



Shropshire
Council

Ludlow 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 Ludlow and Surrounding Area Place Plan.

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1. List of Projects

1.1 Data and information review

The infrastructure 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 Ludlow and Surrounding Area Place Plan, a review of the information has shown that key infrastructure issues are:

- Water treatment capacity is potentially an issue, and further assessment and mitigation may be required to meet the needs of new development.
- Additional primary school place provision in the latter part of the plan period to address the demands of development (Ludlow)
- Affordable housing provision will continue to be an issue across the area.
- Local infrastructure priorities include provision and maintenance of facilities and equipment for sport, recreation and leisure, as well as better connections between housing and employment east of the A49 bypass and the main town area.
- Ludlow is an important tourist destination and has achieved international renown as a centre for quality local food and drink. Improvements to tourism infrastructure may bring additional benefits.

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	This is infrastructure which will unlock development.	Improvements to drainage in Whitchurch to allow significant

	<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 provide this infrastructure) or may be strategically important (i.e. essential for the good of the county as a whole).</p>	<p>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 Ludlow 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				
Environment and Utilities				
Ludlow Wastewater Treatment Works upgrade – currently no hydraulic capacity at the works (Ludford)	Not known	Utility company, developers	Utility company, developers	On 19/02/2018 a new settled storm sewage permit was issued, increasing flow to full treatment from 63.3l/s to 87l/s. Severn Trent Water is currently gathering details about the potential to reduce infiltration in the catchment. There is also an obligation to upgrade the works for quality purposes, and to consider future growth and provide capacity if necessary
Sewerage network capacity – hydraulic modelling of the network to assess cumulative impacts if new development occurs and to assess whether there is capacity within the network to meet development needs. (Ludlow)	Not known	Developers- prior to connection	Utility company, developers	Severn Trent Water is currently assessing the impact of the preferred sites in the latest consultation document on water provision, sewerage conveyance, and treatment.
Flood risk management infrastructure (Ludlow)	To be confirmed	Flood Defence Grant in Aid, CIL, Local	ZDS	An infrastructure scheme is included in the Environment Agency's next 6-year programme (2021 onwards) to protect around 70 properties in the town from surface water flooding but needs to be assessed in terms of cost/benefits and partnership funding for delivery. There is a well-established and active flood group.
Priority B Projects				
Economic Opportunities				
Adoption programme for Ludlow Eco Park (Ludford) and Ludlow Business Park (Ludlow)	£1 million	Not known	Shropshire Council, Town Council, park tenants	Ongoing adoption of the site by Shropshire Council Estates team

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Extension of service road to Rocks Green with potential for mixed use development (Ludford)	Not known	Not known	Landowners, housing providers, Shropshire Council	To be discussed as development proposals come forward.
Sheet Village employment site – infrastructure works, including development of units, to encourage investment (Ludford)	Not known	Not known	Shropshire Council	Requirements to be assessed as part of the development of a Shropshire-wide Business Parks Programme.
Project – not sure if A or B yet: Housing development off the A49 on the Western Power corner site				Details to be confirmed
Provision of public toilets at Eco Park (or an arrangement for the public to use toilets within particular offices) Also adequate parking for employees, security, road surfacing and maintenance. Improvement of Park and Ride with the extension to the Railway Station, (Ludford)	Not known		Shropshire Council, Ludford Parish Council	To be included in the Shropshire Council Park and Ride Review
Provision of a footbridge / cycle bridge over A49 (Ludlow / Ludford)	Not known	Not known	Town Council, Highways England	Highways England would be required to lead this project – need confirmation that it is part of their programme of works. Shropshire Council is in contact with HE Bridge Team and is awaiting formal comment.
Housing, Health, and Education				
Additional primary school place provision in the latter part of the plan period to address the demands of development (Ludlow)	Tbc	Developer contributions	Shropshire Council, Bishop Anthony Educational Trust	Infant and junior schools are amalgamating. Exact numbers and requirements are dependent on number and rate of new development.

Table 2: Neighbourhood Projects

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Neighbourhood Projects				
Community Infrastructure				
Improvement to the street scene – introduce flowering shrubs / signage, interpretation boards, picnic sites, further seating (Burford)	Not known	Neighbourhood Fund	Parish Council	Parish lead.
Road safety Improvements including white gates and traffic calming measures. Shropshire Council Highways consultants have drawn up the plans (Burford)	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 within the Local Transport Plan. Please email transport@shropshire.gov.uk
Sports, recreation, and leisure facilities – Improve cycling and walking routes within the parish, including between Bitterley and Middleton and Ludlow. (Bitterley)	Not known	Neighbourhood Fund, Grant Funding, Precept	Parish Council	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Conservation and preservation of activities undertaken at Whitcliffe Common. (Ludford / Ludlow)	Not known	Neighbourhood Fund, grant funding	Parish Council SSSI with an important bone bed, which is managed by the Parish Council	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Improvements to Ludlow Rugby Club -to the clubhouse and car parking. (Ludlow)	Up to £150,000	Sports England, RFU loan or grant, Developer contributions	Ludlow Rugby Club, Energise	Rugby Club Lead Shropshire Council is commissioning a Playing Pitch Strategy to support the Local Plan Review. This will assess the supply and demand for playing pitches in Shropshire. The Council also intends to commission a Built Facilities Strategy to support the Local Plan Review. This will assess the supply and demand for indoor sports facilities

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Refurbish pavilion at Cricket Club –redevelopment of the cricket ground pavilion (Ludlow)	Not known	Sport England, Developer contributions	Ludlow Cricket Club, Energise,	Cricket Club lead. Shropshire Council is commissioning a Playing Pitch Strategy to support the Local Plan Review. This will assess the supply and demand for playing pitches in Shropshire. The Council also intends to commission a Built Facilities Strategy to support the Local Plan Review. This will assess the supply and demand for indoor sports facilities
To improve cycle routes and facilities in the whole place plan area	Not known	Neighbourhood Fund Grants	All Parishes	Parish lead.
Ludlow Castle – improve links with local town centre businesses and improve wayfinding and interpretation, installation of historic finger posts, waymarkers, milestones, mileposts and street signs (Ludlow)	Not known	Neighbourhood Fund, grant funding	Town Council, English Heritage, Trustees of the Powis Castle Estate	Parish and Castle Trustees lead. Possible link to Shropshire Council’s Green Infrastructure Strategy, currently under development.
Ludlow Town Walls – identified as heritage at risk, vulnerability of walls to climate change and development pressures require ongoing management / maintenance. (Ludlow)	Not known	Heritage Lottery Fund	Town Council, Civic Society, English Heritage, Shropshire Council	Parish lead.
Improvements to the street scene – install local tourist attraction signage, use York paving for pavements, reinstatement of cobblestones, replace modern railings with more traditional design, condition survey of existing historic railings and program of repair where necessary, produce landscape strategy to identify opportunities for improvements to visual amenity through landscaping. (Ludlow)	Not known	Neighbourhood Fund, precept, grant funding	Town Council	Parish lead.
Shuts and Passageways Improvement Program (Ludlow)	Not known	Neighbourhood Fund, grant funding	Private ownership or Ludlow Conservation Society	Parish lead. Some disagreement at the meeting about this project, awaiting local clarification

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Continue to extend riverside path from Bread Walk to Charlton Arms allowing for easy accessibility (Ludlow / Ludford)	Not known	Neighbourhood Fund, Landowners, Whitcliffe Commoners, Shropshire Wildlife Trust, grant funding, precept	Town Council, Landowners	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Street lighting – convert to minimise electricity consumption, including light sensitive controls (Ludlow)	Not known	Neighbourhood Fund, precept	Town Council lead on the 13 lights on the Square	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.
Street lighting – 5 lights that require upgrading and the installation of energy efficient features. (Ludford)			Parish Council lead	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.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Shropshire Way improvements (Richards Castle)	Not known	Neighbourhood Fund, precept, grants, land owners	Parish Council	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Improvements to Village Hall (Hope Bagot)	Not known		Village Hall Trustees, Parish Meeting, Parochial Church Council	Awaiting outcomes of discussions for potential renewal of lease with peppercorn rent from landowner
Environment and Utilities				
Flooding issues – Bitterley Parish suffers from flash surface water and fluvial flooding from watercourses coming off Clee Hill. Provision of natural flood management, balancing areas and management of countryside, watercourses and road drainage infrastructure to reduce flooding and risk of life. (Bitterley)	Not known	Land owners, Neighbourhood Fund, Environment Agency and FDGiA	Parish Council, Land owners, Shropshire Council as Lead Local Flood Authority (LLFA)	Parish lead.
Housing, Health, and Education				
Ludlow Health Facility – previous discussions focussed on co-location of Ludlow Hospital, GPs, and other health services on one site to serve South Shropshire. (Ludlow / Ludford)	Not known	NHS England, Through the Door to Healthy Living, Sure Start Children's Centres, Pre-School Learning Alliance	GPs, NHS England, Through the Door to Healthy Living, Sure Start Children's Centres, Pre-School Learning Alliance, Town Council	The CCG have approved recent expansion at one Ludlow practice. No current firm plans for further development however the Estates Review and the emerging Primary Care Network in South Shropshire will assess how primary care services are best arranged to meet the healthcare needs of Ludlow and surrounding communities. The CCG's Estates Review is currently under development. If GP's and the local community have comments or concerns regarding this please contact the CCG directly at SHRCCG.ShropshireCCG@nhs.net
Transport and Accessibility				
Local Highways improvements Maintenance and improvements to footpaths. Improved parking for school. Expanding layby at Orchard Lea to make safe. Address speeding traffic in Middleton especially.	Not known	Neighbourhood Fund, Precept	Parish Council, Shropshire Council, Bitterley School	Parish lead - please contact Shropshire Council directly, so that the issue can be assessed in light of other priorities within the Local Transport Plan. Please email transport@shropshire.gov.uk

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Undertake watercourse maintenance and improvements to reduce road flooding and damage (Bitterley)				
Local highway improvements – pelican crossing in the High Street, road safety improvements by the school in Tenbury Road, resurface the remaining area of the car park in Clee Hill, enforce the 30mph speed limit through the village of Clee Hill, review the current parking provision in the centre of the village and by the school in Tenbury Road. (Caynham)	Not known	Not known EOI for CIL currently under consideration	Parish Council, Shropshire Council	Further information required from the parish. Enforcement needed by police for speeding
Local highway improvements enforce a weight limit on Ludford Bridge (Ludford)	Not known	Neighbourhood Fund, grant funding, precept	Parish Council	A49 is Highways England responsibility, and further information will be required to assess if this is within a programme of works. Extension of the Bread Walk may be linked to Shropshire Council's Green Infrastructure Strategy, currently under development. Further information is required from the community regarding the footpath between Eco Park and Rocks Green in order to confirm ownership / responsibility (if the project referred to is a footpath along the A49, then this is the responsibility of Highways England, and would have to be part of their work programme).
Roundabout on A49 to north of town (Ludlow)	Not known	Not known	Highways England, Town Council	Highways England would be required to lead this project – need confirmation that it is part of their programme of works.

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 Development Framework, 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 **Ludlow 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 Ludlow 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.

Ludlow will provide a focus for development, whilst respecting its historic character.

Ludlow (population 9,900) is situated midway between Shrewsbury and Hereford. The town benefits from a railway station on the Crewe-Cardiff line and, other than Shrewsbury, is the only town in Shropshire to operate a Park and Ride bus service.

The historic town centre is set largely on a ridge above the River Teme, with fine streets of historic buildings running down this central spine. Ludlow is an important tourist destination and has achieved international renown as a centre for quality local food and drink and Michelin starred restaurants. The town has recently started to grow beyond the A49 bypass, with employment development at the Ludlow eco-park and affordable housing at Rocks Green.

Ludlow acts as a major local employment centre and has a very high level of employment self-containment. Shrewsbury, Leominster and Hereford are important sources and destinations of labour for Ludlow and the A49 is a crucial transport route.

Housing tenures in the local joint committee area at the time of the 2001 Census were 70.5% owner occupied, 14.6% private rented and 15.0% social rented.

Although growth will not result in a deterioration of water quality status under the Water Framework Directive, it may be necessary to ensure that there is no overall additional load to the receiving watercourse from the Ludlow Wastewater Treatment Work with growth. If this is required, the new discharge consent may take the Wastewater Treatment Works beyond conventional technology. 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 Ludlow, and then for the wider area, are as follows:

S10.1 states:

As the largest market town in southern Shropshire, Ludlow will be a focus for development and will continue to play an important role in providing facilities and services for the wider area. The guideline for growth in the town is for around 875 new dwellings and a minimum of 6 ha of employment land between 2006 and 2026.

New housing development will be delivered primarily on the allocated housing sites east of the A49, set out in schedule S10.1a and identified on the Policies Map, alongside additional infill and windfall development within the town's development boundary.

To foster economic development and to help deliver a balance between new housing and local employment opportunities, two specific site allocations for new employment land adjacent to the Ludlow Eco Park are set out in Schedule S10.1b and identified on the Policies Map. They are capable of accommodating a range of employment uses. Other appropriate brownfield opportunities for employment use within the town will also be supported. As an important employment area for the wider hinterland, existing employment areas are safeguarded for employment use in accordance with Policy MD9.

To support Ludlow's role as a Principal Centre, new main town centre uses will be focussed within the defined town centre area and Primary Shopping Area identified on the Policies Map, and will be subject to Policies CS15 and MD10a/MD10b.

Development proposals will be expected to take account of infrastructure constraints and requirements, as identified within the LDF Implementation Plan and Place Plans and positively contribute towards local infrastructure improvements, including the provision of community benefits in accordance with Policies CS8 and CS9.

All development should protect, conserve and enhance the setting and significance of the historic core of the town recognising the importance of Ludlow Castle as a heritage asset of national and international significance.

Schedule S10.1a 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 S10.1b 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.

S10.2(i): Burford

Burford is a Community Hub where development by infilling, groups of houses and conversions may be acceptable on suitable sites within the development boundary identified on the Policies Map, with a housing guideline of around 40 additional dwellings over the period to 2026.

Burford provides services and facilities for the wider area in conjunction with those provided in neighbouring Tenbury Wells, Worcestershire. Burford will retain its role as a key employment centre for the wider area and development should respect the functional and physical relationship with neighbouring Tenbury Wells.

S10.2(2): Clee Hill

Clee Hill is a Community Hub where development by infilling, groups of houses and conversions may be acceptable on suitable sites within the development boundary identified on the Policies Map, with a housing guideline of around 30 additional dwellings over the period to 2026. New development in Clee Hill will take into account the setting of the village within the Shropshire Hills Area of Outstanding Natural Beauty.

S10.2(iii): Onibury

Onibury is a Community Hub with a housing guideline of around 25 additional dwellings over the period to 2026. This will be delivered through the development of the allocated site at Onibury Farm together with development by infilling, groups of houses and conversions on suitable sites within the village. Onibury partly lies within the Shropshire Hills Area of Outstanding Natural Beauty (AONB) and new development will have to pay particular regard to its setting.

S10.3: Area-wide Policies

In the wider Ludlow area, developments that contribute to the area's economy are encouraged and 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. Two hectares of employment development is expected to take place on small-scale windfall sites across the Ludlow area over the period to 2026 and will be positively considered in relation to Policy MD4 and the relevant

policies for Ludlow (CS3 & S10), Community Hubs and Cluster settlements (CS4 & S10) or the rural area (CS5 & MD7b) as appropriate. Opportunities for the regeneration of existing employment sites in this wider area will also be encouraged, where appropriate, in accordance with Policy MD9.

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:

Ludlow is a principal Market Town settlement that contributes towards the strategic growth objectives in the south of the County. It is expected that Ludlow will continue to explore ways in which it can effectively implement the ambitious growth strategy that has been identified within the SAMDev Plan and, significantly augmented by recent committed development, particularly two large appeals sustained for housing development at Bromfield Road (north) and Foldgate Lane (south).

The SAMDev Plan established two key allocations at Rocks Green and Sheet Road to continue the development of the eastern extension of Ludlow in the neighbouring parish of Ludford. These two areas of new development will soon enter the housing land supply in Ludlow and each will provide access to land running along the east of the A49 route by-passing the town. In the period since the adoption of the SAMDev Plan, the housing supply in Ludlow has been significantly augmented by the housing development at Bromfield Road (north) and Foldgate Lane (south). There is, therefore, only a limited need for additional housing land in Ludlow that can be met from existing brownfield opportunities in the town that are already being marketed for redevelopment or are at an advanced stage in the planning of their redevelopment. There will also be an allowance for windfall development in the town and these sites should assist in the recycling and repurposing of under-used or are also expected to be constrained in this way.

It is therefore proposed that any further housing expansion into the adjoining Ludford parish should be subject to a period of respite for the foreseeable future to focus on the delivery of housing within the built area of the town.

The Council will consider the need to bring forward an outline masterplan for this potential urban extension under their duty to keep under review matters affecting the proper and effective planning of the County.

The housing requirement for Ludlow comprises a significant provision of 1,000 dwellings. The effect of the SAMDev plan and the scale of development committed since the adoption, leaves a nominal additional requirement for only 148 dwellings. This is to be satisfied from two significant brownfield site releases and further windfall development. It is expected that this development will be designed to respect the historic character of Ludlow using good contemporary design within schemes that provides and appropriate scale and form of landscaping, open space and car parking.

The rate of development in Ludlow has been lower than anticipated for some time despite these significant commitments. The Council will require those landowners and developers with sites that form part of the current commitments to act swiftly to bring forward their land to consent for development

and to commence construction. The objective will be to bring dwellings to the market and to prove the demand for new homes in the town.

The employment needs of Ludlow are proposed to be met through an extension of the existing allocation south of Sheet Road increasing the size of the overall allocation from 3.5 hectares to around 8 hectares. The development of these two inter-related sites should significantly change the employment land offer within Ludlow. This effect should improve the offer of employment land, commercial premises, business representation and employment in the town. This newly combined employment allocation is expected to create a critical mass for development in terms of the provision of infrastructure and the suitability of the site for larger building footprints. Development must deliver good contemporary design with appropriate use of materials, layout and landscaping. The development scheme should also include improvements to the A49 / Sheet Road junction and provide a suitable access to the site in combination with the adjacent existing employment allocation. The site is situated within an open aspect in an important landscape close to historic and environmental assets and the development scheme will be expected to respect and conserve these important natural and historic assets.

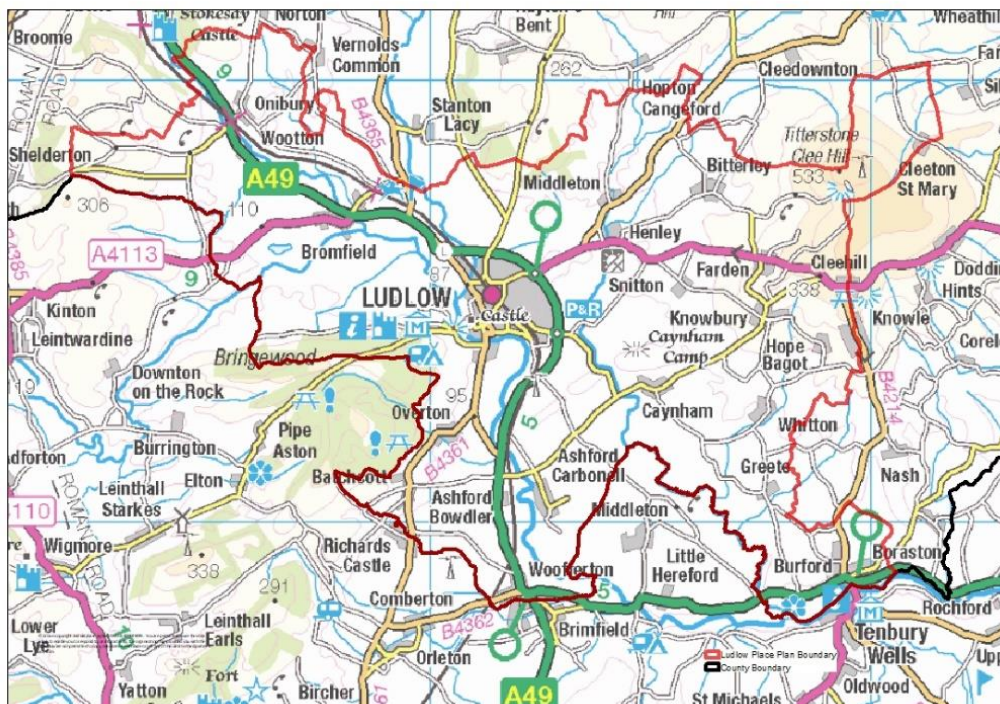
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3. More about this area

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 Ludlow and Surrounding Area Place Plan geography is shown in the map below:



3.2 Pen picture of the area

Ludlow's recorded history begins in 1086 when the impressive castle was first developed, as one of a line of castles along the Marches to keep out the Welsh. The local Norman overlords, the De Lacy family, who developed Ludlow Castle, also decided to develop a new settlement. Ludlow was a planned town, and was developed around a grid network of streets, adapted to fit the local topography. The wide main streets were intersected by narrow side streets, with the flow of people drawn to the centre for the market, church, and castle. The area of settlement was probably the wide market place to the east of the castle gates. As the town continued to grow, it joined the ancient north-south road, now called Corve Street, to the north and Old Street to the south. Mill Street and Broad Street were added later.

Ludlow today is a thriving medieval market town and an architectural gem with many Georgian and black and white buildings. The Castle, which stands at the heart of the town, is the most famous attraction. The historic town centre is situated on a cliff above the River Teme and is surrounded by the beautiful countryside of south Shropshire and the Welsh Marches.

Ludlow is renowned for its quality food and local producers, with a farmers' markets selling local produce, as well as independent butchers, bakers, delicatessens, and food shops. It is also home to many high-

quality restaurants and hosts the famous Food Festival each September. Industries include precision engineering, cabinet making, and the manufacture of agricultural machinery. Tourism is now particularly important, with the town's visitors contributing greatly to the retail and hospitality sectors. Agriculture is also an important part of Ludlow's function as a market town serving a wider rural area.

3.3 List of Parishes and Local Elected Members

This Place Plan covers the following Town and Parish Councils:

- Ashford Bowdler Parish
- Ashford Carbonell Parish Council
- Bitterley Parish Council
- Bromfield Parish Council
- Burford Parish Council
- Caynham Parish Council
- Greete Parish
- Hope Bagot Parish
- Ludford Parish Council
- Ludlow Town Council
- Onibury Parish Council
- Richards Castle Parish Council
- Whitton Parish

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

- Tracey Huffer
- Vivienne Parry
- Andy Boddington
- Richard Huffer
- David Evans
- Lee Chapman

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 Ludlow and the surrounding area, the relevant plans include:

Community Led or Parish Plans:

- Ashford Carbonell Parish Plan 2008
<http://www.ashfordcarbonellpc.org.uk/shared/attachments.asp?f=4cd84702%2D2031%2D4ab8%2D6b4%2Dc2e1cc435424%2Epdf&o=villageplan%2Epdf>
- Bitterley Parish Plan 2008 https://www.bitterley.org.uk/images/pdf/parish-plan/bitterley_parish_plan.pdf
- Caynham Parish Plan – hard copy available from Parish Clerk

- Ludlow Community Led Plan – on going
<http://www.ludlow.gov.uk/Contents/Text/Index.asp?SiteId=817&SiteExtra=1562671&TopNavId=824&NavSidedId=16528>

Neighbourhood Plan or Neighbourhood Plan 'Light':

- Burford (with Tenbury) ongoing <https://www.tenburyburfordplan.com/>
- Richards Castle (with Orleton) 2017
https://www.herefordshire.gov.uk/directory_record/3093/orleton_and_richards_castle_herefordshire_neighbourhood_development_plan

Local Economic Growth Strategy for Ludlow

Following the launch of Shropshire's Economic Growth Strategy 2017-2021 in October 2017 one of the key target actions identified within it was the development of a local growth strategy for each of our key market towns. The Ludlow strategy has been prepared in conjunction with a range of stakeholders including, the town council, surrounding parish councils and local businesses. The intention is that strategy is not just confined to the town itself but also takes in the wider hinterland.

DRAFT

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 vicky.turner@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