

Draft Ludlow Local Economic Growth Strategy 2020-2025

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Foreword

Shropshire Council is delighted to present the Ludlow Economic Growth Strategy, the development of which was a key action from the wider Economic Growth Strategy for Shropshire. This document will provide an economic focus for the town and surrounding areas and outlines the key actions that we will collectively be looking to deliver during this timeframe.

These strategies will help the Council to achieve these three objectives and deliver the economic vision for Shropshire. This local economic growth strategy is fully aligned with the Local Plan Review 2019 and other key documents such as the Place Plans. The Local Economic Growth Strategy is an external investment document for the local area, which focuses on how economic growth is tailored in Ludlow.

Ludlow and its surrounding area provides a unique opportunity for businesses looking to invest and grow. As well as informing and guiding delivery, this strategy is seen as having a key role in encouraging growth, attracting new businesses and investment into not just the town, but also the surrounding area.



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Shropshire Council*



1. Economic Growth Strategy for Shropshire 2017-2021


Our Economic Growth vision for Shropshire...


To be the best place to do business and invest, renowned for its pool of local talent and expertise. We will strive to maximise our economic potential and increase productivity by fully utilising the benefits of our special environment and high-quality assets.

Shropshire Council has 3 objectives for Economic growth:

- supporting the growth of new and existing businesses
- attracting inward investment
- developing and retaining talent and skills

There are five priority actions and targets to help deliver the vision from a local perspective:


1. Target actions and resources where there are economic opportunities
 2. Enable businesses to start, grow and succeed
 3. Deliver infrastructure to support growth
 4. Meet skills needs of business and people's aspirations for work
 5. Promote Ludlow to investors
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Shropshire Council's values and approach to growth will influence this strategy, effective engagement is necessary to communicate growth ambitions and the methods proposed to achieve them. Shropshire Council understands the need to work closely locally in the production of this strategy and to understand the local perspective of the needs and ambitions of Ludlow. This will help the collective delivery of a strategy in a commercial, enterprising and innovative way. However, it is recognised that Shropshire Council and local councils do not have control over all actions and activities that have been outlined in this strategy. Shropshire Council will therefore take a collaborative approach to working across the public and private sectors locally to open communication channels to enable discussions for the benefit of Ludlow's economy, businesses and residents.

Climate Change

Shropshire Council has declared a Climate Emergency and is taking active steps to develop a Climate Change Strategy to reduce its own carbon footprint and to adapt the services for which it is directly responsible. Shropshire Council will also use its direct influence through its regulatory and procurement roles to encourage others to adopt a rapid transition to net zero carbon. Finally, the Council will work with businesses and residents in Shropshire to support their efforts to tackle Climate Change by encouraging behavioural changes that will help reduce carbon emissions and build resilience to climate change.






2. Ludlow – A Local Profile

Ludlow, as well as being the largest of Shropshire's market towns in the South, is also the third largest employment centre in Shropshire and the main location of businesses and jobs in the South of the county. It is a thriving medieval market town, strategically located on the A49 and situated midway between Shrewsbury and Hereford.

The town benefits from its strong historical provenance including heritage assets such as the medieval Ludlow Castle, Ludlow Town Walls, which are scheduled ancient monuments, and a high number of listed buildings, all of which contribute to Ludlow's role as a key tourism destination. Ludlow is renowned for its high-quality local food offer in both its restaurants and markets and hosts the famous Ludlow Food Festival every year.

It acts as a major employment and service centre for the wider area. Over the last five years, the number of jobs has risen by approximately 200, well above the Shropshire average. Ludlow is a significant employment centre for the wider area. It is recognised that a continued supply of employment land is required to help support this. Major employers in Ludlow include McConnel Ltd, Premier Medical and Ludlow Nut Company. The town has prospered through its individuality and high independent retail offer. There is also an ambition to attract more manufacturers and provide space for creative industries.



Ludlow – High Street Survey

An audit of businesses operating in Ludlow's main shopping streets was undertaken in April 2019 as part of a piece of research reviewing the vibrancy of Shropshire's main market towns and key settlements. The objective of this audit was to provide a snapshot of the vitality of the town.

A total of 223 businesses operate in the survey area. The principal shopping streets are Bull Ring (39), Corve Street (38) and Broad Street (24). Some non-consumer facing businesses based in offices above ground floor level businesses may be excluded from this count. Gross floor space allocated to these businesses is just under 28,000m².

The highest proportion of businesses operating in the town are comparison retailers¹, accounting for 43% of units and 31% of gross floor space. Within the comparison retail category, there are 19 clothes shops, 9 charity shops, 7 art galleries/stores, 5 antique shops, 6 jewellery shops and 6 gift shops – most other classifications tend to be represented by just 1 or 2 outlets.

Retail services² account for the 2nd highest proportion of outlets at 14% (albeit for just 8% of floor space). Well represented in this category are hair and beauty salons (12 units), barbers (4 units) and opticians (4 units).

There are 26 restaurants and takeaways in Ludlow town centre, which is the equivalent of 12% of all units in the town (10% of gross floor space). 12% of units and 8% of floor space is occupied by financial and business service providers. There are 4 banks/building societies and 8 estate agents. In the tourism and leisure category, there is a hotel, 2 B&Bs and 8 public houses/bars.

Although the main supermarkets serving Ludlow – Tesco and Aldi – are outside the main shopping centre, there are a relatively high number of convenience stores. The 24 outlets in this category include 5 bakers, 3 butchers, 3 health food stores and 3 delicatessens.

There are relatively few empty units in Ludlow, accounting for only around 2% of units. Because these are disproportionately large, these account for 6% of gross floor space.

¹ Defined as stores selling non-food/drink/tobacco products

² Defined as stores selling a service rather than a product

3. An Economic Vision for Ludlow

The vision for Ludlow has been formed collaboratively and informed by engagement with the town and parishes.

To be ambitious in its approach to economic growth and seek to attract inward investment, whilst retaining the individuality, identity, skills and strong cultural heritage of the town.

A number of key themes were raised as part of the engagement with local stakeholders and all will be addressed within the appropriate priority sections of this strategy. A summary of the key themes is included below:

- Retaining the individuality and identity of Ludlow whilst looking at how the town can exist in a modern world and be ambitious, attract investment and respond to national challenges such as the change in retail habits.
- Ludlow has prospered through its individuality and offer of a high number of independent shops.
- Retaining young people in the town and preventing outward migration to ensure a healthy skills base.
- Parking is perceived as an issue affecting tourism and there is a perception it is damaging the retail offer.
- Connectivity improvements along the A49 and ensuring phone signal coverage and broadband across rural hinterland.
- The micro economy of Ludlow is low paid/low skill
- A balance of creating affordable homes with employment opportunities, particularly for younger residents.
- A strong community spirit and the importance of retaining this.
- Capitalising on opportunities to deliver economic growth.




4. Case Study – The Ludlow Nut Company

The Ludlow Nut Company was set up in 2004 based in Ludlow. It has grown from providing high quality nuts and dried fruits to producing and supplying its own range of award-winning array of luxury granola, muesli & porridge mixes, grains and cereals, nut & seed butters, confectionery, nut/seed/fruit mixes, superfoods and savoury snacks; a wide range of healthy food for busy people.

The company, originally a small start-up, has recently opened new, larger premises in Ludlow, employing 8 people and supplying major companies such as Selfridges who have chosen The Ludlow Nut Company's nut butters and nut-based snacks for their "In-Balance" range of lifestyle foods.

The Guild of Fine Foods has awarded several gold stars to the company and The Ludlow Nut Company is a Safe and Local Supplier Accredited (SALSA) quality food producer.



5. Performance and Monitoring

The action plan contained within this document will be reviewed regularly and updated annually by Shropshire Council for the duration of this strategy.

6. References and Links

[Economic Growth Strategy for Shropshire 2017-2021](#)

[European Structural Investment Fund \(ESIF\) Strategy](#)

[Marches Local Enterprise \(LEP\) Strategic Economic Plan](#)

[Marches LEP Three Year Skills Plan 2017-2020](#)

[Site Allocations and Management of Development \(SAMDev\)](#)

[Shropshire Council Core Strategy \(2011\)](#)

[Local Plan Review 2016-2036](#)

[Shropshire Growth Barometer 2019](#)

[Ludlow Market Town Profiles 2017/18](#)

[Place Plans](#)

[The Marches LEP Visitor Economy Strategy](#)

Annexe 1: Action Plans

The Local Economic Growth Strategies are a key action contained within the strategy. Delivering the vision from a local perspective will be managed through action plans contained within the strategy to:

1. Target actions and resources where there are economic opportunities
2. Enable businesses to start, grow and succeed
3. Deliver infrastructure to support growth
4. Meet skills needs of business and people's aspirations for work
5. Promote Ludlow to investors

Target actions and resources where there are economic opportunities

There are several key opportunities, which have been identified through the preparation of this strategy. These include maximising the potential for supporting the retail and food sector in the town, alongside agriculture. Increasing Ludlow's tourism potential will provide the focus for future Ludlow activity and guide the key actions to ensure that Shropshire Council maximises and promotes these opportunities for economic growth.

All development will need to take account of known infrastructure constraints and requirements as identified in the place plan and Local Development Framework implementation plan.

Major employment sites and growth corridors

There will be opportunities to bring forward new employment land to meet our economic needs and Shropshire Council will continue to work with developers and partners to identify and prioritise deliverable future sites. The Local Plan Review is currently taking place, and this provides the framework for housing and economic delivery ensuring that Shropshire Council have a plan-led approach to achieving sustainable development.

Ambition	Action/Delivery	Partners	Timescale	Progress
<p>Identification and promotion of key employment sites. The guideline for growth in the town within the SAMDEV plan period 2006-2026 is 6 ha of employment land.</p>	<p>Economic Growth Team are producing an investment proposition for key employment sites where all developable sites will be promoted.</p> <p>Allocated employment sites and committed urban employment sites are cited in the SAMDev which include;</p> <ul style="list-style-type: none"> • Land east of Eco Park • Land South of Sheet Road • North of Sheet Road • Parys Road, Ludlow Business Park • Land north of Lingen Road, Ludlow Business Park. <p>One of the adopted plan's aims is to help foster economic development and deliver a better balance between housing and employment in Ludlow.</p> <p>Allocations for the hinterland including Burford, Clee Hill and Onibury can be found in the SAMDev.</p>	<p>Shropshire Council Economic Growth Team Planning Policy Team</p>	<p>Short/Medium</p>	

Target growing and under-represented sectors

There are several sectors in Shropshire, which are performing well. The largest employment sectors in Ludlow are retail, health and professional services. Ludlow is also home to some of the county's major brands including McConnell Ltd, Premier Medical and Ludlow Nut Company.

Six existing sectors have been identified in the Economic Growth Strategy as having specific growth potential, with an emphasis on technologies and innovation.

<http://www.investinshropshire.co.uk/key-shropshire-sectors/>

- Advanced Manufacturing including Engineering and Agri-tech
- Food and Drink Processing
- Health and Social Care
- Visitor Economy (and heritage-based business)
- Environmental Science and Technologies
- Creative and Digital Industries

Shropshire Council has also identified a number of under-represented sectors that link well with our sectoral strengths in Shropshire, which are Professional, Business Services and Construction.

Ambition	Action / Delivery	Partners	Timescale	Progress
To identify and support existing sectors and identify cluster opportunities and define sectoral strengths	To prepare sectoral propositions aligned to identify target and growing sectors in the Economic Growth Strategy. http://www.investinshropshire.co.uk/key-shropshire-sectors/	Shropshire Council Business Growth and Investment Team	Immediate	
Produce a Cultural Strategy for Shropshire	Shropshire Council is producing a new Cultural Strategy for Shropshire will be published by Sept 2020 Cultural Strategy Link	Shropshire Council	Immediate	
Work with the Marches LEP to produce a Visitor Economy Strategy	Shropshire Council is exploring ways of assisting the Local Enterprise Partnership with the production of a Marches Visitor Economy Strategy 2020. Visitor Economy Strategy link	Marches LEP Shropshire Council	Immediate	
Work with the Marches LEP to produce a Local Industrial Strategy.	The Marches LEP has produced a Strategic Economic Plan. Aspirations of key market towns in Shropshire will form part of this Plan. Local Industrial Strategy for the Marches area is being produced looking at sector strengths within the LEP. https://www.marcheslep.org.uk/what-we-do/economic-plan/	Marches LEP Shropshire Council	Short/Medium	

Identifying External Funding Opportunities

This Strategy looks to outline Ludlow's aspiration for Economic Growth helping to identify appropriate funding opportunities, which may be suitable to support this.

Investment provided through the UK Government, European and other funding bodies, including the Growth Deal, are already being utilised positively to deliver Economic Growth across the County. This strategy outlines several projects, which Shropshire Council can begin to map against different funding sources, fully utilising funding secured for economic growth projects for the benefit of Ludlow. Shropshire Council is working with the Marches LEP to understand the opportunities for funding post Brexit.³

Working in partnership with the Town Council and surrounding areas, we can collectively look at exploring suitable external funding and private sector investment into the area.

For further up to date information on funding and grants, please contact the Marches Growth Hub.

<https://www.marchesgrowthhub.co.uk/about-us/shropshire/>

³ As the implications of Brexit become clear, Shropshire Council will work across the sector profile of Ludlow to fully understand opportunities and issues that can specifically benefit businesses in Ludlow. This will include implications for the agricultural sector in particular and Shropshire Council will engage with both local and national organisations to capture their full input, information and intelligence

Enable Businesses to Start, Grow and Succeed

Business support is now delivered across the Marches through the Marches Growth Hub, which supports businesses across Shropshire; helping them to start, grow and succeed, whilst also helping our county to stimulate, energise and celebrate the enterprise, innovation and successes of our business community. Shropshire benefits from having its own Growth Hub located at the Shropshire Food Enterprise Centre, Shrewsbury, and a satellite office in the south, based in Bridgnorth at the Marches Centre of Manufacturing and Technology.

Continuing effective engagement and collaboration through our key account management with larger businesses in Ludlow is a key focus for the Economic Growth team and the Business Growth and Investment Team. This includes identifying supply chain opportunities whilst also supporting the growth potential of existing Small Medium Enterprises (SME's) to enable expansion to larger business status.

Ambition	Action / Delivery	Partners	Timescale	Progress
Provision of outreach business support	Develop the hubs outreach programme of business support provision. Explore outreach delivery options in Ludlow and agree a plan of activities and events for the town, which will include one-to-one surgeries in libraries.	Shropshire Council Business Growth and Investment Team	Short/Medium	
	The Shropshire Growth Hub are visiting Industrial / Enterprise Parks based on feedback from businesses that the outreach aspect of the Growth Hub support prompted their engagement.	Shropshire Council Business Growth and Investment Team	Short/Medium	
	The Growth Hub has a satellite office based in the south at MCMT on Stanmore Industrial Estate, Bridgnorth offering one-to-one appointments.	Shropshire Council Business Growth and Investment Team	Immediate	
	Shropshire Council Economic Growth Team is in discussion with the Shropshire Chamber of Commerce for a joint outreach programme where all partners visit market towns on a Roadshow basis. Currently the option of utilising any redundant mobile	Shropshire Council Business Growth and Investment Team	Short/Medium	

	libraries to re-configure and repurpose is being explored.			
	Continue to support the Marches LEP in the delivery of the Growth Hub.	Shropshire Council Business Growth and Investment Team	Short/Medium	
Support for existing businesses alongside new businesses	The Growth Hub will engage with Town Councils and meetings will be arranged with each town clerk to discuss local business support provision.	Shropshire Council Business Growth and Investment Team	Short/Medium	
	To identify fast growing companies and to develop and tailor the business support offer to the Ludlow economic profile.	Shropshire Council Business Growth and Investment Team	Short/Medium	
Succession Planning with new business and community leaders to ensure a vibrant town centre	The Growth Hub is working with HR Shropshire and Shropshire Youth Support Trust (SYST) on an agreed outreach programme of events and activities and will look at how to incorporate succession planning themed events into the programme.	Shropshire Council Business Growth and Investment Team	Short/Medium	
Provision of Incubation Units	There is demand for workshops / office space with limited provision. Supporting incubation and grow on provision within market towns remains a strategic objective.	Shropshire Council Business Growth and Investment Team	Short/Medium	
Business Board	To continue to work with the Shropshire Business Board as a key partner in delivering our growth agenda.	Shropshire Council	Immediate	

Deliver Infrastructure to Support Growth

Shropshire Council's Strategic Infrastructure Forum maintain an overview of all the economic growth and infrastructure projects which are led by the council or where the council can enable partners to deliver.

This strategy will be supported by the Ludlow and surrounding area Place Plan. The purpose of the Place Plan is to help Shropshire Council to deliver its Local Development Framework and its Economic Growth Strategy. To do this, Place Plans identify and prioritise infrastructure needs within their local area and identify partners and funding sources to support delivery. There are many facilities and assets that contribute to a place and the Council's role in place shaping is an important one as it creates the conditions and environment that attracts people and businesses to the area. The Ludlow Place Plan is an intrinsic part of helping us to achieve growth within the local economy, through the provision of public services and use of public assets.

Transport Infrastructure

Transport infrastructure in the south of the county is of particular regional importance. Shropshire Council will continue working closely with statutory bodies such as Highways England and Network Rail to improve and secure funding for strategic road networks that are key for supporting growth in Ludlow.

Ambition	Action / Delivery	Partners	Timescale	Progress
Improvements to main arterial road the A49	Need for an integrated infrastructure review.	Shropshire Council Highways Team	Short/Medium	
Improvement of accessibility at Ludlow Railway Station	Development and delivery expected by 2023	Network Rail	Medium	

Vehicle charging points	Currently offered through the Chamber of Commerce supported by sponsorship. Local Transport Plan	Town Council and Shropshire Council Chamber of Commerce	Short/Medium	
A better bus service to serve the hinterland of south Shropshire	Local Transport Plan	Shropshire Council	Short/Medium	
A designated shuttle service between town and Eco Park at peak times in the morning and evening	Local Transport Plan	Shropshire Council	Short/Medium	

Digital Connectivity

Digital connectivity is now fundamental for business. Provision and reliability of the digital network will enable all aspects of business to operate and grow in Ludlow and the surrounding rural area.

Ambition	Action / Delivery	Partners	Timescale	Progress
High-speed broadband outside of town to support businesses operating in the rural hinterland	<p>The connecting Shropshire programme will continue to put forward the case for greater investment in mobile and broadband coverage.</p> <p>Shropshire Council area now has around 90% coverage of superfast broadband, and 98% of premises could have access to superfast broadband by the end of all current contracts (with Airband and BT/Openreach) in 2021.</p> <p>There is a need to identify key corridors that will require ultrafast/ full fibre/ 5G requirements beyond superfast contract delivery.</p> <p>The Marches and Gloucestershire Business Broadband Grant Scheme provides up to £25,000 for local eligible businesses to fund the installation of superfast broadband connections. The funding is designed to support qualifying businesses that cannot access superfast broadband currently and are not within any clearly defined roll out plans to receive superfast broadband.</p> <p>The grant will fund the associated capital costs of delivery and installation of the solution to premises. Applicants are responsible for paying the monthly cost through the contract term.</p>	Shropshire Council Connecting Shropshire Team	Short/Medium	

Utilities Capacity

Understanding capacity constraints and exploring ways of addressing these where possible will be key to improving infrastructure to support growth.

Ambition	Action / Delivery	Lead	Timescale	Progress
Improvements to the power supply and better provision of power/electricity for larger companies	The Marches LEP Energy Strategy to look at influencing distribution network operators.	Shropshire Council Utility Partners	Short/Medium	

Housing

The availability of housing of the right type, quality and cost to meet the needs of Ludlow is an important consideration for businesses so that employees are able to secure the housing they need. The level of development outlined in the SAMDev is ambitious but is considered consistent with the local growth aspirations and the environmental and physical capacity of the town.

Ambition	Action / Delivery	Lead	Timescale	Progress
<p>Ludlow has aspirations for sustainable housing growth as identified in the SAMDEV</p> <p>The guideline for growth in the town is for around 875 over the plan period 2006-2026</p>	<p>We will support the supply of housing through a plan led approach and allocation of strategic sites for sustainable development (SAMDev)</p> <p>Allocated housing sites in the SAMdev include:</p> <ul style="list-style-type: none"> • Land south of Rocks Green • Land east of Eco Park <p>There will be a coordinated approach to the delivery of this scheme alongside other sites to ensure development contributes appropriately to the delivery of necessary highway improvements around the town.</p> <p>Allocations for the hinterland including Burford, Clee Hill and Onibury can be found in the SAMDev.</p> <p>All sites coming forward need to have full fibre broadband infrastructure installed at build stage.</p> <p>Land use planning objectives delivered through the Local Plan.</p>	<p>Shropshire Council Local Plan delivery framework.</p>	<p>Medium</p>	

Local Place Infrastructure – Economic Growth Opportunities

The Council's role in place shaping is important to achieving economic growth opportunities as it helps create the conditions to attract people and businesses to an area.

Ambition	Action / Delivery	Lead	Timescale	Progress
Improvements to car parking capacity.	Part of Place Plan and to broker discussion on how to provide more parking to accommodate growth.	Shropshire Council and Town Council	Short/Medium	
Improvement of accessibility at Ludlow Railway Station	Development and delivery expected by 2023	National Rail	Medium	
Adoption programme for Ludlow Eco Park, Ludford and Ludlow Business Park	Ongoing adoption of the site by Shropshire Council Estates team.	Shropshire Council Estates Team	Short/Medium	
General improvements to the Eco Park for current businesses, and to attract new businesses and tourists to the town. To include public toilets, increase parking provision, and improved usage of the Park and Ride service.	Requirements to be assessed as part of the development of a Shropshire-wide Business Parks Programme. To be included in the Shropshire Council Park and Ride Review	Shropshire Council Ludford Parish Council	Short/Medium	
Sheet Village employment site – infrastructure works, including development of units, to encourage investment	Requirements to be assessed as part of the development of a Shropshire-wide Business Parks Programme. Planning permissions have been granted but development not yet commenced	Shropshire Council Land Owner Developer	Short/Medium	
Tourism and Heritage improvements	Improvements to Street Scene, install local tourist attraction signage and improve links with Ludlow Castle and the local Town Centre businesses.	Town Council Civic Society	Short/Medium	

Meet Skills Needs and People's Aspirations for Work

As referenced in the Economic Growth Strategy for Shropshire 2017-2021 Shropshire Council will need to support potential across all segments of the working age population to maximise the full economic output. A skills strategy has been produced which aligns with the Marches LEP skills strategy and Shropshire Council's own action plan.

Ambition	Action / Delivery	Lead	Timescale	Progress
Higher skilled jobs to not only attract a workforce but also to retain young people	<p>To work closely with local schools and colleges to facilitate relationships and foster entrepreneurship so that young people in Ludlow are aware of future opportunities within Shropshire.</p> <p>A skills strategy has been produced which aligns with the Marches LEP skills strategy and our own action plan.</p>	Shropshire Council Enterprise Coordinator	Short/Medium	
Retention of young people within the town and support with skills	Ludlow C E High School has been matched with an Enterprise Adviser volunteer at a senior level in business who advises the school on their career's guidance strategy and plans, and who assists with business engagement in careers activities in schools. Careers activities have been expanded in both school and Ludlow College.	Shropshire Council Enterprise Coordinator	Short/Medium	

Promote Ludlow to Investors

This strategy represents the opportunity for Ludlow and its surrounding area to present a clear identity and outlines a prospectus for investors, identifying areas of constraints where intervention can help unlock growth and capitalise on opportunities.

Shropshire Council is preparing an investment proposition, which will outline key investment sites, sector propositions and development potential. This will give potential investors and businesses the information they need to show why they should invest/locate/work in our county. This strategy will form an important part of this investment proposition.

Ambition	Action / Delivery	Partners	Timescale	Progress
Promote Ludlow, both as destination and an investment	Production of a locally produced Invest in Ludlow proposition/destination management plan. Invest in Shropshire	Shropshire Council	Immediate	
	Produce a new Cultural Strategy for Shropshire – September 2020	Shropshire Council	Short/Medium	
	Support the production of the Marches Visitor Economy Strategy 2020 The Marches LEP Visitor Economy Strategy	Marches LEP Shropshire Council	Immediate	

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Supporting information

For more information on Shropshire Council's Economic Growth Strategy, please go to:

<http://www.investinshropshire.co.uk/wp-content/uploads/2017/08/Economic-Growth-Strategy-for-Shropshire-2017-2021.pdf>

For more information on Shropshire Council Growth Hub please go to:

<https://www.marchesgrowthhub.co.uk/about-us/shropshire/>

For more information on Shropshire Council Investment Propositions, please go to:

<http://www.investinshropshire.co.uk/>

For information on Marches LEP, please go to:

<https://www.marcheslep.org.uk/what-we-do/economic-plan/>

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

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

For more information on Place Plans, please go to:

<http://www.shropshire.gov.uk/place-plans>

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