



Broseley Town Council Town Plan 2013-2026



Looking down the High Street towards All Saints Church

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Looking up the High Street (on a Bank Holiday!)

Introduction

The previous Town Plan for Broseley was created in 2004 and updated in 2010. That plan was produced by a community group, the Broseley Partnership, with consultant support.

The process to create a new Town Plan began in the summer of 2012 with a detailed consultation carried out by the Town Council. This took the form of a Residents' Survey followed up by street surveys and a public meeting – and by separate consultations with young people facilitated by Shropshire Youth Service and the Broseley Youth Partnership and with local tourist information offices and Broseley providers of visitor accommodation. Full details are given in Appendices E-H. In response to these consultations a draft Plan was produced on which the views of the public were sought during May and June 2013. A range of comments from Councillors and other residents were received and influenced this final draft, approved by Broseley Town Council on 10th September 2013.

The Plan aims to provide a framework for local policy and development through to 2026 and feeds into the planning and development process led by Shropshire Council. It includes a Design Statement setting out principles based on the town's distinctive character. Adoption by our unitary authority gives the planning policies and Design Statement more strength. The Plan also sets out the policies that will guide Broseley Town Council's decision making over the coming years, alongside the rationale for those policies.

The Town Council is keen that the Plan should be a living document, kept relevant by a process of review to take account of changing opportunities and challenges and by a more frequently updated Implementation Plan. This will enable the town council to work with the senior authority and other partners to access funding. A first version of the Implementation Plan will be produced during 2013/14 and reviewed annually. Just as Shropshire Council have recognised that progress towards meeting Site Allocation and Management of Development Targets will need to be reviewed well before 2026 so Broseley Town Council would aim to complete a local review of this Plan, consulting on possible amendments as appropriate, in advance of each Shropshire Council review in order to contribute positively to the wider process.

A Vision for Broseley

Our vision is for a Broseley that is economically viable, a safe place to live, and one that supports a vibrant community in which every resident can play a part. We want to work with residents and businesses to preserve the town's existing historical and semi-rural character while embracing the opportunities and challenges of the 21st century.

<i>Relevant National Planning Policy Framework and Shropshire Council Policies (Ref CS & MD)</i>	
NPPF	Introduction para 1
NPPF	Chap. 2: Ensuring the Vitality of Town Centres
NPPF	Chap. 3: Supporting a Prosperous Rural Economy
NPPF	Chap. 8: Promoting Healthy Communities
NPPF	Chap.12: Conserving and Enhancing the Historic Environment
CS1	Strategic Approach
CS3	Creating Sustainable Places: The Market Towns and Other Key Centres
CS8	Facilities, Services and Infrastructure Provision

Broseley's Heritage

Broseley is a small town in Shropshire, with a population of 4,912 (2001 census). Broseley has a town council and is part of the area controlled by Shropshire Council unitary authority. The River Severn flows to the north and east of the town. Jackfield lies on the southern bank of the River Severn, and is a split community, with part of the settlement controlled by Telford and Wrekin Council.

The town is of special historic interest, not least because of its strong association with the development of the Industrial Revolution. Broseley was a centre for the manufacture of bricks, tiles, iron goods, pottery

and clay pipes; the earliest recorded pipe-maker was working in the town in 1590. John Wilkinson constructed the world's first iron boat whilst living in the town, and the plans for the Iron Bridge were drawn up in Broseley. Abraham Darby I, who developed the process of smelting iron using coking coal, is buried in the Quaker graveyard here. The first iron bridge in the world was built in 1779 to link Broseley with Coalbrookdale and Madeley. Better communications using the River Severn led to the industrial developments pioneered in Broseley being taken further in Coalbrookdale and the Ironbridge Gorge, in 1986 internationally recognised as one of the UK's first World Heritage Sites. On the Southern edge of the town, from around 1775 to 1799, Ambrose Gallimore and Thomas Turner produced at the Caughley works some of the finest soft-paste porcelain made in England in the 18th century.

The development of the Town

A settlement existed in 1086 and is listed as Bosle in the Domesday Book.

In 1600, the town of Broseley consisted of 27 houses and was part of the Shirlett Royal Forest. The area was known for mining; some of the stone used to build Buildwas Abbey was taken from Broseley and lawsuit records provide evidence that wooden wagon-ways existed in Broseley in 1605, giving Broseley a claim to the oldest railways in Britain. The wagon ways were almost certainly constructed for the transport of coal and clay and it was these resources that led to the expansion of the town during the Industrial Revolution.

In the Georgian era wealth generated by local industries led to the enlargement of the early dwellings and infill with more imposing structures. This established the complex irregular pattern of development which is characteristic of a large part of Broseley, with a mixture of large houses, commercial buildings and small cottages, detached, in groups, rows, or terraces; all mixed together in a haphazard fashion.

As with the other early industrial areas in the West Midlands, challenges to religious authority from the mid seventeenth century played an important part in the life of the town with the growth of first Quaker then Baptist, then Methodist then Congregationalist and finally, in the nineteenth century, Plymouth Brethren meetings. Several of these have left important architectural legacies. The growth of these movements also spurred the Anglicans in 1845 to replace an undistinguished building of brick and stone with a fine spacious stone building in the gothic style that was then named All Saints Church.

In the latter half of the nineteenth century the area suffered a decline, as industries moved elsewhere and, at the beginning of the 20th century, the street pattern was little different from that at the end of the 18th. After the First World War some of the worst slums were cleared and a small amount of new housing was built.

In the last thirty years of the twentieth century Broseley experienced a modern revival with the development of Telford across the River Severn. The twenty-first century town has a number of quite distinct settlements including Jackfield, Broseley Wood and the Tileries. Modern development has focused on the area east of the High Street, with the Tileries and Bridgnorth Road housing estates the two main developments.

Landscape

Despite its industrial heritage Broseley is a semi-rural settlement. It is bounded by the densely wooded Ironbridge Gorge to the north, and by open fields to the east and south. The western boundary with the rural parish of Barrow is marked by the Benthall valley, which leads down to the Ironbridge. A north/south ridge to the west of the town encompasses the Broseley Wood area, whilst the rest of the town lies on the slopes which run eastwards from that ridge.

The town centre at first appears to be densely built up, but there are glimpses between buildings out into the surrounding countryside. There are open fields to the northeast of the High Street and Church Street, and the churchyard of All Saints provides an important green space with views to the countryside beyond.

Settlement

The density, pattern, scale and type of settlement vary greatly within the town, and this variety is a significant part of Broseley's character.

Around the church are large buildings, mostly detached, widely spaced, with many set back from the road. This pattern changes in the more northerly part of Church Street where buildings are more tightly concentrated, with many fronting the street and grouped in rows or occasionally in terraces. The pattern becomes more dense still along much of High Street, with the open area of the Memorial Green acting as

a necessary counterpoint to the tightly confined street.

To the west of High Street there is an intricate network of lanes and narrow roads, with modest older houses and cottages interspersed with new development. In Broseley Wood there are fine views across the largely undeveloped Benthall Valley and this part of the town has a strong rural character. Broseley Wood also contains the 'jitties'; an intricate network of narrow, steep lanes and paths extending between the ridge on King Street and Bridge Road.

The east of the town beyond the B4378 has scattered linear development along Ironbridge Road, with open fields beyond. To the south of Coalport Road is the Tileries, a 1960s housing development. Southeast of the High Street lies the Bridgnorth Road development, with some scattered individual plots surrounded by a mix of late twentieth century social housing.

Jackfield has a mix of twentieth century development, with scattered individual properties dating from the early industrial era.

“The historic core of Broseley remains very largely intact, with many of its old buildings surviving.”
(Broseley Conservation Area statement)

General Development in Broseley

To keep the town vibrant and responsive to both local needs and to targets set at county level a range of development opportunities will need to be taken. These are limited both by stability problems associated with the town’s mining history and relatively poor highway access. Local residents have also underlined the need to try to preserve the historic look and feel of the town and agree with Shropshire Council’s commitment to protect World Heritage Site buffer zones.

General Development Policies:

- A.1** Development in Broseley should be limited by the aspirations set out in the vision for the Town.
- A.2** Development in Broseley should be within the development boundary shown on the map attached to this Town Plan; the map identifies a number of valued green spaces on which development of any kind will not be supported.
- A.3** Within the Conservation Area development proposals must be in accordance with the design principles set out in the Broseley Design Statement (DS1-10). Outside the conservation area development proposals must demonstrate that due regard has been given to the design principles in that statement.

<i>Relevant National Planning Policy Framework and Shropshire Council Policies (Ref CS & MD)</i>	
NPPF	Chap. 3: Supporting a Prosperous Rural Economy, para. 28
NPPF	Chap.12: Conserving and Enhancing the Historic Environment, para.126, 135
CS1	Strategic Approach
CS6	Sustainable Design and Development Principles
CS11	Type and Affordability of Housing
CS17	Environmental Networks (especially effect on Ironbridge Gorge World Heritage Site)
MD1	Scale & Distribution of Development
MD15	Mineral Safeguarding

Broseley Design Statement

Although this design statement is an integral part of the Town Plan copies will be made available as a free standing document. The Statement is concerned with how a planned development should be carried out, so that it is in harmony with its setting, and contributes to the conservation, and, where possible, to the enhancement of the local environment.

The objectives of the design statement are:

- 1 to set out design principles based on local character;
- 2 to work in partnership with the local planning authority within the context of existing local planning policy;
- 3 to influence future policies.

What has influenced the content of this design statement?

The starting point for this Design Statement was the Conservation Area Statement for Broseley, but the 2012 Residents' Survey and follow up consultation process also had an input into the design statement.

Extracts from the Broseley Conservation Area Statement

"Broseley is predominantly a brick and tile town."

"The local tradition of brick building is highly developed and distinctive."

"The dominance of the local tile industry was almost total."

"Even the simplest 18th century cottages often have decorative touches."

"Boundary and retaining walls and railings are both complementary to the buildings and form important features in their own right."

"original 19th and early 20th century shop fronts make a valuable contribution to the character and appearance of High Street."

Design principles

DS.1 Proposed designs must be in keeping with the form and materials that define the town's heritage.

DS.2 Designs and building materials must enable new builds and extensions to blend in with the town vernacular as set out in its conservation statement, taking note of:

- a) Floor area, roof pitch and roof height;
- b) Size of windows and facades;
- c) Style and colour of brickwork and roof tiles.

DS.3 Boundaries

On street frontages boundary walls will be preferred. For other boundaries native hedges will be supported in preference to fencing. Existing walls and native hedges must be preserved.

DS.4 Architectural features

The use of brick and/or stone headers with keystones or blocks is a recurring motif in Broseley, as is the use of decorative corbels, cornices and patterned/alternating brickwork on building frontages. Design proposals which incorporate elements of these distinctive local features will be supported.

DS.5 Doors and Windows

The prevailing consideration will be the design, and how successfully the proposal complements the building and its surroundings, rather than the materials used.

DS.6 Chimneys

Existing chimneys must be preserved. The inclusion of functioning, brick built, chimneys in design proposals will be supported.

DS.7 Innovative individual proposals

Design proposals for individual plots that attempt innovative high quality approaches to meeting the criteria set out in this document will be considered.

DS.8 Shopfronts

Design proposals for shops and offices in the Conservation Area must have regard to the principles set out in DS.2 above. Design proposals must attempt to mitigate the impact of large areas of sheet glass.

DS.9 Street Furniture

In the Conservation Area street furniture must use materials, colours and styles in keeping with the character of the setting, or with any existing street furniture that is being retained.

DS.10 Advertising Boards

The use of portable advertising promotion boards (A-boards) in Broseley is subject to the following criteria:

- a) One 'A-board' will be permitted per premise, if appropriate and if approved by the Town Council.
- b) The equipment must be fit for purpose and cause no potential hazard, nuisance or obstruction. Rulings on whether a particular piece of equipment contravenes this clause will be made by the Town Council.
- c) The 'A' board/object must relate to the trade of the premises and be placed along the front width of the retail outlet, or at a suitable location within 50 metres of the business premises.

<i>Relevant National Planning Policy Framework and Shropshire Council Policies (Ref CS & MD)</i>	
NPPF	Chap. 7: Requiring Good Design, paras. 56-58; 60-64; 66-67
NPPF	Chap. 12: Conserving and Enhancing the Historic Environment
CS1	Strategic Approach
CS6	Sustainable Design and Development Principles
MD2	Sustainable Design, conditions 1 and 2
MD3	Managing Housing Development

Housing

This plan provides for a limited amount of new housing to meet local needs. It will do this by:

1. developing partnerships with one or more Housing Associations to bring forward affordable housing on exception and other sites;
2. permitting a limited number of small scale developments within the Town;
3. supporting the redesignation of some brownfield (previously used) sites from employment to mixed uses;
4. ensuring that developments are sustainable.

Housing Policies:

H.1 a) Housing development within the development area over the period 2013-2026 should be limited to 36 additional homes. This is over and above the existing potential permission for the Dark Lane site (approximately 96 homes) and over and above the development plots already awarded planning permission. The proviso of 36 homes within the development area must not be delivered as a single development, but should be provided from small scale development sites.

b) If the Dark Lane site, with a Planning Authority resolution in favour of a 96 home development, subject to legal agreement, is, for any reason, not developed for housing before January 1st 2018, Broseley Town Council (BTC) will consider proposals for alternative development sites beyond the development boundary. BTC will initiate consultations with regard to suitable sites if it becomes clear that the Dark Lane site is unviable for housing development. BTC will not support proposals for alternative sites whilst planning permission for the Dark Lane site remains in force. Any such replacement provision must not be delivered as a single development, but should be provided from small scale development sites.

H.2 Within the context set out in **H.1** BTC will support proposals that offer some element of planning gain, either through environmental or heritage improvement, or via a provision for affordable homes.

H.3 Development within the Conservation Area will only be permitted if specific proposals offer a conservation gain; either by sympathetic restoration of a heritage feature or property, or via an infill development or conversion with a design that complements the surrounding townscape.

H.4 Development within the Conservation Area must not create an unacceptable additional load on the narrow streets of the town; it follows that all such development must have adequate off-street parking and suitable road access.

H.5 Within the Conservation Area proposals for additional dwelling(s) within the boundary of an existing plot (National Planning Policy Framework para. 53 refers) will not be supported unless the new structure:

- 1) meets the criteria set out in H.3 and H.4.
- 2) can be provided without a negative impact on the sight-lines of adjoining properties and/or on overall density of provision.

H.6 Proposals for housing within the development boundary will include provision for affordable housing at a rate of 15% unless a higher rate is published by Shropshire Council within the Plan period, in which case the rate will at least match that set by the unitary authority.

H.7 Affordable housing developments will be supported outside the development boundary, provided that:

- a) the affordable component is 100%;
- b) the amenity loss is acceptable;
- c) proposed sites must be easily accessible (see H.9) to the main services in the town centre;
- d) the existing infrastructure must be able to meet the needs of the development with little or minor modification.

H.8 BTC will support the re-development of the former factory site on Calcutts Road (see map, Appendix B). Development within the area defined by BTC will be supported for mixed uses, including housing.

H.9 Affordable housing proposals submitted under the single plot exception sites policy must be on sites that are easily accessible to the main services in Broseley town centre. Single plot exception sites beyond the limit will only be supported if they contribute to the continued viability of an existing agricultural or tourist related business.

<i>Relevant National Planning Policy Framework and Shropshire Council Policies(Ref CS & MD)</i>	
NPPF	Chap. 6: Delivering a wide choice of high quality homes
CS1	Strategic Approach
CS6	Sustainable Design and Development Principles
CS11	Type and Affordability of Housing
MD1	Scale and Distribution of Development
MD2	Sustainable design
MD3	Managing Housing Development
MD7	Managing Development in the Countryside, paras. 1 and 2
MD12	Natural and Historic Environment

Economic and retail development

Most working Broseley residents work outside the town, commuting to Telford, Shrewsbury and Wolverhampton. Broseley has three main employment sites (Cockshutt Lane, Coalport Road and Calcutts Road/Fusion in Jackfield), with a small group of workshop units at the junction of King Street and Duke Street. There is currently (in 2013) no evidence that the remaining capacity on existing employment sites is inadequate to meet projected short term needs, but this will be subject to review as set out in the Introduction. Another source of employment in Broseley is the High Street, with a wide range of shops and businesses. The survival of a baker, a butcher, a chemist, a greengrocer and a hardware shop, so characteristic of traditional small towns, contributes greatly to the character of Broseley and is much valued by residents and visitors alike.

Economic and Retail Development Policies

ED.1 Proposals for small scale office, workshop and light industrial uses (B1) on suitable sites will be supported, including on land south of Avenue Road (as marked on the Broseley Town Map, Appendix B).

ED.2 Existing employment land will be protected and enhanced where appropriate by:

- a) retaining existing employment sites for that purpose where they are well located and well suited to employment use;
- b) supporting the more effective use of existing employment land, particularly the existing site at King Street/Duke Street;
- c) supporting a change to mixed uses on employment land where it can be shown that the use of the site solely for employment is no longer viable and that the proposed alternative use would provide equal or greater benefits for the local community than the current use;
- d) supporting the expansion of existing businesses where additional jobs will be created, subject to the scale and impact of the proposal.

ED.3 Proposals for new retail development will need to show that they contribute to our NPPF para.23 objectives, particularly in relation to recognising the town centre as the heart of this community and supporting its viability and vitality. The retail, leisure and office areas marked on the Town Plan Map (Appendix B) are considered sufficient for current needs (in 2013) but will be reviewed, as set out in the Introduction, to take account of changing opportunities and challenges for the town.

ED.4 The loss of business premises used for A1, A2, A3, A4 and A5 uses to other uses will not be supported unless it can be demonstrated that the use of the premises for these purposes is no longer viable; or the proposed alternative use would provide equal or greater benefits for the local economy and community than the current use.

<i>Relevant National Planning Policy Framework and Shropshire Council Policies (Ref CS & MD)</i>	
NPPF	Chap. 1: Building a Strong Competitive Economy
NPPF	Chap. 2: Ensuring the Vitality of Town Centres, para. 23

NPPF	Chap. 3: Supporting a Prosperous Rural Economy, para. 28
NPPF	Chap. 4: Promoting Sustainable Transport, para.34
CS13	Economic Development, Enterprise & Employment
CS15	Town & Rural Centres
MD1	Scale and Distribution of Development
MD2	Sustainable Design
MD4	Managing Employment Development
MD9	Safeguarding and Improving Employment Investment, para. 2
MD10	Retail Development

Supporting the Visitor Economy

Broseley is within half a mile of one of the UK's biggest tourist attractions. Two of the Ironbridge Gorge Museum sites are located in Broseley, and the town has a number of high quality B&B establishments, and several restaurants; it is ideally placed as a walking centre, and as a base from which to explore the Ironbridge Gorge, Much Wenlock, Wenlock Edge, the Wrekin and South Shropshire.

Broseley does, however, have a lower profile than its neighbours, Ironbridge and Much Wenlock. Our survey of local Tourist Information Centres and local accommodation providers (Appendix H) indicated that people currently seldom specifically seek overnight accommodation in Broseley. They are more likely to book overnights here only when higher profile locations are fully booked. Our enquiries showed that there is currently no shortage of overnight accommodation in Broseley. In the Town Council's view our best tourist strategy is one where the focus is on day trippers and short stay visits by people whose aim is to have a base from which to explore the area and whose stays would help to support town centre employment. Key to this approach is the appeal of a lively historic small town with a range of hospitality services set in unspoilt countryside. There is a need, however, to for more to be done to market the town as a base for regional exploration. To achieve these development aims the Council will:

1. Protect existing employment in the town;
2. Work with the Broseley Partnership to promote Broseley as a tourist destination, with support for businesses in the town that serve the tourist trade;
3. Develop opportunities for self-employment, and start-up developments, by supporting existing workshop units and facilitating the development of new units on suitable sites;
4. Protect and develop the High Street, by seeking further investment in streetscene improvements.
5. Resist developments that detract from the quality of the rural setting.

Policies to support the Visitor Economy

VE.1 Proposals for tourist related development will be supported where the proposal:

- a) enhances an existing business on the same site;
- b) offers a conservation gain by restoring or improving the sustainable use of a heritage feature or property;
- c) creates a new tourism related business on a suitable infill or brownfield site.

VE.2 Given the importance of maintaining an effective Ironbridge Gorge World Heritage Site buffer zone and protecting the unspoilt character of much of Broseley's surrounding countryside (as this attracts tourists to the area), proposals for holiday accommodation on greenfield sites will only be supported if they clearly satisfy the CS16 and MD7 requirements to provide viable business plans and to demonstrate the necessity for a countryside location.

<i>Relevant National Planning Policy Framework and Shropshire Council Policies</i>	
NPPF	Chap.2: Ensuring the Vitality of Town Centres, para. 23
CS16	Tourism Culture and Leisure
CS17	Environmental Networks (especially effect on Ironbridge Gorge World Heritage Site)
MD4	Managing Employment Development
MD7	Managing Development in the Countryside, paras. 3 and 7
MD11	Tourism Facilities and Visitor Accommodation

Highways, HGVs, Footpaths and Jitties

Broseley is a small town with narrow streets and little separation between residential areas and employment sites. In some ways we are fortunate not to be on a major road route, but there are still some

major traffic related issues raised by residents. These include: congestion in the High Street, lack of off-road parking spaces and the resulting inappropriate parking, inadequate enforcement of existing parking restrictions and speeding in residential areas.

HGVs

Broseley is not on a main HGV route and relatively few heavy good vehicles drive through the town. But the combination of narrow streets and a busy shopping area means that the HGVs that do attempt to use local streets cause significant disruption.

Footpaths and Jitties

Broseley is well served by footpaths. It is possible to walk out from Broseley centre to all points of the compass and the Town's network of 'jitties' is rightly celebrated. The previous 2004 Town Plan identified this as a potential tourism asset, and the 2012 Residents' Survey endorsed this approach, with clear majorities in favour of promoting and developing the Town's network of footpaths and 'jitties'.

Policies on Highways, HGVs and Footpaths and Jitties

- HP.1** Speed reduction and traffic calming measures will be introduced in residential areas and outside the two schools.
- HP.2** Measures will be taken to reduce traffic volumes and speeds on Church Street.
- HP.3** Parking will be controlled within the Conservation Area via additional parking restrictions including double yellow lines and a ban on pavement parking.
- HP.4** Proposals for the development of all or part of either the Public Car Park at the Medical Practice/Library and the Public Car Park at the east end of Dark Lane will not be supported.
- HP.5** Commercial development will be expected to maintain or increase the number of accessible parking spaces available.
- HP.6** The Council will work with partners to create a total HGV ban through Benthall after Lodge Lane as far as the High Street/Cape Street junction. HGV access to Broseley will be via the existing (at 2013) discretionary route through Barrow, and thence via Ironbridge Road, Dark Lane and Cockshutt Lane. Access for HGVs to the High Street will be via Bridgnorth Road, which will have suitable traffic calming measures to reduce traffic speeds.
- HP.7** Broseley's network of footpaths, bridleways and 'jitties' will be protected and promoted and usage increased through better signage and surface improvement.
- HP.8** New developments will be encouraged to promote improved traffic management by reducing traffic speeds and volumes; improve safety and access for pedestrians and cyclists; and do so in a way which respects the amenity of the locality.
- HP.9** New development which generates additional HGV/LGV traffic will be required to undertake a transport assessment and will only be considered for approval where it can be shown that the proposal has an acceptable traffic impact on local residents.

<i>Relevant National Planning Policy Framework and Shropshire Council Policies</i>	
NPPF	Chap. 4: Promoting Sustainable Transport, para.30
NPPF	Chap. 8: Promoting Healthy Communities, para. 75
CS6	Sustainable Design and Development Principles
CS7	Communications and Transport
CS8	Protection of Facilities, Services and Infrastructure

Community Resources (Listed at Appendix C)

A community's greatest resource is its people, and Broseley is fortunate in having a rich variety of community groups and organisations working in and for the Town. We aim to support that work by:

1. Supporting community groups as vital community resources.
2. Supporting community resources such as the Birchmeadow Centre, Birchmeadow Park, Victoria Hall and others.
3. Working with partner agencies and developers to provide new community resources

Policies to support Community Resources

- CR.1** Proposals for the redesignation or removal of listed community resources without appropriate

replacements will not be supported.

CR.2 The Birchmeadow Centre, Birchmeadow Park and Victoria Hall are essential community spaces and will be directly supported by the Town Council.

CR.3 The Town Council will work with school governing bodies and the health centre management team to protect and promote safe and broad access to our schools and Health Centre as important parts of our community infrastructure.

<i>Relevant National Planning Policy Framework and Shropshire Council Policies</i>	
NPPF	Chap. 8: Promoting Healthy Communities, para. 70, 73-74
CS3	Creating Sustainable Places: The Market Towns and Other Key Centres
CS15	Town & Rural Centres

Sport, Leisure and Recreation

Traditionally this has been an area where Broseley has not received its fair share of resources. In the 2012 Residents Survey 63% of respondents who expressed a view thought Broseley had “good provision for children’s outdoor play and recreation”, and a much smaller majority believed that Broseley had good facilities for sport and recreation. Our policy focus will therefore be to protect and develop existing provision, whilst seeking to develop sports and recreational facilities where there is a current shortfall. On allotments, Broseley currently has no formal provision of allotments. In the 2012 survey question 10 asked whether the council should identify land that might be used for allotments. 83% of respondents were in favour. The Council does not itself own any suitable land.

Policies to support sport, leisure, and recreation (including allotments)

CR.4 The Birchmeadow Park and the Multi-use Games Area (MUGA) will be developed as an integrated outdoor space with the aim of encouraging usage by a wider range of people.

CR.5 Play facilities will be developed on a suitable site to serve the Tileries and other residential areas to the east of the B4378.

CR.6 The play area on Park View will be closed and its equipment transferred when a more suitable site becomes available.

CR.7 The Town Council will work with local landowners to identify an area of land close to the Town Centre which might be used for allotments.

<i>Relevant National Planning Policy Framework and Shropshire Council Policies</i>	
NPPF	Chap. 8: Promoting Healthy Communities, paras. 69-70, 73-74
CS6	Sustainable Design and Development Principles
CS16	Tourism, Culture and Leisure

Safeguarding Our Environment

Broseley’s development history has created a town with some very special qualities.

“the intricate and haphazard maze of streets, lanes and narrow paths (known as jitties), which is one of Broseley’s most distinctive characteristics.”

Broseley Conservation Area Statement

The town is close to the countryside and open fields and wildlife areas can be accessed via a network of local footpaths and bridleways. Broseley’s semi-rural character is preserved even close to the Town Centre:

“... there are glimpses from many points out into the surrounding countryside, between buildings and alongside roads.”

Broseley Conservation Area Statement

The Residents’ Survey in 2012 made clear that preserving Broseley’s character and scale was a very high priority.

Policies to protect our environment

ENV.1 In recognition of their special local and historic significance and importance to the community, the areas marked on the Town Plan Map are designated as Local Green Space. Proposals for development of any kind in relation to these valued green spaces will not be supported.

ENV.2 New development will only be supported where it does not adversely affect formal and informal open spaces, including gardens, which are important to the community for their beauty, amenity, wildlife and/or recreational value.

ENV.3 In the Conservation Area development proposals which have the effect of removing or reducing sight lines as described in the Conservation Area statement will not be supported.

ENV.4 New developments will be encouraged to create accessible links from development sites to the wider footpath network to address gaps in the network and to improve existing provision.

ENV.5 Development proposals will be expected to retain important hedgerows, mature trees and existing areas of woodland and to improve the connectivity between green spaces to enhance the green infrastructure of the Town.

<i>Relevant National Planning Policy Framework and Shropshire Council Policies</i>	
NPPF	Chap. 8: Promoting Healthy Communities, paras. 69, 76-78
NPPF	Chap.11: Conserving and Enhancing the Natural Environment, paras. 109, 117, 120-121, 123
CS6	Sustainable Design and Development Principles
CS17	Environmental Networks



Play equipment in the Birchmeadow Park

Appendix A

Settlement Policy (Broseley's contribution to Shropshire Council's SAMDev (Site Allocation & Management of Development) Document

Broseley Settlement Policy

Over the period 2006-2026, approximately 170 homes and approximately 1 hectare of employment land are required in Broseley.

Proposed housing developments should be small scale to reflect the local character and should meet the design principles set out in the Town Plan.

Development within the Conservation Area should enhance the townscape and have adequate off-street parking and suitable road access. Additional dwellings within the boundary of an existing plot must have no negative impact on the sight-lines of adjoining properties and should not intensify residential densities.

The following site is allocated for employment-related development:

Land south of Avenue Road small scale office, workshop and light industrial uses (B1)

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. Existing employment land will be protected unless it can be shown that a site is no longer viable, in which case proposals for mixed uses will be supported where the proposed alternative use would provide equal or greater benefits for the local community than the current use.

Local green spaces identified in the Broseley Town Plan will be afforded strong protection.

Tourist related development will be supported where it enhances an existing business on the same site, offers a conservation gain by restoring or improving the sustainable use of heritage feature or creates a new tourism related business on a suitable infill or brownfield site. Proposals for new holiday accommodation on greenfield sites will not be supported.

Development will be expected to meet the policies and guidelines contained in the Broseley Town Plan 2013 and any other future community-led plan or masterplan that is adopted by Shropshire Council.

No housing allocations are proposed for Broseley as 37 dwellings have already been built in the period 2006-2011 and there is a resolution to grant planning permission (subject to a section 106 legal agreement) for 96 homes at Dark Lane. The remaining requirement of 36 homes can be met through windfall developments.

The local community has identified Local Green Spaces through its Town Plan, and in accordance with the NPPF (paragraph 76) these are ruled out for new development.

Awaiting redrawing by Shropshire Council to reflect adjustments by BTC Planning Committee on 25th July and further boundary review on 31 October 2013

Listing of Community Resources

Education

- Little Owls Nursery
- Puddleducks Pre-school
- Broseley C of E Primary School
- John Wilkinson Primary School

Information resources

- Library

Health & care

- Health Centre
- Dental practice
- Lady Forester Centre

Outdoor recreation

- Birchmeadow Park (includes playing fields and car park)
- Park View Play Area
- Guest Road open space
- Maypole/Woodlands Green open space
- Cricket Club and Pavilion
- Tennis Club
- Multi-use Games Area

Nature conservation

- Haycop Nature Reserve

Venues for Community Use, Worship or Hire

- Birchmeadow Centre (includes car park)
- Broseley Social Club, (includes greens and parking)
- Victoria Hall
- All Saints Church and Hall
- Baptist Chapel and Hall
- Methodist Church and Hall
- Wilkinson Avenue Community Room
- Legges Hill Army Cadets Drill Hall

Remembering former family, friends and comrades

- Broseley Cemetery and Cemetery Chapel
- Memorial Green

Other Amenities

- Car Parks: Dark Lane, Library/Health Centre
- Public Conveniences

N.B. The above resources are owned by various individuals and organisations.

Local Green Space

ENV.1 In recognition of their special local and historic significance and importance to the community, the areas marked on the Town Plan Map are designated as Local Green Space. Proposals for development of any kind in relation to these valued green spaces will not be supported.

(extract from the 2013-2026 Broseley Town Plan)

Areas (as shown on the Town Plan map, Appendix B)

Map ref.	Name of area	Local and historic significance and importance to the community
BB	Birchmeadow Park	An area of former mine workings that has been developed over the years as Broseley's main resource for sport and recreation
CC	Fish House Valley	An area of unspoilt woodland and pasture that has been protected by the landowner.
DD	The Hay Cop	A local nature reserve managed by a committee of volunteers. In the past it has been a deep mine and at one point Downs Well, on the western boundary of the site, was the source of the town's public water supply. The water supply reservoir has been restored and bears a plaque outlining its history.
EE	Fields Surrounding Woodhouse Farm	an area of open farmland on the northern boundary of Broseley served by two well used footpaths. This area is of value because it is immediately adjacent to the Severn Gorge World Heritage Site and serves as a protective buffer zone preventing physical and visual encroachment.
FF	Broseley Cricket Ground	This is the site for Broseley's historic cricket club and is an important recreational resource for the Town.
GM	Stocking Mound & Barnett's Leasow Mound	Important wildlife areas on the northern edge of the town. The two ex-pit mounds are tangible reminders of Broseley's heritage as a mining town, and are also crossed by well used footpaths.
HH	Corbett's Dingle	A valuable wildlife area within the boundary of the World Heritage Site. A bridleway runs through the site, which is used extensively by walkers and horse riders. The bridleway is almost certainly one of the 18thC trackways that used to link the industries in Broseley to the transport route provided by the River Severn.
JJ	Church Fields	This area of open pasture is a valuable open space to the immediate north and east of Broseley Town Centre. It allows clear views into and out of the town centre and of the church of All Saints. It provides a tranquil backdrop to the town cemetery and is an essential part of the jigsaw that makes up Broseley's character as a small town in a rural setting.
KK	Fiery Fields	An area of open pasture to the south east of the town crossed by a bridleway and several footpaths. It is used extensively by walkers and as an open play space by local children. The underlying coal deposits burned for some time in the nineteenth century, giving the area its name and unique place in Broseley's history.
NN	Woodland Green / Maypole Green	This small 'green' in Broseley Wood, the site of maypole dancing in the past, is important to the historic character of the maze of jitties and small cottages that line the hillside below the green.
RR	Penns Meadow	This five-acre field on the western edge of Broseley defines the boundary between the semi-rural town of Broseley and the rural settlements of Benthall and Barrow. The field has been a meadow since records began; it has never been ploughed and is managed as a traditional hay meadow by a local conservation group.
SS	Guest Road Green	A small 'green' on the Tileries Estate to the east of Broseley. It is the only area of significant green space on the estate and is used as an informal route from the estate to the surrounding countryside and as open play space by local children.

Questionnaire used in the 2012 consultation that formed the basis of this plan

Please give a few minutes of your time to help your Town Council plan for the future.

We invite everyone with an interest in the future of Broseley and Jackfield to fill in this questionnaire, which can also be completed online by following the link on the Town Council website - <http://www.2shrop.net/BroseleyTownCouncil>

In the centre of the questionnaire there is a double page map of Broseley to help people identify the locations mentioned in some of the questions. A background document giving additional information is also available as a PDF download from the Council website.

This questionnaire is being delivered to households in Broseley in early August and you have until September 17th to return your completed questionnaire – or to complete the online form. Completed questionnaires can be handed in to the Town Council office on Bridgnorth Road, at the library, or direct to Councillors.

If you need additional copies of the questionnaire please consider completing the online version at www.surveymonkey.com/Broseley2012 - alternatively extra printed copies of both this questionnaire and the background briefing can be found at the Council office on Bridgnorth Road and at Broseley Library.

Anyone with an interest in Broseley can give us their view, including residents, business owners, young people, visitors and those who work in the town. There is space to add your views in more detail on the final page of the questionnaire, and the Town Council welcomes longer and more detailed responses by letter or e-mail; please find our contact details on the back page of this questionnaire. Your answers will remain confidential, and we will not share individual responses with any third party.

We hope that everyone in Broseley and Jackfield will make the time to respond, because **your** answers will help **your** Town Council identify the priorities for the town, and ensure that **your** money is being spent on the things that **you** would like to see.

THE QUESTIONS - please **circle** your preferred answer, or leave a **tick** ✓ in the box provided. There is space to add your views in more detail on the final page of the questionnaire.

ABOUT YOU – please circle your answer

- 1a Are you a resident of: Broseley / Barrow / Benthall / Jackfield
Other (please give postcode
- 1b Sex male / female
- 1c Age under-16 / 16-24 / 25-40 / 41-50 / 51-65 / over 65
- 1d Are you in full-time education or training / employed full-time /
employed part-time / self employed / retired /
a full-time carer / unemployed / other

ABOUT YOU – continued

- 1e Is your home your own home / privately rented / Council rented /
housing association rented / flat or house share /
living with parents or relatives

- 1f Are you
- a resident
 - a regular visitor
 - a business owner
 - someone who works in the town

A VISION FOR BROSELEY

Broseley Town Council's wish is to work with residents and businesses to preserve the town's existing historic character and scale. Broseley's semi-rural character should be preserved and the community should remain of a size that can be sustained by existing services.

Question 2 Do you agree or disagree with this vision as set out by the Town Council?

Strongly agree / agree / no opinion / disagree / strongly disagree

PLANNING AND DEVELOPMENT

Please take some time to look at the map of Broseley in the centre of this questionnaire. The red line on this map is the proposed development boundary for Broseley and Jackfield. Inside this line some restricted development will be permitted. Outside this line there will normally be NO new development.

Question 3 The development boundary as marked is 'right' for Broseley.

Strongly agree / agree / no opinion / disagree / strongly disagree

More Housing Development?

The current development plan* for Broseley states that a further 36 houses might be built over the next 15 years. This is over and above the proposed development by Bloor Homes of 94 new homes on the Dark Lane site; this development is currently being considered by Shropshire Council.

**Shropshire Council SAMDEV (Site Allocations and Management of Development) document March 2012*

Question 4 This figure of 36 new houses over the next 15 years is:

Too many houses / about right / not enough

Affordable Housing

The Town Council has agreed that suitable small scale schemes for affordable housing (normally housing association controlled) will be regarded as 'exception' sites, and will NOT be restricted by either the development boundary or by the limit on new housing set out in question 4.

Question 5 Do you agree or disagree with this policy on affordable housing?

Strongly agree / agree / no opinion / disagree / strongly disagree

Exception Site

One exception site (see question 5) has been identified by the Town Council on Ironbridge Road. This site is marked as **A** in blue on the map.

Question 6 Should the Town Council work with the landowner and with a suitable housing association to develop this site for affordable housing?

Yes / No / I have no opinion

Broseley's Heritage

Changes in the law have allowed local communities to identify 'heritage' buildings which are of particular value to the town landscape and character. Identified buildings would not be 'listed', but they would have a degree of additional planning protection.

Question 7 The Town Council should work with residents to create a listing of heritage properties in the town.

Strongly agree / agree / no opinion / disagree / strongly disagree

Green Areas

Current planning law allows communities to identify 'green' areas which are of particular value to the community. The Town Council has identified the following areas, which are marked in green on the accompanying map. If you have any suggestions for areas which should be added to this list, please give details in the comments box at the end of this questionnaire.

Question 8 On the table below, please indicate with a tick if you agree that this green space should be protected.

Question 9 In the column marked P (for priority) - please number your choices in order i.e. number 1 would be given to the green space that you think is of most value to the town.

Green Space	Map Key	√	P	Green Space	Map Key	√	P
Birchmeadow Park	B			Corbett's Dingle	H		
Land bounded by Balls Lane, the Fish House and Ironbridge Rd.	C			Land between Dark Lane and Ironbridge Road to the north of the Church and High Street,	J		
The Haycop	D			The Fiery Fields	K		
Land to the north of Balls Lane	E			The Stocking Mound	M		
Cricket Club Fields	F			Woodlands Green	N		
Barnett's Leasowe Mound	G			Penns Meadow	R		
Land on Guest Road	S			Monewood Valley	T		

Allotments

It has been suggested that there is shortage of allotment sites in Broseley.

Question 10 The Town Council should work with landowners to develop an area for more allotments within the green space between Dark Lane, the Haycop and Ironbridge Road (marked J on the map). Do you agree or disagree with this proposal?

Strongly agree / agree / no opinion / disagree / strongly disagree

Jitties

The Jitties in Broseley Wood are already recognised as a feature of the town, and are already inside a Conservation Area. The Town Council would like to add to this protection, and to build on the work carried out by the Broseley Partnership to promote the Jitties to visitors.

Question 11 Do you agree or disagree with this approach?

Strongly agree / agree / no opinion / disagree / strongly disagree

ECONOMIC DEVELOPMENT

There is currently no development land in Broseley earmarked for employment. Shropshire Council has suggested an area to the east of Broseley (purple marked **V** on the map). Broseley Town Council does not agree with this proposal and has suggested an alternative site (purple marked **W** on the map) away from John Wilkinson School and closer to the HGV route.

Question 12 Please tick the statement which is closest to your view on this matter.

I support the employment area marked V	
I support the employment area marked W	
I do not support any further developments of this type in Broseley	
I would prefer a site to be situated elsewhere in Broseley	
I have no view on this question	

Tourism

Previous studies have suggested that Broseley might benefit from the further development of tourism in the area. This might involve funding from the Town Council to support upgrading of footpaths, signage, leaflets, and promotion via the Town Council's website.

Question 13 The Town Council should promote Broseley as a tourist destination as a way of increasing employment in the area.

Do you agree or disagree with this proposal?

Strongly agree / agree / no opinion / disagree / strongly disagree

ROADS

HEAVY GOODS VEHICLES

There is an existing HGV route to Broseley (via Barrow), but there are no specific restrictions aimed at keeping HGVs out of the town.

Question 14 The Town Council should pressure Shropshire Council to restrict access to the High Street to vehicles of 7.5 tonnes or less.

Do you agree or disagree with this proposal?

Strongly agree / agree / no opinion / disagree / strongly disagree

20 m.p.h limits

There is a current 20 m.p.h. limit in the High Street. It has been suggested that this speed limit area should be extended; new 20 m.p.h. limits **do not** have to be accompanied by additional speed reduction measures, such as speed bumps.

Question 15 Should the Town Council pressure Shropshire Council to extend the 20 m.p.h. speed limit to the following areas?

Please tick ✓ to indicate your view on the options set out in the table below.

20 mph limits	Yes	No	No Opinion
Extend up the High Street as far as Barratts Hill			
Extend down Church Street as far as the Church			
Barber St, from the High Street to Fox Lane			
From the High Street down Dark Lane to the Cockshutt Road junction			
From Ironbridge Rd down Coalport Road extending as far as Forester Rd.			
Introduce 20mph limits to ALL residential areas in Broseley			

Street Lights – Shropshire Council has suggested that town and parish councils consider an overnight 'switch-off' of **some** street lighting between midnight and 5am as an energy and cost saving measure.

Question 16 What is your view on this proposal?

Strongly agree / agree / no opinion / disagree / strongly disagree

COMMUNITY

The High Street

At a time when high streets up and down the country are fighting for survival, Broseley's busy High Street is one of its most important assets and the Town Council should work with local businesses to preserve and, if possible, enhance the High Street.

Question 17 Do you agree or disagree with this statement?

Strongly agree / agree / no opinion / disagree / strongly disagree

Question 18 Do you agree or disagree that the mix of shops and businesses on Broseley's High Street is 'about right' for the town?

Strongly agree / agree / no opinion / disagree / strongly disagree

Question 19 The overall appearance of the High Street is:

very good / good / no opinion / poor / very poor

Question 20 Would any or all of the following suggestions improve the quality of the High Street experience for you? Please tick the boxes in the following table to indicate your choices.

Question 20 – The High Street	Yes	No	No Opinion
Improvements to shop frontages			
Additional parking restrictions to prevent inconsiderate parking			
A suitable sculpture and / or installation erected on the site of the old Pritchard Memorial			
Controls on outdoor and late night drinking			
A regular street market			
An improved police presence (see also Qs 33 & 34)			

The Memorial Gardens – These gardens are maintained by the Town Council with additional work from Broseley in Bloom volunteers.

Question 21 The Memorial Gardens are a valuable asset to the town.
Do you agree or disagree with the statement?

Strongly agree / agree / no opinion / disagree / strongly disagree

Community Events – the Town Council works with the Christmas Lights Group to enable the annual Christmas Lights display. The Council funds the erection and removal of the lights, plus the associated energy and maintenance costs. The Christmas Lights Committee organises the 'switching-on' event, and raises money to fund the various displays and attractions. The Town Council's spending on Christmas Lights in 2011/12 was £6,591.12

Question 22 The annual Christmas Lights show is a worthwhile event which the Council should continue to support.
Do you agree or disagree with this statement?

Strongly agree / agree / no opinion / disagree / strongly disagree

Question 23 It has been suggested that the Council should work with the community to run a summer event which might be focused on the Birchmeadow Park.
Do you support this suggestion?

Strong support / support / no opinion / opposed / strongly opposed

Cemetery and Chapel

Broseley's cemetery and chapel are maintained by the Town Council.

Question 24 The cemetery is in a very good condition and is a credit to the town.
Do you agree or disagree with this statement?

Strongly agree / agree / no opinion / disagree / strongly disagree

In the last year the Town Council has worked with volunteers to open a heritage display in the cemetery chapel.

Question 25 The Town Council believes that the use of the chapel for a heritage display is both appropriate and worthwhile.
Do you agree or disagree with this statement?

Strongly agree / agree / no opinion / disagree / strongly disagree

Play Areas

Broseley currently has two children's play areas: on Birchmeadow Park and at Park View. There will soon (Autumn 2012) be a Multi Use Games Area sited on Broseley CofE School playing fields and accessed from the Birchmeadow Park.

Question 26 Broseley has good provision for children's outdoor play and recreation.
Do you agree or disagree with this statement?

Strongly agree / agree / no opinion / disagree / strongly disagree

Sport

Broseley has no sports centre, but it does have thriving cricket and soccer clubs, and will soon have a new multi use games area sited on Broseley CofE School playing fields and accessed from the Birchmeadow Park. Indoor facilities are limited, though there are regular badminton sessions at the Victoria Hall.

Question 27 Broseley has good facilities for sport and recreation.
Do you agree or disagree with this statement?

Strongly agree / agree / no opinion / disagree / strongly disagree

Community facilities

The Birchmeadow Centre, Birchmeadow Park and Victoria Hall are community facilities owned by the people of Broseley and run by independent management groups supported by both the town and Shropshire Councils. The Birchmeadow centre is owned by the Town council and is the main venue for council and Public meetings relating to Council business.

Question 28 How often do you use these facilities (for any reason). Please tick the appropriate boxes.

Usage	Birchmeadow Centre	Victoria Hall	Birchmeadow Park
Frequently (once a week or more)			
Occasionally (approx. once a month)			
Infrequently (approx. once or twice a year)			
Rarely (once a year or less)			
I have never used this facility.			

Support for Community Groups

The Town Council makes an annual contribution to several community groups with the aim of supporting their work.

In the following table we have shown the annual grant given to each group in 2011/12. More information about this aspect of the Town Council's work can be found in the questionnaire briefing document.

Question 29 Do you agree with the level of Town Council support as set out below? Please tick the appropriate boxes. More information about these grants can be found in the questionnaire briefing document. Please feel free to add your views in more detail on the final page of the questionnaire.

Please tick your answer

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Birchmeadow Centre Management Committee* annual grant £12,000					
Broseley in Bloom annual grant £3,000					
Victoria Hall annual grant £1,500					
Citizens Advice Bureau annual grant £2,000					
Birchmeadow Park annual grant £2,000					

*the BCMC co-ordinates a variety of activities at the Birchmeadow Centre.

LOCAL SERVICES

Working with Shropshire Council – Recent policy changes mean that more responsibility is being given to town and parish councils. Some services previously run by the county council are being discontinued, and others are being offered to town councils. e.g. the Town Council has agreed that it will take responsibility for the running of the High Street public toilets from June 2013.

Question 30 If services are at risk, or if it is easier to deliver a service locally, then the Town Council should consider running the service, even if it involves some additional expenditure.

Do you agree or disagree with this statement?

Strongly agree / agree / no opinion / disagree / strongly disagree

Information – Currently there is an information point in the library about Shropshire Council services. The new Broseley Town Council office on Bridgnorth Road is open between 10am and noon each day to offer information about Broseley Town Council and its work. It is also possible to access information about both Councils' services online.

Question 31 It is important to have a contact point in the town for Council services.

Do you agree or disagree with this statement?

Strongly agree / agree / no opinion / disagree / strongly disagree

Question 32 **Would you welcome a single information point for both Councils' services?**

Yes / No / No Opinion

Police

There is currently no regular police officer assigned to the town, though there is a Community Support Officer. West Mercia Police have indicated they would like to open a police office in the town. The cost of this office might be supported by local traders and by the Town Council, but negotiations are at an early stage and there is no indication about how often such an office would be 'manned'.

Question 33 Do you believe that current Policing levels for Broseley are:

Very good / good / about right / poor / very poor / no opinion

Question 34 The Town Council should offer financial support for the opening of a Police office in the town.

Do you agree or disagree with this statement?

Strongly agree / agree / no opinion / disagree / strongly disagree

Health

Current health provision in Broseley is offered by the health centre on Bridgnorth Road and by a private dentist practice with some NHS provision.

Question 35 Please indicate with a tick ✓ which health services you use.

Health Centre (Bridgnorth Road)	Other GP Service outside Broseley	Dentist (High Street)	Other Dental service

If you choose to use a health provider based outside Broseley please tell us why in the comment box at

the end of this questionnaire. Please **do not** give personal medical details.

Please answer the next two questions whether you use the services or not.

Question 36 Broseley Health Centre offers a reliable and high quality service to the residents of the town.

Do you agree or disagree with this statement?

Strongly agree / agree / no opinion / disagree / strongly disagree

Question 37 The dental practice on the High Street offers a reliable and high quality service to the residents of the town.

Do you agree or disagree with this statement?

Strongly agree / agree / no opinion / disagree / strongly disagree

Education

Broseley has two primary schools. Older children must travel to secondary schools outside the town. Of the primary schools, Broseley Primary School (on Dark Lane) is a Church of England primary school; John Wilkinson Primary (on Coalport Road) is a secular primary with no formal faith links. There is pre and post school childcare provision attached to both schools. The Town Council supports a summer play scheme which operates from the Birchmeadow Centre.

Question 38 I am broadly satisfied with the education and childcare provision offered in Broseley.

Do you agree or disagree with this statement?

Strongly agree / agree / no opinion / disagree / strongly disagree

Question 39 It is important to maintain two primary schools in order to ensure choice of provision in the town.

Do you agree or disagree with this statement?

Strongly agree / agree / no opinion / disagree / strongly disagree

Please use the space below for additional comments about any aspect of this questionnaire. Please give the question number if your comment is related to a specific question. We welcome longer and more detailed responses by letter or e-mail – please send additional comments to the Town Council at:
Broseley Town Council Office, Unit 6, The Instones Building, The Square, Broseley, Shropshire TF12 5EW
E-mail broseleytc.clerk@btinternet.com

Please let us have your e-mail address if you would like to be informed about the results of this questionnaire and the development of the subsequent Town Plan.

E-mail address

Thank you for completing this questionnaire

Please return completed copies to:

- 1) Broseley Town Council Office, Unit 6, The Instones Building, The Square, Broseley, Shropshire TF12 5EW
- 2) The Library
- 3) To the following Councillors at their home address:.....

[addresses of then Councillors were listed here]

Summary of Responses to the 2012 Questionnaire

For precise wording of questions and responses please refer to Appendix E.

Forms completed	Total	Paper	Survey Monkey
	460	346 (75.2%)	114 (24.8%)

Profile of respondents

1a Resident of:	Broseley	Barrow	Benthall	Jackfield	Other*
Σ448	387 (86.4%)	1 (0.2%)	22 (4.9%)	13 (2.9%)	25 (5.6%)

*Mostly TF postcodes supplied + one Cleobury Mortimer

1b Sex:	Male	Female
Σ443	201 (45.4%)	242 (54.6%)

1c Age:	u16	16-24	25-40	41-50	51-65	+65
Σ450	0	2 (0.4%)	43 (9.6%)	60 (13.3%)	154 (34.2%)	191 (42.4%)
2011 ShropsUA		10.3%				20.7%

1d Occup.:	FTET	EmpFT	EmpPT	Self-Emp	Retired	FTCarer	Unemp	Other
Σ447	1 (0.2%)	116 (26.0%)	44 (9.8%)	34 (7.6%)	223 (49.9%)	7 (1.6%)	8 (1.8%)	14 (3.1%)

1e Home is:	Own	Priv rent	Council	HA rent	Flat/hse share	Parnts/Rels.
Σ442	369 (83.5%)	25 (5.7%)	39 (8.8%)	3 (0.7%)	1 (0.2%)	5 (1.1%)

1f Are you:	Resident	Reg Visitor	Business Owner	Worker in the town
Σ446	418 (93.7%)	14 (3.1%)	5 (1.1%)	9 (2.0%)

Vision statement?

2:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ449	282 (62.8%)	147 (32.7%)	3 (0.7%)	12 (2.7%)	5 (1.1%)
Those with view	63.2%	33.0%		2.7%	1.1%

Proposed development boundary is right?

3:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ414	115 (27.8%)	206 (49.8%)	35 (8.5%)	44 (10.6%)	14 (3.4%)
Those with view	30.3%	54.4%		11.6%	3.7%

36 new houses over the next 15 years?

4:	Too many	About right	Not enough
Σ434	135 (31.1%)	236 (54.4%)	63 (14.5%)

Exception sites for affordable housing?

5:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ433	53 (12.2%)	154 (35.6%)	48 (11.1%)	106 (24.5%)	72 (16.6%)
Those with view	13.8%	40.0%		27.5%	18.7%

Site on Ironbridge Road (map key A) for affordable housing?

6:	Yes	No	No opinion
Σ430	224 (52.1%)	124 (28.8%)	82 (19.1%)
Those with view	64.4%	35.6%	

Create a listing of heritage properties?

7:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ436	215 (49.3%)	184 (42.2%)	29 (6.7%)	7 (1.6%)	1 (0.2%)
Those with view	52.8%	45.2%		1.7%	0.2%

Green areas for protection? (8&9)

Suggested green areas	Map ref.	Ticked	% of 460	Priority 1-3
Birchmeadow Park & school fields	B	407	88.5%	236
Balls Lane-Fish House-Ironbridge Rd	C	314	68.3%	17
The Haycop	D	379	82.4%	189
Land north of Balls Lane	E	278	60.4%	13
Cricket Club fields	F	377	82.0%	91
Barnett's Leasowe Mound	G	309	67.2%	10
Land on Guest road	S	290	63.0%	36
Corbett's Dingle	H	330	71.7%	37
Dark Lane-Ironbridge Rd (N.of Church/HighSt.)	J	347	75.4%	87
The Fiery fields	K	335	72.8%	63
The Stocking Mound	M	313	68.0%	19
Woodlands Green	N	324	70.4%	23
Penns Meadow	R	299	65.0%	56
Monewood Valley	T	291	63.3%	17

Identify a suitable site for allotments?

10:	Yes	No	No opinion
Σ432	361 (83.6%)	13 (3.0%)	58 (13.4%)
Those with view	96.5%	3.5%	

Add to protection of and do more to promote the Jitties?

11:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ434	204 (47.0%)	184 (42.4%)	35 (8.1%)	9 (2.1%)	2 (0.5%)
Those with view	51.1%	46.1%		2.3%	0.5%

Development land for employment?

12:	'V'	'W'	No development	Elsewhere	No view
Σ435	49 (11.3%)	222 (51.0%)	78 (17.9%)	46 (10.6%)	40 (9.2%)
Those with view	12.4%	56.2%	19.7%	11.6%	

Promote tourism to increase local employment?

13:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ429	160 (37.3%)	200 (46.6%)	43 (10.0%)	20 (4.7%)	6 (1.4%)
Those with view	41.5%	51.8%		5.2%	1.6%

Restrict HGV access to High Street?

14:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ429	217 (50.6%)	139 (32.4%)	31 (7.2%)	30 (7.0%)	12 (2.8%)
Those with view	54.5%	34.9%		7.5%	3.0%

Pressure Shropshire Council to extend 20mph limits?

15:		Yes	No	No opinion
Extend up the High St. as far as Barratt's Hill	Σ361	258 (71.5%)	74 (20.5%)	29 (8.0%)
	Those with view	77.7%	22.3%	
Extend down Church St. as far as the Church	Σ362	266 (73.5%)	72 (19.9%)	24 (6.6%)
	Those with view	78.7%	21.3%	
Barber St. (High St. to Fox Lane)	Σ361	267 (74.0%)	62 (17.2%)	32 (8.9%)
	Those with view	81.2%	18.8%	
Dark Lane (High St. to Cockshutt Lane junc.)	Σ351	213 (60.7%)	104 (29.6%)	34 (9.7%)
	Those with view	67.2%	32.8%	
Coalport Rd (Ironbridge Rd. to Forester Rd.)	Σ349	200 (57.3%)	106 (30.4%)	43 (12.3%)
	Those with view	65.4%	34.6%	
Introduce to all residential areas	Σ380	216 (56.8%)	132 (34.7%)	32 (8.4%)
	Those with view	62.1%	37.9%	

Street light energy/cost saving?

16:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ430	97 (22.6%)	182 (42.3%)	32 (7.4%)	85 (19.8%)	34 (7.9%)
Those with view	24.4%	45.7%		21.4%	8.5%

Preserve/enhance the High Street?

17:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ431	286 (66.4%)	138 (32.0%)	5 (1.2%)	2 (0.5%)	0 (0%)
Those with view	67.1%	32.4%		0.5%	0%

Mix on the High Street is about right?

18:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ429	45 (10.5%)	270 (62.9%)	30 (7.0%)	70 (16.3%)	14 (3.3%)
Those with view	11.3%	67.7%		17.5%	3.5%

Appearance of the High Street is?

19:	Very good	Good	No opinion	Poor	Very poor
Σ428	52 (12.1%)	322 (75.2%)	16 (3.7%)	33 (7.7%)	5 (1.2%)
Those with view	12.6%	78.2%		8.0%	1.2%

Suggestions to improve the quality of the High Street?

20:		Yes	No	No opinion
Improvements to shop frontages	Σ374	240 (64.2%)	57 (15.2%)	77 (20.6%)
	Those with view	80.8%	19.2%	
Additional parking restrictions	Σ395	197 (49.9%)	156 (39.5%)	42 (10.6%)
	Those with view	55.8%	44.2%	
A sculpture/installation (Pritchard Memorial site)	Σ387	159 (41.1%)	129 (33.3%)	99 (25.6%)
	Those with view	55.2%	44.8%	
Controls on outdoor/late night drinking	Σ408	304 (74.5%)	48 (11.8%)	56 (13.7%)
	Those with view	86.4%	13.6%	
A regular street market	Σ407	278 (68.3%)	72 (17.7%)	57 (14.0%)
	Those with view	79.4%	20.6%	
An improved police presence	Σ402	327 (81.3%)	32 (8.0%)	43 (10.7%)
	Those with view	91.1%	8.9%	

The Memorial Gardens are an asset?

21:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ436	286 (65.6%)	140 (32.1%)	9 (2.1%)	1 (0.2%)	0 (0%)
Those with view	67.0%	32.8%		0.2%	0%

Christmas Lights?

21:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ436	232 (54.1%)	164 (38.2%)	25 (5.8%)	4 (0.9%)	4 (0.9%)
Those with view	57.4%	40.6%		1.0%	1.0%

Summer event?

23:	Strongly support	Support	No opinion	Oppose	Strongly oppose
Σ426	98 (23.0%)	212 (49.8%)	109 (25.6%)	6 (1.4%)	1 (0.2%)
Those with view	30.9%	66.9%		1.9%	0.3%

Cemetery is credit to town?

24:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ429	151 (35.2%)	213 (49.7%)	58 (13.5%)	7 (1.6%)	0 (0%)
Those with view	40.7%	57.4%		1.9%	0%

Chapel heritage display?

25:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ434	104 (24.0%)	229 (52.8%)	76 (17.5%)	20 (4.6%)	5 (1.2%)
Those with view	29.1%	64.0%		5.6%	1.4%

Good children's play/recreation provision?

26:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ425	54 (12.7%)	212 (49.9%)	81 (19.1%)	68 (16.0%)	10 (2.4%)
Those with view	15.7%	61.6%		19.8%	2.9%

Good sport/recreation facilities?

27:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ428	13 (3.0%)	166 (38.8%)	81 (18.9%)	141 (32.9%)	27 (6.3%)
Those with view	3.7%	47.8%		40.6%	7.8%

How often do you use these facilities?

28:	Frequently	Occasionally	Infrequently	Rarely	Never
Birchmeadow Centre Σ412	25 (6.1%)	71 (17.2%)	122 (29.6%)	98 (23.8%)	96 (23.3%)
Victoria Hall Σ416	44 (10.6%)	48 (11.5%)	150 (36.1%)	118 (28.4%)	56 (13.5%)
Birchmeadow Park Σ405	51 (12.6%)	84 (20.7%)	65 (16.0%)	75 (18.5%)	130 (32.1%)

Do you agree with the level of Town Council support for these groups?

29:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
BCMC Σ415	99 (23.9%)	186 (44.8%)	80 (19.3%)	32 (7.7%)	18 (4.3%)
Those with view	29.6%	55.5%		9.6%	5.4%
B in Bloom Σ415	121 (29.2%)	218 (52.5%)	63 (15.2%)	10 (2.4%)	3 (0.7%)
Those with view	34.4%	61.9%		2.8%	0.9%
Victoria H. Σ413	106 (25.7%)	207 (50.1%)	70 (16.9%)	21 (5.1%)	9 (2.2%)
Those with view	30.9%	60.3%		6.1%	2.6%
C.A.B. Σ411	114 (27.7%)	197 (47.9%)	85 (20.7%)	11 (2.7%)	4 (1.0%)
Those with view	35.0%	60.4%		3.4%	1.2%
BM Park Σ413	115 (27.8%)	213 (51.6%)	71 (17.2%)	11 (2.7%)	3 (0.7%)
Those with view	33.6%	62.3%		3.2%	0.9%

Should the Town Council consider running at risk services?

30:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ420	81 (19.3%)	276 (65.7%)	46 (11.0%)	11 (2.6%)	6 (1.4%)
Those with view	21.7%	73.8%		2.9%	1.6%

Contact Point in town for Council services is important?

31:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ420	142 (33.8%)	240 (57.1%)	24 (5.7%)	10 (2.4%)	4 (1.0%)
Those with view	35.9%	60.6%		2.5%	1.0%

Single information point for both Councils' services?

32:	Yes	No	No opinion
Σ420	281 (66.9%)	32 (7.6%)	107 (25.5%)
Those with view	89.8%	10.2%	

Current policing levels for Broseley are?

33:	V. good	Good	About right	Poor	V. poor	No opinion
Σ426	1 (0.2%)	13 (3.1%)	79 (18.5%)	212 (49.8%)	87 (20.4%)	34 (8.0%)
Those with view	0.3%	3.3%	20.2%	54.1%	22.2%	

Town Council should offer financial support for opening a police office in the town?

34:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ426	116 (27.2%)	194 (45.5%)	57 (13.4%)	44 (10.3%)	15 (3.5%)
Those with view	31.4%	52.6%		11.9%	4.1%

Which health services do you use?

35:	Broseley	Elsewhere
Σ409 GP practice	322 (78.7%)	87 (21.3%)
Σ340 Dental practice	160 (47.1%)	180 (52.9%)

Broseley Health Centre offers a reliable and high quality service?

36:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ423	128 (30.3%)	190 (44.9%)	78 (18.4%)	20 (4.7%)	7 (1.7%)
Those with view	37.1%	55.1%		5.8%	2.0%

Broseley residents have reasonable access to high quality dental services?

37:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ420	59 (14.0%)	153 (36.4%)	146 (34.8%)	48 (11.4%)	14 (3.3%)
Those with view	21.5%	55.8%		17.5%	5.1%

Broadly satisfied with education and child care provision in Broseley?

38:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ422	89 (21.1%)	185 (43.8%)	133 (31.5%)	12 (2.8%)	3 (0.7%)
Those with view	30.8%	64.0%		4.2%	1.0%

Maintaining two primary schools is important to ensure choice of provision in Broseley?

39:	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Σ427	127 (29.7%)	182 (42.6%)	97 (22.7%)	17 (4.0%)	4 (0.9%)
Those with view	38.5%	55.2%		5.2%	1.2%

Comments

231 respondents (52.4%) used the final comments box with several respondents attaching two or more pages of detailed comments. Some comments elaborated on specific question responses but other issues raised included:

- Keeping the friendly character of the town
- Need for housing and facilities for local young people, e.g. discos for u18s
- Facilities for people aged over 60
- Need for a good community centre
- High density of new housing, new houses should be for local people
- Small developments rather than large new estates
- Number of empty houses
- The Dark Lane development (for and against)
- Improving cycling facilities/need for more cycle paths locally, cycle route to Ironbridge

Youth Consultation in Broseley, February 2013

Target Age Range young people Aged 10 – 17 years

Partners: Shropshire Council (Positive Activities Team), Broseley Youth Partnership, Broseley Town Council, Shropshire Youth Association

Background

At the start of the consultation process 3 areas were identified through the Youth Partnership, Local Policing teams and the local community. These were:

1. whether a case could be made for a Skate/Scoot/BMX facility in Broseley
2. provision of play equipment
3. whether a case could be made for a dedicated youth space in the town

In addition the consultation ascertained how young people currently spend their leisure time and, more importantly, what else they would like to do. It is intended that this information will inform the Shropshire Council Positive Activities Team and partners in the development for provision for young people in Broseley.

Process

Consultations took place across two Saturdays; Birch Meadow Centre 9/2/13, Memorial Garden (High Street) 16/2/13. Consultations also took place during the Junior Youth Club session (Weds), The Girls youth session (Weds), Detached session (Mons), and through Dark Lane, John Wilkinson & Barrow Primary Schools, and a lunch time session was also undertaken at William Brookes Secondary School.

Results

Across the duration of the consultation, 110 contacts were made, this included 2 completed by parents, the target age range was 10 - 17

There were slightly more female participants with 59 females, and 49 males responding, the parents that took part neither disclosed their age or gender (2).

The age range that participated were 10- 17 years, the breakdown is as follows:

Age 10	Age 11	Age 12	Age 13	Age 14	Age 15	Age 16	Age 17
20	29	14	14	15	10	5	1

During the consultation we wanted to ensure we were reaching young people from all areas of Broseley and ensure that the services we were consulting on could be accessible to all if they wished to participate.

Which part of Broseley do you live in?

Broseley Wood	Tileries, Coalport Road	Broseley Centre	Birch Meadow	Edinb Rd, Eliz Cres, Winds cres.	Cherry Brook	Bridgnorth Road, Wilk Av.	Benthall Brandywell, other non specified
6	18	9	18	7	5	11	36

How do young people currently spend their time in Broseley?

Part of the consultation was to identify what young people in Broseley already do in their social time. We provided a list of activities available in and around Broseley. Young people were asked to name those they currently participate in.

Watch TV/ Listen to Radio-music/internet	55
Attend Youth Club sessions at the Birch Meadow Centre	47
Hang out/ meet friends on the streets	37
Sports clubs	23
After school Clubs	19
Uniformed groups	18
Music/ Dance/drama groups	15
Library	12

What activities would you like to take part in? (Please circle all that apply)

Dj workshops	14	Cooking	27
Computer gaming	25	Fashion design workshops	12
Sports/games	31	Other (horse riding)	1
Arts & Craft	20	Other Trips to skate parks	2
Pamper sessions/health info	8		
Cinema nights	23		
Organised Trips: Alton Towers Drayton Manor Safari park Bowling Swimming.	66		

What other facilities would you like to see in Broseley? (Please circle all that apply)

Skate/ Scoot/Bmx facility	49 (skate/scoot 30 yp BMX 19yp) 46 M 3 F
Additional Park equipment	41 13 M 28 F
A youth café/ youth room –	39 10 M 29 F
Swimming pool/leisure centre	2
More shops 2	2

What do you like most about living in Broseley?

There were some really positive comments about living in Broseley which included;

- The country side
- My friends are all here
- The Birch Meadow and the play equipment
- The People
- Everyone knows everyone
- I like going to Guides
- The Youth Club
- Going to Broads and seeing my friends
- Nice community

What do you least like about living in Broseley?

- Anti social behaviour
- Older teenagers at night at the Birch
- It is too quiet, not enough to do (lots of these)
- Transport is bad
- The bad reputation – comments about Broseley people from others
- Older teenagers damaging stuff
- Not much to do where we live and too far to go to the Birch

Skate/Scoot/BMX Priority 1

Skate/Scooting & BMX has become a popular activity and has already been identified as an issue by the Partnership in terms of young people's safety: the local policing team and parents are concerned about young people using roads and pathways for these activities and putting themselves and others at risk. The consultation highlights this as the top priority of the young people consulted. NB of the 49 respondents 3 were female. The need for a safe space for this to take place is paramount.

Proposed Action: Consultation day by Shropshire Youth using the mobile skate ramps during Easter / Whit week.

Teenage Play equipment Priority 2

Teenage play equipment was requested by young people from across all geographical areas of Broseley; through discussion young people shared how much they like using the new equipment at the Birch Meadow. However there were some concerns from younger ones feeling intimidated when older teenagers made use of the facilities. 6 young people in the Tileries area would like play equipment in their locality. The partnership is aware this has long been an area in need of play/adventure facilities and Shropshire Council's Amy Davies is also looking at this area for possible development.

Proposed Action: Further consultation work to be undertaken on a play development at the Tileries

Youth Café/Youth Room Priority 3

A well equipped Youth Room would allow space for young people to take part in other activities that have been identified through the consultation: cooking, computer gaming, arts and crafts and cinema nights. In addition while

this development was ranked third it was the top priority for young women and would go some way to meeting the needs of young women in Broseley.

Whilst the current youth room at the Birch Meadow Centre provides a basic meeting space it no longer meets the requirements of a 21st century youth group. As a consequence Shropshire Youth, who currently use the space twice a week, are seeking an alternative venue. NB. In addition the youth room is not Disability Discrimination Act compliant.

Proposed Action: A new improved youth room or youth space for young people in Broseley is considered and developed with interested partners and in further consultation with young people.

Conclusion

The consultation team recognise the importance of highlighting that the majority of participants were aged between 10 and 15 and that these young people are those most likely to benefit from changes made as a result of this consultation.

The perception of young people is that there is little for them to do in Broseley. Past activity days delivered at the Birch Meadow (organised by the Police and Shropshire Youth Positive Activities Youth Work Team) have offered two full days of activities delivered by partner agencies to ensure young people were aware of what is available in the Town.

Proposed Action: Develop a calendar of activities with times, days and venues of activity providers which can be easily accessible by young people, parents and carers. Consider the use of ITC with a web page link from the Town Council web site to Shropshire Youth site.

Broseley is a Rural Market Town and as such suffers from the usual issues around transport links to other areas to access services. Over the past 18 months the Friendly Bus has had funding to deliver additional travel to venues. The only occasion that this opportunity was taken up by young people was when 'Shropshire Youth' organised trips. It has been our experience that younger children and parents feel safer when accessing services/facilities within their own community.

Proposed Action: The Partnership Group will encourage and support the development of activities for children and young people in Broseley and publicise the potential use of the Friendly Bus for young people and families.

This consultation has identified a small group of young people who are willing to form a 'Youth Forum/young people's voice group' for Broseley.

Proposed Action: The Positive Activities Team, with interested partner agencies, will develop a Broseley Young People's forum to enable young people's voices to be heard and to act as a conduit for the consultation group.

Broseley Youth Partnership

The Youth Partnership was developed last year following the success of other partnerships in South Shropshire. The aim of the partnership is to bring together those statutory and voluntary organisations who deliver services for young people in Broseley, local communities, local Councillors and partner agencies such as Schools and the Police. The process is supported through the Community Action Team, Shropshire Youth Positive Activities Youth Work Team and Shropshire Youth Association (voluntary sector support). The partnership holds funding available through a grant system for local community groups to provide transport for trips and activities, using the Friendly Bus, where appropriate to meet their needs. The Youth Partnership meet on a regular basis and will be the steering group for identifying, supporting and enabling the needs of young people in Broseley to be addressed through consultation.

The Partnership is keen to work collectively with all interested parties and welcome new members to our small committed group.

Thanks to:

Linda Monteith Community Action Officer
Melanie Revolta Shropshire Youth Association
Laura Daley and Cheryl Bowley – consultation Youth Workers

Report compiled by Diane Phillips & Melanie Revolta on behalf of Broseley Youth Partnership.

Summary of consultation on visitor accommodation needs

Four Tourist Information Centres (Bridgnorth, Ironbridge, Much Wenlock and Shrewsbury) and three local providers of visitor accommodation were approached with a number of questions about the demand for accommodation and the nature of the local visitor economy.

The questions put to Tourist Information Centres and their responses can be summarised as follows:

- 1) Do you receive many callers interested in finding visitor accommodation specifically in the Broseley area?
 - *We rarely get enquiries that are specific to Broseley.*
 - *Broseley is featured in some of the visitor guides.*
 - *We sometimes post brochures, some of which include some accommodation providers from the Broseley area and we often refer to brochures for the local area which people then take away with them.*
 - *We know a lot of people use the internet to look up and book accommodation rather than asking the TIC service to find them accommodation.*
 - *The Tourist Information Centre service cannot recommend one property or location over another.*
- 2) In the past year have you found any difficulty in finding suitable accommodation to offer such enquiries?
 - *If the area is busy due to certain events, accommodation in the immediate area gets booked up and therefore more visitors seeking accommodation are driven towards the Broseley area.*
 - *We don't really have a problem finding accommodation for people.*

The questions put to the visitor accommodation providers and their responses can be summarised as follows:

- 1) Without an increase in local visitor attractions would you expect there to be a significant increase in local visitor numbers over the next 5-10 years?
 - *No – continuous bad weather over the past few years has had a knock-on effect. If people have a bad experience of visiting an area (albeit out of the B&B owner's control) then they are less likely to return. Market forces outside accommodation providers' control have impacted upon revenue streams. Budget hotels are growing in popularity for short stays and are more prevalent, and offer a much better service than they did a few years ago. There is therefore greater competition for local short stay providers.*
 - *Not necessarily. However, an increase in advertising of existing attractions and facilities would help increase visitor numbers. Feedback from visitors is that they are impressed with the range of specialist shops like the bakers, butchers and hardware shop – which are attractive to self catering visitors. They also benefit from the central location of Broseley for other attractions in Shropshire.*

To help us assess the current accommodation provision:

- 2) Is the provision of your accommodation seasonal or all year round?
 - *Yes, self-catering cottages available all year round*
 - *We offer accommodation 50 weeks of the year but close at Christmas for 2 weeks*
- 3) How many places can you offer per night?
 - *We offer 22-23 places per night*
 - *2 cottages, one with 5 places, one with 3 places per night*
- 4) Do you have plans to increase or reduce this?
 - *No unfortunately the situation has become so bad that we are in decline and making plans to close.*
 - *We'll continue with the same number of places.*
- 5) Have you had to turn away bookings because you have been up to full capacity in the past year? If so how often?
 - *No not at all – in fact there is not enough business to sustain the existing accommodation providers at the moment. Planning permission for further accommodation in the area should not be allowed.*
 - *Several times we have had to say we are full. Hot Spots occur throughout the year during school holiday periods (Easter/Spring Bank Holiday/Summer Holidays).*

Additional feedback was offered in addition to answers to the questions asked. Comments included the following:

- *What impresses a lot of visitors is the friendliness of the town and also the interesting history.*
- *More signage is needed for Broseley – However work might need to be done with Telford and Wrekin Council in order to obtain this. Coalport and Jackfield are well signposted but not Broseley.*
- *The Birchmeadow Centre is one of Broseley's attractions yet it is very poorly signposted – if at all – from either approach. As an asset to the town this should be invested in especially as people regularly visit from outside of Broseley to attend the events there.*
- *An attraction in Broseley for families visiting is the Birchmeadow Park play facilities – [it] would be great to push this more, as well as the new cafe.*

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