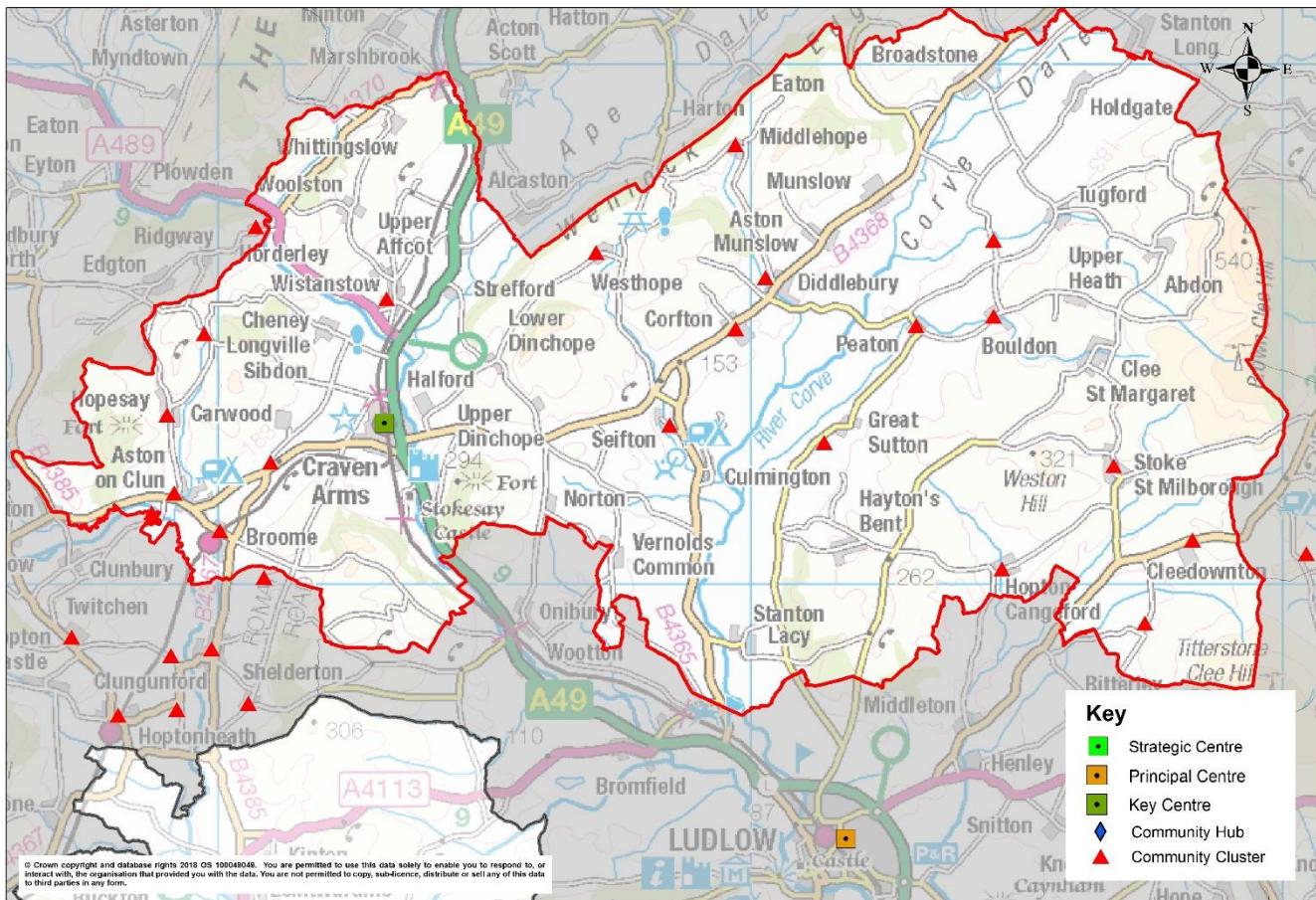


10. Craven Arms Place Plan Area

10.1. The Craven Arms Place Plan Area is located in south Shropshire. This Place Plan contains the Key Centre of Craven Arms and numerous smaller villages and hamlets.



Settlement Type	Settlement Name
Key Centre:	Craven Arms
Community Hubs:	N/A
Community Clusters:	<ul style="list-style-type: none"> • Aston on Clun, Hopesay, Broome, Horderley, Beambridge Long Meadow End, Rowton and Round Oak • Bache Mill, Bouldon, Broncroft, Corfton, Middlehope, Peaton, Seifton (Great/Little) Sutton and Westhope • Stoke St Milborough, Hopton Cangeford, Cleestanton and Cleedownton • Wistantow

10.2. If your village is not included in the list of proposed Community Hubs or Community Clusters above, then this means that it will be 'countryside' for planning policy purposes, where new development is strictly controlled in accordance with national and local planning policies.

Key Centre: Craven Arms

- 10.3. Craven Arms (2016 population 2,607) acts as a key service centre not just for the town, but for a sizeable area of south Shropshire. Located on the A49 trunk road, the town forms an important junction with the B4368 extending east into the Corvedale and west into the Clun valley along with the B4367 and into the Kemp valley via the B4385. The town is located on the Shrewsbury to Cardiff rail line and also accommodates the rail junction with the Heart of Wales line to Swansea.
- 10.4. The town sits between the high ground of the Shropshire Hills Area of Outstanding Natural Beauty to the west (and east) and the River Corve along the eastern boundary of the town. Craven Arms is therefore crossed by many small water courses and development is required to take account of the potential flood risks especially from surface water flooding. The growth of the town was influenced by its accessibility and its function as a service centre for the local agricultural economy but also has significant evidence of previous settlement in the form of its Conservation Area and its many, known sites of archaeological interest.
- 10.5. Craven Arms is already pursuing an ambitious growth strategy to improve the employment opportunities and deliver significant new housing in the town. The development partners and key stakeholders will continue to work together to successfully implement this strategy during the period for the Local Plan from 2016 to 2036.
- 10.6. There are significant planning challenges and key planning issues for Craven Arms including the:
- proposed relocation of the existing abattoir operation from their site on Corvedale Road (east) to the proposed Newington Food Park (north);
 - delivery of a new highway junction on the A49 to serve Newington Food Park;
 - creation of a new northern highway from the A49 junction (north) to Watling Street (west) bridging the rail line and enabling the closure of the Long Lane level crossing;
 - the use of the new highway infrastructure to provide a strategic link between the A49 and the proposed new employment and housing sites;
 - provision of significant new market and affordable housing to meet local needs; and
 - management and accessibility of community facilities and open space.
- 10.7. These challenges from part of the growth strategy for the town and the delivery of these objectives will help the Council to address the priorities outlined in the overarching Economic Growth Strategy, at a local level.
- 10.8. A detailed profile of the key centre of Craven Arms providing more detailed information about key local characteristics and issues is available here:
<https://shropshire.gov.uk/media/9684/craven-arms.pdf>.
- 10.9. Identified infrastructure priorities for Craven Arms include:
- Local and strategic highway improvements.
 - Waste water treatment and sewerage capacity.
 - Reinforcement of electricity supply capacity to existing employment areas.
 - Creation of Newington Food Park to accommodate the relocation and expansion of a key local employer.
 - Regeneration of the ‘high street’ uses on Corvedale Road and improvement of the eastern gateway into the town.
 - Improvement of primary school provision within the town.
 - Appropriate secondary school capacity in other key centres to serve the town.

- Additional leisure, recreation, amenity and cemetery facilities.
- Further information on infrastructure constraints and priorities are available within the Craven Arms Place Plan.

10.10. As the Local Plan Review progresses additional infrastructure requirements are likely to become apparent.

Development Strategy

- 10.11. Craven Arms will act as a Key Centre and contribute towards the strategic growth objectives in the south of the County. It is expected that Craven Arms will continue to explore ways in which it can effectively implement the ambitious growth strategy previously set out in the SAMDev Plan, Policy S7.1.
- 10.12. A key proposal for the growth and regeneration of Craven Arms is the relocation of the Euro Quality Lambs (EQL) abattoir from its existing and physically constrained site on the high street at Corvedale Road. It is then proposed that the high street will itself be regenerated as a Key Area of Change to better meet the needs of the community and to improve the eastern gateway into the town.
- 10.13. The relocation of EQL to Newington Farm, on to an 8 hectare site to the north of the town, is the key proposal for the growth and regeneration of Craven Arms and its economy. Newington Food Park will provide a new strategic junction onto the A49 and will accommodate a modern abattoir and processing complex with further 'value-added' processing operations to increase production and diversify the business enterprise. This facility will be developed over time and will include appropriate support services comprising cold storage warehousing, HGV delivery and distribution facilities, car parking and facilities for employees and visitors and appropriate physical bio-security measures.
- 10.14. The EQL relocation will consolidate employment opportunities around the successful Craven Arms Business Park on Long Lane. The Business Park will soon reach full capacity and an opportunity to create a further Phase 2 development is available on a 3.5 hectare site to the north of Long Lane. The new strategic junction to Newington Food Park on the A49 will also trigger the release of a new employment site for 2.5 hectares on the west of the A49, adjoining the rail line and the Business Park.
- 10.15. The allocated site for Phase 2 of Craven Arms Business Park is separated from the A49 by the Shrewsbury to Cardiff rail line and the Long Lane level crossing. This is the proposed location for an automated level crossing with longer closure times likely to affect the A49 at its junction with Long Lane.
- 10.16. It is an objective of the strategy that the strategic junction on the A49 also be used to facilitate a new northern highway linking the trunk road to the proposed developments on Long Lane (north) and Watling Street (west) to improve communications in and around the town.
- 10.17. This new northern highway would need to bridge the rail line and would facilitate the complete closure of the Long Lane level crossing. This new northern highway would then link the A49 and Newington Food Park with the other two employment sites and the new allocated housing sites along Watling Street.
- 10.18. The committed site for the expansion of the Business Park is identified in Schedule 7.1c below with other sites which will complement the range and choice of economic development opportunities in the town. The expansion site to the north of Long Lane Long could include recycling and environmental industries

which have been successfully integrated into the existing Business Park to the south.

- 10.19. The local housing market is not as strong as most of southern Shropshire which results in a lower requirement for affordable housing as a developer contribution from open market developments. However, this is now supported by the recent delivery of the exception housing scheme west of Watling Street for site for 25 dwellings.
- 10.20. Housing sites to accommodate around 325 new dwellings will help to deliver the growth aspirations for Craven Arms. These existing allocations include a series of sites located along the eastern frontage of Watling Street which are proposed to be linked to the A49 via the proposed, new northern highway. These sites are expected to provide significant new market and affordable housing to meet local needs within the town and the Craven Arms Place Plan area.
- 10.21. To assist the operation and management of the proposed Newington Food Park, it is proposed to allocate Newington Farmstead for a small residential conversion of the historical farm buildings to provide around 5 new dwellings to accommodate key workers employed at the Food Park. This redevelopment will enable the demolition of unsympathetic modern outbuildings on the site to reveal the historic character of the Farmstead and it is expected that these significant buildings will be redeveloped to enhance their appearance and to conserve their architectural interest.
- 10.22. In addition to the identified site allocations, there are significant opportunities for the development of windfall sites within the existing development boundary and an allowance of around 90 dwellings has been made for this purpose. This allowance is to ensure the delivery of around 500 new dwellings in Craven Arms to 2036.

Summary of residential requirements

	Number of Dwellings
Preferred dwelling guideline 2016-2036	500
Dwellings completed in 2016-17*	32
Dwellings committed as at 31 st March 2017*	377
Remaining dwelling requirement to be identified	91
Dwellings to be allocated	0
Balance/Windfall allowance**	91

*Analysis of Housing Supply as at 31st March 2018 will be provided towards the end of 2018.

**Local Plan policies will allow flexibility for appropriate windfall, rural exception and cross-subsidy development.

Summary of employment land requirements

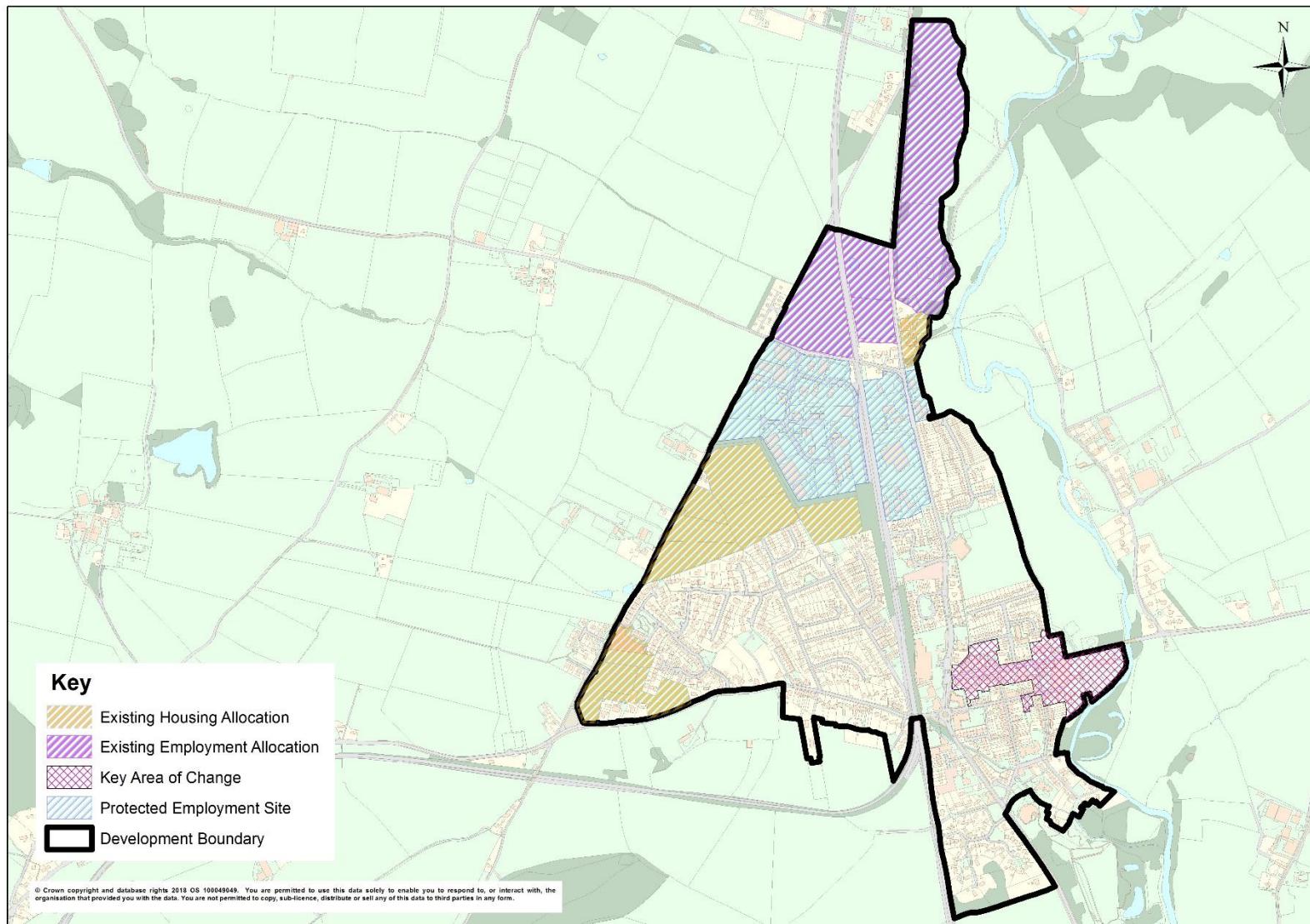
	Employment Land (Ha)
Preferred employment land guideline 2016-2036	5
Commitments and allocations as at 31 st March 2017*	14
Employment land shortfall	0
Employment land to be allocated	0
Balance/Windfall allowance**	0

*Analysis of Employment Supply at 31st March 2018 will be provided towards the end of 2018.

**Local Plan policies will allow flexibility for appropriate windfall development.

Proposed Development Boundary

10.23. The map below identifies the location of the proposed development boundary for Craven Arms:



Community Hubs

- 10.24. Shropshire Council has undertaken an assessment of the local services, facilities, employment and public transport links available within rural settlements, in order to identify those which are considered to function as Community Hubs. This assessment is summarised within the Hierarchy of Settlements evidence base document available via the Shropshire Council website at: <http://shropshire.gov.uk/planning-policy/local-plan/local-plan-partial-review-2016-2036/>
- 10.25. No proposed Community Hubs have been identified within the Highley Place Plan area.

Community Clusters

- 10.26. The identification of Community Clusters will primarily be based on the aspirations of those communities, as expressed by their Parish Council(s)/Parish Meeting(s). Regard will also be given to the Local Plan Review evidence base and the views expressed by promoters of sites, residents and other stakeholders.
- 10.27. Based on the responses received during previous stages of consultation on the Local Plan Review, four proposed Community Clusters have been identified within the Bridgnorth Place Plan area, these are:
- Aston on Clun, Hopesay, Broome, Horderley, Beambridge Long Meadow End, Rowton, and Round Oak;
 - Bache Mill, Bouldon, Broncroft, Corfton, Middlehope, Peaton, Seifton (Great/Little) Sutton, and Westhope
 - Stoke St Milborough, Hopton Cangeford, Cleestanton, and Cleedownton; and
 - Wistanstow
- 10.28. Within Community Clusters, it is proposed that a criteria based policy will manage development. A draft of this policy was provided within the previous Preferred Scale and Distribution of Development Consultation Document, available to view at:
<https://shropshire.gov.uk/media/7632/preferred-options-consultation-final.pdf>