

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.
- Ludlow is an important tourist destination and has achieved international renown as a centre for quality local food and drink and Michelin starred restaurants. 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, as laid out within the Implementation Plan of Shropshire's Local Development Plan: <https://www.shropshire.gov.uk/media/8603/ldf-implementation-plan-2016-17.pdf>. The first two categories are:

- Statutory
- Strategic

These are projects which would be led by Shropshire Council and/or its strategic delivery partners, either because they are legally required (statutory) or essential for the good of the county as a whole (strategic).

Most projects will not be in the Statutory or Strategic categories, and will instead fall into 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	What it means	Example
Strategic	Infrastructure which is vital for Shropshire, and has County-wide importance.	Churncote roundabout on the A5 to the west of Shrewsbury – improvements here will impact across the county
Statutory	Infrastructure required in order to fulfil the Council’s statutory functions.	Provision of school places
Priority A Projects	Infrastructure which will unlock development.	Improvements to drainage in Whitchurch to allow housing and business premises development
Priority B Projects	Infrastructure which will support development.	Improvements to Broadband connectivity
Neighbourhood Projects	Projects which are important to and will support an individual community	Playgrounds, village hall car parks, street lights, etc

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.

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 (Ludlow)	Not known	Utility company, developers	Utility company, developers	Discussions with utility companies underway.
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	Discussions with utility companies underway.
Upgrade Mile Oak Wastewater Treatment Works – currently no hydraulic capacity at the works. Given sufficient notice, no problems are envisaged with providing the necessary capacity to support new development. (Ludlow)	Not known	Utility company, developers	Utility company, developers	Discussions with utility companies underway.
Priority B Projects				
Economic Opportunities				
Adoption programme for Ludlow Eco Park (Caynham) and Ludlow Business Park (Ludlow)	£1 million	Not known	Shropshire Council, Town Council, park tenants	Requirements to be assessed as part of the development of a Shropshire-wide Business Parks Programme.
Extension of service road to Rocks Green with potential for mixed use development (Ludlow / Rocks Green)	Not known	Not known	Landowners, housing providers, Shropshire Council	To be discussed as development proposals come forward.
Sheet Road employment site – infrastructure works, including development of units, to encourage investment (Ludlow)	Not known	Not known	Shropshire Council	Requirements to be assessed as part of the development of a Shropshire-wide Business Parks Programme.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Housing, Health, and Education				
STATUTORY PROJECT (POTENTIAL) 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.

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Table 2: Neighbourhood Projects

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Neighbourhood Projects				
Community Infrastructure				
Provision of recreational facilities (Ashford Carbonell)	Not known	Neighbourhood Fund, Sport England, Fields in Trust	Parish Council, Shropshire Council	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Heritage of the Church – fabric of the church and its surroundings to be maintained (Ashford Carbonell)	Not known	Neighbourhood Fund, Church	Church, Parish Council	Church and Parish lead
Improvements to the street scene – tree planting around the recreation field and other areas, wild flowers and nesting boxes (Ashford Carbonell)	Not known	Neighbourhood Fund, precept	Parish Council	Parish lead.
Improvement to the street scene – introduce flowering shrubs / signage, interpretation boards, picnic sites, further seating (Burford)	Not known	Neighbourhood Fund	Parish Council	Parish lead.
Improvements to the Village Hall (Ashford Carbonell)	Not known	Neighbourhood Fund, Grant Funding, precept	Parish Council	Parish lead.
Sports, recreation, and leisure facilities – upgrade the playground at the village hall, improve the cycling and walking route between Bitterley and Middleton (subject to landlord consent). (Bitterley)	Not known	Neighbourhood Fund, Grant Funding, Precept	Parish Council	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Create a cycle path, investigate open space and/or creating supervision for the school field to provide an area for outdoor games. (Bitterley)	Not known	Neighbourhood Fund	Parish Council	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Improvements of Clee Hill Rugby Club – The Playing Pitch Strategy has identified that facilities need some improvements including pitch improvements and floodlights (Caynham)	Approx. £125,000	Neighbourhood Fund, Clee Hill Rugby Club, Energize, RFU Loan or Grant, Sport England	Neighbourhood Fund, Clee Hill Rugby Club, Energize, RFU Loan or Grant, Sport England	Parish and Rugby Club lead.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Improve the cycle and pedestrian network - develop a leaflet / brochure giving details of footpaths and bridleways, re-route or reinstate footbridges. (Caynham)	Not known	Neighbourhood Fund	Parish Council	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Provision and maintenance of sport and recreation facilities – conservation and preservation of activities undertaken at Whitcliffe Common. (Ludford)	Not known	Neighbourhood Fund, grant funding	Parish Council	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Football Stadium Development Plan – the Playing Pitch Strategy has identified the need for implementation of Ludlow Football Stadium Development Plan, to include refurbishment of the stadium. (Ludlow)	Not known	Football Association, Teme Leisure, Town Council, Energise	Football Association, Teme Leisure, Town Council, Energise	Parish and Football Club lead.
Improvements to Ludlow Rugby Club – the Playing Pitch Strategy has identified the requirements for improvements to the clubhouse and car parking. (Ludlow)	Up to £150,000	Sports England, RFU loan or grant, Developer contributions	Ludlow Rugby Club, Town Council, Energise	Parish and Rugby Club lead.
Refurbish pavilion at Cricket Club – the Playing Pitch Strategy has identified the requirements for redevelopment of the cricket ground pavilion (Ludlow)	Not known	Sport England, Developer contributions	Ludlow Cricket Club, Energise, Town Council	Parish and Cricket Club lead.
Improved signage on Bromfield to Brimfield cycle route (Ludlow)	Not known	Neighbourhood Fund	Town Council	Parish lead.
Provision of public toilets at Eco Park (or an arrangement for the public to use toilets within particular offices) (Ludlow)	Not known	Neighbourhood Fund	Town Council, park tenants	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.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
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 – survey all for current conditions, increase street cleaning program, re-lay / repair appropriate paving, repair/ redecorate walls and ceilings, introduce / repair / replace identification signs to both ends of shuts, install consistent lighting to increase use and public safety, open any boarded up shut shop fronts in the Shuts and re-occupy, series of interpretation boards / plaques (Ludlow)	Not known	Neighbourhood Fund, grant funding	Town Council, Civic Society	Parish lead.
Improvements to footpath network - create new circular walks, removal of stiles and replacement of gates, enhanced directional, promotion of easier access routes and 'health walks', tie in with 'Healthy Living' work in schools, preschool settings and youth organisations. (Ludlow)	Approx. £6,000	Neighbourhood Fund, grant funding, precept	Ludlow Parish Paths Partnership	Parish Paths Partnership lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development.
Extend riverside path from Bread Walk to Charlton Arms (Ludlow)	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.

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Street lighting – convert to minimise electricity consumption, including light sensitive controls (Ludlow)	Not known	Neighbourhood Fund, precept	Town Council	Parish lead.
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.
Environment and Utilities				
Flooding issues - drains are too narrow or not cleared frequently enough. (Bitterley)	Not known	Land owners, Neighbourhood Fund	Parish Council, Land owners	Parish lead.
Housing, Health, and Education				
Ludlow Health Facility – co-locate Ludlow Hospital, GPs, and other health services on one site to serve South Shropshire. (Ludlow)	Not known	NHS England, Through the Door to Healthy Living, Sure Start Children's Centres, Pre-School Learning Alliance	NHS England, Through the Door to Healthy Living, Sure Start Children's Centres, Pre-School Learning Alliance, Town Council	The CCG will discuss requirements in the area as part of the Estates Review, which is currently under development.
Transport and Accessibility				
Local highway improvements – improved maintenance of footpaths, improved parking at the school, expanded parking at Orchard Lea, speeding traffic to be addressed at Middleton. (Bitterley)	Not known	Neighbourhood Fund, Precept	Parish Council, Shropshire Council	Further information required Footpath maintenance is not for PP
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	Parish Council, Shropshire Council	Further information required from the parish. Enforcement needed by police for speeding

Project	Estimated Cost	Potential Funding Sources	Partners	Notes
Local highway improvements – develop an additional footpath along the River Teme, extend the Whitcliffe Bread Walk to Ludford Bridge, construct a footpath between Rocks Green and the Eco Park, enforce a weight limit on Ludford Bridge, provide a footbridge over the A49, provide speed warning signs in Rocks Green and The Sheet, provide a Park and Ride facility. (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).
Cycle route from Station Road to Eco-Park (Ludlow)	Not known	Neighbourhood Fund, grant funding	Town Council	Parish lead. Possible link to Shropshire Council's Green Infrastructure Strategy, currently under development. Not currently within the Highways programme of works, and would require a reduction in road widths to accommodate. Would also require Highways England support if this is part of the A49 route.
Pedestrian priority measures in the town centre (Ludlow)	Not known	Neighbourhood Fund, grant funding	Town Council	Parish lead. Not currently within the Highways programme of works, but conversations are ongoing with Highways Maintenance regarding solutions.
Provision of a footbridge / cycle bridge over A49 (Ludlow)	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.
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.
Park and Ride facilities linked to the railway station (Ludlow)	Not known	Not known	Shropshire Council	Not currently within Shropshire Council's programme of works, but could be supported in future.

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 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.

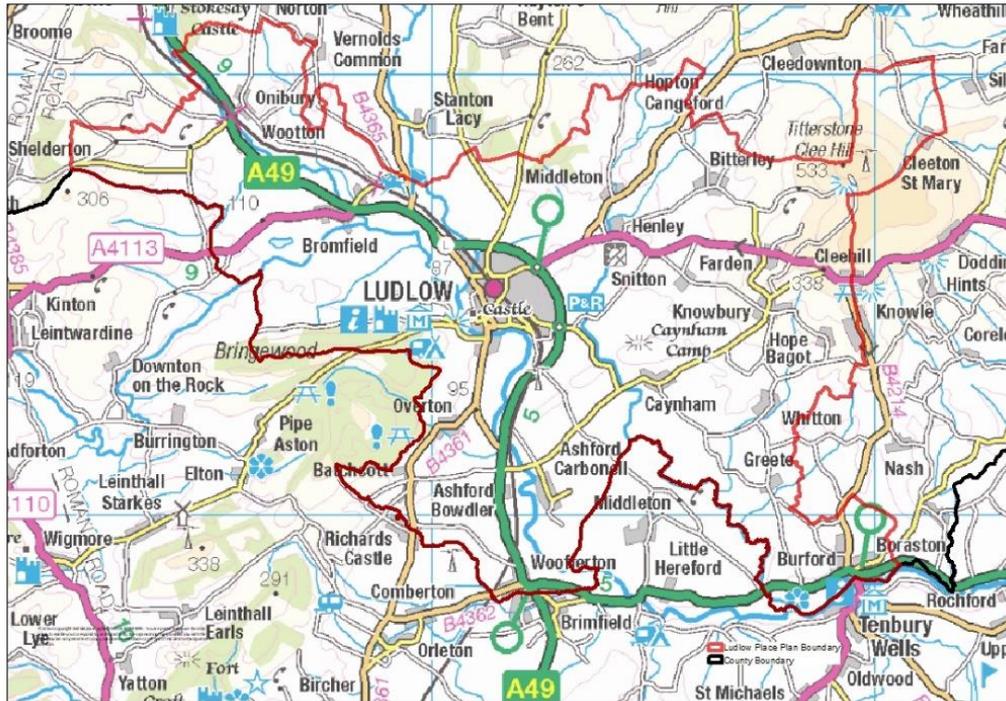
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3. More about this area

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%2Db6b4%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.

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4. Reviewing the Place Plan

4.1 Previous reviews

To date the Place Plans have been considered live documents informed by conversations with the community, including Town and Parish Councils, Local Elected Members, infrastructure and service providers, and local businesses. This has enabled the plans to provide an up to date record of infrastructure and investment needs within an area.

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 now update the Place Plans on a biannual basis, using a simplified process. This is summarised below.

Date (biannual)	Activity
September – December	Place Plan update forms issued to Town and Parish Councils, who consult at the local level. Local councillors will be asked to consult with their communities, in order to identify any changes to the infrastructure needs identified within the current Place Plan, and to add in any new infrastructure requirements. Local Councillors should prioritise these infrastructure needs as either Priority A, Priority B, or Neighbourhood.
January	Town and Parish Councils submit their Place Plan update forms to Shropshire Council.
January – April	Shropshire Council collates the Place Plan returns, and uses them to update the existing Place Plans. This will include prioritisation of projects against the agreed criteria. Prioritisation will be undertaken by Shropshire Council's Internal Infrastructure Group, with input from the Strategic Infrastructure Forum (external partners).
April – May	Revised Place Plans sent back to Town and Parish Councils for consideration and consultation, with Place Plan area meetings as required.
May	Any additional comments and queries returned to Shropshire Council.
June – July	Shropshire Council finalises the Place Plans, consults with IIG and SIF, and the appropriate papers are prepared for Cabinet.
July	Revised Place Plans signed off by Shropshire Council's Cabinet, and published on Shropshire Council's website.

As the formal review of the Place Plans now takes place once every two years, Town and Parish Councils will be able to submit projects which they deem to be Priority A or Priority B for inclusion in their Place Plan on an ongoing basis. These project proposals will be assessed and prioritised through the Council's Internal Infrastructure Group, with input from the Strategic Infrastructure Forum as required. If the Internal Infrastructure Group and the Strategic Infrastructure Forum agree that the project is Priority A or Priority B, it will be incorporated into the 'live' Place Plan.

In addition, if a Town and Parish Council has a Neighbourhood project which it wishes to include in the Place Plan, these can be added at any point. In this way, the Place Plans remain up-to-date between reviews.

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/>

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