

CLEOBURY MORTIMER PARISH PLAN - 2014



A community led plan

CONTENTS

- 3. Foreword
- 4. Why write a community led plan?
- 5. Key concerns raised by respondents
- 6. About Cleobury Mortimer
- 7. Census data
- 8. The market town initiative (MTI)
- 10. Housing data
- 11. Housing development and environment
- 13. Health, well being and social care
- 14. Employment and tourism
- 16. Community safety and policing
- 17. Roads and public transport
- 18. Community facilities, activities and volunteer capacity
- 19. Young people - the future

FOREWORD

I am delighted that the community has worked very hard together to produce this Parish Plan and I would like to thank everyone involved for their help. Personally going through this process has highlighted to me just how many volunteers we have in the town prepared to help others and get involved in projects and we are very lucky to have this. There are many challenges ahead, but a lot can be achieved by working together and further developing communication between working groups within the town, with clear objectives driven by the Parish Plan.

Councillor Sean Thorogood Chairman of the Parish Council

It has been great seeing so many different people help us to bring together all the information. Many thanks for filling in the Questionnaires and coming to the meetings. We will now work with Shropshire council, the Parish council, and all other agencies which can help our Town in the future.

Michele Key Chair of Steering Group

WHY WRITE A COMMUNITY LED PLAN?

To say what our concerns are and what we want our future development to look like. The process of information-gathering produces evidence on which to base our action plan. A sound plan will be taken seriously by planners but it must come from volunteers in the community asking the views of others.

WHAT WE DID BETWEEN 2011-12

Residents were invited to attend initial focus groups identifying what makes you 'mad, sad or glad' about living in Cleobury. Volunteers were recruited from these meetings to form a Steering Group* to write a questionnaire and collate its findings. 417 people** (26%) replied from circulation to 1600 households. Visits were made to local schools, youth groups and the elderly day centre to hear views at first hand. Community groups provided written views.

*35 members of the community came forward in the two years the groups met to plan and deliver the questionnaire, with a core group chaired by Michele Key with first Alan McCrorie and then others taking meeting notes. 4 Parish Councillors: Debbie Brown, Geoff Hainsworth, Jack Martin and Sean Thorogood, Unitary Councillor Madge Shinton plus Ken Walsh, Jennie McCrorie, Rachel Symes, Jo Booton, Steph Carter, Mark Greaves, South Shropshire Youth Forum, Roger Skelhorn, Paul French, Val Simpson have participated in group meetings. Specialist support and advice has been provided via the Shropshire RCC and Shropshire Council's Community Action Team.



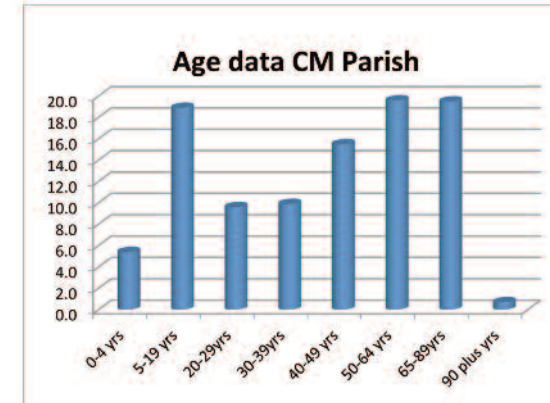
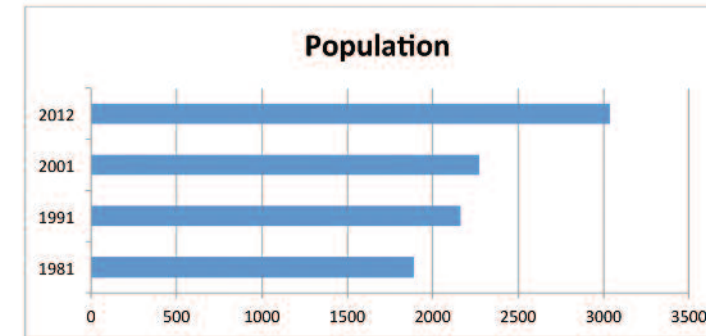
KEY CONCERNS RAISED BY RESPONDENTS

1. Get the balance of housing development right
2. Will the new medical centre get built with the right services ?
3. Support business development and training, especially for young people.
4. Retain a local police presence to take action on speeding, drug & alcohol issues
5. Facilitate better public transport at unsocial hours and weekends
6. Review parking for the safety of all road users & pedestrians
7. Speedily improve broadband speeds to support business and education
8. Provide better access to facilities and activities for young people and families
9. Make youth facilities a priority

Progress in these areas of concern was tracked by the Steering Group over 18 months. A Draft Action Plan was exhibited early in 2014 Comments made by the public were noted and presented to a well-attended public meeting. The plan was then amended to the text which starts on page 10. Comments have been carefully retained and a copy is available on request. Actions must be tracked and will be adjusted over time, probably by a new group of volunteers.

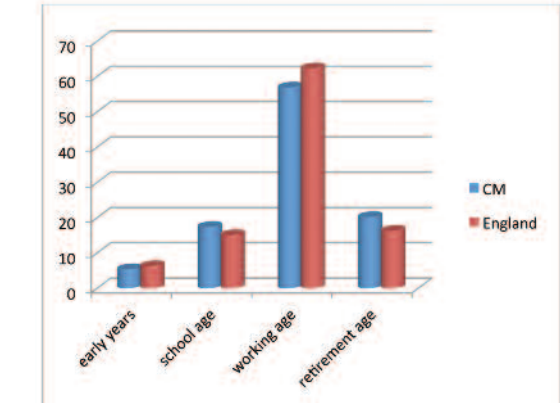
ABOUT CLEOBURY MORTIMER

Cleobury appears in the Domesday Book as Claiberie - the fortified town under the Clee. It received a town charter in 1253 and is one of Shropshire's smallest market towns with a growing population of over 3000, a significant number choosing to move here for its beautiful rural setting, friendliness, sense of community, good facilities, and low crime rates. 'Cleobury is an enjoyable place to live'. The town's boundaries are defined by farms, some now converted or diversified for small businesses but tractors along the High Street are still a familiar sight, as are motorbikes, cyclists and walkers at weekends and heavy lorries which contribute to congestion. World War 2 saw the largest expansion in employment with the arrival of Muller Precision Engineering which then employed over 500 people, down to 75 by 2013. Now most employment is in small businesses (under 5 employees) some located on small industrial sites around town. Many single person businesses are run from home. The town has a thriving High Street well used and valued by the local community. Monthly Farmers markets and numerous charity events are well supported. Significant sports facilities exist at the secondary school.



CENSUS DATA UPGRADED TO APRIL 2013

Population in Cleobury Mortimer Parish grew 17% between 1981 & 2001. There was a further rise of 25% to 3036 by 2013. Males and females are equally balanced, whilst only 1.4% is other than white British. The average age of the population is 43 years. 25% are under 19 and this is balanced by 27% over 60 years. The two smallest groups are aged 20-29 and 30-39 who leave the town to seek work and housing.

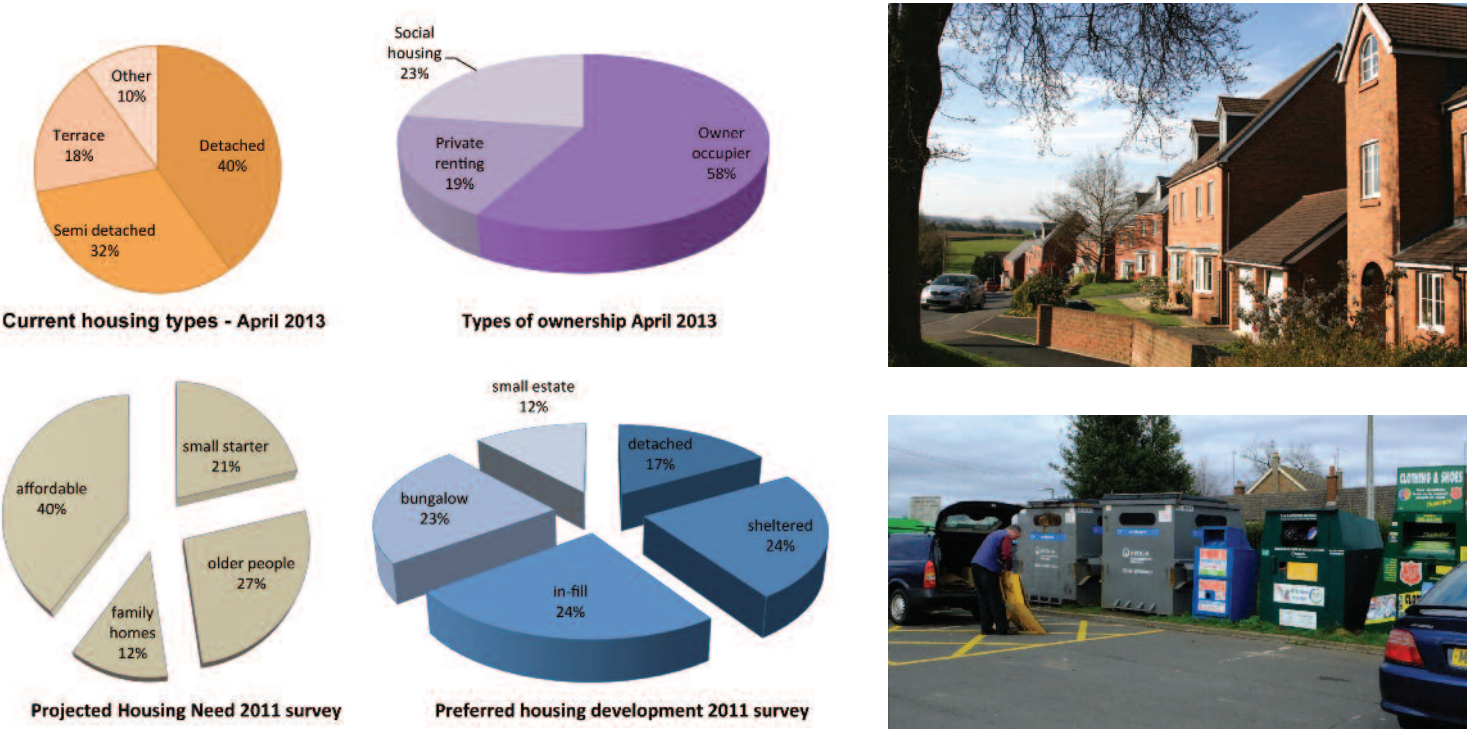


THE MARKET TOWN INITIATIVE (MTI) 2004-09

Key issues identified for action were: the number and type of housing developments; lack of work opportunities for young people; use of current resources and town facilities and how these might be adapted, including recreational opportunities; significant reliance on cars due to poor bus services; retail businesses dependent on improvements to parking to remain viable; few young people's facilities. Yet due to its landscape and countryside people still wanted to move into Clebourny. Half a million pounds of MTI funding significantly improved the appearance of the High Street, initiated parking changes and a zebra crossing although the new 40 space car park and toilets took until 2012/13 to complete. MTI planning established the Clebourny Country Centre housing the town's library, business support centre with business network and training opportunities. Tourism grants brought new maps, leaflets, equipment to hire and events – all contributing to the promotion of the town. The MTI promoted partnership working which left a legacy that has seen a start in improving young people's facilities.



HOUSING DATA



HOUSING DEVELOPMENT AND ENVIRONMENT

Your recommendation: Get the balance of housing development right with infrastructure to match it

WHAT YOU SAID

HOUSING
Current housing profile does not meet local needs or aspirations. Views expressed:
'no more social housing'
'older people need housing'
'social housing for local people only',
'new housing should fit with what is already here',
'use empty houses around town'

ENVIRONMENT

Current infrastructure capacity inadequate for the growing population

ENVIRONMENTAL CONCERNS
Dog fouling/litter

Street lighting

Recycling

Current infrastructure capacity inadequate for the growing population: Schools

WHAT HAS HAPPENED SINCE

Required build is **350** units, of which only **39** remain to receive planning approval. No new **affordable homes/sheltered housing /bungalows** have been built. Housing balance depends on there being available opportunities to **downsize**, including for social housing tenants. One recent eco- friendly development with air source heat pumps

Work has begun to increase **electric** supply capacity by 50%
Enhancements carried out to existing **sewage** facilities. Investigations into re-location of site to significantly increase capacity.

These are now prosecutable offences – extra bins with advisory signs around the town.

Majority of street lighting is now auto sensing which reduces call out charges.
Range of recycling bins at school expanded.

Hopton Wafers closed July 2012. Cleobury Mortimer Primary is a transitional phase with acting Head during this current period. New Head since September 2013 at Lacon Childe – application for academy status proceeding.

ACTION POINTS IN THE PLAN

Future developments should include such additions – one development site has planning permission for two bungalows. Planning permission for developments must see the wider picture of community needs. Essential that such considerations are part of planning consent.

Await completion 2014-15

Work with Severn Trent to move this project forward as soon as possible.

Encourage residents to report offenders to assist prosecutions via Parish Council website or Clerk.
Complete change to auto sensing, replacing with LED lights to reduce running costs/light pollution.
Work with Shropshire Council to develop Tenbury Road larger recycling facility.

Encourage schools to publish available places information to community. Work with schools & Council to ensure capacity can meet demand for places, using newly allocated additional funding.
Find ways of using school facilities out of hours for the benefit of the community.



HEALTH, WELL BEING AND SOCIAL CARE

Your recommendation: Get the new Medical Centre built with the right facilities

WHAT YOU SAID

Need a new Medical Centre
Most of population felt they were in good health

Long waits for GP appointments

More than half satisfied with range of GP services but new Centre should expand the range

Slow Ambulance response times

Air ambulance often has to be used – local fund raising for it.

Confusion which Hospital A&E to attend

Poor coordination of care packages after hospitalisation

Out of Hours Service difficulty with need for a home visit

Manor House loss of beds/ staff and deterioration of building greatly regretted

Community Carers/voluntary groups

WHAT HAS HAPPENED SINCE

Funding & planning permission obtained. Building work started in 2013.

Some extended GP hours. Expansion in alternative paid for services such as physio, chiropractor, chiropody and massage. Three NHS dentists. Pharmacy home-delivery. Walking for Health group grows to 20, walking twice a month.

West Midland Ambulance Service reorganisation: planned closure of ambulance stations but Craven Arms & Bridgnorth re-instated March 2014.

Border issues not resolved

Shropdoc is expanding a wider range of services but support for mental health issues still patchy

No progress except some response from Owner to Parish Council. Planning application (Feb 14) for 58 bed care home on Ludlow Road opposite Medical centre.

Day Centre sustained at St. Mary's Place. Compassionate Communities (CoCo) Scheme and Carers Group started. Number of drivers for voluntary car scheme fallen.

ACTION POINTS IN THE PLAN

Continue to support development of this Centre
Due to complete July 2014

Community through Patients Voice assist in the organisation of the new facilities to include chronic condition clinics such as diabetes, minor operations, blood tests, physiotherapy, chiropody

Need to seek reasons why improvement in response times is inconsistent and stress this causes anxiety for patients.

Seek clarity with Medical Centre and Clinical Commissioning Group

Need more clarity on services available. Need to retain current providers & work with Cleobury Patients Voice/Healthwatch Shropshire to improve health and social care facilities .

Survey commissioned by Conservation Officers. Press owner to resolve issue of building. Support this application to re-establish provision in Cleobury Mortimer.

Continue to find ways of supporting Co Co, since its main funding lost Feb.2014. Find ways to support other volunteer groups.

EMPLOYMENT AND TOURISM

Unemployment is below regional and national average – 25% youth. but creating more employment opportunities is a high priority, particularly for young people which should include training

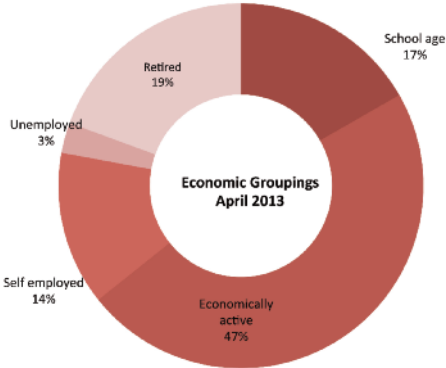
Within the town employment is mainly in service sector, building trades, personal care services and education.

Some recent additions to employment space and expansion of sole trader/family businesses to 14%.

60 % support for future development of light industrial, small retail, tourism accommodation, and farming and related business.

Large proportion of workers travel out of Cleobury to larger towns by car due to poor local transport availability.

Business training and networking available at Cleobury Country who also compile the Trade Card with the demise of the Chamber of Trade.



EMPLOYMENT AND TOURISM

Your recommendation: Support business development and training especially for young people

WHAT YOU SAID

EMPLOYMENT
More local jobs are needed, especially for young people.
Growth of retail, personal services, and hospitality offer the best prospects for local employment.

CONNECTIVITY
Broadband speeds are critical to business development

TOURISM
95% said tourism is important for the local economy with walking playing a major role but infrastructure such as available accommodation & cafes, parking & public transport can affect visitor footfall.

WHAT HAS HAPPENED SINCE

Small scale local expansion of apprenticeships but evidence that those further afield fail due to transport reasons, mainly cost. Expansion of training courses and advertising job openings at Cleobury Country Centre and in the Clarion. Ongoing shop closures and new businesses on High St. and Talbot Square. Some expansion of care employment with ageing population, not locally managed. Pubs just holding their own. New small business industrial site opened at Newhouse Farm. Monthly Cleobury Country Farmers Market opened.

Connecting Shropshire rolling out fibre optic cable connections to homes and businesses. Business networking at Cleobury Country Centre now has contact with 600 businesses, largely small family businesses.

Sept. 2013 saw the Food and Ale Trail start from the town with 160 people walking. Cleobury Mortimer leaflet updated. Town treasure trail designed/funding for history trail. Cleobury Footpaths Association has 24 self-guided walks leaflets and a new website. Cleobury has Walkers are Welcome status. Hobsons Visitor Centre to open March 2014.

ACTION POINTS IN THE PLAN

Work with Lacon Childe as leaving age rises this year – decisions about 16-17 year olds not yet clear. Find and exploit all opportunities for increased links between local businesses and young people to create employment.

Cooperation between Councils and social enterprises to advertise and create opportunities for business expansion is essential.

Work to start connecting homes and businesses to fibre optic links from Autumn 2014 but not available to all premises. Many home based small businesses in town. Extra government funding has to be matched by Shropshire Council & individual businesses. Continue to lobby for maximum possible good broadband links.

Update the town historic town trail leaflet. Continue to be represented on tourism partnerships to help promote the town, locally working with Hobson's Visitor Centre. Create walking routes map boards for display around the town for locals/visitors. Extend town involvement in the Tourism Group to improve WAW/CMFA promotions and activities. Participate in Wyre Forest Landscape Partnership.

COMMUNITY SAFETY AND POLICING

This is an area of great concern for respondents
Your recommendation: Retain a local Police presence to take action on speeding, drug and alcohol use

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| WHAT YOU SAID | WHAT HAS HAPPENED SINCE | ACTION POINTS IN THE PLAN |
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| CRIME Anxiety about levels of crime & Anti-social behaviour particularly: Burglary, vandalism, drug & alcohol abuse Less than half had personal experience of any of these | Police and Crime Commissioner elected. No significant change in levels of crime. Reduced Police presence to mobile response teams, no local Police Station and loss of dedicated Police time in schools which young people strongly desire. Neighbourhood Watch via Facebook had worked well and covered most areas but site had to close due to abuse. | Monitor future crime levels. Put pressure on Police Commissioner to provide appropriate Police presence but accept that local views can barely influence. Consider raising Council precept to enhance crime prevention. Ensure CCTV fully operation and available to access locally following any reported incident. Encourage & support all future development of Neighbourhood. Watch Group. |
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| SPEEDING 82% concerned about speeding within the town and safety on the pedestrian crossing. A majority wished to see a second crossing at the Tuffins site. | Police are aware of the concerns but recent cost savings have not been helpful. Parish Council put up speed activated warnings at Ludlow Road. PCSO monitoring speed levels with tickets issued. A second crossing may be dependent on planning permission- current road usage being monitored. | Investigate the training of community speed watch volunteers. Install a second speed activated sign near New Bridge. Support action to improve road crossings at key points in the town. |
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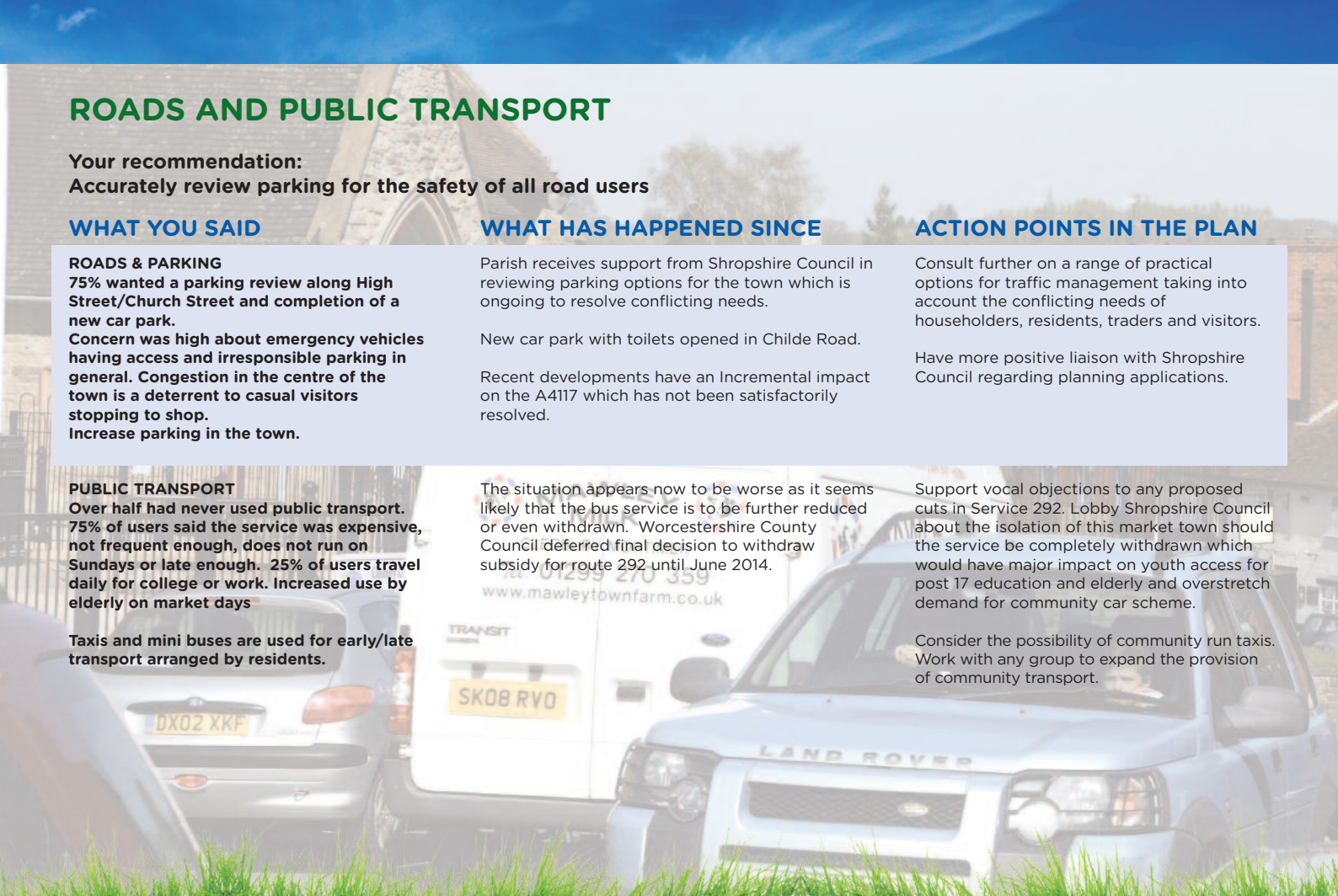
ROADS AND PUBLIC TRANSPORT

Your recommendation:
Accurately review parking for the safety of all road users

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| WHAT YOU SAID | WHAT HAS HAPPENED SINCE | ACTION POINTS IN THE PLAN |
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| ROADS & PARKING 75% wanted a parking review along High Street/Church Street and completion of a new car park. Concern was high about emergency vehicles having access and irresponsible parking in general. Congestion in the centre of the town is a deterrent to casual visitors stopping to shop. Increase parking in the town. | Parish receives support from Shropshire Council in reviewing parking options for the town which is ongoing to resolve conflicting needs. New car park with toilets opened in Childe Road. Recent developments have an Incremental impact on the A4117 which has not been satisfactorily resolved. | Consult further on a range of practical options for traffic management taking into account the conflicting needs of householders, residents, traders and visitors. Have more positive liaison with Shropshire Council regarding planning applications. |
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| PUBLIC TRANSPORT Over half had never used public transport. 75% of users said the service was expensive, not frequent enough, does not run on Sundays or late enough. 25% of users travel daily for college or work. Increased use by elderly on market days Taxis and mini buses are used for early/late transport arranged by residents. | The situation appears now to be worse as it seems likely that the bus service is to be further reduced or even withdrawn. Worcestershire County Council deferred final decision to withdraw subsidy for route 292 until June 2014. www.mawleytownfarm.co.uk | Support vocal objections to any proposed cuts in Service 292. Lobby Shropshire Council about the isolation of this market town should the service be completely withdrawn which would have major impact on youth access for post 17 education and elderly and overstretch demand for community car scheme. Consider the possibility of community run taxis. Work with any group to expand the provision of community transport. |
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COMMUNITY FACILITIES, ACTIVITIES AND VOLUNTEER CAPACITY

Your recommendation: more community and social events will create a greater sense of community
Enable better access to facilities and activities for young people and families with children

| WHAT YOU SAID | WHAT HAS HAPPENED SINCE | ACTION POINTS IN THE PLAN |
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| The town has a good range of facilities for its size which 60% use regularly and a hub for surrounding parishes | Support to expand Tuffins site. Simply Fresh expands and takes on newspaper deliveries. Demand for local banking, post office and petrol station remains strong. | Working families inevitably shop etc. travelling to work. Oppose any reduction in local services. |
| 20% use sports, leisure and social facilities regularly. | Recession has meant less take up due to cost. Strong volunteer led children & youth activities. | Support open discussion with schools enabling affordable family access out of hours. Ensure community consultation for Teme Leisure contract renewal. Support Sports & Social club improvements. Explore Digital notice board in Market Hall |
| “We need better communications to find out what is going on” – most of those under 40 find out what is on by word of mouth | Parish Council has started quarterly newsletter about its work. | |
| Volunteer led community fund raising very impressive for size of community. | Continues to be very generous, fund raising especially for cancer charities, air ambulance, Nightingale Nurses and the elderly. | Explore increased demand for volunteer support with reduced Council funding but this is finite Creating a town led Volunteer Bureau. |
| Families need more support for personal finances | Planning group meets to discuss potential partnerships with established groups in locality. | Continue to explore appropriate support for personal finances e.g. credit unions. |



YOUNG PEOPLE – THE FUTURE

Your recommendation:
Make youth facilities a priority

| WHAT YOU SAID | WHAT HAS HAPPENED SINCE | ACTION POINTS IN THE PLAN |
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| 50% felt there were few activities for young people and what exists should be better publicised. Realistically expansion of provision may not be sufficiently taken up. | Youth focus groups express frustration at the bad name and negative publicity that young people get for drinking and speeding. They themselves feel strongly that young people committing crime should be dealt with by the Police. | Help ensure that targets to support young people are realistic and achievable. Listen to young people and closely involve them in planning. |
| We do not want to be targeted and inaccurately reported for crimes we have not participated in | Young people want their skate park for themselves and not abused by older youth. They have participated in awareness-raising with the MP receiving positive publicity. | Support must be given by adults for opportunities for young people to study, train, work and live in the town. Support local businesses to offer apprenticeships e.g. at Muller Engineering |
| We receive good advice from youth workers who help to give us a voice in the community | Youth Partnership meets regularly with input from young people, the Youth Forum, Councillors and schools. Receives financial support from LJC & Police Commissioner. Trying hard to find solutions to support young people's needs | Help to ensure commitment to the Youth Partnership as a priority. All partners must work together to make the best use of limited budgets Help provide continued volunteer support for young people as a priority |
| We appreciate the help which many adult volunteers give to us | St. Marys Youth Project opens the Hub at the Methodist Church Hall for youth activities 3 days a week after school and for two evening clubs and weekend trips. Scouting/Guiding groups based at the Pump house show strong membership & waiting lists | Help seek funding sources to facilitate youth provision as Shropshire Council cuts its commitment by 50 %. Support request for community involvement on Board to have oversight of financial operations. |