire@shropshire.gov.uk
Environment and Utilities				
Sewerage network capacity – hydraulic modelling of the wastewater network is required to assess whether there is capacity within the network to meet development needs (Craven Arms)	Not known	Developers, Severn Trent Water	Developers, Severn Trent Water	Severn Trent Water are currently assessing the impact of the preferred sites on water provision, sewerage conveyance and treatment
Flood risk management infrastructure (Craven Arms)	To be confirmed	Flood Defence Grant in Aid, CIL, Local	Environment Agency, Town Council	An infrastructure scheme is included in the Environment Agency's next 6-year programme (2021 onwards) to protect around 23 properties in the town. A selection of these properties have been accelerated into the current programme for a delivery of a scheme by 2021 (involving replacement of 3 trash screens). There is potential to align additional schemes with delivery of strategic projects. Cllr David Evans to be included in any discussions as has local knowledge of the problems and met with drainage engineers
Flood risk management infrastructure (Corve Dale) (Culmington) (Diddlebury)	To be confirmed	Flood Defence Grant in Aid	Shropshire Wildlife Trust, Parish Councils	The Shropshire Tributaries Natural Flood Management Scheme is currently centred on the

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
				Corve Dale. This scheme is led by the Shropshire Wildlife Trust. Flood groups are well established at Culmington and Diddlebury working with the NFM project.
Provision of Mains Drainage – no mains drainage and there is outflow from existing septic tanks (Munslow)	Not known	Developers, Severn Trent Water	Severn Trent Water, Parish Council	Shropshire Council to provide more information to Severn Trent Water
Transport and Accessibility				
Local highway improvements, including speed and safety, public realm enhancements, sustainable travel, upgrade of footway to permit shared use cycling and walking at Craven Arms, Stokesay Castle, Wistanstow, connections across the railway line and A49, pedestrian link to Britpart at the Grove, pedestrian crossing on the A49 by the Community Centre (Craven Arms)	Not known	Not known	Town Council, Shropshire Council	All in Highways England network so not a SC issue to comment Shropshire Council will engage with Highways England, raising these issues for potential consideration in one of HE's future investment rounds

Table 2: Neighbourhood Projects

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Neighbourhood Projects				
Community Infrastructure				
Holdgate Church – identified as heritage at risk (Abdon and Heath, Tugford and Holdgate)	Not known	Heritage Lottery Fund	Parish Council	Parish lead.
Extension of the pavement on the Clun Road (Craven Arms)	Not known	Neighbourhood Fund	Town Council	Parish lead – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities with the Local Transport Plan. Please email transport@shropshire.gov.uk
Provision of additional burial land (Craven Arms)	Not known	Neighbourhood Fund, Public Works Board Loan, Precept	Town Council	Parish lead. Please contact mark.foxall@shropshire.gov.uk in bereavement services.
Heritage at risk projects – Heath Chapel medieval settlement, Norton Camp, Formation of Archaeological Fund, Stiperstones to Corndon Landscape Partnership Scheme (Craven Arms)	Not known	Not known	Town Council, Civic Society, English Heritage, Parochial Church Council, Natural England AONB	Parish and land owner / property owner lead.
Street lighting – convert to minimise electricity consumption, including light sensitive controls (Craven Arms)	Not known	Neighbourhood Fund, precept	Town Council	Shropshire Council Highways are currently looking to undertake a large scale replacement scheme of our remaining streetlights lights to LED with external funding being sought (subject to approval); as part of this process should the Parish and Town Councils wish to benefit from the economies of scale this programme would provide Shropshire Council have enabled them to procure through our current contracts and contractors. This approach will give greater savings, efficiencies and economy of scale.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Various rights of way improvements – improve stiles and gates, removal of obstacles and production of a path map (Culmington)	Not known	Neighbourhood Fund	Parish Council	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
To develop and resurface the approaches to Diddlebury Village Hall carpark. Safeguarding pedestrian access from school traffic. Provision and maintenance of facilities and equipment for sport, recreational and leisure (Diddlebury)	Not known	Neighbourhood Fund	Parish Council	CIL EOI currently being considered Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Aston Village Hall maintenance and improvements including better access for those with limited mobility. Project being completed in phases as funding allows (Hopesay)	Not known	Neighbourhood Fund, precept	Parish Council, Village Hall Trustees	Parish lead.
Improvements to and maintenance of Public Rights of Way (Hopesay)	Not known	Neighbourhood Fund	Parish Council	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Traffic calming measures (Hopesay)	Not known	Neighbourhood Fund	Parish Council	Parish lead – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities with the Local Transport Plan. Please email transport@shropshire.gov.uk
Broadband issues – Airband only in 'line of sight' (Hopton, Cangeford, Stoke St Milborough)			Parish Council	Airband have been invited to the PC annual parish meeting 23/05/19 to explain their proposals. A location for the mast has been found and approved by the land owner. Residents will be able to sign up on the evening and if 10+ residents sign up the village hall will get free installation.
Improved bus links with local town (Hopton, Cangeford, Stoke St Milborough)	Not known	Not known	Parish Council	Parish lead.
Youth provision – support the youth club, investigate purchase of land for sporting / youth activity, restore and maintain the Pound Land, develop parish website (Hopton, Cangeford, Stoke St Milborough)	Not known	Not known	Parish Council	Parish lead.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Improvements to Parish Hall including car park facilities (Hopton, Cangeford, Stoke St Milborough)	Not known	Not known	Parish Council	Parish lead, working with Highways about use of the verge
Provision of recreational facilities for children and young people including activities in Beambridge Hall (Munslow)	Not known	Neighbourhood Fund, precept	Parish Council	Parish lead.
Resurfacing of community car park in Aston Munslow (Munslow)	Not known	Neighbourhood Fund, precept	Parish Council	Parish lead.
Identify further buildings for the Heritage at Risk Register (Munslow)	Not known	Neighbourhood Fund	Parish Council, English Heritage	Parish lead.
Parking at Swan Inn, Aston Munslow - appropriate road markings and signage to control parking (Munslow)	Not known	Not known	Parish Council	Parish lead.
Street lighting – convert to minimise electricity consumption, including light sensitive controls (Wistanstow)	Not known	Neighbourhood Fund, precept	Parish Council	Shropshire Council Highways are currently looking to undertake a large scale replacement scheme of our remaining streetlights lights to LED with external funding being sought (subject to approval); as part of this process should the Parish and Town Councils with to benefit from the economies of scale this programme would provide Shropshire Council have enabled them to procure through our current contracts and contractors. This approach will give greater savings, efficiencies and economy of scale.
Economic Opportunities				
Increase employment opportunities – promote and encourage the conditions to that will allow new jobs to be created. Suggestions include allowing redundant farm buildings to be converted for live/work activities, establish a resource centre with IT equipment and support entrepreneurs (Wistanstow)	Not known	Not known	Parish Council	Parish lead.
Environment and Utilities				

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Enhance quality of the natural environment – maintain the stream in Diddlebury, provide wildlife information, prevent fly tipping and reduce litter, have regard to preserving the rural nature of the parish in dealing with planning applications, promote energy saving measures (Diddlebury)	Not known	Diddlebury Parish Council	Parish Council, Parish Plan Steering Group, Stream Group, AONB, Energy Companies, Government initiatives	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Reduce reliance on dwindling and polluting resources – undertake a parish carbon audit, promote energy efficiency and conservation, sympathetic upgrade of traditional housing stock, ensure new housing stock employs energy saving and recycling measures, use local sources of low carbon embodied materials. (Munslow)	Not known	Not known	Individual businesses, Parish Council,	Parish lead.
Minimise flooding – clean ditches at pinch points and ongoing riparian management of River Corve and Trow Brook, improve capacity of the land to store water, Parish Council representation on Flood Forum (Munslow)	Not known	Landowners, Environment Agency	Parish Council, Environment Agency, Riparian Owners, Natural England	Parish lead.
Re-profiling the right bank of Coppice Drive - investigate the viability of raising land levels against re-profiling the right bank of Coppice Drive. Includes a detailed design of watercourse improvements (Craven Arms)	£25,000	Not known	Town Council	Parish lead. Part of Shropshire Councils Section 19 Flood Investigation Report
Investigate the opportunity to improve the conveyance and capacity of culverts to prevent flooding of Watling Street (Craven Arms and Sibdon Carwood)	£10,000	Not known	Town Council	Parish lead. Part of Shropshire Councils Section 19 Flood Investigation Report
Transport and Accessibility				
Improve pedestrian access across the town – including improved access to Railway Station, and improved	Not known	Not known	Town Council	Parish lead. Highways are supportive – no budget

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
access at Brook Road and Watling Street (Craven Arms)				Not commenced – keep in list of projects as when the extension to the business park is approved added on with developer contribution
Pedestrian crossing on A49 opposite the Community Centre (Craven Arms)	Not known	Not known	Not known	Parish lead. Highways England land SC cannot comment
Extension to station car park – Network Rail owns land adjacent to the existing station car park which may be suitable for an extension (Craven Arms)	Not known	Not known	Town Council, Shropshire Council, Network Rail, Transport for Wales	Parish lead. Network Rail will work with Shropshire Council and other stakeholders to maintain facilities and to develop proposals that interface with the railway in the interest of passengers. The station building itself is managed by Transport for Wales, who are currently developing a station audit (results due summer 2019).
Improvement to the Heart of Wales line, between Shrewsbury and Knighton (Craven Arms)	Not known	Welsh Government	Town Council, Transport for Wales, Network Rail	Parish lead. Network Rail and Transport for Wales will work with Shropshire Council and other stakeholders to maintain facilities, and to address additional needs as a result of development to assist with development proposals that interface with the railway in the interest of passengers. The station building itself is managed by Transport for Wales, who are currently developing a station audit (results due summer 2019).
Transport and accessibility improvements – pavement along B4368 Craven Arms road east to Wayside camping site, and B4369 from Aston on Clun to Broome, (Hopesay)	Not known	Not known	Parish Council, Shropshire Council	Parish lead – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities with the Local Transport Plan. Please email transport@shropshire.gov.uk
Safer and all-weather path and standing area at the school bus collection point on the Broome to Clungunford road (Hopesay)	Not known	Not known	Parish Council, Shropshire Council	Parish lead – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities with the Local Transport Plan. Please email transport@shropshire.gov.uk
Local highway improvements, including speed and safety, public realm enhancements and sustainable travel – vehicle activated speed signs on B4368 and	Not known	Neighbourhood Fund	Parish Council	Parish lead working with Shropshire Council Highways to progress. Ffion Horton in contact with the parish

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
B4365, 20mph speed limit in Culmington village, (Culmington)				
Provision of Vehicle Activated Signs on B4368 (Diddlebury)	Not known	Neighbourhood Fund	Parish Council	Parish lead.
Local highway improvements, including speed and safety, public realm enhancements and sustainable travel (Diddlebury)	Not known	Neighbourhood Fund	Parish Council	Parish lead. Not in the Highways Programme
Traffic calming measures - monitor traffic speeds (Hopesay)	Not known	Neighbourhood Fund	Parish Council, Shropshire Council	Parish lead – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities with the Local Transport Plan. Please email transport@shropshire.gov.uk
Local highway improvements – review potential for a set speed on Beambridge, interactive signs, overall speed reduction on B4368, improvements to enable safe cycle routes, review of traffic signs and for those found ineffective to be removed, development of safe routes between villages (Munslow)	Not known		Parish Council	Parish lead. please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities with the Local Transport Plan. Please email transport@shropshire.gov.uk
Improve gateways to the villages on the B4368 (Munslow)	Not known	Neighbourhood Fund	Parish Council	Parish lead.
Review maintenance of verges with Highways - road verges to be mown and tidied where road safety is an issue but would like verges on quiet roads to be maintained for wildlife (Munslow)	Not known	Neighbourhood Fund, precept	Parish Lengthsman, Parish Council	Parish lead. In line with council programme for cutting. Any sites for non/late cut need to be passed to highways for consideration. Visibility splays and junctions cannot be missed for safety reasons
Local Highway Improvements, including speed and safety, public realm enhancements and sustainable travel (Stanton Lacy)	Not known	Neighbourhood Fund	Parish Council, Shropshire Council	Parish lead – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities with the Local Transport Plan. Please email transport@shropshire.gov.uk
Consider speeding restrictions in Watling Street (Sibdon Carwood and Craven Arms)	Not Known	Neighbourhood Fund	Parishes	Parish lead – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities with the Local Transport Plan. Please email transport@shropshire.gov.uk

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Local highway improvements – improved public transport and possible joint transport initiative with other parishes, road improvements particularly at vulnerable locations including where children play and near vulnerable adults (Wistanstow)	Not known	Neighbourhood Fund, precept	Parish Council	Parish lead – please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities with the Local Transport Plan. Please email transport@shropshire.gov.uk
A49 Diversions – deterioration of roads due to heavy and additional traffic (Culmington, Stanton Lacy, Craven Arms)	Not known	SC Highways to take this up with Highways England to seek compensation	Parishes, Shropshire Council, Highways England	Parish lead - Any concerns or evidence raised regarding the diversion routes for Highways England or the impact this has on the roads should be directed to streetworks@shropshire.gov.uk

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2. Planning in Shropshire

2.1 County-wide planning processes: The Local Plan

Planning is a statutory process (required by law) that all local authorities across the UK must undertake.

A number of planning policy documents consider a wide range of important planning issues such as housing, employment, retail, the environment, and transport. Together, these documents constitute the Local Plan, which plays a crucial role in prioritising and shaping development in the local authority area. In Shropshire, the current Local Plan period runs until 2026.

Of all the documents that make up the Local Plan, there are two that we will refer to here. They are:

- Core Strategy – adopted 24 February 2011
- Site Allocations and Management of Development (SAMDev) Plan – adopted 17 December 2015

At the moment, the Local Plan is undergoing a review, which will ensure that Shropshire Council can respond to changing circumstances. The review will include, but is not limited to, consideration of housing requirements, employment land requirements, the distribution of development, and a review of green belt boundaries. Until the review is completed, the existing Local Plan remains as the overarching guide for all development across the county.

There is also a third set of documents which are of vital importance to the Local Plan. These are the 18 Place Plans, and you are currently reading the Place Plan for **Craven Arms and Surrounding Area**.

2.2 This Place Plan area in the county-wide plan

The Core Strategy recognises the role of Shropshire's market towns and key centres through Policy CS3. All of our towns have distinctive identities, which new development is expected to reinforce, by respecting each town's distinctive character, and by being sensitive to its landscape setting, historic features, and the towns' functions. The policy for Craven Arms is focussed as follows:

CS3 states –

The Market Towns and other Key Centres will maintain and enhance their roles in providing facilities and services to their rural hinterlands, and providing foci for economic development and regeneration. Balanced housing and employment development, of an appropriate scale and design that respects each town's distinctive character and is supported by improvements in infrastructure, will take place within the towns' development boundaries and on sites allocated for development.

Craven Arms will have development as a local growth point in the A49 corridor, growing its role in providing services and employment opportunities for the local area.

Craven Arms (population 2,300) is located on the A49 between Shrewsbury and Ludlow, with a railway station on the junction of the Cardiff - Crewe and Heart of Wales lines. It lies in the valley of the River Onny, on the edge of the Shropshire Hills Area of Outstanding Natural Beauty. The town has experienced

growth in recent years, with significant developments near its centre and along the A49, and the provision of new services such as the Shropshire Hills Discovery Centre.

The number of resident workers exceeds the number of available jobs. Most workplaces in Craven Arms are small in size, with the majority of the workforce being employed in the service sector. However, manufacturing and construction are both more important providers of employment in Craven Arms than in Shropshire as a whole.

Housing tenures in the local joint committee area at the time of the 2001 Census were 67.8% owner occupied, 21.4% private rented and 10.8% social rented.

Additional hydraulic capacity will be required at the Craven Arms Wastewater Treatment Works during the plan period and a new discharge consent will also be required in order to ensure there is no deterioration of water quality under the Water Framework Directive, as outlined in the LDF Implementation Plan. Any development proposals will therefore need to be discussed with the water company at the earliest opportunity to understand the constraints to development and infrastructure upgrade requirements.

The SAMDev Plan also provides brief settlement policies for each Place Plan area. The policies for Craven Arms, and then for the wider area, are as follows:

S7.1 states:

Craven Arms is a primary growth point on the A49 trunk road through south Shropshire and is a focus for significant development as a principal gateway serving the Area of Outstanding Natural Beauty. The town will deliver around 500 dwellings and around 15 hectares of employment land from 2006 to 2026.

Housing development will be delivered through the allocation of a combination of greenfield and brownfield sites identified in Schedule S7.1a and on the Policies Map which are capable of delivering around 350 dwellings.

Housing allocations comprise two groups of housing sites along Watling Street to the west of the town. To the north, two sites are located at Greenfield Road (CRAV003 and CRAV009). To the south, three linked sites extend from Watling Street to Clun Road (CRAV004, CRAV010 and CRAV024). Two additional sites are proposed firstly to the west of Watling Street for exceptions affordable housing (CRAV002) and secondly at Newington Farmstead for key worker accommodation to serve the proposed new abattoir complex (CRAV030). Housing development will also be delivered on windfall sites to achieve the proposed scale of housing development.

To deliver a balance between new housing and local employment opportunities, specific employment allocations for 10.5 hectares are identified in Schedule S7.1b and on the Policies Map. The relocation of the Euro Quality Lambs abattoir will create the proposed Newington Food Park as the key employment proposal in the town. These sites will complement the committed urban employment sites identified in Schedule 7.1c. Existing employment areas will also be protected in accordance with Policy MD9.

To support the role of Craven Arms as a principal service centre, the relocation of the existing abattoir from Corvedale Road will permit a mixed use regeneration of the Key Area of Change identified on the

Policies Map. Development proposals will be required to satisfy the requirements of Policies CS6, CS13, CS14, CS15, CS16, CS17, MD2, MD3, MD4, MD10a, MD10b, MD11, MD12 and MD13 as appropriate.

Development proposals will be required to address the strategic and local infrastructure investment requirements identified in Policy MD8, the LDF Implementation Plan and the area Place Plan.

Development proposals will be expected to take account of the policies and guidelines contained in the local Town Plan and other community-led strategies, plans or masterplan adopted by Shropshire Council.

Schedule 7.1a Housing Sites

Development of the allocated housing sites identified on the Policies Map should be in accordance with Policies CS6, CS9 and CS11, Policies MD2, MD3 and MD8, and the developer guidelines and approximate site provision figures set out in this schedule.

Schedule 7.1b Employment Sites

Development of the allocated employment sites identified on the Policies Map should be in accordance with Policies CS6, CS9, and CS14, Policies MD2, MD4 and MD8, and the development guidelines and approximate site provision areas set out in this schedule.

Section 7.3 Area-wide Policies

Developments that contribute to the area's economy are encouraged on employment sites in the rural area to complement the committed employment sites in Schedule S7.1d below.

Proposals for small scale office, workshop and light industrial uses and expansion of existing businesses will be supported where they are well located and well suited to employment use. 2 hectares of employment development are expected to take place on small-scale windfall sites across the Craven Arms Area over the Plan period and will be positively considered in relation to employment Policy MD4 and the relevant policies for Craven Arms (CS3), hubs and cluster settlements (CS4) or the rural area (CS5, MD7b) as appropriate.

For those parts of the Craven Arms area in the river Clun catchment, mitigation measures will be required to remove the adverse effects of development on the integrity of the River Clun SAC in accordance with Policy MD12. These include phasing development appropriately to take account of infrastructure improvements as set out within the Place Plans, particularly waste water infrastructure, and applying the highest standards of design, in accordance with Policies CS6 and CS18.

Shropshire Council started reviewing its Local Plan in 2017 and recently consulted on the preferred sites which are needed to meet the county's development needs during the period to 2036. The new Plan is unlikely to be adopted before 2021. The review will ensure that the Local Plan continues to be the primary consideration for decisions about development in Shropshire by maintaining robust and defensible policies that conform with national policy and address the changing circumstances within the County and beyond. Key points from the Local Plan review include:

Craven Arms will act as a Key Centre and contribute towards the strategic growth objectives in the south of the County. It is expected that Craven Arms will continue to explore ways in which it can effectively implement the ambitious growth strategy previously set out in the SAMDev Plan, Policy S7.1.

A key proposal for the growth and regeneration of Craven Arms is the relocation of the Euro Quality Lambs (EQL) abattoir from its existing and physically constrained site on the high street at Corvedale Road. It is then proposed that the high street will itself be regenerated as a Key Area of Change to better meet the needs of the community and to improve the eastern gateway into the town.

The relocation of EQL to Newington Farm, on to an 8 hectare site to the north of the town, is the key proposal for the growth and regeneration of Craven Arms and its economy. Newington Food Park will provide a new strategic junction onto the A49 and will accommodate a modern abattoir and processing complex with further 'value-added' processing operations to increase production and diversify the business enterprise. This facility will be developed over time and will include appropriate support services comprising cold storage warehousing, HGV delivery and distribution facilities, car parking and facilities for employees and visitors and appropriate physical bio-security measures.

The EQL relocation will consolidate employment opportunities around the successful Craven Arms Business Park on Long Lane. The Business Park will soon reach full capacity and an opportunity to create a further Phase 2 development is available on a 3.5 hectare site to the north of Long Lane. The new strategic junction to Newington Food Park on the A49 will also trigger the release of a new employment site for 2.5 hectares on the west of the A49, adjoining the rail line and the Business Park.

The allocated site for Phase 2 of Craven Arms Business Park is separated from the A49 by the Shrewsbury to Cardiff rail line and the Long Lane level crossing. This is the proposed location for an automated level crossing with longer closure times likely to affect the A49 at its junction with Long Lane.

It is an objective of the strategy that the strategic junction on the A49 also be used to facilitate a new northern highway linking the trunk road to the proposed developments on Long Lane (north) and Watling Street (west) to improve communications in and around the town.

This new northern highway would need to bridge the rail line and would facilitate the complete closure of the Long Lane level crossing. This new northern highway would then link the A49 and Newington Food Park with the other two employment sites and the new allocated housing sites along Watling Street.

The committed site for the expansion of the Business Park is identified in Schedule 7.1c below with other sites which will complement the range and choice of economic development opportunities in the town. The expansion site to the north of Long Lane Long could include recycling and environmental industries which have been successfully integrated into the existing Business Park to the south.

The local housing market is not as strong as most of southern Shropshire which results in a lower requirement for affordable housing as a developer contribution from open market developments. However, this is now supported by the recent delivery of the exception housing scheme west of Watling Street for site for 25 dwellings.

Housing sites to accommodate around 325 new dwellings will help to deliver the growth aspirations for Craven Arms. These existing allocations include a series of sites located along the eastern frontage of Watling Street which are proposed to be linked to the A49 via the proposed, new northern highway. These sites are expected to provide significant new market and affordable housing to meet local needs within the town and the Craven Arms Place Plan area.

To assist the operation and management of the proposed Newington Food Park, it is proposed to allocate Newington Farmstead for a small residential conversion of the historical farm buildings to

provide around 5 new dwellings to accommodate key workers employed at the Food Park. This redevelopment will enable the demolition of unsympathetic modern outbuildings on the site to reveal the historic character of the Farmstead and it is expected that these significant buildings will be redeveloped to enhance their appearance and to conserve their architectural interest.

In addition to the identified site allocations, there are significant opportunities for the development of windfall sites within the existing development boundary and an allowance of around 90 dwellings has been made for this purpose. This allowance is to ensure the delivery of around 500 new dwellings in Craven Arms to 2036.

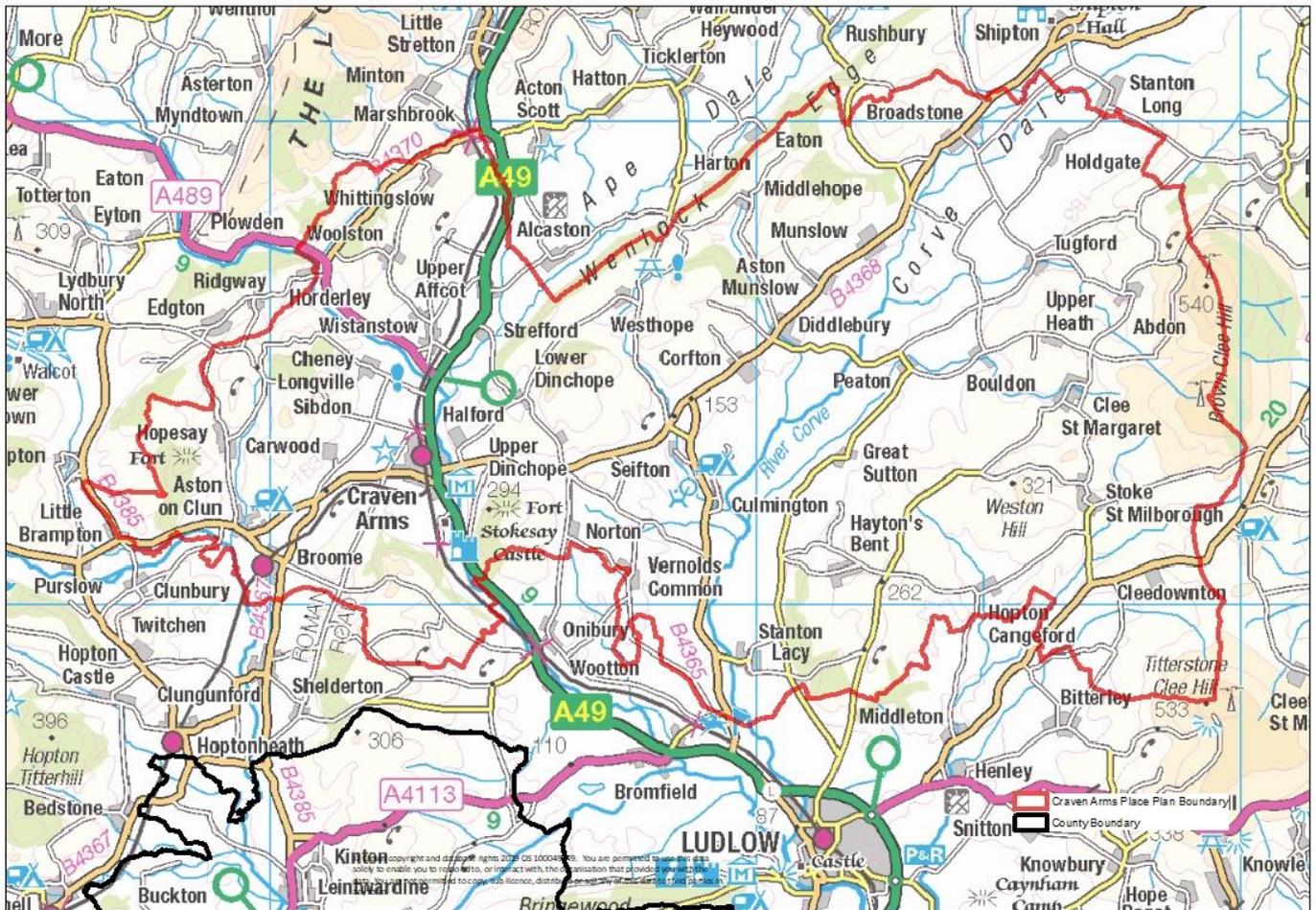
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3. More about this area

3.1 Place Plan boundaries

Place Plans were developed to include a main centre (often a market town) and its surrounding smaller towns, villages, and rural hinterland. These areas are recognised in the Local Plan as functioning geographical areas, with strong linkages to and from the main town and the wider area.

The Craven Arms and Surrounding Area Place Plan geography is shown in the map below:



3.2 Pen picture of the area

Craven Arms is a small market town situated in the South Shropshire hills on the A49. It is located south of Church Stretton and north of Ludlow. Craven Arms developed as a small rural settlement and is a relatively new town (for Shropshire), being only a small village "Newton" on a map of 1695. The arrival of the railway line led to the growth of the town in the 19th century. The Craven Arms Hotel which is located at the Junction of the A49 and B4368 was built around 1800 to provide accommodation to travellers. As the town grew it adopted the name of the hotel for the town.

Craven Arms is the eleventh largest employment centre in Shropshire and is one of main location of businesses and jobs in the south of the County, albeit notably smaller than Ludlow and slightly smaller than

Church Stretton. 300 businesses have registered offices in Craven Arms (Source: MINT (Bureau van Dijk), July 2017) which is less than 2% of the Shropshire total and approximately 1,300 people are employed in the town (1.1% of the Shropshire total).

Craven Arms Farmers Market is held monthly on the first Saturday of the month at the Shropshire Hills Discovery Centre. A wide range of local produce and artisan products including; local apple juice, bread & cakes, free range meat, preserves, honey and fruit & veg.

3.3 List of Parishes and Local Elected Members

This Place Plan covers the following Town and Parish Councils:

- Abdon and Heath, Tugford and Holdgate Parish
- Clee St Margaret Parish
- Craven Arms Town
- Culmington Parish
- Diddlebury Parish
- Hopesay Parish
- Hopton, Cangeford, and Stoke St Milborough Parish
- Munslow Parish
- Sibdon Carwood Parish
- Stanton Lacy Parish
- Wistanstow Parish

The following Elected Members of Shropshire Council represent constituencies within this Place Plan area:

- Cllr David Evans
- Cllr Lee Chapman
- Cllr Cecilia Motley

3.4 Other local plans

When developing the Place Plan for an area, Shropshire Council also looks at any other local plans and strategies that focus on infrastructure needs within this particular area.

For Craven Arms and the surrounding area, the relevant plans include:

Community Led or Parish Plans:

- Abdon and Heath, Tugford and Holdgate Parish Plan 2015
<http://www.abdonandheathparish.org/shared/attachments.asp?f=45631b22%2D42e8%2D41a8%2Db562%2Dd674377a5533%2Epdf&o=Abdon%2D%26%2DHeath%2DLight%2DParish%2DPlan%2D%2D%2DSummary%2DLeaflet%2Epdf>
- Clee St Margaret Parish Plan 2012 <https://www.hugofox.com/community/clee-st-margaret-12782/parish-plan/>
- Craven Arms Parish Plan 2005
<https://www.hugofox.com/shared/attachments.asp?f=efe3d8a2%2Dec87%2D4050%2D9f2e%2D42b1502a195c%2Epdf&o=Craven%2DArms%2DTown%2DCouncil%2DParish%2DPlan%2Epdf>

- Culmington Parish Plan refresh 2016
https://www.culmington.org/sites/default/files/parish_plan_update_2016_0.pdf
- Diddlebury Parish Plan refresh 2013 <https://www.diddleburyparish.co.uk/diddlebury-parish-plan>
- Hopesay Parish Plan 2008 – hard copy available from parish plan group
- Hopton Cangeford & Stoke St. Milborough Parish Plan 2013
<https://www.hugofox.com/community/sCtoke-st-milborough-parish-council-12527/full-text-of-our-parish-plan/>
- Munslow Parish Plan 2010 – hard copy available
- Stanton Lacy Parish Plan 2017 <https://www.stantonlacyparish.co.uk/stanton-lacy-parish-plan>
- Wistanstowe Parish Plan 2003
<http://www.wistanstowpc.org.uk/shared/attachments.asp?f=e7af1244%2Dce7a%2D4a1a%2D87f8%2Ddeb9c%2Dbd4be78a%2Epdf&o=wistanstow%2Dparish%2Dplan%2Epdf>

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4. Reviewing the Place Plan

4.1 Previous reviews

To date, the Place Plans have been updated through conversations with Town and Parish Councils, Local Elected Members, infrastructure and service providers, and local businesses. The ambition was to hold such conversations on an annual basis, but this approach has been difficult for the Council to resource, and has not enabled the Place Plans to be quickly and easily updated in response to changing local circumstances.

4.2 Future reviews

Undertaking an annual conversation involves significant consultation and engagement across the county. In light of current resource constraints, Shropshire Council will therefore now update the Place Plans on a rolling basis. This means that the Place Plans are ‘live’ documents, which can be updated as required in order to reflect changing infrastructure needs within a community. Town and Parish Councils will be able to submit projects for inclusion in their Place Plan on an ongoing basis.

A summary of the process that we will follow to review and incorporate these updates is shown below.

Update required	Process
The local community wishes to remove, update, or add a Priority A or Priority B Project	<p>The Town or Parish Council submits the relevant information to their Place Plan Officer (see contact details at Annexe 1). This can be done via letter, email, or conversation and discussion.</p> <p>Shropshire Council’s Internal Infrastructure Group (a group of officers with responsibility for delivery of infrastructure) will consider the information and agree any amendments that need to be made to the Place Plan.</p> <p>The proposed amendment will then be shared with the Strategic Infrastructure Forum (external infrastructure providers, such as utility companies, Environment Agency, etc.) for their input.</p> <p>The Place Plan Officer will feedback the results of the discussions to the Town or Parish Council, and the final form of the amendment will be agreed.</p> <p>The Place Plan Officer will make the changes to the Place Plan, and upload the revised document to Shropshire Council’s website.</p>
The local community wishes to remove, update, or add a Neighbourhood Project	<p>The Town or Parish Council submits the relevant information to their Place Plan Officer.</p> <p>The Place Plan Officer will consult with internal and external partners to ensure that there are no reasons why the project should not be included.</p> <p>The Place Plan Officer will make the required changes to the Place Plan, and upload the revised document to Shropshire Council’s website.</p>
Shropshire Council or an external infrastructure provider wishes to remove, update, or add a Priority A or Priority B Project	<p>The relevant Place Plan Officer will contact all Town and Parish Councils in the Place Plan area to discuss any proposed amendments to A and B projects.</p> <p>Once any amendments have been discussed and agreed, the Place Plan Officer will make the changes to the Place Plan, and upload the revised document to Shropshire Council’s website.</p>

Annexe 1 Supporting information

For more information on Shropshire Council's planning policies, please go to:

<http://www.shropshire.gov.uk/planning-policy/>

For more information on Place Plans, please go to:

<https://shropshire.gov.uk/planning-policy/implementation-and-place-planning/place-plans>

or contact your Place Plan Officer via PlacePlans@shropshire.gov.uk

For additional information on Council services, please refer to the telephone numbers below:

Service	Number
General enquiries	0345 678 9000
Housing benefit	0345 678 9001
Council tax	0345 678 9002
Business rates	0345 678 9003
Planning and building control	0345 678 9004
Housing	0345 678 9005
Streets, roads and transport	0345 678 9006
Bins and recycling	0345 678 9007
School admissions, free school meals and school transport	0345 678 9008
Concerns for the welfare of a child/children's social care or early help support	0345 678 9021
Registrars	0345 678 9016
Concerns for a vulnerable adult and Adult Social care	0345 678 9044
Elections	0345 678 9015

Alternatively, you can contact us via our website using the online enquiries form:

<https://shropshire.gov.uk/forms/contact-us?url=https://shropshire.gov.uk/customer-services/how-to-contact-us/>

For more information on health provision, please contact Shropshire Clinical Commissioning Group directly:

NHS Shropshire Clinical Commissioning Group,

William Farr House,

Mytton Oak Road,

Shrewsbury,

SY3 8XL.

Tel: 01743 277500 (main switchboard)

Email: SHRCCG.ShropshireCCG@nhs.net