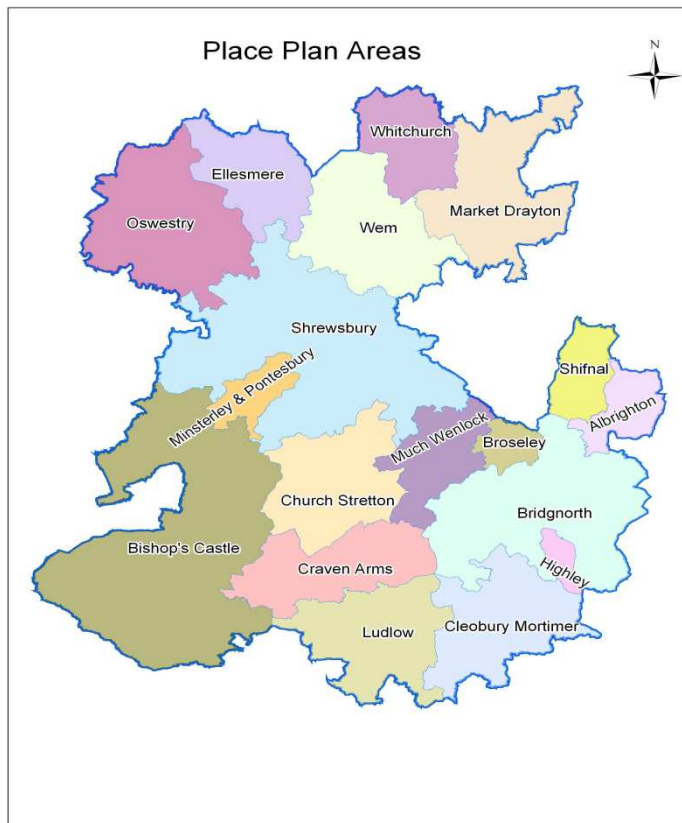


Shropshire Place Plans- Overview (October 2014)

What are the Place Plans?

In Shropshire, 18 Place Plans have been produced which identify the infrastructure and investment required within each community to ensure Shropshire Council and our partners understand the local priorities and resources are targeted appropriately.

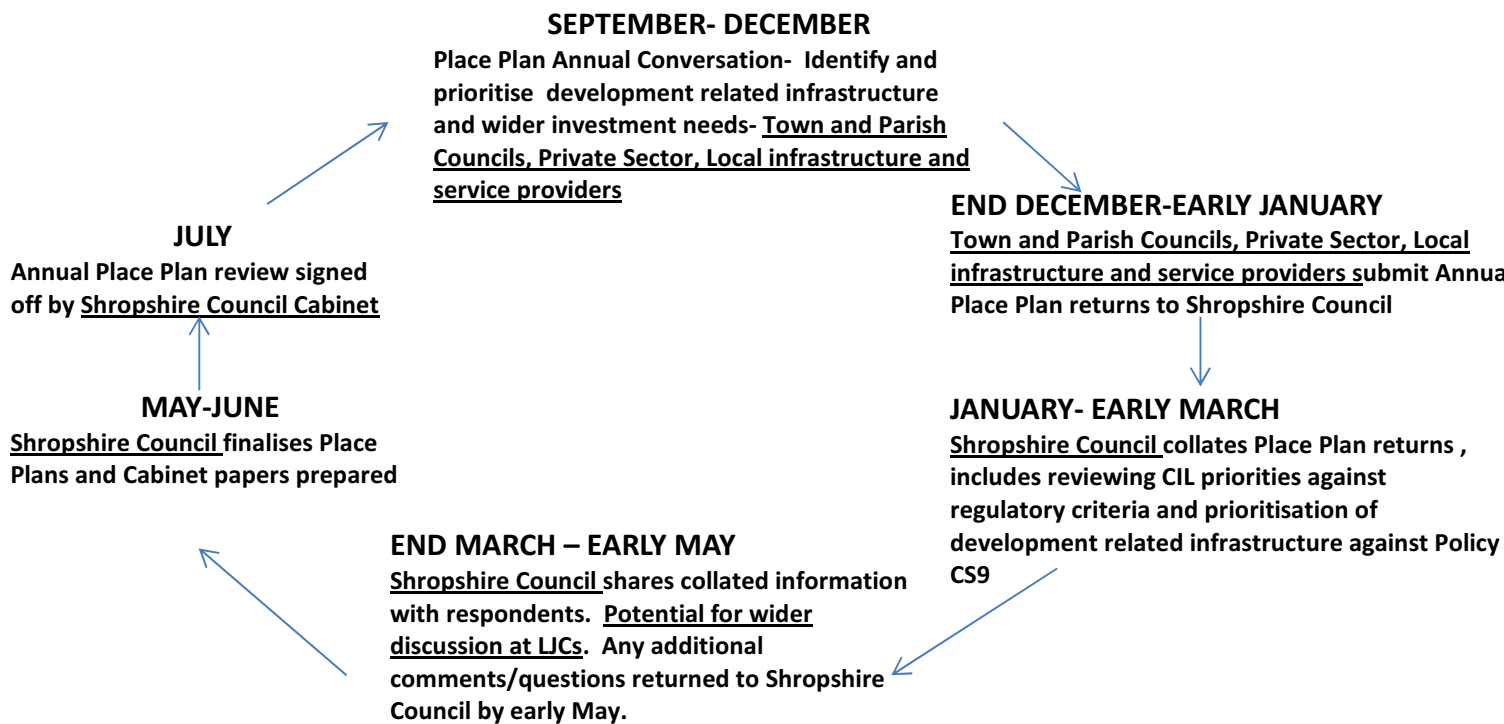
The 18 Place Plans are based around the 18 main market towns/key centres of Shrewsbury, Oswestry, Whitchurch, Wem, Ellesmere, Market Drayton, Minsterley/Pontesbury, Ludlow, Bishops Castle, Church Stretton, Cleobury Mortimer, Craven Arms, Bridgnorth, Albrighton, Broseley, Highley, Much Wenlock and Shifnal and their wider hinterland as shown on the map below:



How are the Place Plans developed?

The Place Plans are 'live' documents that are kept up-to-date through an annual review. As such, the Place Plans provide a framework for an annual conversation with communities, businesses and local infrastructure and service providers. As part of this annual conversation, we ask that our partners review the information currently contained within the Place Plans and notify us of any changes that they wish to make.

The annual review cycle commences each September and finishes each January with feedback provided to respondents between March and May prior to finalising and publishing the Place Plans in July.



How are the Place Plans structured?

Each Place Plan is divided into two main sections

- i) Development related infrastructure ii) Wider investment needs.

As part of the annual conversation, we ask partners to review both sections and consider the following:

- 1) Development related infrastructure- What are the infrastructure needs within your area which are associated with new development and how would you prioritise these? Which of the infrastructure items do you consider should form a focus of monies received from new development (eg Community Infrastructure Levy)
- 2) Wider investment needs- What are the investment needs within your area (irrespective of development) and how would you prioritise these?

How are the Place Plans used?

The Place Plans form a basis for long term partnership working across Shropshire providing a detailed evidence of local investment needs and building consensus around local priorities.

As such, they offer many opportunities including:

- Identifying where to seek future developer contributions (including CIL, S106 and on site design) as part of new development
- Providing a focus for Shropshire Council to target service delivery at locally identified priorities.
- Identifying opportunities for seeking economies of scale, including local service providers pooling resources, skills, and time.
- Identifying opportunities to bid for external funding
- Establishing ongoing processes of collaborative working through relationship building and establishing a shared vision for Shropshire's settlements, what needs to be done and how it will be achieved.
- Providing transparency to local communities on the level of investment that is being directed to their area.
- Providing an area based resource of local information and evidence, designed to help inform and shape future decisions by all concerned with addressing important local issues.