

CLEOBURY MORTIMER NEIGHBOURHOOD DEVELOPMENT PLAN 2020-2038

**Cleobury
Mortimer**
Town Council



Submission Draft
November 2022



FORWARD BY CHAIRPERSON

Cleobury Mortimer is a strong, independent minded and resilient community and so has embraced the opportunity to take control of planning for future development. A high level of engagement and participation has enabled the steering group to draw on a wide range of ideas in coming up with the plan.

Fundamental to the Plan has been a detailed and aspirational vision for the future of the town that informed our policies and decision making.

A guiding principal has been to accept the need for new housing balanced by economic development, but to do it in a way that provides the type of housing that we need whilst recognizing we are in a rural setting. From the outset, environmental reinforcement, a love of wildlife, trees and walking have all been constant themes.

This formal consultation document is the culmination of listening to positive inputs and heart felt concerns of residents, land owners, community groups and organisations and their reactions to initial plans published. We have tried to reach a balanced compromise within what is viable and achievable.

If passed, Cleobury Mortimer, through its Town Council will have laid down planning protection for its plans and policies and exert greater influence over proposed developments to make sure they follow the vision for the town and meet its needs. It will also mean a greater contribution from development towards infrastructure to support development.

Powers are limited, but at least residents will have more of a say. The plan is reviewable as soon as it is adopted, although the time horizon for the plan is some 18 years.

Peter Blackburn

This draft was prepared by Cleobury Mortimer Steering Group
working with Andrea Pellegram Ltd.



Andrea Pellegram Ltd.

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Introduction

Introduction and Background

1. Our Neighbourhood Plan has been developed by volunteers alongside members of the Town Council and has been informed by a survey and consultation with those that reside and work in our community. County planning policy indicates that we will require a minimum of 200 houses, which, including those already permitted, requires an extra 120 new houses before 2038. Our goal within this Neighbourhood Plan is that alongside the building of those houses, our community will preserve the things we love and appreciate about Cleobury Mortimer. Those aspects of our living environment are the sense of community and the natural environment: the trees, hedges, brooks and wildlife that enhance our lives. We seek to protect and enhance that environment.
2. The Cleobury Mortimer (CM) Neighbourhood Development Plan (NDP) covers the period 2020-2038 to be aligned to the plan period for the emerging Shropshire Local Plan. It has been prepared to be in conformity with the strategic policies in the Development Plan and with the agreement of the Local Planning Authority (LPA) also addresses economic and housing policies in the emerging Local Plan that is being prepared contemporaneously with the CMNDP.
3. Neighbourhood planning gives communities the power to develop a shared vision for their area. Neighbourhood plans can shape, direct and help to deliver sustainable development, by influencing local planning decisions as part of the statutory development plan. Neighbourhood plans should not promote less development than set out in the strategic policies for the area or undermine those strategic policies¹. Neighbourhood plans must be in general conformity with the strategic policies contained in any development plan that covers their area².
4. Once a neighbourhood plan has been brought into force, the policies it contains take precedence over existing non-strategic policies in a local plan covering the neighbourhood area, where they are in conflict; unless they are superseded by strategic or non-strategic policies that are adopted subsequently³.
5. Plans should set out the contributions expected from development. This should include setting out the levels and types of affordable housing provision required, along with other infrastructure (such as that needed for education, health, transport, flood and water management, green and digital infrastructure). Such policies should not undermine the deliverability of the plan⁴.

Purpose

3. Neighbourhood planning gives communities the power to develop a shared vision for their area. Neighbourhood plans can shape, direct and help to deliver sustainable development, by influencing

¹ National Planning Policy Framework 2021, para. 29.

² Ibid., footnote 18.

³ Ibid., para. 30.

⁴ Ibid., para. 34.

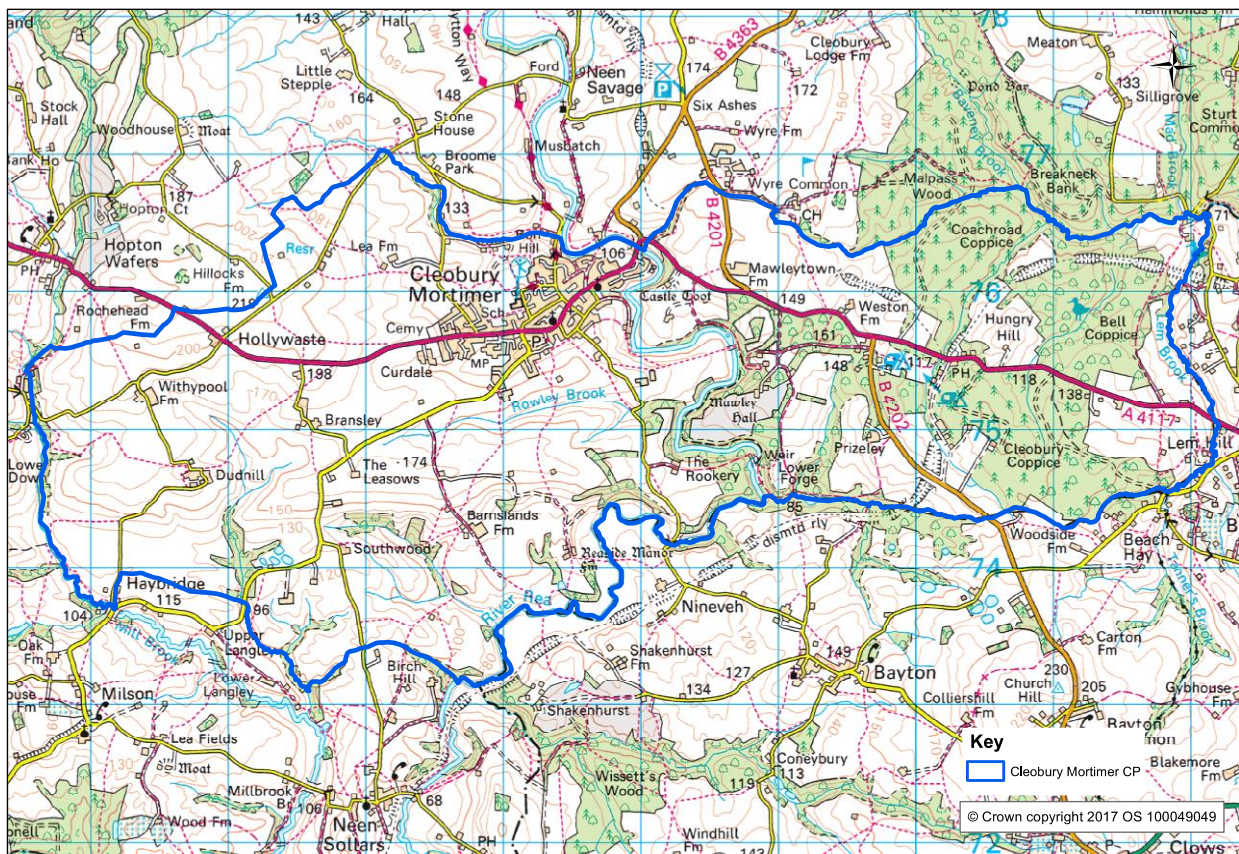
Submitting Body

7. Under the provisions of the Localism Act 2011 and Part 2 of The Neighbourhood Planning (General) Regulations 2012, Cleobury Mortimer Town Council was recognised as the relevant body for the designated area with regards to the Regulations.⁵
8. Cleobury Mortimer Town Council is the qualifying body. Professional support has been provided by Andrea Pellegram MRTPI, AECOM and Locality.

Neighbourhood Area

9. Under the provisions of the Localism Act 2011 and Part 2 of The Neighbourhood Planning (General) Regulations 2012, the town of Cleobury Mortimer in Shropshire was designated as a Neighbourhood Area. The extent of the designation is shown in **Figure 1**.

Figure 1: Cleobury Mortimer Neighbourhood Plan Area



⁵ Effective date 15/05/2018 following Shropshire Council Cabinet meeting 02/05/2018

<https://shropshire.gov.uk/committee-services/ieDecisionDetails.aspx?AId=10950>

Community Infrastructure Levy

11. Once this plan is “made”, i.e. it is passed at Referendum and becomes part of the Development Plan, the Town Council will receive 25% of all Community Infrastructure Levy (CIL) funds collected from development within the Parish Boundary. The funding is intended to be used for improvement, replacement, operation, or maintenance of infrastructure: or anything else that is concerned with addressing the demands that development places on the area. The policies in this plan set out detailed guidance for applicants on infrastructure that they should provide in support of their schemes, but CIL payments to the Town Council can assist in providing additional infrastructure and maintenance.

Sustainable Development

12. The National Planning Policy Framework 2021 states that the purpose of the planning system is to contribute to sustainable development. The planning systems has three overarching objectives in achieving sustainable development: economic, social and environmental.

The policies in the CMNDP together meet the objectives of sustainable development which is summarised in Table 1.

Table 1: How policies in the CMNSP contribute to sustainable development

NPPF 2021 objectives for sustainable development	CMNDP policies that meet the sustainability objectives in the NPPF 2021 section 2
Economic	CM3: Extension at Tenbury Road employment area
Social	CM1: Ludlow Road residential allocation CM2: Cleobury Mortimer cemetery extension CM4: Cleobury Mortimer development boundary CM5: Housing Mix CM6: Housing Design
Environmental	CM1: Ludlow Road residential allocation CM6 Housing Design CM7: Environmental and biodiversity net gain

The Context

13. Cleobury Mortimer (population 3,410 (2015 mid-year estimates Shropshire Council) lies on the Worcestershire border, between Ludlow to the west and Kidderminster to the east. It is a small market town in south east Shropshire which acts as an important Key Centre for the wider area. It lies on the A4117 around 10 miles to the east of Ludlow and six miles to the west of Bewdley. Much of the town centre lies within a Conservation Area, and there are a number of listed buildings including the Grade I listed St Mary's Church, the crooked spire of which is a feature of the landscape. Physical constraints to development include the River Rea and its tributaries and the town's setting in the wider landscape⁶.
14. Cleobury Mortimer is identified as a Key Centre in the SAMDev plan and in the Emerging Shropshire Local Plan 2016 to 2038. The settlement provides local services, jobs, education, retail and recreational opportunities to the other smaller settlements in the Cleobury Mortimer area. The settlement supports a reasonably high level of employment self-containment given its size, though the number of workplaces is limited, there are important employers and manufacturing jobs are a higher than average proportion of the workforce. Housing tenures at the time of the 2001 Census was 77% owner occupied, 14% private rented and 9% social rented.



⁶ Shropshire Core Strategy, 4.52.

Vision for the Cleobury Mortimer Neighbourhood Plan

In 2038, our vision for Cleobury Mortimer is that it will be a place where:

- Any future building development is done in location(s) and a manner, which protects public safety;
- The natural space in which we live is protected, green spaces are improved and enhanced, and local trees of importance are protected;
- Development will be sympathetic to the living environment;
- People of all ages can live happily and enjoy a strong sense of community and the security that this brings and where there are sufficient opportunities for the whole community to come together to meet and celebrate;
- The age profile of the community will be balanced because suitable housing will be available for people and families in all phases of their lives;
- There is a well-connected public transport system that allows people of all ages and mobility to travel on foot or by bus on safe, convenient and direct routes;
- Access to the beautiful countryside is available for all with good connections between rural and urban areas;
- There is a prosperous local economy that meets the needs of the town and surrounding villages and that also provides well-paid local jobs, including working from home due to high speed internet connectivity for businesses and those working from home;
- Mental and physical health is good for all members of the community because there are ample opportunities to exercise, meet others, and obtain specialist support when it is required;
- There is energy self-sufficiency and the opportunity to benefit from renewable sources of energy and cleaner energy including vehicle charging points;
- Tourists will visit and contribute to the local economy.

15. The vision for our NDP was to produce a plan that was informed and supported by our community that gives the community agency in influencing the development of the town, including the required housing to be built, to safeguard the future of our town that makes it a safe and familiar place for the existing residents, a thriving town with working and living opportunities for the younger members of our population and an attractive and welcoming place for new-comers who might move into our growing community.
16. A Task and Finish Group was established by the Town Council, including members of the Town Council, for the specific purpose of creating the Neighbourhood Plan to benefit those who live and work in our community today and to 2038. We seek to preserve the things that our residents like about Cleobury Mortimer such as the sense of community, the natural environment and a sense of safety and friendliness and address some of the concerns that residents raised during the preparation period of the CMNDP.

Methodology

17. The emerging Local Plan will cover the period to 2038. It has produced more up to date evidence that will be used to inform policies in this NDP.
18. Our original aim was to:
 - Find out what people want and need which can guide planners, developers, businesses and the council;
 - Influence the development of more and better jobs, transport and homes of the right type, in the right place;
 - Promote a socially inclusive and caring community;
 - Preserve and enhance the traditions, character and heritage unique to Cleobury Mortimer;

- Foster partnership working to achieve a thriving and safe place to live;
- Influence on national planning for housing, road, transport and infrastructure.

19. We developed a Communication Strategy to create engagement with our community to ensure that the plan is community-led and to make sure that our community felt involved in the process and, of course, that we were able to meet the statutory requirement to consult on the draft plan at Regulation 14 stage of the plan's progress.

Community Engagement

20. The key to a successful Neighbourhood Development Plan is the engagement of the community to inform and eventually, to support the plan. The emerging CMNDP has been subject to wide consultation including:
 - Initial qualitative meetings with businesses, key organisations and community groups from August 2017-January 2018.
 - The Town Planning Meeting in January 2018.
 - The Vision for Cleobury 2038 – an output from the Town Planning Meeting.
 - Public consultations at The Annual Town Meeting and Primary School Expo in April 2018 and May 2019.
 - Local Joint Council (LJC) drop in sessions.
 - May/June 2018 - The Big Cleobury Survey (BCS) – 510 household responses – 28% of households. Distributed door to door, info points and via e-mail, web and Facebook.
 - Interim Town planning meeting October 2018 with outcome of BCS

and maps of potential development sites.

- 3 x 4 page A4 colour printed Newsletters distributed house to house or via the Cleobury Clarion local newsletter.
- 3 drop in open surgeries post draft plan issue
- E-mail feedback route with over 60 responses
- Council website regular updates with status reports
- Council Facebook page updates and comments on Cleobury Community websites with responses adding up to 300+
- Regular updates in the Cleobury Clarion via independent articles or via the Council update page – Circulation 1,000, readership circa 2,300.
- Research by the Task and Finish Group into public data and best practices.
- Input from our independent planning consultant Andrea Pellegram MRTPI.
- Input from Shropshire Planning Department and the Local Plan Consultation.
- Regulation 14 Consultation was undertaken in summer 2020 and all the responses have been considered and changes have been made to the plan as a result.
- The SEA was completed in Spring 2021 and the Regulation 14 consultation was repeated.
- The site proposer for Ludlow Road withdrew the site in July 2021 and a new call for sites was undertaken.

- The Steering Group discussed the proposed sites with proposers and other landowners and a call for sites “refresh” took place in January/February 2022.
- An informal community consultation was held to consider the proposed site allocations which ran from 18 March 2022 to 8 April 2022.
- The SEA was updated April 2022.

21. In May 2018, the Steering Group established a questionnaire of 49 questions (see Appendix 1) to seek the views of the community regarding housing, health, community facilities, transport, the economy, traffic and safety and the natural environment. We asked what residents and those who work in Cleobury Mortimer like and dislike about the community and gave respondents the opportunity to comment on their wishes for the town in the future. We called it The Big Cleobury Survey (BCS).
22. The community was encouraged to complete the BCS electronically and this was shared by email with contacts that had been made through the initial meetings with businesses and community groups, shared on social media and hard-copies were also made available to those without access or who preferred to complete on paper. 510 households or individuals responded to the BCS from a total population of 3,410 and 1,349 households representing a good proportion of the community.
23. The majority of those that responded to the BCS were within the 49-65 age range with good numbers in the immediately below and above age categories. However, the results reflected that the highest proportion of those living in the house was below the age of 11. Therefore, there is some concern that the BCS results are not entirely representative of the whole community, and young children in

particular. The needs of children has been taken into account in the policies.

24. Of those that responded to the BCS, 10.5% live in housing association or shared-ownership housing (Cleobury has 23% overall). 76% owned their own home, either with or without a mortgage, 85% of respondents live in a house and most of these houses have three bedrooms (41%), a further 34% live in a four-bedroom house.
25. Of the BCS respondents, 39% are full-time employed and nearly 30% retired with a narrow majority working in the 'manufacturing, construction and agriculture' industry. 56% of respondents work outside of Cleobury, 25% work in the town but not at home and there were 18% that work from home.

Evidence Base Overview

26. The analysis and proposals contained in the CMNDP are based on a variety of information sources but mainly the BCS, follow-up engagement events, and research by the Steering Group.

Strategic Environmental Assessment

27. As part of the Regulation 14 consultation in 2020, the Steering Group requested a screening opinion from the Local Planning Authority whether Strategic Environmental Assessment of the CMNDP was required. Because the CMNDP site allocation methodology was based upon that developed by the Local Planning Authority, the planning authority gave the opinion

that SEA was required for stages not covered by the Local Plan's SEA.

28. The Steering Group commissioned AECOM through Locality to undertake the screening process and to produce the final Strategic Environmental Assessment (SEA) Environmental Report (April 2022). The SEA report is attached as a separate document.
29. With regard to alternative site options, the SEA did not indicate that any one site was favourable over another. However, in assessing the CMNDP proposals as a whole, including the proposed allocation, the SEA concluded that:

Overall, the delivery of up to 120 new homes and additional employment land, alongside the cemetery expansion and a new community recreation place is predicted to deliver predominately positive effects overall in relation to the SEA objectives.
30. The SEA did not recommend that any changes to the CMNDP policy approach would be required.

NDP Objectives

31. The objectives of our policies are to:
 - Ensure any future building development is done in location(s) and a manner, which protects public safety.
 - Provide existing and future residents with the opportunity to live in a decent home.



- Minimise the impact of new development on the surrounding countryside, landscape, and ecosystems.
 - Reduce harm to the environment by seeking, where achievable, for new development to be carbon neutral.
 - Ensure that town community spirit is preserved and, where possible, enhanced.
 - Ensure road traffic risks to public safety are assessed and minimized.
 - Ensure that opportunities for local businesses and associated employment are maximized.
32. The national need for extra housing and employment land compels Cleobury Mortimer to be involved in allocating suitable land for at least 120 houses and 1.3 hectares of employment land by 2038. The Town Council has chosen to take a major role in the process of that land allocation through its Neighbourhood Plan. It established criteria to judge where and how that allocation should be made.
33. The BCS showed that more than 84% of respondents valued or greatly valued the

countryside, its wildlife, trees, hedges and wildlife corridors. They wanted them to be protected and sustainable and to minimise impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures. There is extensive work already in progress to identify, map and safeguard the primary habitats closely associated with wildlife corridors, stepping stones, register of trees especially veteran and notable trees, rivers and streams as well as park land and woodland and areas identified by national and local partnerships for habitat management, enhancement, restoration and creation. This is complemented by the Grade I manorial estate Mawley Hall who are undertaking a substantial program of river restoration, native tree planting, rare old English breed sheep grazing, red deer park and other wildlife development programs. This will aid the overall habitat improvement in the parish.

34. The Town Council has identified that its cemetery space will run out within the CMNDP period and has sought to find additional burial space.



About Cleobury Mortimer

Cleobury Mortimer - Our Town

36. The wishes of those who live and work in the town provide the essential context to the Cleobury Mortimer NDP. This section provides a brief overview of the town; its location, surroundings, size, housing, heritage and a summary of what residents think about living in the town.

The Town

37. Cleobury Mortimer is a small market town in South Shropshire between Clee Hill and the Wyre Forest. The town has a predominantly agricultural economy together with a small amount of local industry within a very rural, naturally beautiful environment. The town is dominated by the twisted spire of St Mary's Church which can be seen from miles around as well as the new landmarks of two wind turbines which power local businesses.
38. The name of the town is thought to be derived from the old English *clifu* meaning a

steep place and burg meaning dwellings within a fortified settlement. Another suggested origin is from the old English word for clay which describes the soil of the area. Mortimer originates from Ranulph de Mortimer of Normandy who was granted the land after the Norman Conquest. The town is included in the Domesday Book (1086) and is described as Claiberie, with 45 households under the head of the Manor, including 20 villagers, 8 smallholders, 14 slaves, 1 priest, 2 riders and a mill. The Lord and Tenant-in-chief in 1086 was Ralph of Mortimer. The town was granted its town market charter in 1253 and regular farmers markets continue to be held.

39. Cleobury Mortimer has a Conservation Area (**Figure 2**) along its main street reflecting the original residential development of the town. There are 86 properties and historic artefacts listed with Historic England within the town; most of these are houses, but they also include a manor house, water trough, milestone markers and the war memorial (**Figure 3**).



Figure 2: Cleobury Mortimer Conservation Area

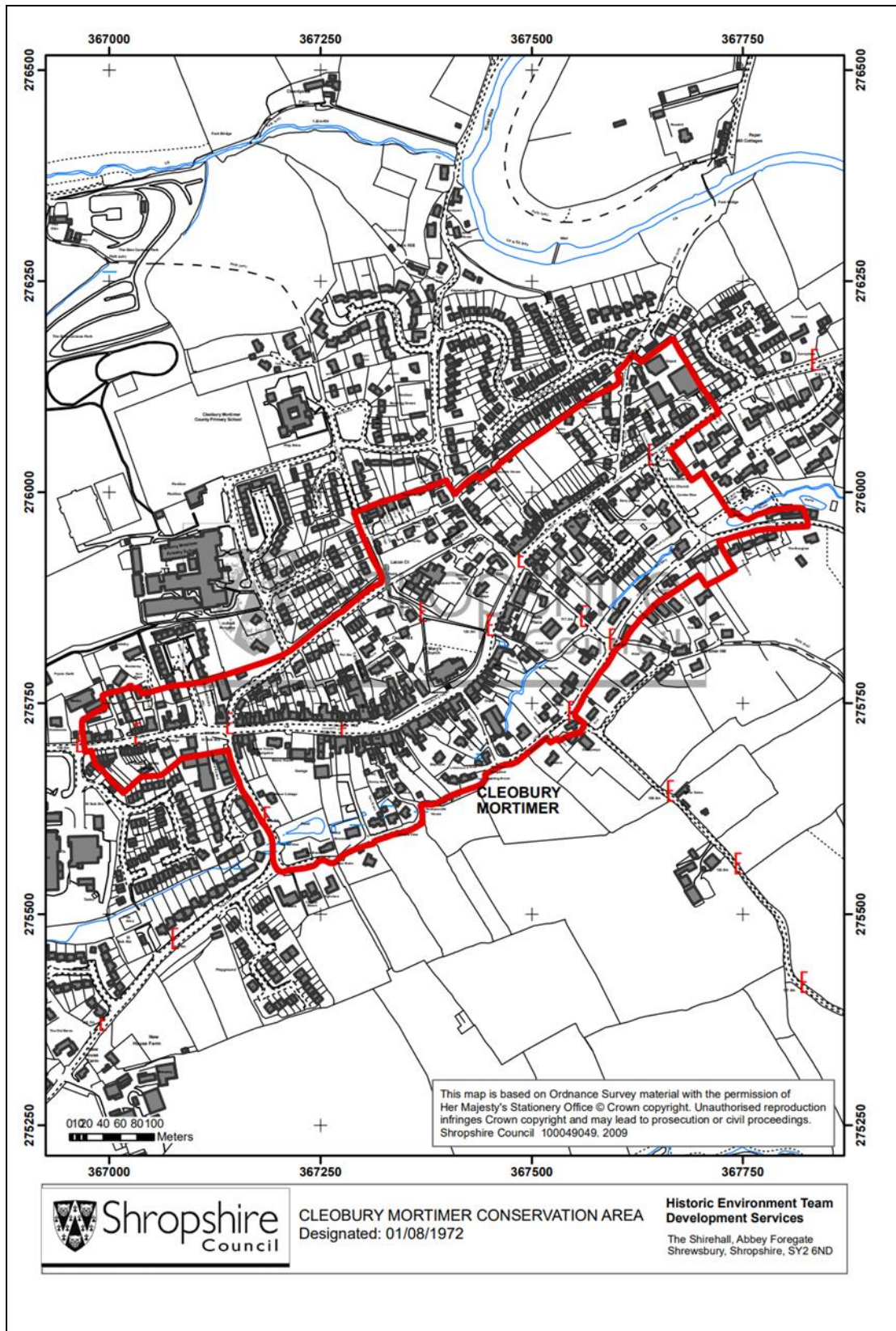
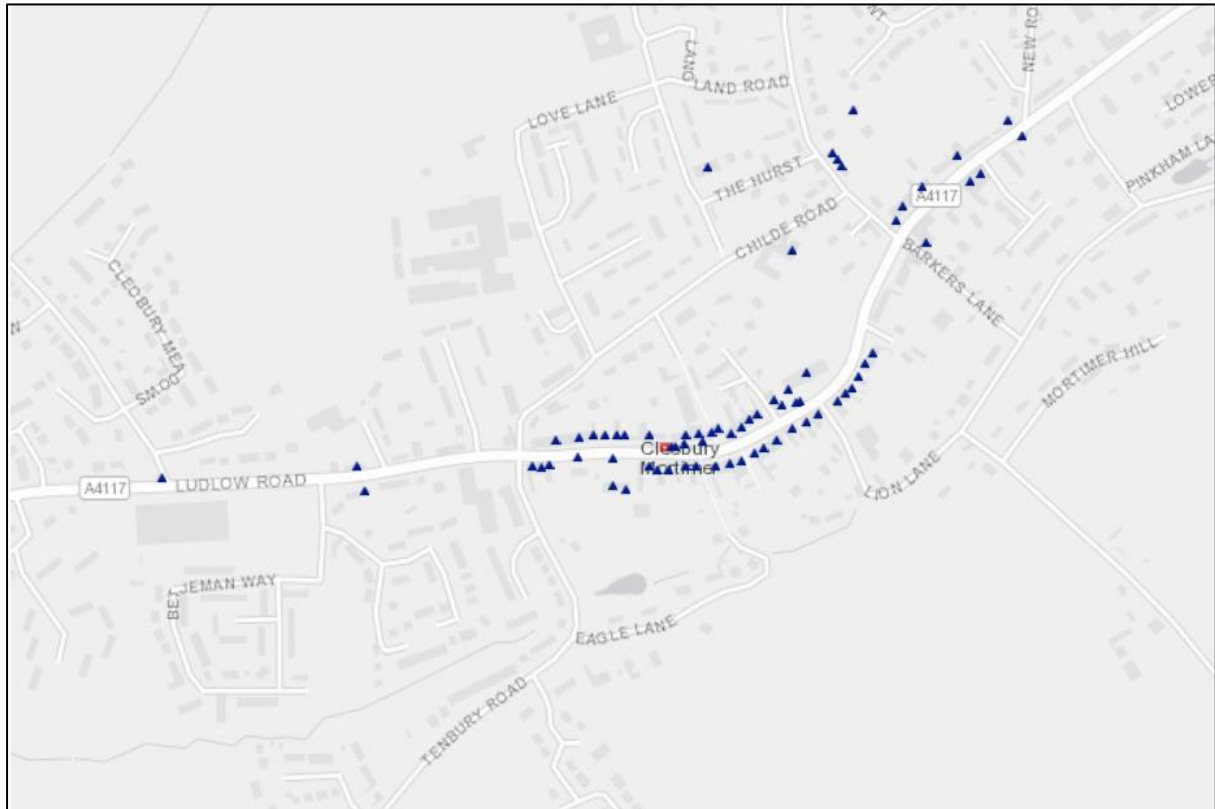


Figure 3: Listed Buildings



Source: Historic England crown Copyright: Ordnance Survey 100024900

40. A Conservation Area is an area of a town or village considered worthy of preservation or enhancement because of its special architectural or historic interest. The scheme was introduced by the Civic Amenities Act 1967 and superseded by the Planning (Listed Buildings and Conservation Areas) Act 1990.
41. Cleobury Mortimer has developed along the A4117, the main road through the town, which provides links to the train stations and more significant amenities of Kidderminster, 12 miles to the east and Ludlow, 11 miles to the west. The smaller towns of Tenbury Wells (south) and Bridgnorth (north) are also within 14 miles.
42. The River Rea skirts the eastern end of the town with Rowley Brook running to the

south of the town and a further brook across the north. Pudding Brook⁷ rises on the western approach to the town on Curdale Farm and runs through close to the western side of the main road and high street. It is breeched and culverted by four roads before reaching the River Rea. Despite this, it has a vibrant amount of wildlife and is a key corridor for birds such as owls, swifts, swallows, bats, etc.

⁷ Perhaps originally "put-in-brook".



by the Police and Crime Commissioner and local MP.

45. Despite the high quality of life and the sense of community there are also frustrations and challenges living and working in the town. These were highlighted in the questions that asked what the least favourite thing about Cleobury Mortimer was.

46. Cleobury Mortimer sits within rolling south Shropshire countryside between the Wyre Forest and Clee Hill. Protecting the countryside came out top in the BCS when asking how important these factors were.
47. The importance of trees was recognised by the Town and Country Planning Act 1990, which made special provision for trees in conservation areas that aren't already protected by a tree preservation order. The law requires that anyone proposing to cut down or carry out any work on any tree with a stem diameter of more than 75 mm, when measured at 1.5 metres height above ground level, in a conservation area must give the council 6 weeks' notice of their intentions. Work may only be undertaken either when permission has been given or the six weeks has expired.

48. 91% said the local Countryside was important or very important.
49. 89% wanted to encourage wildlife and biodiversity.
50. Development of new wildlife corridors along the outside of the town was important or very important to 81% of households.

43. There is a strong sense of community in Cleobury Mortimer highlighted by the large number of clubs and pastimes (circa 80). The community is served by the Cleobury Clarion (circulation 1,000 – readership 2,500), which is the most regular means by which respondents to the BCS found out about what was going on in their community. The sense of community and the people that live in the town are top among the things that respondents most like about living in the town. Everything in the town is walkable by most of the residents, however, it does serve a much larger area within the parish and further afield as can be seen in the number of buses that bring students into the town and the busyness of the main street.
44. The town has a growing and slightly ageing population. Quality of life in Cleobury Mortimer is generally high and there are no areas of high deprivation. Jobseekers Allowance is paid to a smaller proportion of the population than Shropshire and Great Britain as a whole. Crime levels are very low compared to the country as a whole and large parts of Shropshire.⁸ This is supported by work with community and youth groups as well as a comprehensive CCTV system and Smartwater anti theft program praised

⁸ Monthly crime statistics reviewed by our Council and its volunteer run Crime Reduction Group

- 51. 85% agree strongly or very strongly that they regularly use the footpath network
- 52. Planting more trees and hedges was very important or important to 81%.
- 53. A tree warden and 2 deputies have been appointed by the council following this

work and are very active. A tree register of veteran trees has been established and target spaces within the town identified for a tree planting program run by uniformed children's groups.

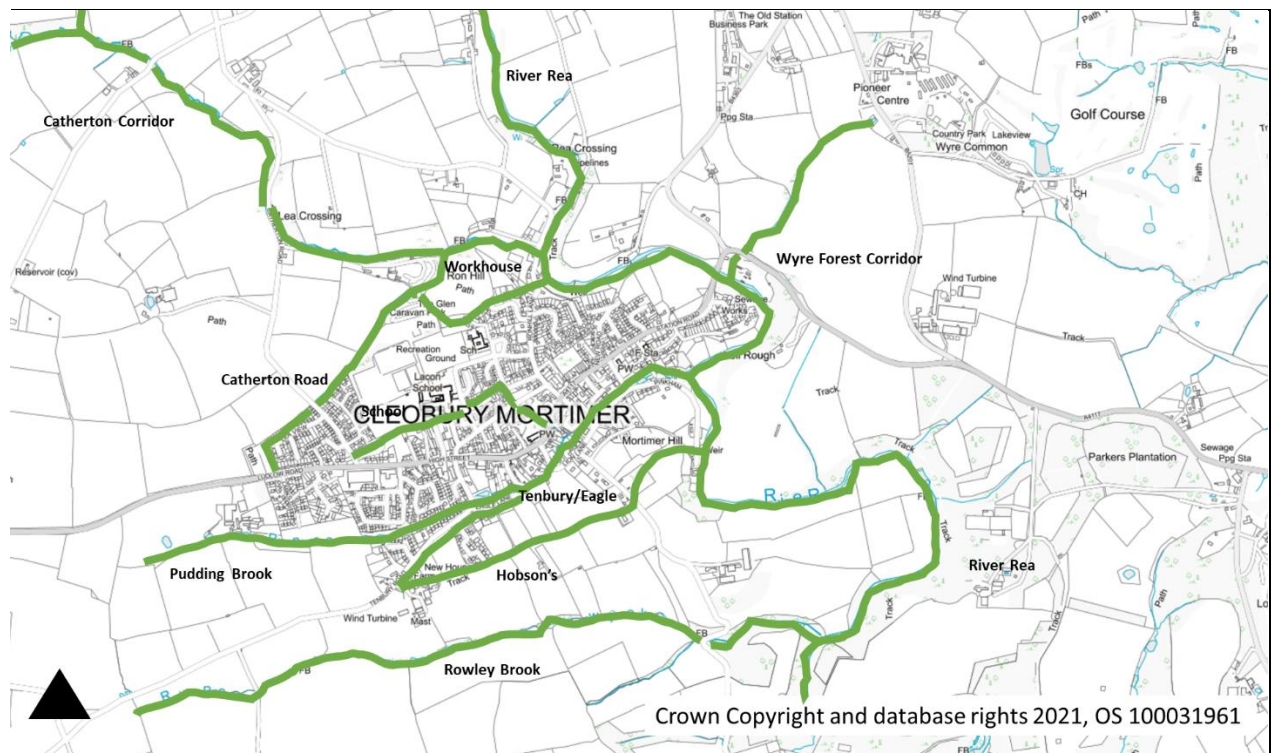


Existing wildlife corridors

54. Natural lines of vegetation in and around the Town with high biodiversity are all named mapped and well known by community. These include: Workhouse, School, Pudding Brook, Tenbury Road, Hobsons, Rowley Brook, River Rea, Catherton and Wyre Forest

Corridors (**Figure 4**). Their total length is over 8 km and all are now interconnected and mostly terminate at the River Rea. These corridors offer shelter, security, feeding and breeding grounds for wide biodiversity as well as having easy access for walkers.

Figure 4: Existing wildlife corridors



Trees

55. The Council adopted a Tree Charter in 2018 and a tree Warden and two deputies have been appointed who are very active. They and the NDP Steering Group have reviewed the five tree surveys carried out over the past decade.
56. The Town Council owns and has responsibility for three areas and their trees: the graveyard of St. Mary's Church in the town, QEII Park, and the active Cemetery to the west of the town. A professional survey was carried out in 2017 and the Council have acted upon the recommendations in that report. There is an ongoing commitment to maintain the trees on these sites.
57. One of the deputy Tree Wardens has been photographing prominent trees within the parish. This has resulted in a collection of over 200 photographs and is a record of over 200 trees together with specific data on each tree. This includes: the map reference, landowner, tree height, trunk circumference and hence age estimate, species and relevant notes. It is expected that this work will continue to be a lasting and valuable reference book of the trees of Cleobury.
58. In 2018, the new owner of the Estate commissioned survey (yet to be published), of all the trees on the Estate. This forward thinking approach by the Estate is very welcome. The CMNDP Steering Group is committed to working in partnership with key stakeholders overseeing such important initiatives. Other landowners have been managing their trees and planting new ones mostly under the Farm Stewardship Scheme, which is a farm subsidy for environmental work. This may well change as the EU subsidies are replaced by UK schemes.
59. A Desk Top Survey of the Parish Tree Population was carried out in September 2020 using Google Earth Mapping to estimate the total number of trees and their age profile in that part of the Parish to the west of the River Rea. It showed that there are over 8,500 trees older than 10 years of which 3500 are older than 130 years.
60. The desktop study revealed that over the last 50-100 years, an imbalance in the age profile of the trees has developed. If the present success rate for self-sown trees surviving to adulthood is not increased, there will be fewer trees in the future. Therefore a tree replacement program needs to be established to secure the long term future of trees, especially oak trees.
61. To help deal with this identified need, over 1,000 acorns have been harvested by a group of volunteers under the banner of "Plant a Tree in 23" and are being sown in support of developing a tree replacement program. They should provide a bank of saplings within 3-5 years. Alongside this, a new initiative of community acorn growing at home has begun. Tree planting of mature sapling/bare roots are also being acquired from free tree sources to be planted by the Council and by uniformed youth groups in the 2020-21 period. A further option of creating an Oak Avenue by planning more mature trees along the A4117 on the approach to the town is under consideration.
62. A similar desk top survey in October 2020 established a data base recording the importance of the trees within the seven Wildlife Corridors. Wildlife Corridors are not only just avenues/alleyways that join up areas of high biodiversity, they are also safeguarded areas of high biodiversity and habitat in their own right. A mature oak can provide habitats for over 1,000 species of fauna and flora according to the Woodland Trust and RSPB. The table in **Table 2** shows that there are over 600 such trees in these Wildlife Corridors.

Table 2: Table showing age of trees in some Cleobury Mortimer wildlife corridors

Wildlife Corridor	Length in metres	Trees over 10 years old	Trees over 130 years old
Workhouse	1.4 Km	144	28
School	1.2Km	67	18
Pudding Brook	1.8Km	325	29
Tenbury Road	0.45 KM	20	4
Hobsons	0.75KM	29	10
Rowley Brook	1.75Km	134	15
River Rea	>8Km	7500	500
Total Trees		8219	604

Community and Recreational Facilities

63. For a community of around 3,400⁹, Cleobury Mortimer is well served with community and recreational facilities. Cleobury Mortimer is served by a retained fire station. The town has a Market Hall next to the church with meeting rooms and a number of offices for local businesses, bank, post office, library and the town council. There is a Parish Hall and a (former) Methodist Hall which is now the Community Hub providing a range of services including coffee shop, climbing wall and range of activities for all ages. There is a Leisure Centre and a Sports and Social

Club alongside the sports field that is used for football, rugby and cricket. **Figure 5** shows some of the many clubs and community groups that use these facilities and others.

⁹ Shropshire Council 2015.

Figure 5: Diagram of existing community groups in Cleobury Mortimer



Source: Big Cleobury Survey

64. The BCS identified that the best opportunities for groups to get together and have fun are available for those over 65 with the fewest opportunities for those between 12 and 18, however, the respondents identified that there was the greatest need for more facilities for those over 65.

65. A number of additional facilities were suggested in the BCS including:

- **Community Bus Service** – set routes to towns and villages not currently served – paid for by users – some discounts, this has subsequently been researched and found to have insufficient demand at present as a paid service.

- **Community Hub** (design informed by young people and run by a local charity. Services are available to all ages – including Dance Studio, Café, Climbing Wall, music studio)
- **Outdoor Gym Trail** – free to use (this has been implemented)
- **Community car service** - (For work/school/leisure/self-drive and bookable)
- **Bike Trail** – Through trees in park (with jumps) - free to use (this has been implemented)
- **Dog training and exercise area** (Free/Bookable as private for small cost). (this has been implemented)

66. All of these ideas received support with the Community Bus Service getting the most support from respondents to the BCS.
67. The rural location of the town is also an important asset with an active Footpath Association and a Walkers are Welcome designation bringing many walkers into the area to walk on well-cared for footpaths and to prepared walking routes.

Provision of a Community Hub and Recreation Space

68. The BCS identified that the greatest need for the town going forward was for activities and facilities for younger age group children. As this was known at the qualitative stage the proposal was put in the BCS, 78% strongly or somewhat supported a Youth Hub designed and run by youth but to support the whole community. A phase 1 is in place at a temporary venue, The Methodist Church under a 5-year lease whilst a business case is being developed for the eventual community hub.
69. St. Mary's Youth Project (SMYP) have tested the concept of how a community hub would be used in Cleobury Mortimer. This has the support of the Town Council and wider community. A 5-year agreement has been reached with the Methodist Church and their hall has been given over to a trial Community Hub which opened in Autumn 2019.
70. The Shropshire Open Space and Recreation Needs Assessment (2018) indicated that Cleobury Mortimer has a 4.4 ha. open space deficit. The housing land allocation will provide at least 1 ha of public open space however a 3.4 ha deficit will remain. Access to open countryside is well served

with a comprehensive network of public footpaths.

Health and Health Care

71. Life expectancy in Shropshire is higher than the national average. Life expectancy for births in Shropshire between 2013- 15 are 80.3 for males and 83.8 for females. This compares to an average of 79.5 and 83.1 for England.¹⁰
72. Of the 3,288 residents of Cleobury Mortimer in the last census reporting on their health conditions:
 - 246 reported that their day-to-day activities were limited a lot.
 - 338 reported that their day-to-day activities were limited a little.
 - 2,704 reported that their day-to-day activities were not limited at all.
73. The rate of people expressing that their day-to-day activities were limited a lot was 7.5% which is lower than the rate for Shropshire 8.4% and England 8.3%.
74. This was reflected in the BCS, with 86% of respondents stating that their health was good or very good.
75. Cleobury Mortimer is served by its own extended access Medical Centre with an attached pharmacy. They are based in a recent, purpose-built facility which was completed 6 years ago, it has plenty of available parking and is situated to the west of the town in a residential area and opposite the soon-to-be-opened care facility. The medical centre uses only part of the new building they occupy and there is potential that the other part of the building could be occupied by medical/health services or for office space. There are

¹⁰ Index of Multiple Deprivation (IMD), Department of Communities and Local Government, Crown Copyright 2017.

hospital services available in Tenbury Wells, Ludlow and a minor injuries unit at Kidderminster Hospital. The nearest Accident and Emergency departments are in Worcester, Telford and Dudley.

76. The town has its own NHS dentist and NHS optician services, as well as a number of other practitioners that offer other well-being services such as podiatry, chiropody, physiotherapy and osteopathy.



Mobile and Broadband Services

77. The broad band service is of a reasonable standard given the Town has fibre broadband and some residents are able to secure superfast broadband if they are willing to pay for upgrades which can boost speeds to circa 30-75 megabits. A similar service should be secured at of the expanded in any future developments. There is a BT station in the town the main road opposite the Co-Op .
78. Good broadband is not available in all rural areas of the parish, with outlying properties and businesses suffering from poor speeds. There are offers available for improvement but roll-out is still being reported as problematic.

79. The emerging Local Plan contains detailed policies on broadband and electronic access and these policies will therefore not be repeated in the NDP.

Town Services

80. Cleobury Mortimer has a range of shops and services available including a bank (limited hours), a Post Office, licenced restaurants, small supermarkets, Public Houses, tradespeople and local businesses. These services are greatly valued with the Post Office and Bank coming top in the BCS when respondents were asked which services should be protected.
81. Online facilities to shop for groceries and clothes have changed the nature of all shopping, and there remain no clothes

shops in Cleobury Mortimer. The closest towns with clothes shopping options are Ludlow and Kidderminster.

82. There are two small, free to use official car parks in the town with toilet facilities in the car park on Love Lane. There is on-street

parking through most of the town with most parts of the main street lined by housing. There are parts of the main street that are not suitable for parking and these have been marked with double-yellow lines, however, there is minimal enforcement of the parking restrictions.



Education

83. Cleobury Mortimer has a small number of pre-school, nursery care providers, a primary school and a secondary school. Lacon Childe Secondary School is a community school with approximately 500 pupils who travel from a wide catchment area, employing over 100 staff and with its own transport system. The Cleobury Primary School employs a further 41 staff. The two schools educate approximately 750 pupils. Further education is delivered in several neighbouring towns combining limited public and local transport solutions to get there. The Secondary and Primary School are part of an Academy group with neighbouring Clee Hill and Stottesdon Primary Schools forming the Shropshire Gateway Academy Trust.
84. The net capacity of Cleobury Primary School is 264 with an approved annual admission of 37 pupils. The school has 262 pupils on roll (2020/2021 data)) plus 30 in nursery (built in 2015) which will better prepare children for school. The percentage of pupils eligible, at any time during the past six years, for Free School Meals is 22.5% , below the national average of 23.5% . The percentage of pupils whose first language is not English is very low (1.6%) compared to 20.5% nationally. It achieved an Ofsted Rating of Good in November 2017 . The number of children with SEND support is 13.7% , slightly above the national average of 12.6% , but SEND with EHC plan is 3.1% , above the average

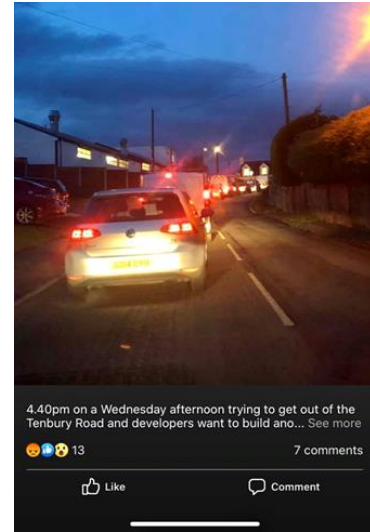
of 2.0% . This partly reflects the lack of provision elsewhere in South Shropshire and pockets of poverty in the town.

85. Lacon Childe Senior School has a net capacity of 540 with an approved annual admission of 108 pupils. The school has 558 pupils on roll (Mar 2022). The percentage of pupils eligible, at any time during the past 6 years, for Free School Meals is 13.1% , lower than the national average of 19.7% . It also has an Ofsted Rating of Good from November 2017. There is also a Local Authority managed Special Educational Needs Hub based within the school with capacity for 20 students for years 7 to 11.
86. Large coaches, mini-buses and cars, taking and collecting pupils to and from school, congest the lanes surrounding the schools and on the main street during the periods at the start and end of the school. day.

Traffic

87. Cleobury Mortimer developed along the A4117 which is a significant route from Birmingham to the east through to Wales in the west. It is a busy route that sees lorries from the nearby quarry at all times of the day, lorries, motorbike groups, cyclists, bin lorries, school traffic and agricultural vehicles alongside the normal day-to-day traffic of a small, rural town. There is also parking along the entire route. **Figure 6** illustrates lorry traffic causing congestion at 2.00 pm – this level of congestion is exacerbated when school buses travel to and from the schools.

Figure 6: Photo of lorry congestion in Cleobury Mortimer town centre (weekday)



88. One of the key concerns of residents raised in the BCS was traffic and congestion through the town and the danger to pedestrians which was reflected again in the Regulation 14 consultation responses.
89. Traffic congestion is generated because of the significant role that the town plays to many smaller villages and communities in the area, such as for the school and medical centre, the fact that the A4117 is a major route and the often large number of the lorries and agricultural vehicles that make their way through the town. On-street parking in the town centre adds to congestion. The growth of housing further west in Ludlow where in excess of 1,000 houses are planned, will lead to further through traffic since around 20-25% of those residents will commute to the Black Country through Cleobury Mortimer.
90. The on-street parking and congestion can lead to parts of the town feeling unsafe for pedestrians and the BCS asked which areas of Cleobury Mortimer felt unsafe. The top five areas that it is felt were unsafe for pedestrians were the Tenbury Road junction (**Figure 7**) with the high street, High Street, New Road, the Lion Lane junction with the high street and around the Primary School. Those roads deemed most congested were: High Street (90%), Lower Street, Tenbury Road junction with High Street and the Primary School. Traffic calming measures would be supported at: High Street, Lower Street; around the Primary School and Secondary School, the Tenbury Road junction with High Street and outside the Manor House.
91. Additional traffic from new homes will add to existing congestion and road safety concerns and this is considered in this plan.

Figure 7: Tenbury Road junction illustrating lack of pedestrian footways

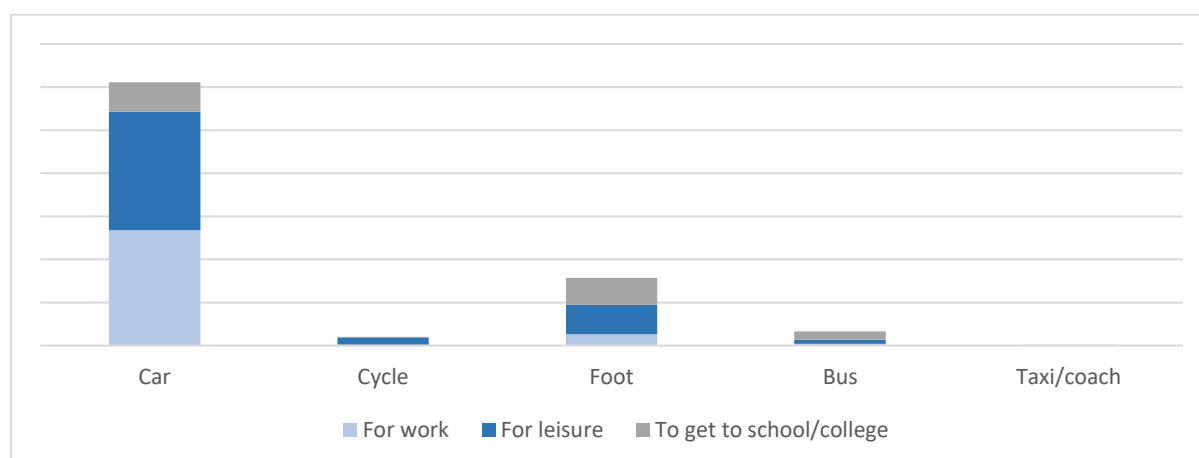


Local Travel

93. The BCS showed that for respondents, the main form of transport to work is the car (89%) though around 9% walked to work. More people walked to leisure activities (19%) and 74% drove. There is an even split between those walking or being driven to school (Figure 8)
94. Bus services were not generally considered good or very good across a range of criteria such as customer service, days, value for money, routes and reliability. Those

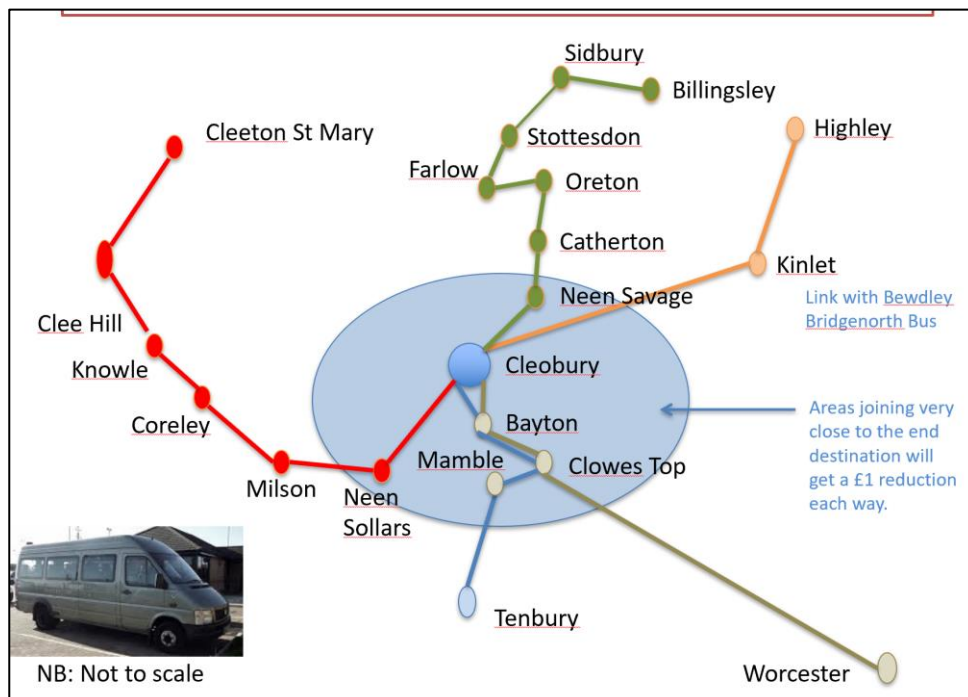
responding to the BCS were asked whether they would use community bus services if they were offered. A community bus service initially looked viable given 37% said they would definitely or probably use it. Potential for building on the current community car scheme or setting up a separate trust or joining a neighbouring scheme. The school minibuses are a viable option if managed independently and contracts are revised but this has not been possible to negotiate. Lift sharing and self-drive were not as popular an option.

Figure 8: Big Cleobury Survey Q42: What is your household's main form of transport



95. The Town Council has recently considered how to provide a community bus service and identified an indicative route network (**Figure 9**), It has considered feasibility but has not confirmed sufficient demand to make it commercially viable.
96. The aims and objectives of the community bus service would have been:
- To reduce isolation by increasing independence through providing low cost transport.
 - To prevent exclusion and marginalisation of individuals and groups because of a lack of suitable transport.
 - To make best use of current transport resources, collaborating with other community transport services, private and public operators.
- Develop partnerships with public, private and statutory and voluntary bodies, particular local community groups.
 - Identify and quantify transport demands ongoing, evaluate the service against these principals and seek as soon as feasible to provide a more inclusive, door to door and fully accessible service.
97. Sadly subsidies have dried up from Shropshire Council and a paid for service, even with volunteer drivers does not now look viable. The Town Council will review this in the future.

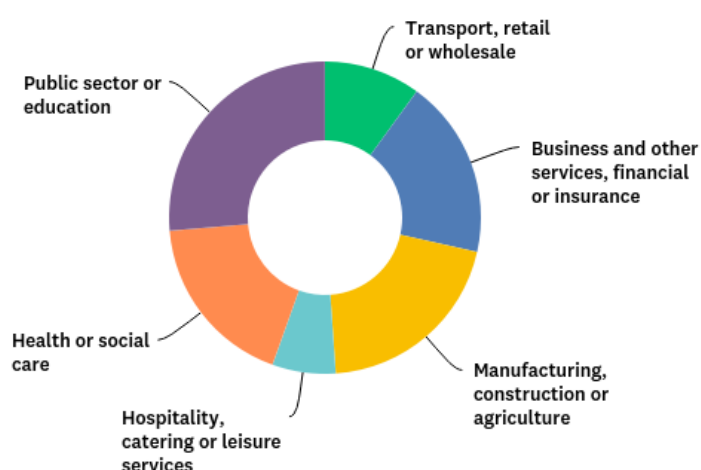
Figure 9: Potential route map for community bus service



Employment

98. The BCS showed that 30% of the respondents were retired, and 55% were employed either full time, part time or were self-employed. Only 3% described themselves as unemployed. 44% worked in Cleobury Mortimer, and 56% worked outside the town. Income levels are relatively high for those living in Cleobury Mortimer and deprivation levels are low.
99. The local economy is very mixed in terms of type, with the schools being significant employers, plus 5 medium sized businesses; Kudos Blends (B2B Baking additives), Muller Engineering, Amodil (Steel), Hobsons Brewery and Capulet Care . Most local employment opportunities come from organisations of four employees or less. These businesses together with self-employment are mixed, but with a high proportion of builders and craftspeople as well as those working in healthcare. This distribution of employment is typical for Shropshire, as shown in **Figure 10**.
100. The BCS indicates that the future economy will probably require local people to travel outside the town and that local jobs are not well paid. There was a belief that new businesses were likely to focus around tourism, leisure, crafts, followed by light industrial, retail and healthcare. 80% say we should invest more in promoting tourism, but it is not important to everyone.
101. Cleobury Mortimer needs more employment land, however the majority view via the BCS is that commercial land increase should not exceed the local plan identified requirements.
102. Cleobury Country Centre is a not for profit organisation based in Cleobury but serving adjacent parishes. Its remit is to promote local businesses, tourism and the life of the town. It also runs the local library and houses the Town Council Offices.

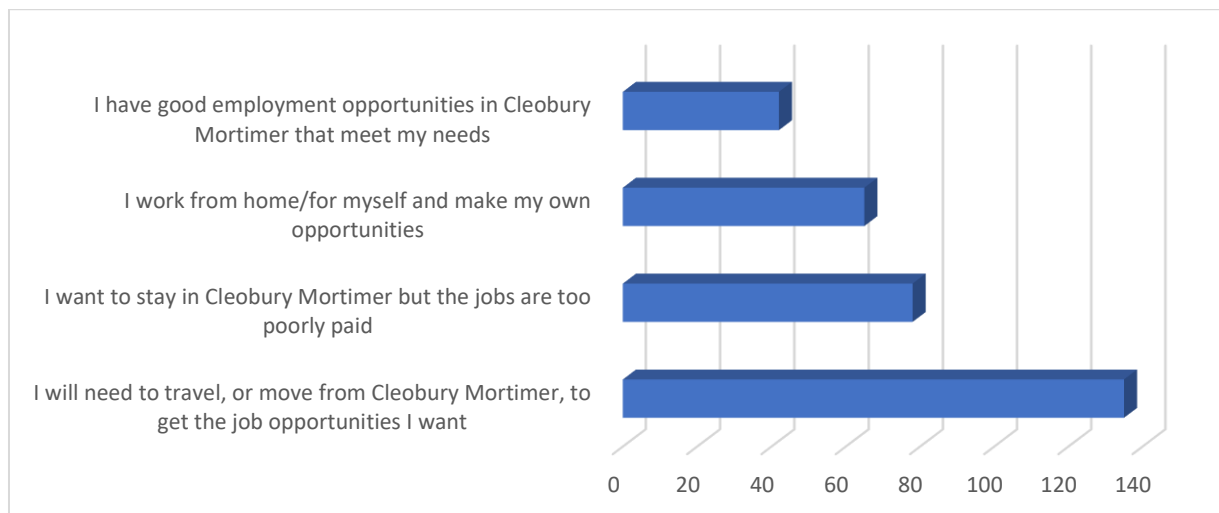
Figure 10: Distribution of economic sectors in Shropshire, 2018



Source: Shropshire Council Business Strategy 2018.)

103. The Town Council, Cleobury Country Centre and supportive local organisations will need to work together to promote the available employment land with a bias towards employment opportunities with better pay and skills to balance the local economy and the need for fewer people to travel for employment (**Figure 11**). This is especially important, as public transport is poor (see Transport and Traffic section).
104. Slightly more people work outside Cleobury Mortimer (54%) than inside. This is a consequence of an increase in new housing and limited employment opportunities of a higher value. The Town Council and many of the BCS respondents want to make sure that we work for a more vibrant and integrated community that discourages dormitory status.
105. Consequently we want to encourage new and better employment locally as well as enabling self-employment through better infrastructure such as superfast broadband and high quality mobile coverage, ideally offering to be a 5G pilot site.
106. Cleobury Country Centre acts as a hub for businesses and this should be encouraged and supported to help bring about greater and more relevant employment opportunities.
107. To reduce the number of commuters (54%) and those leaving the town for work and to encourage employment in the town, the Town Council will work with Cleobury Country and existing property owners and investors to encourage an increase in shared office space and office rental opportunities in the town. We should focus on existing premises ahead of any new buildings during the plan period.

Figure 11: Q36 If you are in employment or seeking employment, tick the options you believe to be true for your household



108. We hope to provide further shared office space for the self-employed and emerging small businesses. Cleobury Country Centre and the Market Hall are currently fully occupied. Therefore, we would look to make available more shared office space managed by Cleobury Country or if not possible, another investor. The Medical Centre has space available that has been vacant for some time.
109. Tourism adds employment and earning potential to the town. As a gateway to the Shropshire Hills, it is its rural setting which is its greatest asset. The walking opportunities, local B&Bs, Farm stays, pubs and tea rooms are a draw for people from the Birmingham conurbation and some from as far away as London. We seek to improve promotion of this offer via a new tourist strategy and a modest investment in its support. A modest investment was the predominant verdict of the BCS.
110. The site considered the most suitable for the addition of up to two hectares of commercial land is on the Tenbury Road, attached to the Newhouse Farm Industrial Site. **Table 3** illustrates the types of new businesses that may arise.

Table 3: Big Cleobury Survey Q38 What types of Businesses do you think would want to locate to Cleobury Mortimer?

Type	Responses	
Tourism, leisure, crafts	60.40%	209
Light industrial, advanced manufacturing	40.46%	140
Shops and retail	39.02%	135
Healthcare, homecare and complementary therapies	37.86%	131
Community services and social enterprises	35.26%	122
Pubs, restaurants, cafes	31.79%	110
Food, drink, ingredient production and processing	28.32%	98
Building contractors, decorators, manual trades	23.12%	80
Financial and professional services	18.21%	63
Total Respondents: 346		

Policies

Development Plan policies

111. Neighbourhood Plans must meet certain ‘basic conditions’ and other legal requirements (as set out in paragraph 8 of Schedule 4B to the Town and Country Planning Act 1990 (as amended)) before they can come into force. These are tested through an independent examination before the neighbourhood plan may proceed to referendum.
112. Paragraph 8(2) of Schedule 4B to of the Town and Country Planning Act 1990, as applied to NDPs by section 38A of the Planning and Compulsory Purchase Act 2004, outlines the basic conditions that a NDP must adhere to in order to proceed to a referendum and be ‘made’.
113. “A draft plan meets the basic conditions if:
- It has regard to national policies and advice contained in guidance issued by the Secretary of State;
 - The making of the plan contributes to the achievement of sustainable development;
 - The making of the plan is in general conformity with the strategic policies contained in the development plan for the area of the authority (or any part of that area);
 - The making of the plan does not breach, and is otherwise compatible with, EU obligations;
 - Prescribed conditions are met in relation to the plan and prescribed matters have been complied with in connection with the proposal for the plan.”
114. Planning law requires that applications for planning permission be determined in accordance with the Development Plan, unless material considerations indicate otherwise. The Development Plan includes adopted Local Plans and Neighbourhood Plans that have been approved at referendum.
115. The **Development Plan** for the CMNDP is:
- Shropshire Local Development Framework, **Adopted Core Strategy**, March 2011;
 - The Shropshire Council Site Allocations and Management of Development (**SAMDev**) Plan, Adopted 17/12/2015;
116. The Development Plan is informed by the **Place Plan** for Cleobury Mortimer and surrounding area September 2019. Information in support of the review of the Place Plan was submitted by the Town Council in June 2019.
117. The Local Plan is currently under review and was subject to Regulation 19 consultation in December 2020.
118. Cleobury lies in the “South Spatial Zone” in the Core Strategy settlement strategy (Table 1). The Core Strategy (CS1) indicates that Key Centres will maintain and enhance their traditional roles in providing services and employment, accommodating around 40% of Shropshire’s residential development over the plan period to 2026. In Cleobury Mortimer, the Core Strategy seeks to promote development that balances environmental constraints with meeting local needs (CS3). Cleobury Mortimer is also identified as a District Centre (CS15).
119. Key Centres are identified by their role and sphere of influence, both existing and potential, not simply by their size and their scope for future development. They are, and could be stronger, focal points for local transport networks, employment opportunities and services. They provide sustainable places in which development can contribute to a “virtuous circle” of

greater self-sufficiency within the towns, reducing the need to travel, maximising the potential for sustainable transport and strengthening local markets, thereby helping reduce our carbon dioxide emissions and strengthening local resilience in a changing world.¹¹

120. SAMDev MD1.1 identifies CM as a market town and Key Centre¹² which is surrounded by a number of villages and hamlets set out as “community cluster settlements”¹³. MD3 seeks to ensure that there is not an oversupply of housing

permissions in particular areas and will seek to identify housing land in areas of undersupply, outside the settlement boundary if necessary. The supporting text states that there is an expectation that windfall sites will make a contribution.

121. SAMDev S6 allocates two sites for housing (CMO002; CMO005 which have been built out) and one site for employment (ELRO68CM) (**Figure 12**). It also identifies the development boundary of the settlement.

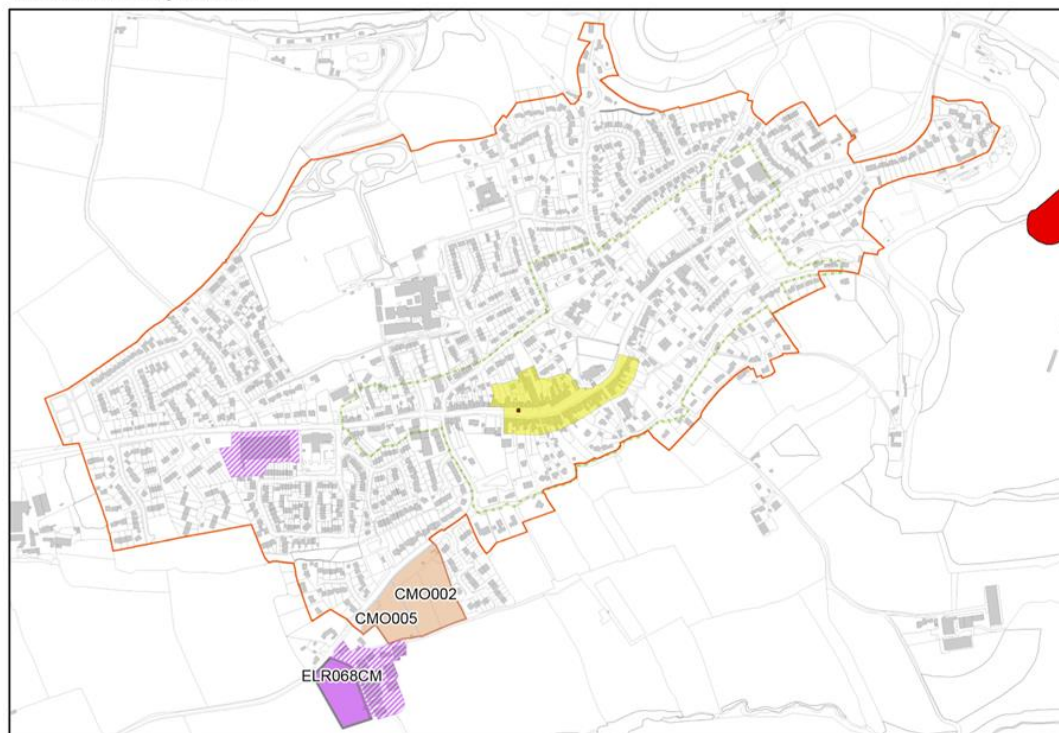
¹¹ Core Strategy, 4.30.

¹² SAMDev page 15.

¹³ SAMDev page 17.

Figure 12: SAMDev designations and allocations in Cleobury Mortimer

S6 Inset 1 Cleobury Mortimer



Shropshire Council
Adopted Policies Map 2015

Cleobury Mortimer Place Plan Area
S6 INSET 1, 2, 3, 4

Key

- Protected Employment Area
- Housing
- Employment
- Development Boundary
- Scheduled Ancient Monument
- Town Centre
- Conservation Area

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Source: SAMDev policies map for Cleobury Mortimer

124. In 2020 in support of the Regulation 19 draft Local Plan, Shropshire identified that there was a 6.05 year supply of deliverable housing land against the housing requirement within the adopted Core Strategy and 8.11 years supply of deliverable housing land against the housing need identified using the Government's standard methodology.¹⁴
125. Emerging Local Plan policy SP2 will deliver 30, 800 new dwellings and around 300 hectares of employment land for the plan period of 2016 to 2038. Cleobury Mortimer is identified as a Key Centre in Schedule SP2.1 and policy SP2 states that "Key Centres will accommodate significant well-designed new housing and employment development, supported by necessary infrastructure. Growth within these diverse settlements will maintain and enhance their roles, support key services and facilities and maximise their economic potential."
126. Cleobury Mortimer was identified as a Key Centre in Schedule SP2.1 in the Emerging Local Plan. This considered the needs for additional housing allocations in the Cleobury Mortimer area and in Policy S6 (S6.1) identifies that 200 dwellings and 2 ha of employment land will be required over the plan period to 2038.
127. Emerging Local Plan policy SP12 supports economic growth in Key Centres and policy S6 sets out detailed policy aspirations for the Cleobury Mortimer Plan Area. It acknowledges the role of the Cleobury Mortimer NDP. Figure 1 of the Site Allocations document shows site allocations saved from the Core Strategy which are not discussed in this NDP.
128. Appendix 5 of the emerging Local Plan sets out residential development guidelines for Cleobury Mortimer. Overall, 200 dwellings are required for the plan period with a windfall allowance of 120 dwellings required to account for what has already been permitted and completed.
129. It is unlikely that the requirement for 120 dwellings can be met through windfall development and therefore, the CMNDP will allocate land for this number of dwellings. Any windfall development not on allocated sites will be in excess of the identified need and this NDP therefore makes provision for housing land in excess of the identified requirement.
130. If the NDP were not to allocate land to meet this provision, and the need could not be met within the currently defined settlement boundary, it must be assumed that speculative housing development will be allowed. If this were to occur, then it would be more difficult to secure developer contributions arising from the developments to meet local need, since these would not be set out clearly in Development Plan policies. The English planning system is planned, and the CMNDP seeks to take a proactive approach to meeting the identified housing need and necessary infrastructure.
131. The overall identified need for 2 ha. of employment land to 2038 is considered against permissions, completions and allocations in Appendix 6, Schedule A6 of the Regulation 19 draft of the Local Plan. The 2 ha requirement, taking account of available land supply of 0.7 ha, indicates that the CMNDP should make provision for 1.3 ha. of additional employment land.

¹⁴ Shropshire Council Five Year Housing Land Supply Statement: Executive Summary Data to: 31st March 2020 Published: 23rd March 2021.

Development boundary

132. The Regulation 19 draft leaves it to the CMNDP to identify a revised development boundary that considers land allocations which will be included in the Policies Map¹⁵.

Cleobury Mortimer Development Strategy

133. The original advice from the Local Planning authority underpinning the Regulation 14 consultation was to make provision for 138 dwellings. This has now been revised downwards to 120 dwellings. The 2020 Regulation 14 version of the CMNDP made provision for 140 dwellings and no windfall but this will now be reduced to an allocation for 120 dwellings and no windfall. Windfall can therefore be considered to be in excess of the identified need for additional housing.
134. The full justification for the housing and employment allocations is set out in a separate document which accompanies the CMNDP: **Cleobury Mortimer Site Assessments**. The revised development boundary will respect the existing development boundary but will include the new site allocations. In this respect, all other Development Plan and emerging Local Plan policies will prevail outside the Development Boundary.

Housing Land Allocations

135. The Planning Authority's approach to site allocation is summarised in the Cleobury Mortimer Place Plan Area Site Assessments Published (August 2020). The CMNDP Site Allocation extends this assessment in a Stage 4 assessment of local development considerations and requirements.
136. The CMNDP undertook extensive consultations since 2018. The full background to this is set out in the accompanying document "Residential Site Allocations".
137. The January/February 2022 call for site yielded 4 sites, one of which was clearly preferred. The site at Ludlow Road would be able to provide land for 120 homes at 30 dwelling per hectare, a 0.5 hectare cemetery extension which was required for the future of the town, and an adequate proportion of open space and green infrastructure with walking and cycling routes connecting with the town centre. The site allocation and infrastructure requirements are set out in **Figure 13**.
138. The site has been assessed against both the adopted SAMDev and the Emerging Local Plan. Development criteria in Policy 1 area based on these development plan documents as well as the emerging CMNDP policies.

¹⁵ Regulation 19 Draft of the Shropshire Local Plan, para 5.95.

Figure 13: Land allocation at Ludlow Road



CM1: Ludlow Road residential allocation

5.7 hectares of land is allocated between Catherton Road and Ludlow Road for the delivery of 120 homes at a density of 30 dwellings per hectare, cemetery extension and open space shown in Figure 13.

- A. 0.5 hectares of land will be provided to the Town as additional Cemetery space according to CMNDP policy CM2 before completion of the 20th dwelling.
- B. The scheme will provide the mix of housing indicated in CMNDP policy CM5.
- C. The scheme will demonstrate high quality design reflecting local character according to CMNDP policy CM6. It will be designed to maximise fabric energy efficiency including such measures as: building orientation; high levels of insulation of roofs, floors and walls; maximising airtightness and using solar gain through window/door orientation whilst avoiding overheating and will provide a minimum of 10% of predicted energy needs within the development and to demonstrate how net carbon emissions will be minimised or avoided.
- D. The scheme will deliver an overall minimum 10% biodiversity net gain in accordance with the Environment Act 2021.
- E. An accessible wildlife corridor with a minimum overall area of 1 hectare will be created linking Ludlow Road with Catherton Road. This will include:
 - i. Tree shelter belts to protect the privacy and amenity of residential properties on Lea View and No. 10 Catherton Road;
 - ii. Substantial planting with native species to create new habitats along the route;
 - iii. An accessible green space that will make provision for play and recreation in a scheme agreed with the Town Council;
 - iv. A segregated walking and cycling route (suitable for pushchairs and mobility scooters) that will complement but not disturb the newly created wildlife corridor;
 - v. Improvements to the pond near Catherton Road;
 - vi. Way signage; and
 - vii. A long term management strategy.
- F. For the remainder of the site, a tree planning strategy in accordance with policy CM 7 will be required and existing trees and hedgerows will be preserved wherever possible.
- G. The site will have a single road access from Ludlow Road.
- H. Sustainable Drainage Systems should control water run-off on-site and avoid pollution impacts from surface water. Natural Flood management will be welcomed and garden paved areas should be permeable and should resist adding to surface water run-off.
- I. Broadband and mobile phone provision will be implemented where possible.

Cleobury Mortimer Cemetery Extension

139. The Cemetery was opened in 1895, with the top section opening in 1961 running concurrently with the older section for many years for additional burials (re-opens). To determine future burial land required over next 30 years based on future population trends and forecastable burial trends, the Town Council considered current capacity based on current trends, changes in demographics, preferences of type of burial and death/burial rates. There are currently 280 spaces available and there is an estimated 21.5 years capacity remaining at current levels. A 120 year supply of additional space would be in the order of 0.6 ha if the population were to grow to accommodate new housing development.

140. The existing cemetery space is 0.7 ha broken into two equivalent parcels and it is proposed here that additional cemetery space of 0.5 ha is required which is approximately 100 years' requirement. The required cemetery space is shown in **Figure 13**.

141. In 2022, new guidance was issued which will prevent human burials at the cemetery extension for reasons of groundwater protection. It will still be possible to have a garden of remembrance, a structure or wall containing multiple urns, or sealed caskets for ground interments of ashes.¹⁶ Applicants who propose to use the site for ceremonial purposes are advised to consult this guidance in the event that an environmental permit will be required.

CM2: Cleobury Mortimer cemetery extension

Land is allocated west of the existing cemetery, shown in Figure 13, for 0.5 hectares of additional cemetery space subject to the following requirements:

- A. The ownership of the land will be transferred to Cleobury Mortimer Town Council before completion of the 20th dwelling of proposals in CM1.
- B. The perimeter of the site will be planted with a screening hedge at least 1.5 metres in height when mature, and including native tree species.
- C. Consideration will be given to the parking needs of visitors and suitable provision will be made.
- D. Ceremonial use of the land will be restricted to interment of human ashes from crematoria, memorial walls or containment structures to store such ash, or gardens of remembrance: burial of human remains will not be permitted.

¹⁶

<https://www.gov.uk/government/publications/protecting-groundwater-from-human-burials/protecting-groundwater-from-human-burials>

burials/protecting-groundwater-from-human-burials#environmental-risks-from-burials

CM3: Extension at Tenbury Road employment area

Land is allocated at Tenbury Road Employment Site, shown in Figure 14, for the provision of 1.3 ha. of employment land subject to the following requirements:

- A. New development will be of a high standard to attract new and local businesses and should seek to add to the overall improvement of the industrial area.
- B. Smaller start-up units will be supported.
- C. New development, or modifications of existing development, will not lead to a deterioration of the amenity of neighbouring properties.
- D. A footway will be provided along the full length of the Tenbury Road site boundary to allow safe pedestrian access to the remainder of the settlement.
- E. Superfast broadband should be connected to all premises where possible.
- F. Commercial development of 1,000m² or more floorspace or with a gross site area of 1ha or more will achieve the BREEAM Good rating or equivalent standard within an alternative assessment endorsed by Shropshire Council.
- G. Where changes to existing buildings, including extensions and alterations, are being undertaken, maximising opportunities to increase fabric energy efficiency, reduce carbon emissions and integrate on-site renewable energy technologies.
- H. All development will deliver at least a 10% biodiversity net gain in accordance with the Environment Act 2021.
- I. Development should take account of the requirements of Local Plan policy DP18 during construction and operation in order to minimise pollution risks.
- J. Where necessary, sustainable urban drainage systems should use natural water management techniques to manage all surface water risks.
- K. Proposals for renewable and low carbon infrastructure will be supported where these do not cause harm to local amenity and character.

Development Boundary

147. Land at Tenbury Road (both housing and employment allocations) and Ludlow Road is currently outside the development boundary. The Development Boundary must therefore be modified to regularise future development decisions.
148. Core Strategy policy Adopted Policies Map 2015, S6 inset shows the current Development Boundary. The revised

development boundary is shown in **Figure 15**.

149. Para. 5.95 of the Regulation 19: Pre-Submission Draft of the Shropshire Local Plan states that “Should the Neighbourhood Plan propose site allocations and alterations to the development boundary the Policies map will be amended to reflect these changes.” **Figure 21** illustrates how these changes should be made.

CM4: Cleobury Mortimer development boundary

The Development Boundary in SamDev Policy S6 and Core Strategy Policy CS3 has been extended to include allocations at Ludlow Road under CMNDP policy CM1 (shown in Figure 13) and at Tenbury Road Employment Area under CMNDP policy CM2 (shown in Figure 14).

Housing Mix

150. The BCS provided strong evidence of local housing need which included demand for the provision of bungalows to support an ageing population, particularly for 2 bedroom market price bungalows.
151. The total amount of intermediate affordable or rented social housing is around 23% which is in keeping with wider Shropshire trends. Evidence showed that people left the area due to lack of affordable housing and the need to commute to work.
152. Since the BCS, a number of permissions have been granted for converting existing buildings in the high street and the old doctors surgery into 1 and 2 bedroom flats for rent and purchase. This will address part of the chronic need for low cost rented properties.
153. A housing need BCS of Cleobury Mortimer was undertaken by Homepoint on behalf of Shropshire Council in May 2018. This showed that the number and type of housing required was:
- 20 units of 1-bedroom properties (predominantly over the age of 50)
 - 12 units of 2-bedroom properties (ages 21-59)
 - 7 units of 3-bedroom properties (ages 29-54).
154. The majority of the housing need derived from residents currently living in Cleobury Mortimer (39 out of 54 respondents, or 72%).
155. There was some demand for self-build housing (55 respondents). The emerging Local Plan contains a policy on self-build housing so this will not be reproduced here.
156. The Cleobury Mortimer vision calls for integration and involvement of all types of socio-economic groups and it is therefore desirable that any new developments are of mixed housing type and tenure to support integration.
157. Core Strategy Policy CS11 seeks to achieve an overall target of 33% local needs affordable housing. This figure has been reduced to 20% in the emerging Local Plan.

CM5: Housing mix

New housing development will be supported where:

A. Market housing will be provided at 80% of the total number composed of:

- i. 10% two or three bedroom market rate bungalows
- ii. 70% market rate housing or land for self-build homes.

B. Affordable housing will be provided at 20% of the total number and include a mix of 1, 2 and 3 bedroom properties of which 25% should be bungalows to meet the most up to date evidence on housing need in Cleobury Mortimer and in accordance with the requirements of Homepoint.

Design of housing

158. There have been many houses built in Cleobury Mortimer under the adopted Development Plan policies which are attractive and well designed. Therefore, the CMNDP will not contain specific policies on design. However, the BCS showed a community preference for on-plot parking so that estate roads would flow freely, and the accommodation of electric power points to anticipate a change-over to electric vehicles in future. The town is not connected to the main gas network. Heating in new homes, or as modification to existing homes, should incorporate green energy solutions such as high performance thermal insulation, on-site energy generation and ground or air source heating. The emerging Local Plan will contain robust policies on energy savings,

generation and carbon neutrality which will augment the policies in this NDP.

159. Cleobury Mortimer lies nestled in undulating hills with scattered woodland and individual mature trees. Tree cover therefore provides an essential element of the local character. The BCS indicated strong support for “green” housing developments. The Steering Group discussed the matter with the Shropshire Council tree officer and concluded that it would be suitable to require that future housing development have 20% of the development site under tree canopy after 15 years of the original development being completed.

160. The community strongly supports development that will address the challenges of climate change. To this end, the Steering Group has identified design principles that would be considered favourably:

Cleobury Mortimer good design principals

Good residential design will:

- a. Provide the most energy efficient homes possible that use materials, design, orientation and technology to seek to have a “zero carbon” impact upon the environment.
- b. Provide sufficient open space and recreational needs to meet identified requirements.
- c. Promote wastewater management both in respect of sustainable drainage and water capture (for use in activities such as gardening, car washing).
- d. Maximise the use of renewable energy opportunities offered by a particular site.
- e. Anticipate that residents will wish to work from home and design homes to enable a work/life balance to be enjoyed by providing flexible work-space.
- f. Aim to prevent light pollution and maintain the rural nature of the town.
- g. Adopt the guidance produced by the Building for Life Partnership.
- h. Maintain existing hedges where possible, and no hedge-netting will be allowed; this may mean that building work has to be timetabled to avoid disturbing nesting birds.
- i. Environmental surveys should take account of all wildlife including nocturnal species and, if between November and April, hibernating species.
- j. Make provision for small animals to move freely through boundaries and hedges.
- k. Integrate the new homes into the existing neighbourhood and support pedestrian and cycle friendly neighbourhoods.
- l. Provide access to local facilities and public transport links via convenient, direct paths suitable for those pushing a pushchair, in a wheelchair, walking with a stick or walking frame or using a mobility scooter.
- m. Have designed streets in a way that encourages low vehicle speeds and allows them to function as social spaces.
- n. Where on-street parking is provided, to prevent anti-social parking.
- o. Allow for plenty of trees and planting to balance the visual impact of parked cars.
- p. Have not met the parking need only with large rear parking courts.
- q. Have provided adequate storage space for bins and recycling, as well as vehicles and cycles.
- r. Ensuring that wherever possible, proposals avoid harm or loss of significance to designated or non-designated heritage assets, including their settings.

CM6: Housing design

All new housing proposals will be supported where:

- A. Masterplanning and detailed design of schemes demonstrates conformity with the Cleobury Mortimer Good Design Principles
- B. Provision is made for on-plot parking for all vehicles related to the development, including for visitors and deliveries, to meet or exceed the minimum County Parking Standards
- C. Provision is made for electric vehicle charging points.

Environment

161. The BCS and the Vision both indicated that the community places a very high value on the countryside surrounding the settlement and that they wish to maintain access to it. Cleobury's rural background is one of the key features making it a place worth living in.

162. The Environment Bill Act 2021 requires development to provide an improvement to biodiversity.

163. In Cleobury Mortimer, the requirements for biodiversity net gain are set out in individual policies CM1, CM2, CM3, CM5, and CM5 in the form of new hedges, footpaths, wildlife corridors, river improvements, and tree planting.

164. For all other development, a net gain will be sought for individual proposals. Whereas the scope for biodiversity improvement will vary from site to site, the Steering Group has identified ecological principles that would be considered favourably in planning proposals.

Clebury Mortimer environmental principals

Protection of the environment and biodiversity net gain will include:

- a. A minimum 10% net gain in biodiversity for new development.
- b. Protection of existing trees and planting new trees. Oaks, native species and trees that provide food for foraging fauna and people will be favoured over purely ornamental species.
- c. Protecting new hedgerows and planting new hedgerows, preferably planted with native species that provide food for foraging fauna all year round.
- d. Provision of linking green corridors that allow fauna to travel freely between habitats and micro habitats.
- e. Creating better access for people to the countryside and to observe (but not disturb) natural habitats.
- f. The creation of new water features or the improvement of banks of existing water features that rely upon natural process of water management not on chemical treatment.
- g. Landscape buffers should wherever possible be mature trees that will provide screening at all times of year (including deciduous species).
- h. New recreational spaces should make provision for native flora and fauna and should not be overly manicured and managed in a way that discourages increased biodiversity.
- i. Natural management and planting of public areas and verges, for instance by replacing lawns with wildflower and varied grass species, will be supported.
- j. Assistance for nesting birds and small mammals such as hedgehog routes, nesting boxes, bug hotels, bat roosting boxes, etc. will be supported in all applications.
- k. New environmental and biodiversity provision should be accompanied by a management plan that will demonstrate how biodiversity will increase over the life of the proposed development.

CM7: Environment and biodiversity net gain

Development that improves the environment and biodiversity of Cleobury Mortimer will be supported where:

- A. Development demonstrates conformity with the Cleobury Mortimer environmental principals.
- B. Major Development ensures that tree planting and management of existing trees will result in 20% tree canopy coverage of the development site 15 years after completion. Existing trees should be retained and where this is not possible, replaced with a native species tree.