

Part B: Your Response

Please complete a separate **Part B form** for each response that you wish to make. One **Part A form** must be enclosed with your **Part B form(s)**.

To assist in making a response, separate **Guidance** is available on the Council's website. Responses should be returned by **5:00pm on Tuesday 11th June 2024**.

Name and Organisation:	Harrop Buckley Designs Limited
------------------------	--------------------------------

Q1. To which document(s) does this response relate?

a. Draft policy on Housing Provision for Older People and those with Disabilities and Special Needs and its explanation.	<input type="checkbox"/>
b. Updated Additional Sustainability Appraisal of the Draft Shropshire Local Plan Report.	<input type="checkbox"/>
c. Updated Housing and Employment Topic Paper.	<input checked="" type="checkbox"/>
d. Updated Green Belt Topic Paper.	<input checked="" type="checkbox"/>

Q2. To which paragraph(s) of the document(s) does this response relate?

Paragraph(s):

Q3. Do you consider the document(s) are:

- A. Legally compliant Yes: No:
- B. Sound Yes: No:

Q4. Please detail your comments on the specified document(s).

Please be as precise as possible.

We are objecting to the Size and Site of the Employment Allocation for Shifnal. During our long occupation and indeed recently, since the extraordinary growth of housing in the town we have seen no evidence to justify the larger site and certainly not expanding beyond Upton Lane. The incoming residents are primarily white-collar workers who commute to the West Midlands using the Town's excellent Transport services. In past housing planning applications, the M54 and extensive Railway links has been seen as a major justification for their approval.

I am Managing Director of a Company that has owned Premises and Land at the Lamledge Lane Industrial Estate, Shifnal, since 1986. We have 28 skilled employees who work with us in the Creative Arts Industry, and together we have gained a substantial Worldwide reputation for our products.

In May 2012 I was approached by Shropshire Councillor, the late, Stuart West who invited me to a meeting with Helen Howie, Liam Cowden and Peter Wilson, all officers of Shropshire Council. The purpose of this meeting was to gain my support for the safeguarding of Lamledge Lane Industrial Estate as an Employment Zone and the expansion of the site, in the area now known as SHFO18a/P14, to help Shropshire's Economic Growth Plans. To this end, I was asked to provide written evidence specifying various sections of the forthcoming SAMDEV MD11 and MD3 proposals, this was then substantially edited by a SC Council Officer.

For further information please see Attachment A

We duly applied for Planning permission to expand our premises this was granted in March 2013. At this time, we were given Undertakings by the same SC Officer that the Industrial Estate would receive the necessary investment, in time and resources, to validate our considerable financial outlay.

In late 2017 as the MD of one of the largest employers in the Town I was invited to a meeting with Liam Cowden and Shropshire Councillor Kevin Turley at which I was shown plans for Shifnal Enterprise Park. **Please see Attachment B**

This seemed the logical answer to the Town's needs, to address ours and other growing local Businesses future growth. In my experience Larger Companies are catered for by Telford and Wrekin Council that have an abundance of available Land and the necessary resources for their greater needs.

(Please continue on a separate sheet if necessary)

Please succinctly provide all necessary evidence and information to support your response. After this stage, further submissions may only be made if invited by the Planning Inspectors, based on the matters and issues identified for examination.

Q5. Do you consider it necessary to participate in relevant examination hearing session(s)?

Please note: This response provides an initial indication of your wish to participate in relevant hearing session(s). You may be asked to confirm your request to participate.

No, I do not wish to/consider it necessary to participate in hearing session(s)

Yes, I consider it is necessary/wish to participate in hearing session(s)

The Inspectors will determine the most appropriate procedure to consider comments made during this consultation.



Cc: Peter Wilson
Subject: FW: Shifnal

Dear Robert

My apologies, I am preparing for my principal SAMDev Consultation meeting at Craven Arms this Thursday and the strategy itself absorbs a lot of time to push forward and to establish the necessary contacts between those parties required to support its implementation. I appreciate the need to address the issue of potentially safeguarding Lamledge Lane Industrial Estate and to set out a few outline proposals to present to the other owners of the Estate.

As I recall, in relation to the SAMDev, I suggested that you support at least one of our Preferred Policy Directions namely MD11 – Existing Employment Areas & Established Employment Sites but you might also consider supporting Policy Direction MD3 – Sites for Employment Uses.

In relation to the timing of your response. The SAMDev consultation is due to end on 20 July 2012 and you say, time is slipping away. However, the SAMDev process is intended to be a continuing discussion and should you submit your comments beyond the 20th they would still be accepted. I have suffered delays to the Consultation for Craven Arms for unforeseen reasons the consultation will be extended until 10 August. If you were within this extended period and especially if you noted that you were working me on the Lamledge Lane Industrial Estate then your comments would still be accepted.

In relation to the content of your response. A simple letter setting out your intention to relocate your business from Ironbridge to Shifnal your support for the SAMDev Policy Directions in MD3 and MD11 would suffice. You should explain that you own land / premises at Lamledge Lane Industrial Estate and believe the estate to be important due to its strategic location but the estate needs investment in its fabric and management. You should say - you believe the improvements at Lamledge Lane would be achieved more readily if Policy Direction MD11 were to be introduced and the Council were to identify existing employment Areas to be safeguarded and that Lamledge Lane IE should be included as a safeguarded site. You might also say that, you also support Policy Direction MD3 because it proposes to bring land forward in accordance with Policy MD11 and you believe that safeguarded existing employment areas for business uses will make an important contribution to the future prosperity of the Shropshire economy.

I hope this information assists, but if you need to speak further, please contact me next week (w/b 16th July) when I will have more time.

Liam Cowden

From: Peter Wilson
Sent: 09 July 2012 11:08
To: Liam Cowden
Subject: Fw: Shifnal

From: Robert Harrop [REDACTED]
Sent: Friday, July 06, 2012 02:46 PM
To: Peter Wilson
Subject: RE: Shifnal

Hello Peter
I have not heard from Liam reference Lamledge Lane, I am rather concerned that time is slipping away.
Regards

In Support of Preferred Policy Direction MD11

Dear Sirs

I am writing in support of the Shropshire County Councils SAMDev Preferred Policy Directions MD11 and MD3 and suggest that these policies should be used to safeguard land and premises at Lamledge Lane, Shifnal for employment use as discussed with Shropshire Council officers - As stated at our meeting on May 28th 2012.

Formatted: Not Superscript/ Subscript

Formatted: Not Superscript/ Subscript

We wish to propose ~~these are the~~ plans for the future development of our Lamledge Lane premises and land to :

~~We propose~~ to reinstate the UK production of our Figurines and Decorative Sculpture products that are currently made offshore. A key part of our decision making will rely on the intentions of Shropshire Council to safeguard the status of Lamledge Lane Industrial Estate as a site for employment use. The proud heritage of the site is actually contemporary with that of the nearby Ironbridge World Heritage site, which is acknowledged as the Birth place of Industry. In fact the original name of the site was The Coalport Works, confirming its place in the history of the Industrial Revolution. At one time in the late 20th century over 600 people were employed in Edge's Chain Works on this site, obviously contributing significantly to the wealth of the Town.

Robert Harrop Designs have owned the site since 1990 and in fact in 1998 employed 25 full time and 120 part time workers in Shifnal. Along with the majority of our industry we were forced to outsource manufacture to remain competitive. The circumstances have now changed back in favour of UK production prompting us to review the use of our Lamledge Lane Factory.

The Company has an international reputation for Originality and Quality and as such is involved with prestigious partners and projects in the Film and Publishing industry, as shown in our Company Literature. At our leased premises in Jackfield we have an Archive Gallery of over 1700 individual models which have been created over the past 25 years. Our work is appreciated by over 3,000 collectors who visit us from all over the world, this is obviously of benefit to the local Hotels, restaurants etc. It is our intention to build a Visitors Centre on our freehold land in Shifnal, bringing similar commercial opportunities to the town.

To summarise, we believe that through Shropshire Councils support of SAMdev MD11 we can bring the following to Shifnal:

- 1) Adult Employment
- 2) Apprentice Training
- 3) Tourist Revenue.
- 4) Town Pride

As mentioned, we are wish to working with Shropshire Council, namely Mr Liam Cowden to safeguard and promote this important piece of Eemployment site land in Shifnal to be retained as an employment location in Shifnal and wish to promote investment in the fabric of the estate to improve the attractiveness and viability of this important employment area close to the strategic road and rail corridor along the M54.

I have spoken to other land owners on the Industrial Estate who concur with our wishes to improve the site in line with Shropshire Councils Employment Policy initiatives identified in SAMDev Policy Directions MD11 and MD3.

Yours sincerely

Robert Harrop

From: Liam Cowden [REDACTED]
Sent: 21 November 2012 08:08
To: Robert Harrop
Cc: Peter Wilson; Andy Mortimer; Adrian Cooper; Helen Howie; Kelvin Hall
Subject: RE: Planning Permission

Robert

We are really pleased to hear this news and can assure you of our best efforts to assist you to prepare and progress your application to a consent. I am sure that Kelvin will already have directed you to our pre-application service.

As Peter and I said at the meeting, we will pursue the issues of enforcement on the estate with the Environment Agency and Health and Safety Executive as a priority task. I have been advised that the HSE are taking an active interest in the current waste applications and one of their broader objectives is to properly address the issue of highway safety within the estate. Peter and I have the contact details for the HSE officer and will be speaking to this person shortly.

I look forward to working with you to bring your company to Shifnal Industrial Estate.

Liam

Robert Harrop

From: Kevin Turley [REDACTED]
Sent: 15 January 2024 11:53
To: [REDACTED]
Subject: Re: Local Plan Review : Shifnal - proposed strategy

Hi Bob
More than happy to say I was at the meeting and that I drew the heart with the suggestion of this being an industrial area. With the view of the heart of Shifnal/Shropshire.
Thanks Kev

From: Robert Harrop [REDACTED]
Sent: Monday, January 15, 2024 10:55:27 AM
To: Kevin Turley <Kevin.Turley@shropshire.gov.uk>
Subject: RE: Local Plan Review : Shifnal - proposed strategy

Hello Kev
Sorry for the delay, from what I can recollect our meeting was late 2017. If you could confirm that you attended a meeting with Liam Cowden and myself who was there as a Shifnal employer. If you could also confirm that during the meeting you did in fact draw the Heart Shape on the Shifnal Enterprise Park map that would clarify things.
Regards
Bob

From: Kevin Turley [REDACTED]
Sent: Thursday, January 11, 2024 5:30 PM
To: [REDACTED]
Subject: Re: Local Plan Review : Shifnal - proposed strategy

Hi Bob
Sorry, this is the earliest email I have referring to this. But I am To say I was at the meeting and remember the Heart of Shifnal and Shropshire for a greater emphasis on industrial areas in Shifnal and surrounding Lamledge Lane industrial site.
Thanks Kev

From: Robert Harrop [REDACTED]
Sent: Thursday, January 11, 2024 1:32:46 PM
To: Kevin Turley [REDACTED]
Subject: RE: Local Plan Review : Shifnal - proposed strategy

Hello Kev
Many thanks for the information, however I believe that the meeting I am referring to must have been earlier in 2018 ?I have attached the Map and Plan that was given to me by Liam at that meeting.
Bob

From: Kevin Turley [REDACTED]
Sent: Thursday, January 11, 2024 12:52 PM

LOCATION: EAST

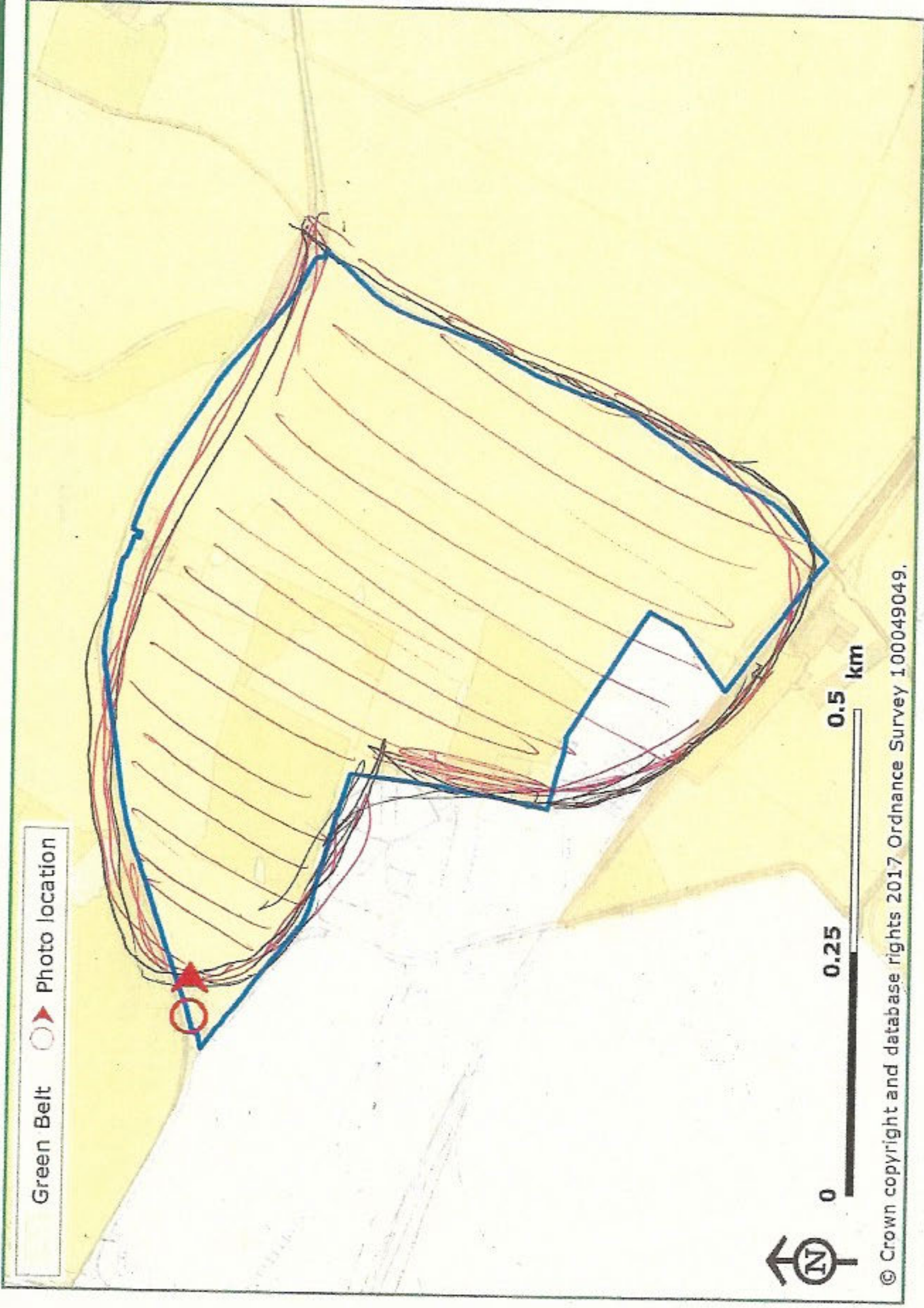
SHIFNAL ENTERPRISE PARK

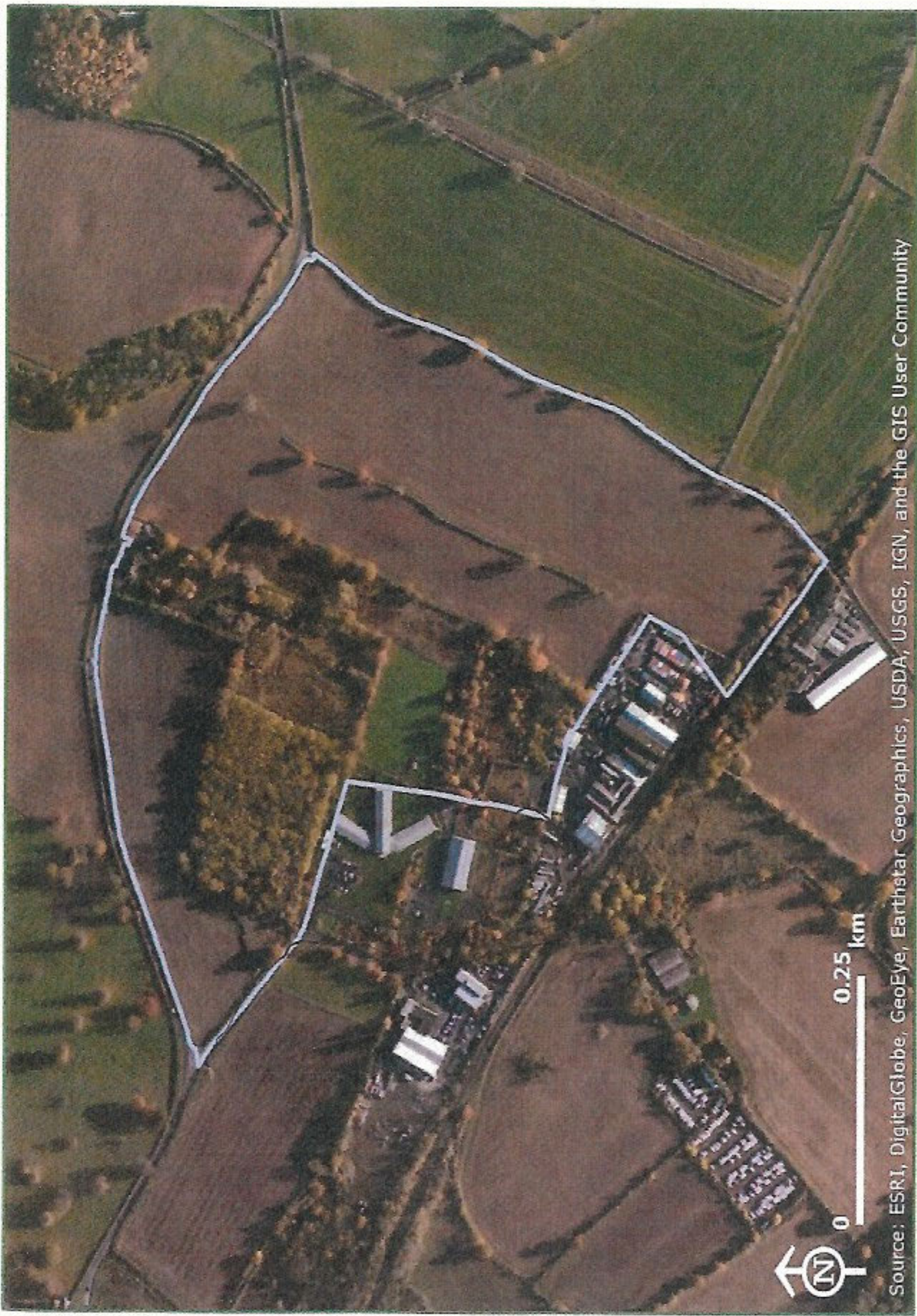
GROSS: 28 HECTARES NET DEVELOPED 15-20 HECTARES.

Land Parcel Ref: P14

Parcel Type:

Green Belt Parcel





Source: ESRI, DigitalGlobe, GeoEye, Earthstar Geographics, USDA, USGS, IGN, and the GIS User Community