

Shropshire Council

Local Plan Review 2016 - 2036

**Preferred Options: Scale and
Distribution of Development**

**Sustainability Appraisal
Report**

October 2017

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Chapter 1: Introduction

Introduction

- 1.1. Sustainability Appraisal (SA) is statutory process that assesses the effects of plans and strategies against a range of economic, social and environmental considerations. Carrying out a SA offers provides an opportunity to:
- consider how a plan contributes to improvements in environmental, social and economic conditions
 - identify any significant adverse effects that a plan might have
 - amend proposals in a plan to avoid any significant adverse effects
 - propose mitigation measures to counter any remaining significant adverse effects
- In this way, SA can help make sure that plan proposals are the most appropriate given the reasonable alternatives.
- 1.2. This Report provides the Sustainability Appraisal of the growth options for Shropshire set out in the Preferred Options: Scale and Distribution of Development consultation for the Local Plan Review (LPR). This document is the second stage in the preparation of the new Local Plan for Shropshire. This plan will cover the period 2016-2036 and eventually replace the Core Strategy and the Site Allocations and Management of Development (SAMDev) documents that together comprise the current adopted Local Plan.
- 1.3. The first stage in the LPR preparation process was a consultation on Issues and Strategic Options. This took place for eight weeks between Monday 23rd January and Monday 20th March 2017. There were four consultation responses about the Sustainability Appraisal (Appendix 1). No changes were made to the SA, but the comments on the strategic options have been used to inform the Preferred Options: Scale and Distribution of Development document. A summary of the comments is available on Shropshire Council's website.
- 1.4. The Preferred Options: Scale and Distribution of Development consultation document asks for public views on:
- The preferred scale of housing and employment development in Shropshire 2016-36;
 - The preferred distribution of this growth;
 - The housing and employment growth guidelines for the strategic centre and each principal and key centre;
 - Draft policies for the management of development within Community Hubs and Community Clusters
- It also:
- Confirms the methodology which Shropshire Council proposes to adopt to identify a settlement hierarchy in Shropshire;
 - Lists the settlements which form part of this hierarchy, including those that will, in future, be identified as Community Hubs and those that will be maintained as Community Clusters
 - Identifies other development requirements which may need to be addressed as part of the Local Plan Review
- 1.5. The options in the document have been assessed against the Sustainability Appraisal Objectives set out in the Local Plan Review Sustainability Appraisal Scoping Report (January 2017). The results of the assessment are presented in this Report.

- 1.6. SA is an iterative process. It will be carried out for all LPR documents to ensure that;
 - the potential effects of the LPR have been fully evaluated at each stage
 - modifications have been made to proposals where possible
 - mitigation measures have been proposed if necessary.
- 1.7. A Final SA Report (the Environmental Report) will be available for public consultation alongside the Publication LPR document. SA Reports (like this one) will be available for information alongside all other LPR consultation documents.
- 1.8. The written summaries from Chapter 3 of this Report have been collated into a separate Sustainability Appraisal Summary. This is available with the Preferred Options: Scale and Distribution of Development consultation documents on Shropshire Council's website.

Background

- 1.9. The Planning and Compulsory Purchase Act 2004¹ requires a SA to be carried out for all Local Plan documents. European Directive 2001/42/EC (the Strategic Environmental Assessment (SEA) Directive)² which was transposed into UK law by The Environmental Assessment of Plans and Programmes Regulations 2004³ requires '*an environmental assessmentof ...certain plans and programmes which are likely to have significant effects on the environment*'
- 1.10. Although the requirements to carry out SA and SEA are distinct, the National Planning Practice Guidance⁴ (NPPG) advocates that a single integrated SA process is sufficient to comply with the requirements of the SEA Directive. This is the process undertaken in Shropshire and all references to 'SA' in this document should be taken to mean 'SA incorporating the requirements of the SEA Directive.'
- 1.11. The Sustainability Appraisal (SA) process is incremental and takes place alongside the preparation of a Local Plan. Each Local Plan document is subject to a SA during preparation and the outcome of that assessment accompanies the relevant Local Plan consultation document. A Final Sustainability Appraisal Report (the Environmental Report under the SEA Directive) is published for representations when the Publication Local Plan is consulted on. This identifies, describes and evaluates the likely significant effects on the environment of implementing the Local Plan and explains how reasonable alternatives have been considered.
- 1.12. NPPG defines five stages for the SA process. Diagram 1 below sets these out and shows how they relate to the stages of Local Plan preparation

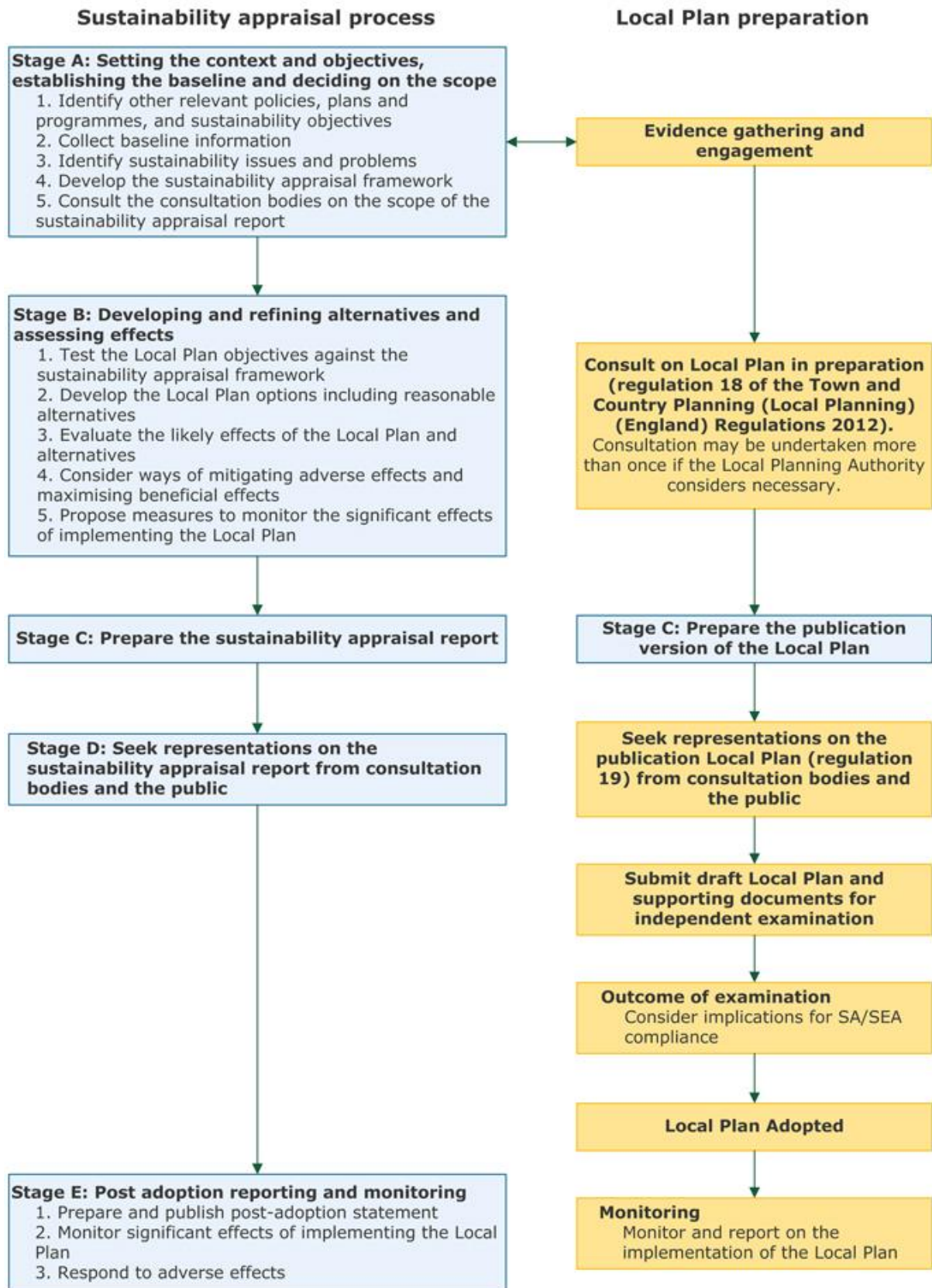
¹ <http://www.legislation.gov.uk/ukpga/2004/5/section/38>

² <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32001L0042&from=EN>

³ <http://www.legislation.gov.uk/uksi/2004/1633/contents/made>

⁴ <http://planningguidance.communities.gov.uk/blog/guidance/strategic-environmental-assessment-and-sustainability-appraisal/strategic-environmental-assessment-and-sustainability-appraisal-and-how-does-it-relate-to-strategic-environmental-assessment/>

Diagram 1: Stages of Sustainability Appraisal⁴



- 1.13. The initial stage in the SA process for the Shropshire Local Plan Review was the production of a Sustainability Appraisal Scoping Report Consultation Draft in October 2016. This fulfilled the Tasks identified in Stage A of the SA process by:
- reviewing other organisation's relevant plans, programmes and sustainability objectives (Task A1)
 - collating a detailed set of baseline information on the topic areas set out in the SEA Directive (Task A2)
 - identifying sustainability issues and problems for Shropshire based on the topic areas in the SEA Directive (Task A3)
 - establishing a set of Sustainability Objectives for use in assessing LPR policies (Task A4)
 - setting out a methodology for using the Sustainability Objectives to assess sites for allocation (Task A4)
- 1.14. The Sustainability Appraisal Scoping Report Consultation Draft was open for consultation between October 19th and November 24th 2016 (Task A5). The following were consulted individually:
- Historic England
 - Natural England
 - Environment Agency
 - Town and Parish Councils
 - Members of the Shropshire Local Nature Partnership
 - Neighbouring Local Authorities.
- The document was also available for public comment on Shropshire Council's web-based consultation portal throughout the consultation period.
- 1.15. Comments were received from Historic England, Natural England and the Environment Agency (the Consultation Bodies set out in the Environmental Assessment of Plans and Programmes Regulations 2004) and 5 other organisations. A summary of the points raised and the Council's response to each is available on Shropshire Council's website: Sustainability Appraisal Scoping Report Consultation Draft Summary of Representations.
- 1.16. The Sustainability Appraisal Scoping Report Consultation Draft was amended in line with the accepted changes in the Summary of Representations to produce the final Sustainability Appraisal Scoping Report (also available on Shropshire Council's website).
- 1.17. This Preferred Options: Scale and Distribution of Development SA Report fulfils Stage B of the SA process by:
- testing the Local Plan Review options (these comprise the reasonable alternatives set out in Task B2) against the SA framework set out in the Scoping Report (Task B1)
 - evaluating the likely effects of different options for the Local Plan Review (Task B3)
 - considering ways of mitigating adverse effects and maximising beneficial effects (where such effects are identified) (Task B4)
- 1.18. Task B5 (propose measures to monitor the significant effects of implementing the Local Plan) will be carried out (if relevant) at the Publication stage of the LPR.

Future Sustainability Appraisal

- 1.19. All subsequent Local Plan Review documents will be subject to SA. This will be reported on in the same way as this SA.

Chapter 2: Methodology for the SA

Introduction

2.1. The chapter describes the way in which the SA of the Local Plan Preferred Options: Scale and Distribution of Development consultation document has been carried out.

Use of the SA Objectives

2.2. The options for the level and distribution of growth for housing and economic growth in the Preferred Options: Scale and Distribution of Development consultation document have been assessed against each of the Sustainability Objectives (SO) developed in the SA Scoping Report.

2.3. Each SO has a series of supplementary questions that set out the key considerations that have been taken into account as part of the assessment (see Table 2.1 below). These add useful detail to the broader SO and help to provide a rigorous and consistent evaluation.

Table 2.1: Sustainability Objectives and supplementary questions

Number	Objective	Supplementary questions (will the option?)
SO1	Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	<ul style="list-style-type: none"> • Avoid harm to protected, priority, key or indicator habitats, plants, animals or birds? • Increase the distribution of key or indicator plants, animals and birds in Shropshire? • Increase the extent of protected or key habitats in Shropshire? • Improve the condition of key habitats in Shropshire?
SO2	Encourage a strong and sustainable economy throughout Shropshire	<ul style="list-style-type: none"> • Provide opportunities to create more or higher value jobs? • Ensure an appropriate and balanced supply of employment land? • Maintain and support existing businesses? • Retain employment in Shropshire? • Promote regeneration?
SO3	Provide a sufficient amount of good quality housing which meets the needs of all sections of society.	<ul style="list-style-type: none"> • Meet evidenced housing needs? • Reflect the requirements of all sections of society in terms of location and affordability as well as adaptability for an ageing population? • Help to meet the needs of priority households?
SO4 SO4	Promote access to services for all sections of society Promote access to services for all sections of society (cont)	<ul style="list-style-type: none"> • Enhance access to outdoor spaces? • Increase provision or connectivity of services such as broadband or renewable energy? • Maintain or enhance access to services and amenities such as schools, doctor's surgeries, Post

Number	Objective	Supplementary questions (will the option?)
		Offices, shops, parks, play areas or sports facilities?
SO5	Encourage the use of sustainable means of transport	<ul style="list-style-type: none"> • Exploit existing public transport infrastructure? • Co-ordinate development with future transport infrastructure provision? • Maintain or improve access to public transport? • Enable more walking or cycling?
SO6	Reduce the need of people to travel by car	<ul style="list-style-type: none"> • Focus development in accessible locations? • Encourage alternative ways of working e.g. internet or remote working? • Reduce vehicle use on Shropshire's roads?
SO7	Support active and healthy communities.	<ul style="list-style-type: none"> • Promote opportunities for greater physical activity? • Focus development in locations with good access to existing health facilities? • Provide new leisure, recreational or cultural activities?
SO8	Protect and improve soil quality	<ul style="list-style-type: none"> • Protect Shropshire's best and most versatile agricultural land? • Reduce the amount of contaminated land?
SO9	Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	<ul style="list-style-type: none"> • Protect existing water resources from harmful pollutants, particularly in rural areas? • Support the improvement of water quality by preventing further deterioration of aquatic ecosystems and associated wetlands?
SO10	Reduce flood risk and improve flood management	<ul style="list-style-type: none"> • Locate development in areas of lowest flood risk? • Increase provision for water storage in times of flood? • Promote the use of sustainable drainage systems?
SO11	Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	<ul style="list-style-type: none"> • Support the improvement of air quality in the county's AQMAs? • Protect existing air quality outside AQMA from harmful pollutants?
SO12	Reduce carbon dioxide emissions	<ul style="list-style-type: none"> • Promote energy efficiency? • Reduce energy consumption? • Increase the provision of energy from renewable sources?
SO13	Promote adaptation and mitigation to climate change	<ul style="list-style-type: none"> • Provide new habitats, particularly woodland and wetland? • Improve connectivity of existing habitats?

Number	Objective	Supplementary questions (will the option?)
		<ul style="list-style-type: none"> • Support or maintain a balance between water supply and need?
SO14	Promote efficient use of natural resources	<ul style="list-style-type: none"> • Encourage the use of previously developed land? • Reduce use of primary aggregates? • Increase re-cycling and use of secondary resources? • Make the best use of existing buildings and physical infrastructure?
SO15	Conserve and enhance features and areas of heritage value and their setting	<ul style="list-style-type: none"> • Conserve and/or enhance heritage assets and the historic environment? • Contribute to the better management of heritage assets? • Improve the quality of the historic environment? • Provide for increased access to and enjoyment of the historic environment? • Increase the social benefit (e.g. education, participation, citizenship, health and well-being) derived from the historic environment? • Increase the economic benefit derived from the historic environment? • Promote heritage based sustainable tourism?
SO16	Conserve and enhance landscape character and local distinctiveness	<ul style="list-style-type: none"> • Avoid harm to the special qualities of the Shropshire Hills AONB? • Maintain or improve landscape character, particularly ecological and cultural integrity? • Prevent adverse visual impacts? • Respect, maintain and strengthen local character and distinctiveness? • Promote high quality design? • Improve the satisfaction of people with their neighbourhoods as places to live?

Assessment of effect

2.4. The options in the Preferred Options: Scale and Distribution of Development consultation document have been assessed using the criteria set out in the SA Scoping Report. These are shown in Table 2.2 below and include considerations of:

- The predicted significance of the effect
- The potential secondary effects of each policy
- The potential cumulative effects of a combination of policies
- The probability of the predicted effect
- Any assumptions or uncertainties such as the likelihood of delivery

Table 2.2 Assessment criteria

Significance of effect		Description of effect
++	Strongly positive	Likely to benefit a large area of Shropshire or a large number of people or receptors, including outside the county. The effect is likely to be direct, permanent, irreversible and of major magnitude.
+	Positive	The extent of the predicted benefits is likely to be limited to small areas of the county or small groups of people or receptors. The effect may be any or all of the following: <ul style="list-style-type: none"> • indirect • temporary • reversible • infrequent and its predicted magnitude is likely to be minor.
0	Neutral	Neutral effects are predicted when the policy being assessed is unlikely to alter the present or future baseline situation, where current trends are likely to continue or where the positive or negative effects are likely to balance each other out.
-	Negative	Likely to have an adverse effect on a small area of Shropshire or on a small number of people or receptors. The effect may be any or all of the following: <ul style="list-style-type: none"> • indirect • temporary • reversible • infrequent and its predicted magnitude is likely to be minor.
--	Strongly negative	Likely to have a significant adverse impact on the whole, or on a large part of, Shropshire, on internationally or nationally protected assets or on areas outside the county. The effect is predicted to be direct, permanent, irreversible and of major magnitude.
?	Unknown	Where there is insufficient information to make a confident assessment.
Timeframe of effect		Description
S	Short -term	Likely to last for 0 -5 years
M	Medium-term	Likely to last for 6-10 years
L	Long-term	Likely to last beyond 10 years

Definition of significant effects

- 2.5. As set out in the SA Scoping Report, strongly positive or strongly negative effects are classed as significant.

Recording the results and providing a summary

- 2.6. The results of each assessment have been recorded on a form that shows the score for each SO and gives a brief commentary. The latter has then been used as the basis for a written summary. This provides a more readily understandable picture and allows for easier comparison of the options.

Chapter 3: Sustainability Appraisal scoring matrices and summaries

Introduction

3.1. The tables on the following pages show the sustainability scores for:

- Housing Requirement
- Preferred Employment Land Requirement
- Wem Settlement Strategy Distribution of Development
- Rural Settlements: Community Hubs and Community Clusters
- Managing Development in Community Hubs
- Managing Development in Community Clusters
- Residential Development in the Wider Countryside
- Non-Residential Development in the Wider Countryside
- Shrewsbury Settlement Strategy
- Bridgnorth Settlement Strategy
- Ludlow Settlement Strategy
- Market Drayton Settlement Strategy
- Oswestry Settlement Strategy
- Whitchurch Settlement Strategy
- Albrighton Settlement Strategy
- Bishop's Castle Settlement Strategy
- Broseley Settlement Strategy
- Church Stretton Settlement Strategy
- Cleobury Mortimer Settlement Strategy
- Craven Arms Settlement Strategy
- Ellesmere Settlement Strategy
- Highley Settlement Strategy
- Much Wenlock Settlement Strategy
- Shifnal Settlement Strategy
- Wem Settlement Strategy

A written summary accompanies each table. These summaries have also been collated into a second document, the Preferred Options: Scale and Distribution of Development Sustainability Appraisal Summary, for quick reference.

- 3.2. Sections 5 (Green Belt Review), 7 (Other Development Requirements) and the 'other strategic sites' part (paragraphs 2.20 to 2.22) of the Preferred Options: Scale and Distribution of Development document have not been subject to SA at this stage because there are no distinct options which could be compared in a meaningful way. This approach is supported by NPPG⁴ which states that '*The sustainability appraisal needs to compare all reasonable alternatives including the preferred approach and assess these against the baseline environmental, economic and social characteristics of the area and the likely situation if the Local Plan were not to be adopted*'. It defines reasonable alternatives as '*the different realistic options considered by the plan-maker in developing the policies in its plan. They must be sufficiently distinct to highlight the different sustainability implications of each so that meaningful comparisons can be made.*'
- 3.3. SA will be carried out on any proposals arising from the Green Belt Review and on options or policies for strategic sites and other development requirements when they become more clearly defined in future LPR documents.

- 3.4. **Note:** Many of the SA objectives relate to Shropshire as a whole. For these objectives, the assessment criteria in Table 2,2 above (Table 5.4 of the Sustainability Scoping Report) confine the significance of the effect to positive (+), neutral (0), negative (-) or unknown (?). This is most relevant for the settlement strategies.

Table 3.1 Housing Requirement

Housing Requirement
High' housing growth of 28,750 dwellings, equivalent to an average delivery rate of 1,430 dwellings per year for the whole of Shropshire. Existing housing completions, commitments and allocations amount to 18,583 dwellings, so the net additional housing now required is 10,347 dwellings.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-/?	-/?	The level of growth in this option means that larger amounts of greenfield land may need to be released. This is likely to have a negative effect on the range of plants and animals and the quality and extent of wildlife habitats in Shropshire in the medium and long term. However, if a smaller number of large sites come forward, then a master-planning approach on these sites may offer opportunities for biodiversity gains.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	There are likely to be good opportunities to create a balanced supply of employment land and/or more or higher value jobs.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	++	++	++	This option more than meets evidenced housing need and offers significant opportunities to meet the requirements of all sections of society in terms of location, affordability and adaptability.
4: Promote access to services for all sections of society	+	+/+	+/++	There are good opportunities to support existing services such as schools, doctor's surgeries, shops and play areas in the medium to long term. If a smaller number of larger sites are allocated, this may allow a master-planning approach to be adopted. This may enable increased provision of services such as renewable energy and broadband in the medium to longer term.
5: Encourage the use of sustainable means of transport	+/?	+/?	+/?	The scale of development in this option may require new transport infrastructure. If this is focussed on existing public transport hubs, the use of sustainable means of transport may be encouraged.
6: Reduce the need of people to travel by car	-	-/?	-/?	It may be more difficult to focus this level of new development in accessible locations. There thus may be a negative effect on the objective of reducing the need to travel by car. However, the scale of development may be large enough to support new or existing public transport solutions to counter this.
7: Support active and healthy	0	+	+	This larger amount of development is likely to provide opportunities for new

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
communities.				leisure, recreational and cultural activities in the medium to long term.
8: Protect and improve soil quality	?	?	?	The distribution of development will have most influence on soil quality. A focus on the rural area is likely to affect best and most versatile agricultural land more than development in the urban areas.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	?	?	?	Since pollution from rural areas is the main issue affecting water quality in Shropshire, the location of allocated sites will determine the impact on water quality and the risk of pollution.
10: Reduce flood risk and improve flood management	-/?	-/?	-/?	Higher levels of growth mean that it may not be possible to locate all new development in areas of lowest flood risk but at the same time, larger scale growth creates more opportunities for flood management measures.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/?	0/?	0/?	The location of development is likely to have the greatest influence on the impact on air quality e.g. development within or close to an Air Quality Management Area is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation.
12: Reduce carbon dioxide emissions	+	+	+	Economies of scale may offer opportunities to increase the provision of energy from renewable sources, support reductions in energy consumption and promote energy efficiency.
13: Promote adaptation and mitigation to climate change	?/+	?/+	?/+	If this level of growth means that a smaller number of large sites come forward, then a master-planning approach may enable the creation of relatively larger areas of new habitats. Otherwise, such opportunities to mitigate and adapt to climate change will be more dependent on the location of allocated sites.
14: Promote efficient use of natural resources	0	-	-	Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term.
15: Conserve and enhance features and areas of heritage value and their setting	-/?	-/?	-/?	Housing growth may lead to the loss of, or harm to, heritage features and their settings but depending on the location and design, development also enables better management of the historic environment. Higher levels of growth have the potential to cause more harm, but equally, the associated increased economic benefits may offer good opportunities to enhance heritage assets and provide for their better management.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development changes the character of the landscape and has the potential for an adverse effect on those features which convey a sense of place. This option is unlikely to maintain or improve existing landscape character and

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				unless development is carefully located and designed, may have a negative effect on local distinctiveness.

Summary for Housing Requirement

- 3.4. This option more than meets evidenced housing need and offers significant opportunities to meet the requirements of all sections of society in terms of location, affordability and adaptability. It is likely to support existing services such as schools, doctor's surgeries, shops and play areas in the medium to long term and to create a balanced supply of employment land and/or more or higher value jobs. It also is likely to support new leisure, recreational and cultural activities in the medium to long term and economies of scale may offer opportunities to increase the provision of energy from renewable sources, support reductions in energy consumption and promote energy efficiency.
- 3.5. The scale of development in this option may require new transport infrastructure. If this is focussed on existing public transport hubs, the use of sustainable means of transport may be encouraged. In addition, if this level of growth means that a smaller number of large sites come forward, then a master-planning approach may enable the creation of relatively larger areas of new habitats. Otherwise, such opportunities to mitigate and adapt to climate change will be more dependent on the location of allocated sites. The latter will also have the most influence on any impacts on air and water quality but development in the urban areas is likely to affect best and most versatile agricultural land the least.
- 3.6. The level of growth means that larger amounts of greenfield land may need to be released. This is likely to have a negative effect on the range of plants and animals and the quality and extent of wildlife habitats in the medium and long term. However, if a smaller number of large sites come forward, then a master-planning approach on these sites may offer opportunities for biodiversity gains. It may also be more difficult to focus this level of new development in accessible locations and there may be a negative effect on the objective of reducing the need to travel by car. However, the scale of development may be large enough to support new or existing public transport solutions to counter this. Higher levels of growth mean that it may not be possible to locate all new development in areas of lowest flood risk but at the same time, larger scale growth creates more opportunities for flood management measures. Housing growth may lead to the loss of, or harm to, heritage features and their settings but depending on the location and design, development also enables better management of the historic environment.
- 3.7. Whilst the re-use of existing buildings and previously developed land may be encouraged, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term. This option is also unlikely to maintain or improve existing landscape character and unless development is carefully located and designed, may have a negative effect on local distinctiveness

Table 3.2 Preferred Employment Land Requirement

Preferred Employment Land Requirement
Balanced employment growth to deliver around 300 hectares of employment development at an average rate of 15 hectares of employment land per year;
The existing employment land supply amounts to 223ha, giving a net requirement for around 80ha of new employment land. However, this is a minimum requirement and some additional land over and above this minimum is likely to be needed.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-/?	-/?	The relatively high land requirement in this option means that is more likely that greenfield sites will need to be released. This is likely to have a negative effect on the range of plants and animals and the quality and extent of wildlife habitats in Shropshire in the medium and long term. However, if this level of growth allows a smaller number of large sites to come forward, then a master-planning approach on these sites may offer opportunities for biodiversity gains in the long term.
2: Encourage a strong and sustainable economy throughout Shropshire	++	++	++	This approach is likely to provide good opportunities to create more and higher value jobs, ensure an appropriate and balanced supply of employment land, maintain and support existing businesses, encourage regeneration and retain employment in Shropshire.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	0	0	0	Although this option aims to balance the provision of employment land with, housing growth, it does not in itself contribute to providing homes. Thus, there is likely to be no effect on this objective.
4: Promote access to services for all sections of society	+	++	++	The provision and connectivity of broadband or renewable energy is likely to be increased in the medium to long term. Access to and provision of services such as Post Offices and shops is likely to be supported.
5: Encourage the use of sustainable means of transport	+	+	+	The option is likely to encourage the use of existing public transport infrastructure and in the medium to long term, may support opportunities to co-ordinate development with future

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				transport infrastructure provision.
6: Reduce the need of people to travel by car	-	-/?	-/?	It is likely to be more difficult to focus this level of employment land in current accessible locations. There thus may be a negative effect on the objective of reducing the need to travel by car. However, the scale of development may be large enough to support new or existing public transport solutions to counter this.
7: Support active and healthy communities.	0	0	0	There is likely to be no change to the current situation.
8: Protect and improve soil quality	?	?	?	The distribution of development will have most influence on soil quality. A focus on the rural area is likely to affect best and most versatile agricultural land more than development in the urban areas.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	?	?	?	Since pollution from rural areas is the main issue affecting water quality in Shropshire, the location of sites will determine the impact on water quality and the risk of pollution.
10: Reduce flood risk and improve flood management	-/?	-/?	-/?	It may not be possible to locate all this employment land in areas of lowest flood risk but at the same time, larger scale growth creates more opportunities for flood management measures.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/?	0/?	0/?	The location of sites is likely to have the greatest influence on the impact on air quality e.g. development within or close to an Air Quality Management Area is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation.
12: Reduce carbon dioxide emissions	+	+	+	This level of growth may create economies of scale, thus offering opportunities to increase the provision of energy from renewable sources, support reductions in energy consumption and promote energy efficiency.
13: Promote adaptation and mitigation to climate change	0	0	0	There is likely to be no change to the current situation.
14: Promote efficient use of natural resources	-	-	-	Opportunities to use previously developed land or existing buildings are likely to be limited with this level of employment land. Similarly, the use of primary aggregates is likely to increase.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
15: Conserve and enhance features and areas of heritage value and their setting	-/?	-/?	-/?	There is a risk of loss, or harm to, heritage features and their settings with all development, but depending on the location and design, there are also opportunities for the better management of the historic environment. The level of growth in this option has the potential to cause harm, but equally, the associated increased economic benefits may support the sympathetic enhancement of heritage assets and provide for their better management.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Preferred Employment Land Requirement

- 3.8. This approach is likely to provide good opportunities to create more and higher value jobs, ensure an appropriate and balanced supply of employment land, maintain and support existing businesses, encourage regeneration and retain employment in Shropshire. The provision and connectivity of broadband or renewable energy is likely to increase in the medium to long term and access to and provision of services such as Post Offices and shops is likely to be supported. The use of existing public transport infrastructure is likely to be encouraged and in the medium to long term, there may be opportunities to co-ordinate development with future transport infrastructure provision. This level of growth may create economies of scale, thus offering opportunities to increase the provision of energy from renewable sources, support reductions in energy consumption and promote energy efficiency.
- 3.9. There is likely to be no change to the current situation with respect to the provision of a sufficient amount of good quality housing, supporting active and healthy communities and promoting adaptation and mitigation to climate change. The distribution of development will have most influence on soil, water and air quality.
- 3.10. The relatively high land requirement in this option means that is more likely that greenfield sites will need to be released. This is likely to have a negative effect on the range of plants and animals and the quality and extent of wildlife habitats in the medium and long term. However, if this level of growth allows a smaller number of large sites to come forward, then a master-planning approach on these sites may offer opportunities for biodiversity gains in the long term. Similarly, it is likely to be more difficult to focus this level of employment land in currently accessible locations and there may be a negative effect on the objective of reducing the need to travel by car. However, the scale of development may be large enough to support new or existing public transport solutions to counter this. It may also not be

possible to locate all employment sites in areas of lowest flood risk but at the same time, larger scale growth creates more opportunities for flood management measures. The level of growth in this option has the potential to cause harm to the significance of heritage assets, but equally, the associated increased economic benefits may support their sympathetic enhancement and better management

- 3.11. Opportunities to use previously developed land or existing buildings are likely to be limited with this level of employment land whilst the use of primary aggregates is likely to increase. This option is also unlikely to maintain or improve existing landscape character and unless development is carefully located and designed, may have a negative effect on local distinctiveness.

Table 3.3 Distribution of Development

Distribution of Development
<p>An 'Urban Focused' distribution of development:</p> <p>Shrewsbury – around 30% Principal Centres – around 24.5% Key Centres – around 18% Rural Areas – around 27.5%</p> <p>Development at strategic sites such as Ironbridge Power Station and Clive Barracks, and potential new Garden Village settlements in strategic locations.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	0	0	0	Focussing development in the urban areas is likely to minimise any harm to protected, priority, key or indicator habitats, plants, animals or birds.
2: Encourage a strong and sustainable economy throughout Shropshire	++	++	++	This option is likely to maintain and support existing businesses and retain employment in Shropshire
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	++	++	++	This approach should provide a good choice of housing in terms of location and affordability.
4: Promote access to services for all sections of society	++	++	++	Concentrating development in existing settlements should maximise access to services and amenities such as schools, doctor's surgeries, shops, parks, play areas and sports facilities.
5: Encourage the use of sustainable means	++	++	++	This approach is likely to provide good opportunities to exploit

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
of transport				existing transport infrastructure which should then maintain or improve access to public transport.
6: Reduce the need of people to travel by car	++	++	++	This option focusses development in the most accessible locations thus maximising the reduction in the need for car-based transport.
7: Support active and healthy communities.	+	++	++	Existing health facilities are likely to be maintained and opportunities for new leisure, recreational and cultural activities may increase.
8: Protect and improve soil quality	++	++	++	Focussing development in the urban areas should minimise the amount of best and most versatile agricultural land and maximise the amount of brownfield land used for development.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	++	++	++	Since pollution from rural areas is the main issue affecting water quality in Shropshire, this option should offer the highest level of protection to existing water resources.
10: Reduce flood risk and improve flood management	?	?	?	Many of Shropshire's settlements contain areas at higher risk of flooding, so until the site allocations are known it is difficult to assess the impact on this objective.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/?	0/?	0/?	Only two of Shropshire's towns have Air Quality Management Areas (Shrewsbury and Bridgnorth) so provided the site allocation process avoids these, there is unlikely to be an adverse effect on air quality.
12: Reduce carbon dioxide emissions	+	+	+	The economies of scale possible with this approach may promote opportunities for reducing energy consumption and the production of energy from renewable sources.
13: Promote adaptation and mitigation to climate change	?/+	?/+	?/+	If a strategic overview to each settlement is taken, this option may provide good opportunities to increase the connectivity of urban and rural habitats and/or provide new habitats which help mitigate climate change. Otherwise, the effect on this objective is more dependent on the location of allocated sites.
14: Promote efficient use of natural resources	+	+	+	An urban focus maximises the potential to re-use existing buildings and land and makes the best use of existing infrastructure.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
15: Conserve and enhance features and areas of heritage value and their setting	?	?	?	Focussing development in the towns and larger settlements increases the likelihood of harm to the significance of heritage assets but also provides the best opportunities to contribute to their better management. The balance between these competing issues will depend on the location of allocated sites.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	Whilst development in the more urban parts of the county is likely to minimise harm to rural landscapes, it is still likely to change the character of those places where the majority of people currently live. At the same time, harm to visual amenity is possible with all forms of development, regardless of location. Careful design, which respects those features that convey a sense of place and takes account of valued viewpoints, can help to maintain local distinctiveness and minimise losses of visual amenity but it is unlikely to prevent localised changes in landscape character.

Summary for Distribution of Development

- 3.12. This option is likely to maintain and support existing businesses, retain employment in Shropshire and provide a good choice of housing in terms of location and affordability. Concentrating development in existing settlements should maximise access to services and amenities such as schools, doctor's surgeries, shops, parks, play areas and sports facilities. There are likely to be good opportunities to exploit existing transport infrastructure and to maximise the reduction in the need for car-based transport. Existing health facilities are likely to be maintained and opportunities for new leisure, recreational and cultural activities may increase. Focussing development in the urban areas should minimise the amount of best and most versatile agricultural land and maximise the amount of brownfield land used for development. Since pollution from rural areas is the main issue affecting water quality in Shropshire, this option should offer the highest level of protection to existing water resources. The economies of scale possible with this approach may promote opportunities for reducing energy consumption and the production of energy from renewable sources. An urban focus also maximises the potential to re-use existing buildings and land and makes the best use of existing infrastructure.
- 3.13. Focussing development in the urban areas is likely to minimise any harm to protected, priority, key or indicator habitats, plants, animals or birds. The potential to reduce flood risk and improve flood management, protect air quality and promote adaptation and mitigation to climate change is dependent on the location of allocated sites. Similarly, focussing development in the towns and larger settlements increases the likelihood of harm to the significance of heritage assets but also provides the best opportunities to contribute to their better management. The balance between these competing issues will depend on the location of allocated sites.

- 3.14. Whilst development in the more urban parts of the county is likely to minimise harm to rural landscapes, it is still likely to change the character of those places where the majority of people live. At the same time, harm to visual amenity is possible with all forms of development, regardless of location. Careful design, which respects those features that convey a sense of place and takes account of valued viewpoints, can help to maintain local distinctiveness and minimise losses of visual amenity but it is unlikely to prevent localised changes in landscape character.

Table 3.4 Rural Settlements: Community Hubs and Community Clusters.

Rural Settlements: Community Hubs and Community Clusters.
<p>Sustainable rural settlements are considered to be:</p> <p>Community Hubs:</p> <p>Settlements which have a 'sufficient population' to maintain a range of services; facilities; and employment. In these settlements, appropriate sustainable development should contribute to the retention and enhancement of these existing services; facilities and employment. It should also support the provision of new housing to meet local needs; services; facilities; and employment opportunities.</p> <p>Community Clusters:</p> <p>Smaller settlements which 'opt in' to receive development and offer or aspire to offer a range of services; facilities; and employment that together help to create contributing to a sustainable community. In these settlements, appropriate sustainable development should contribute to the retention and enhancement of existing services; facilities; and employment. It should also help to support the provision of new housing to meet local needs; services; facilities; and employment opportunities where possible.</p> <p>To 'opt in', Parish Council(s)/Parish Meeting(s) as the elected representatives of the community should propose the settlements to be designated as a Community Cluster to Shropshire Council.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	Development in Community Hubs and Community Clusters is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, provided national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) are followed, harm to natural assets should be minimised.
2: Encourage a strong and sustainable	+	+	+	Existing rural businesses are likely to be maintained and

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
economy throughout Shropshire				supported, as is employment in Shropshire.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	++	++	++	This approach will contribute to meeting evidenced housing needs and provide a good range of locations. It is likely to support the provision of affordable housing in the rural area, thus helping to meet the needs of priority households.
4: Promote access to services for all sections of society	++	++	++	Access to services and amenities such as schools, doctor's surgeries, Post Offices, shops, parks, play areas or sports facilities is likely to be maintained or enhanced.
5: Encourage the use of sustainable means of transport	+	+	+	This approach is likely to maintain or improve access to public transport in the rural areas as well as providing opportunities to co-ordinate development with future transport infrastructure provision.
6: Reduce the need of people to travel by car	+	+	+	Alternative ways of working, such as internet or remote working are likely to be supported. Community Hubs are considered to be sustainable locations so focussing development here is likely to support this objective. Development in Community Clusters is likely to maintain or increase a settlement's sustainability.
7: Support active and healthy communities.	+	+	+	Development in Community Hubs and Community Clusters is likely to support existing health and recreational facilities.
8: Protect and improve soil quality	-	-	-	As much of Shropshire's best and most versatile agricultural land is in the rural areas, there may be an adverse effect on soil quality.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	-/?	-/?	-/?	This approach may have an adverse effect on water quality but it also offers opportunities to remediate existing problems and/or prevent further deterioration of aquatic ecosystems and associated wetlands.
10: Reduce flood risk and improve flood management	?/0	?/0	?/0	The location of development sites will have the most effect on flood risk; however, national policy provides a framework to direct development to areas of lowest risk.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0	0	0	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				situation. There are no AQMA in the rural areas so there is unlikely to be much change to the current baseline situation.
12: Reduce carbon dioxide emissions	0	0	0	Although new development in rural locations offers opportunities for domestic renewable energy installations, the limited scale of these is unlikely to be sufficient to alter current trends.
13: Promote adaptation and mitigation to climate change	0	0/+	0/+	This approach may improve the connectivity of those habitats which help to mitigate the effects of climate change in the medium to long term, but this will depend on the location of development sites.
14: Promote efficient use of natural resources	0	-	-	Although development in Community Hubs and Clusters may encourage the re-use of existing buildings these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term.
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	This approach may lead to the loss of, or harm to, heritage features and their settings but depending on the location and design, development also enables better management of the historic environment. However, national policy and current local plan policy seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting, so substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Rural Settlements: Community Hubs and Community Clusters.

3.15. This approach will contribute to meeting evidenced housing needs, provide a good range of locations and support the provision of affordable housing in the rural area, thus helping to meet the needs of priority households. Access to services and amenities such as schools, doctor’s surgeries, Post Offices, shops, parks, play areas or sports facilities is likely to be maintained or enhanced. Existing rural businesses are likely to be maintained and supported, as is access to public transport in the rural areas as well as alternative ways

of working such as remote or internet working. There may be opportunities to co-ordinate development with future transport infrastructure provision. Community Hubs are considered to be sustainable locations and there may be a reduction in the need to travel by car whilst existing health and recreational facilities are likely to be supported. There is likely to be an increase in Hub and Cluster settlement’s sustainability.

- 3.16. This approach may improve the connectivity of those habitats which help to mitigate the effects of climate change in the medium to long term, but this will depend on the location of development sites as will the impact on air quality. The location of sites will also have the most effect on flood risk. However, national policy provides a framework to direct development to areas of lowest risk. Although new development in rural locations offers opportunities for domestic renewable energy installations, the limited scale of these is unlikely to be sufficient to alter current trends. There may be an adverse effect on water quality but this option also offers opportunities to remediate existing problems and/or prevent further deterioration of aquatic ecosystems and associated wetlands.
- 3.17. Development in Community Hubs and Community Clusters is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, provided national and current local plan policies (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) are followed, harm to natural assets should be minimised. As much of Shropshire’s best and most versatile agricultural land is in the rural areas, there may be an adverse effect on soil quality. Although development in Community Hubs and Clusters may encourage the re-use of existing buildings these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term. There is a higher risk of loss of, or harm to, the significance of heritage features and their settings. However, national policy and current local plan policy seek to conserve and enhance the significance of heritage assets, including the contribution made by setting, so substantial harm is likely to be avoided and less than substantial harm minimised. Whilst careful design which respects those features which convey a sense of place and takes account of valued viewpoints, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.5 Managing Development in Community Hubs

Managing Development in Community Hubs
<p>In Community Hubs, appropriate development will be encouraged on sustainable sites within the development boundary identified on the Policies Map where:</p> <ol style="list-style-type: none"> 1. It is of a scale and design that is sympathetic to the character of the settlement and its environs, having regard to: <ol style="list-style-type: none"> i. Local landscape character and visual amenity; and ii. The need to maintain the integrity of strategically important gaps between settlements; and iii. The need to avoid harm to and conserve, enhance and restore natural assets in accordance with current policy MD12*; and

- iv. The need to protect, conserve, sympathetically enhance and restore heritage assets in accordance with current policy MD13*; and
 - v. Relevant policies on sustainable design and development principles; and
 - vi. Design criteria and policies identified within relevant Neighbourhood Plans and Community Led Plans.
2. There is sufficient infrastructure capacity, or any infrastructure capacity constraints can be addressed to appropriately meet the development's needs.
 3. Sites of five or more dwellings provide an appropriate mix of types; sizes; and tenures of dwellings. Particular regard will be given to the need to provide:
 - i. Appropriate forms of affordable accommodation, based on local evidence and community consultation where available; and
 - ii. Appropriate accommodation for families; and
 - iii. For the needs of particular elements of society, such as the elderly.
 4. Non-residential sites should meet the needs of their intended occupiers; be designed to complement their setting; and be compatible with neighbouring uses.
 5. Existing affordable housing and rural exception sites within Community Hubs will be expected to be secured in perpetuity, as they are a valuable source of affordable housing.
 6. Any necessary Habitats Regulations Assessment (HRA) is undertaken and demonstrates that the development has no likely significant effects on European designated wildlife sites or Ramsar Sites, or no adverse effects on the integrity of such sites. Specific avoidance or mitigation measures required to remove any adverse effects (*identified through the Habitats Regulations Assessment (HRA) of the Local Plan Review, or at the project stage*) must be implemented as part of the development.
 7. It is consistent with the settlement development guideline, which is a significant policy consideration. Specifically the development proposal in combination with any existing commitments; allocations; and completions (since 31st March 2016) does not result in a development guideline being exceeded. Where this would be the case, decisions will have regard to:
 - i. The likelihood of delivery of outstanding commitments and allocations; and
 - ii. The individual and cumulative impact of the proposed development in the settlement; and
 - iii. The overall cumulative increase to the size of the settlement and the number of other developments contributing to the housing guideline in close proximity to the proposed development site, in the interests of seeking to avoid the over-development of settlements; and
 - iv. The benefits arising from the proposed development; and
 - v. The presumption in favour of sustainable development.
- Open market residential development outside of the development boundary of a Community Hub will only be considered appropriate in situations where it is shown that the settlement's development guideline will not be met, subject to the considerations above. In such circumstances any potential site must reflect the nature, character and size of a settlement.

Cumulatively, non-residential development, in combination with any existing commitments; allocations and completions (since 31st March 2016) complements the size; character; and function of the settlement.

*As the Local Plan Review progresses, this reference will be amended to the equivalent policies within the Local Plan Review

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	0	0	0	The policy contains specific protection for environmental assets so harm to protected, priority, key or indicator habitats, plants, animals or birds is likely to be avoided.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	Existing rural businesses are likely to be maintained and supported.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	++	++	++	This approach will contribute to meeting evidenced housing needs and provide a good mix of types; sizes; and tenures. The needs of priority households are likely to be accounted for through the provision of appropriate forms of affordable accommodation.
4: Promote access to services for all sections of society	++	++	++	Access to services and amenities such as schools, doctor's surgeries, Post Offices, shops, parks, play areas or sports facilities is likely to be maintained or enhanced.
5: Encourage the use of sustainable means of transport	+	+	+	Access to public transport is likely to be maintained in Community Hub settlements and there may be opportunities to co-ordinate development with future transport infrastructure provision.
6: Reduce the need of people to travel by car	+	+	+	Community Hubs are considered to be sustainable locations so focussing development here is likely to support this objective. Alternative ways of working, such as internet or remote working are also likely to be supported
7: Support active and healthy communities.	+	+	+	Access to existing health, recreational and cultural facilities is likely to be maintained.
8: Protect and improve soil quality	-	-	-	As much of Shropshire's best and most versatile agricultural land is in the rural area, there may be an adverse effect on soil quality.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0/+	0/+	0/+	As development sites will be within Community Hub development boundaries and the policy includes a requirement to meet infrastructure needs there is unlikely to be an adverse effect on water quality. Development also offers opportunities to remediate

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				existing problems and/or prevent further deterioration of aquatic ecosystems and associated wetlands.
10: Reduce flood risk and improve flood management	?/0	?/0	?/0	The location of development sites will have the most effect on flood risk; however, national policy provides a framework to direct development to areas of lowest risk.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0	0	0	There is unlikely to be any change to the current baseline.
12: Reduce carbon dioxide emissions	0	0	0	There is unlikely to be any change to the current baseline.
13: Promote adaptation and mitigation to climate change	0	0	0	There is unlikely to be any change to the current baseline.
14: Promote efficient use of natural resources	0	-	-	Although the policy encourages redevelopment, any gains from this are likely to be offset by an increase in the use of primary aggregates in the medium to long term.
15: Conserve and enhance features and areas of heritage value and their setting	0	0	0	The policy contains specific protection for heritage assets so harm to the historic environment is likely to be avoided.
16: Conserve and enhance landscape character and local distinctiveness	0	0	0	The requirement that development should respect the qualities of the local landscape and be sympathetic to local landscape character and visual quality provides a good safeguard against adverse impacts on this objective.

Summary for Managing Development in Community Hubs

3.18. This approach will contribute to meeting evidenced housing needs and provide a good mix of types, sizes and tenures. The needs of priority households are likely to be accounted for through the provision of appropriate forms of affordable accommodation. Access to services and amenities such as schools, doctor's surgeries, Post Offices, shops, parks, play areas or sports facilities is likely to be maintained or enhanced and existing rural businesses are likely to be supported. Access to public transport is likely to be maintained and there may be opportunities to co-ordinate development with future transport infrastructure provision. Community Hubs are considered to be sustainable locations so focussing development here is likely to reduce the need of people to travel by car. Alternative ways of working, such as internet or remote working are also likely to be supported and access to existing health, recreational and cultural facilities maintained.

- 3.19. The policy contains specific protection for biodiversity and heritage assets so harm to protected, priority, key or indicator habitats, plants, animals or birds and the historic environment is likely to be avoided. The requirement that development should respect the qualities of the local landscape and be sympathetic to local landscape character and visual quality provides a good safeguard against adverse impacts. In addition, as the policy includes a requirement to meet infrastructure needs there is unlikely to be an adverse effect on water quality. There is unlikely to be any change to the current baseline for air quality, carbon dioxide emissions and opportunities to adapt to and mitigate climate change. The location of development sites will have the most effect on flood risk. However, national policy provides a framework to direct development to areas of lowest risk.
- 3.20. As much of Shropshire’s best and most versatile agricultural land is in the rural area, there may be an adverse effect on soil quality and although the policy encourages redevelopment, any gains from this are likely to be offset by an increase in the use of primary aggregates in the medium to long term.

Table 3.6 Managing Development in Community Clusters

Managing Development in Community Clusters
<p>In Community Clusters, appropriate development will be encouraged on sites already allocated within the SAMDev Plan; suitable small-scale infill sites; or through the conversion of existing buildings within or immediately adjoining the built form of the settlement.</p> <ul style="list-style-type: none"> i. A small-scale site is generally considered to be up to 3 dwellings or 0.1ha. ii. An infill site consists of land with built development on at least two sides, which is also clearly within the built form of a settlement. It should not however result in a cramped form of development. iii. The rural area between Community Cluster settlements is considered countryside, where development is strictly controlled. <p>Development is considered to be appropriate in Community Clusters where:</p> <ul style="list-style-type: none"> 1. It is well and clearly related to the existing built form of the settlement and will not result in an isolated form of development. 2. It is of a scale and design that is sympathetic to the character of the settlement and its environs, having regard to: <ul style="list-style-type: none"> i. Local landscape character and visual amenity; and ii. The need to maintain the integrity of strategically important gaps between settlements; and iii. The need to avoid harm to and conserve, enhance and restore natural assets in accordance with current policy MD12*; and iv. The need to protect, conserve, sympathetically enhance and restore heritage assets in accordance with current policy MD13*; and v. National Green Belt policy; and vi. Relevant policies on sustainable design and development principles; and vii. Design criteria and policies identified within relevant Neighbourhood Plans and Community Led Plans. 3. There is sufficient infrastructure capacity, or any infrastructure capacity constraints can be addressed to appropriately meet the

<p>development's needs.</p> <p>4. Residential development provides an appropriate mix of types; sizes; and tenures of dwellings. Particular regard will be given to the need to provide:</p> <ul style="list-style-type: none"> i. Appropriate forms of affordable accommodation, based on local evidence and community consultation where available; and ii. Appropriate accommodation for families; and iii. For the needs of particular elements of society, such as the elderly. <p>5. Non-residential sites should meet the needs of their intended occupiers; be designed to complement their setting; and be compatible with neighbouring uses.</p> <p>6. Existing affordable housing and rural exception sites within Community Clusters will be expected to be secured in perpetuity, as they are a valuable source of affordable housing.</p> <p>7. Any necessary Habitats Regulations Assessment (HRA) is undertaken and demonstrates that the development has no likely significant effects on European designated wildlife sites or Ramsar Sites, or no adverse effects on the integrity of such sites. Specific avoidance or mitigation measures required to remove any adverse effects (<i>identified through the Habitats Regulations Assessment (HRA) of the Local Plan Review, or at the project stage</i>) must be implemented as part of the development.</p> <p>8. Proposed development sites, considered in combination with existing commitments; allocations and completions (since 31st March 2016), complement the size; character; and function of the settlement. This will seek to avoid the over-development of settlements by assessing:</p> <ul style="list-style-type: none"> i. The individual and cumulative impact of the proposed development on the settlement; and ii. The cumulative increase to the size of the settlement; and iii. The number of other development proposals in close proximity or adjacent to the proposal site; and iv. The benefits arising from the development. <p>*As the Local Plan Review progresses, this reference will be amended to the equivalent policies within the Local Plan Review</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	0	0	0	The policy contains specific protection for environmental assets so harm to protected, priority, key or indicator habitats, plants, animals or birds is likely to be avoided.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	Existing rural businesses are likely to be maintained and supported.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	+	+	+	This approach will contribute to meeting evidenced housing needs and provide an appropriate mix of types, sizes and tenures. The needs of priority households are likely to be considered through

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				the provision of appropriate forms of affordable accommodation.
4: Promote access to services for all sections of society	+	+	+	Access to services and amenities such as schools, doctor's surgeries, Post Offices, shops, parks, play areas or sports facilities is likely to be maintained.
5: Encourage the use of sustainable means of transport	+	+	+	Access to public transport is likely to be maintained and there may be opportunities to co-ordinate development with future transport infrastructure provision.
6: Reduce the need of people to travel by car	+	+	+	Focussing development in Community Clusters is likely to support this objective. Alternative ways of working, such as internet or remote working are also likely to be encouraged through the provision of suitable housing.
7: Support active and healthy communities.	+	+	+	Access to existing health, recreational and cultural facilities is likely to be maintained.
8: Protect and improve soil quality	0	0	0	Development is restricted to infill and conversions so there is unlikely to be an adverse effect on soil quality.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0/+	0/+	0/+	There is unlikely to be an adverse effect on water quality as the policy restricts development to infill and conversions. There may be opportunities to remediate existing problems and/or prevent further deterioration of aquatic ecosystems and associated wetlands.
10: Reduce flood risk and improve flood management	?/0	?/0	?/0	The location of development sites will have the most effect on flood risk; however, national policy provides a framework to direct development to areas of lowest risk.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0	0	0	There is unlikely to be any change to the current baseline.
12: Reduce carbon dioxide emissions	0	0	0	There is unlikely to be any change to the current baseline.
13: Promote adaptation and mitigation to climate change	0	0	0	There is unlikely to be any change to the current baseline.
14: Promote efficient use of natural resources	0/+	0/+	0/+	The policy encourages conversion of existing properties and avoids greenfield sites. When this is considered against the small increase in the use of primary aggregates the two may balance

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				each other out, or in some situations, have a positive effect.
15: Conserve and enhance features and areas of heritage value and their setting	0	0	0	The policy contains specific protection for heritage assets so harm to the historic environment is likely to be avoided.
16: Conserve and enhance landscape character and local distinctiveness	0	0	0	The requirement that development should respect the qualities of the local landscape and be sympathetic to local landscape character and visual quality provides a good safeguard against adverse impacts on this objective.

Summary for Managing Development in Community Clusters

- 3.21. Existing rural businesses are likely to be maintained and supported and this approach will contribute to meeting evidenced housing needs through an appropriate mix of types, sizes and tenures. The needs of priority households are likely to be considered through the provision of appropriate forms of affordable accommodation. Access to services and amenities such as schools, doctor's surgeries, Post Offices, shops, parks, play areas or sports facilities is likely to be maintained as is access to public transport. There may be opportunities to co-ordinate development with future transport infrastructure provision. Focussing development in Community Clusters is likely to support reductions in car travel as well as alternative ways of working, such as internet or remotely. Access to existing health, recreational and cultural facilities is likely to be maintained.
- 3.22. There is unlikely to be an adverse effect on water or soil quality as the policy restricts development to infill and conversions. The encouragement for conversion of existing properties may balance any extra demand for primary aggregates, or in some situations, have a positive effect. The policy contains specific protection for biodiversity and heritage assets so harm to protected, priority, key or indicator habitats, plants, animals or birds and the historic environment is likely to be avoided. Similarly, the requirement that development should respect the qualities of the local landscape and be sympathetic to local landscape character and visual quality also provides a good safeguard against adverse impacts. There is unlikely to be any change to the current baseline for air quality, carbon dioxide emissions and adaptation and mitigation to climate change. The location of development sites will have the most effect on flood risk, however, national policy provides a framework to direct development to areas of lowest risk.

Table 3.7 Residential Development in the Wider Countryside

Residential Development in the Wider Countryside
<p>To avoid new isolated homes in the countryside outside Community Hubs and Community Clusters, it is proposed that the current policy approach to development in the Countryside will continue. Development will therefore be limited to specific and very special circumstances, generally consistent with National Policy.</p> <p>This development will include: essential rural worker dwellings; appropriate residential conversions and replacement dwellings meeting defined criteria; development which would best protect and secure the future of heritage assets and exceptional dwellings meeting the very particular requirements in national policy. Affordable housing is not generally considered appropriate in isolated rural locations unless it is required to provide for a specialist need, such as that for essential rural workers in association with an existing business.</p> <p>However, reflecting on the comments received during the Issues and Strategic Options Consultation, local criteria will address issues such as:</p> <ul style="list-style-type: none"> • Providing opportunities to 'build your own' affordable housing. • Allowing for appropriate affordable rural exception sites in order to meet identified local need. <p>Ensuring that any development within the countryside is of an appropriate size and scale to its setting and that sufficient infrastructure is available.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	+	+	+	Current policy avoids harm to the natural environment by restricting the type and amount of development in the countryside.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	Employment opportunities in the rural area are supported so existing businesses are likely to be maintained.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	+	+	+	This approach should provide housing to meet the requirements of rural workers in appropriate locations.
4: Promote access to services for all sections of society	0	0	0	No significant impact
5: Encourage the use of sustainable means of transport	0	0	0	No significant impact
6: Reduce the need of people to travel by car	0	0	0	No significant impact

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
7: Support active and healthy communities.	0	0	0	No significant impact
8: Protect and improve soil quality	+	+	+	This option aims to protect agricultural land from development so is likely to have a positive effect on this objective
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	+	+	+	Existing policy protects the countryside from development so is likely to have a positive effect on the quality of water resources.
10: Reduce flood risk and improve flood management	0	0	0	No significant impact
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0	0	0	No significant impact
12: Reduce carbon dioxide emissions	0	0	0	No significant impact
13: Promote adaptation and mitigation to climate change	0	0	0	No significant impact
14: Promote efficient use of natural resources	0	0	0	No significant impact
15: Conserve and enhance features and areas of heritage value and their setting	+	+	+	The current policy approach permits development that respects the significance of heritage assets and the contribution made by their settings.
16: Conserve and enhance landscape character and local distinctiveness	+	+	+	As inappropriate development in the rural area is strictly controlled, harm to landscape character, visual amenity and local distinctiveness is likely to be prevented

Summary for Residential Development in the Wider Countryside

- 3.23. Current policy avoids harm to the natural environment by restricting the type and amount of development in the countryside. Employment opportunities in the rural area are supported so existing businesses are likely to be maintained whilst housing to meet the requirements of rural workers may be provided in appropriate locations. There is likely to be a positive effect on soil and water quality as the existing policy approach aims to protect agricultural land. It also permits development that respects the significance of heritage assets and the contribution made by their settings. Additionally, as inappropriate development in the rural area is strictly controlled, harm to landscape character, visual amenity and local distinctiveness is likely to be prevented.
- 3.24. There is likely to be no significant impact on the objectives of; promoting access to services for all sections of society; encouraging the use of sustainable means of transport; reducing the need of people to travel by car; supporting active and healthy communities;

reducing flood risk and improving flood management; conserving and enhancing Shropshire’s air quality and reducing the risk of air pollution; reducing carbon dioxide emissions; promoting adaptation and mitigation to climate change and promoting the efficient use of natural resources.

Table 3.8 Non-Residential Development in the Wider Countryside

Non-Residential Development in the Wider Countryside
<p>To promote a prosperous rural economy, the current policy approach to non-residential development in the Countryside outside Community Hubs and Community Clusters will continue.</p> <p>Therefore local policy will supplement national policy in responding to issues such as:</p> <ul style="list-style-type: none"> • Allowing small scale, new employment development to diversify the rural economy. • Allowing rural businesses the opportunity to grow and diversify their enterprise to include the conversion / replacement of suitably located rural buildings. • Ensuring that any development within the countryside is of an appropriate size and scale to its setting and that sufficient infrastructure is available. <p>Supporting sustainable rural tourism.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	+	+	+	The current approach avoids harm to the natural environment by restricting the type and amount of development in the countryside.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	Countryside policy supports appropriate employment opportunities in the rural area
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	0	0	0	No significant impact
4: Promote access to services for all sections of society	0	0	0	No significant impact
5: Encourage the use of sustainable means of transport	0	0	0	No significant impact
6: Reduce the need of people to travel by	0	0	0	No significant impact

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
car				
7: Support active and healthy communities.	0	0	0	No significant impact
8: Protect and improve soil quality	0	0	0	No significant impact
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	No significant impact
10: Reduce flood risk and improve flood management	0	0	0	No significant impact
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0	0	0	No significant impact
12: Reduce carbon dioxide emissions	0	0	0	No significant impact
13: Promote adaptation and mitigation to climate change	0	0	0	No significant impact
14: Promote efficient use of natural resources	0	0	0	No significant impact
15: Conserve and enhance features and areas of heritage value and their setting	+	+	+	The current policy approach permits development that respects the significance of heritage assets and the contribution made by their settings.
16: Conserve and enhance landscape character and local distinctiveness	+	+	+	As inappropriate development in the rural area is strictly controlled, harm to landscape character, visual amenity and local distinctiveness is likely to be prevented

Summary for Non-Residential Development in the Wider Countryside

- 3.25. The current approach avoids harm to the natural environment by restricting the type and amount of development in the countryside whilst supporting appropriate employment opportunities. It permits development that respects the significance of heritage assets and the contribution made by their settings and as inappropriate development in the rural area is strictly controlled, harm to landscape character, visual amenity and local distinctiveness is likely to be prevented.
- 3.26. There is likely to be no significant impact on the objectives of; providing a sufficient amount of good quality housing which meets the needs of all sections of society; promoting access to services for all sections of society; encouraging the use of sustainable means of transport; reducing the need of people to travel by car; supporting active and healthy communities; protecting and improve soil quality;

conserving and enhancing water quality in Shropshire and reducing the risk of water pollution; reducing flood risk and improving flood management; conserving and enhancing Shropshire’s air quality and reducing the risk of air pollution; reducing carbon dioxide emissions; promoting adaptation and mitigation to climate change and promoting the efficient use of natural resources.

Table 3.9 Shrewsbury Settlement Strategy

Shrewsbury Settlement Strategy
<p>Development will balance the need for additional housing and employment accommodating around 8,600 dwellings and around 91 hectares of employment development between 2016 and 2036.</p> <p>Around 3,600 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review</p> <p>A minimum of 50 hectares of additional employment land will need to be identified to support the economic growth objectives of the Local Plan Review.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-/?	The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. Additionally, if a master-planning approach is taken on larger sites then there may be opportunities for biodiversity gains in the long term.
2: Encourage a strong and sustainable economy throughout Shropshire	++	++	++	The option is likely to ensure an appropriate and balanced supply of employment land and maintain and support existing businesses throughout the Plan period.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	+	++	++	This level of growth more than meets evidenced housing needs and is likely to offer a good range of locations in the medium to long term. It should provide the highest level of affordable houses, increase opportunities for adaptability for an ageing population and help meet the needs of priority households.
4: Promote access to services for all	0/?	+/?	+/?	Opportunities to increase the provision or connectivity of services

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
sections of society				such as broadband or renewable energy are likely to occur in the medium to long term with this option. However, access to amenities such as shops, play areas and sports facilities is dependent on the location of development.
5: Encourage the use of sustainable means of transport	++	++	++	This level of growth is likely to provide good opportunities to maintain or improve access to public transport in Shropshire as a whole. Depending on the location of sites, it may also enable more walking and cycling in Shrewsbury.
6: Reduce the need of people to travel by car	+	++	++	Shrewsbury is the most accessible settlement, both internally and from other parts of the county. This level of growth is likely to support existing public transport infrastructure in the town in the medium to longer term. This will then benefit Shropshire as a whole.
7: Support active and healthy communities.	++	++	++	This option focusses development where there is good existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, Shrewsbury probably has the county's highest percentage of brownfield sites so this level of growth for the town is likely to have a positive effect. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0/+	0/+	0/+	The location of sites will have the most effect on flood risk. Several areas of Shrewsbury are at a higher risk of flooding but national policy provides a framework to direct development to areas of lowest risk. If the site selection process for allocated land follows national policy, it is unlikely that flood risk will be increased. At the same time, this level of growth offers prospects of enhancing existing flood management measures.
11: Conserve and enhance Shropshire's air	0/+	0/+	0/+	The location of development is likely to have the greatest

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
quality and reduce the risk of air pollution				influence on the impact on air quality e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Provided the site selection process avoids the AQMAs in Shrewsbury, there is unlikely to be much change to the current baseline situation. Additionally, the involvement of the Council's Public Protection Team in the site allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	+	+	+	This level of growth is likely to create economies of scale and as such, offer the best opportunities to increase the provision of energy from renewable sources, support reductions in energy consumption and promote energy efficiency.
13: Promote adaptation and mitigation to climate change	?	?/+	?/+	The provision of new woodland and wetland habitats and improvements in their connectivity as part of adaptation and mitigation measures for climate change are dependent on the location of and size of allocated sites. If a master-planning approach is adopted for larger and/or adjacent sites, then this option is likely to have a positive effect in the medium to long term.
14: Promote efficient use of natural resources	0	-	-	This level of growth will use more land and primary aggregates and whilst it offers more opportunities to make the best use of the existing physical infrastructure and previously developed land, the overall effect is likely to be negative in the medium to long term.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. The highest concentration of designated assets is in the town centre, although the Registered Battlefield lies around three miles to the north. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Shrewsbury Settlement Strategy

- 3.27. The option is likely to ensure an appropriate and balanced supply of employment land and maintain and support existing businesses throughout the Plan period. It more than meets evidenced housing needs and is likely to offer a good range of locations for housing in the medium to long term. It should provide the highest level of affordable houses, support adaptability for an ageing population and help meet the needs of priority households. Opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to occur in the medium to long term. This level of growth is likely to; support existing public transport infrastructure and maintain or improve access to it in Shropshire as a whole; focus development where there is good existing access to health, leisure, recreational and cultural activities; offer the best opportunities to increase the provision of energy from renewable sources; support reductions in energy consumption and promote energy efficiency.
- 3.28. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect air and soil quality; offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change; and reduce flood risk, but there may be an adverse effect on heritage assets.

- 3.29. Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation.
- 3.30. The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates in the medium to long term. Finally, whilst careful design, which respects those features which convey a sense of place and takes account of valued viewpoints, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.10 Bridgnorth Settlement Strategy

Bridgnorth Settlement Strategy
<p>Development will balance the need for additional housing and employment accommodating around 1,500 dwellings and a minimum of 16 hectares of employment development between 2016 and 2036.</p> <p>A further 912 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>A minimum of 3 hectares of additional employment land will need to be identified to achieve the preferred level of employment development in the town.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	The option is likely to maintain and support existing businesses and provide opportunities to create more or higher value jobs in Bridgnorth.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	++	++	++	This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Bridgnorth, thereby helping meet the needs of priority households.
4: Promote access to services for all sections of society	0/?	+/?	+/?	The provision of and access to services such as schools, doctor's surgeries and shops is likely to be maintained or enhanced with this option. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term. However, access to amenities such as play areas and sports facilities is dependent on the location of development.
5: Encourage the use of sustainable means of transport	+	+	+	This option is likely to maintain or increase the level of existing public transport infrastructure in Bridgnorth and provide opportunities to co-ordinate new development with future provision. Depending on the location of sites, it may also enable more walking and cycling in the town.
6: Reduce the need of people to travel by car	+	+	+	Bridgnorth is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Bridgnorth maximises opportunities for the use of brownfield land and remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development on greenfield sites.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0/+	0/+	0/+	The location of sites will have the most effect on flood risk. Parts of Bridgnorth are at a higher risk of flooding but national policy

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				provides a framework to direct development to areas of lowest risk. If the site selection process for allocated land follows national policy, it is unlikely that flood risk will be increased. At the same time, this level of growth offers prospects of enhancing existing flood management measures.
11: Conserve and enhance Shropshire’s air quality and reduce the risk of air pollution	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Provided the site selection process avoids the AQMA in Bridgnorth, there is unlikely to be much change to the current baseline situation. Additionally, the involvement of the Council’s Public Protection Team in the site allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	+/?	+/?	+/?	Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reductions in energy consumption.
13: Promote adaptation and mitigation to climate change	?	?/+	?/+	This option may offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change in the medium to long term. However, such gains are dependent on the size (bigger being better) and the location of sites.
14: Promote efficient use of natural resources	0	-	-	Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. The highest concentration of designated assets is in the town centre, with the Castle being a Scheduled Monument. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Bridgnorth Settlement Strategy

- 3.31. This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Bridgnorth, thereby helping meet the needs of priority households. Existing businesses are likely to be maintained and supported and opportunities to create more or higher value jobs provided. The level of existing public transport infrastructure in Bridgnorth is likely to be maintained or increased and there may be provide opportunities to co-ordinate new development with future provision. Bridgnorth is an accessible location and this level of growth is likely to minimise the need for additional car-based transport whilst focussing development where there is good existing access to health, leisure, recreational and cultural activities. The provision of, and access to, services such as schools, doctor’s surgeries and shops is likely to be maintained or enhanced. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term.
- 3.32. Development in an urban setting such as Bridgnorth maximises opportunities for the use of brownfield land and the remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process will also minimise any impact from development on soil quality and minimise the use of greenfield sites. Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reductions in energy consumption;

- 3.33. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect air quality; offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change; and reduce flood risk, but there may be an adverse effect on heritage assets. Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation.
- 3.34. The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates in the medium to long term. Finally, whilst careful design, which respects those features which convey a sense of place and takes account of valued viewpoints, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.11 Ludlow Settlement Strategy

Ludlow Settlement Strategy
<p>Development will balance the need for additional housing and employment accommodating around 1,000 dwellings and around 11 hectares of employment development between 2016 and 2036.</p> <p>Therefore, a further 146 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>Therefore, around 4 hectares of additional employment land will need to be identified to achieve the preferred level of employment development in the town.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	The option is likely to maintain and support existing businesses and provide opportunities to create more or higher value jobs in Ludlow.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	++	++	++	This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Ludlow, thereby helping meet the needs of priority households.
4: Promote access to services for all sections of society	0/?	+/?	+/?	The provision of and access to services such as schools, doctor's surgeries and shops is likely to be maintained or enhanced with this option. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term. However, access to amenities such as play areas and sports facilities is dependent on the location of development.
5: Encourage the use of sustainable means of transport	+	+	+	This option is likely to maintain or increase the level of existing public transport infrastructure in Ludlow and provide opportunities to co-ordinate new development with future provision. Depending on the location of sites, it may also enable more walking and cycling in the town.
6: Reduce the need of people to travel by car	+	+	+	Ludlow is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Ludlow maximises opportunities for the use of brownfield land and remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development on greenfield sites.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
pollution				present or future baseline situation
10: Reduce flood risk and improve flood management	0/+	0/+	0/+	The location of sites will have the most effect on flood risk. Parts of Ludlow are at a higher risk of flooding from the Teme or Corve but national policy provides a framework to direct development to areas of lowest risk. If the site selection process for allocated land follows national policy, it is unlikely that flood risk will increase. At the same time, this level of growth offers the prospect of enhancing existing flood management measures.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Ludlow does not have an AQMA so there is unlikely to be much change to the current baseline situation. Additionally, the involvement of the Council's Public Protection Team in the site allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	+/?	+/?	+/?	Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reductions in energy consumption.
13: Promote adaptation and mitigation to climate change	?	?/+	?/+	This option may offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change in the medium to long term. However, such gains are dependent on the size (bigger being better) and the location of sites.
14: Promote efficient use of natural resources	0	-	-	Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. The highest concentration of designated assets is in the town centre, with the Castle being a Scheduled Monument. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Ludlow Settlement Strategy

- 3.35. This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Ludlow, thereby helping meet the needs of priority households. Existing businesses are likely to be maintained and supported and opportunities to create more or higher value jobs provided. The level of existing public transport infrastructure in Ludlow is likely to be maintained or increased and there may be provide opportunities to co-ordinate new development with future provision. Ludlow is an accessible location and this level of growth is likely to minimise the need for additional car-based transport whilst focussing development where there is good existing access to health, leisure, recreational and cultural activities. The provision of, and access to, services such as schools, doctor’s surgeries and shops is likely to be maintained or enhanced. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term.
- 3.36. Development in an urban setting such as Ludlow maximises opportunities for the use of brownfield land and the remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process will also minimise any impact from development on soil quality and minimise the use of greenfield sites. Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reductions in energy consumption;

- 3.37. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect air quality; offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change; and reduce flood risk, but there may be an adverse effect on heritage assets. Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation.
- 3.38. The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates in the medium to long term. Finally, whilst careful design, which respects those features which convey a sense of place and takes account of valued viewpoints, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.12 Market Drayton Settlement Strategy

Market Drayton Settlement Strategy
<p>Development will balance the need for additional housing and employment accommodating around 1,200 dwellings and around 13 hectares of employment development between 2016 and 2036.</p> <p>A further 641 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>Around 35 hectares of employment land is already committed in Market Drayton and no further employment land therefore needs to be identified to support the employment development objectives subject to an employment land review</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
2: Encourage a strong and sustainable economy throughout Shropshire	0	0	0	The option is likely to support the existing situation, ensuring a balanced and appropriate supply of employment land.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	+	+	+	This level of growth will contribute to Shropshire's evidenced housing need over a range of sites in Market Drayton. It is likely to provide affordable houses and meet the needs of priority households.
4: Promote access to services for all sections of society	0/?	0/?	0/?	The provision of and access to services such as schools, doctor's surgeries and shops is likely to be maintained with this option. However, access to amenities such as play areas and sports facilities is dependent on the location of development.
5: Encourage the use of sustainable means of transport	+	+	+	This option is likely to maintain the existing level of public transport infrastructure in Market Drayton. Depending on the location of sites, it may also enable more walking and cycling in the town.
6: Reduce the need of people to travel by car	+	+	+	Market Drayton is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Market Drayton maximises opportunities for the use of brownfield land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development on greenfield sites.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0/+	0/+	0/+	The location of sites will have the most effect on flood risk. Parts of Market Drayton are at a higher risk of flooding but national policy provides a framework to direct development to areas of lowest risk. If the site selection process for allocated land follows national policy, it is unlikely that flood risk will increase. At the

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				same time, this level of growth offers the prospect of enhancing existing flood management measures.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Market Drayton does not have an AQMA so there is unlikely to be much change to the current baseline situation. Additionally, the involvement of the Council's Public Protection Team in the site allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	0	0	0	This level of growth is unlikely to change current trends.
13: Promote adaptation and mitigation to climate change	0	0	0	The present baseline situation is unlikely to change with this option.
14: Promote efficient use of natural resources	0	-	-	Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term.
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. Nearly all the designated assets are linked to the Conservation Areas. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Market Drayton Settlement Strategy

- 3.39. This level of growth will contribute to Shropshire's evidenced housing need over a range of sites in Market Drayton. It is likely to provide affordable houses, meet the needs of priority households and maintain the existing level of public transport infrastructure. The provision of and access to services such as schools, doctor's surgeries and shops is likely to be supported. Development will be focussed where there is existing access to health, leisure, recreational and cultural activities and the need for additional car-based transport is likely to be minimised and.
- 3.40. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect soil and air quality and reduce flood risk, but there may be an adverse effect on heritage assets.
- 3.41. It is unlikely that this option will alter the present or future baseline situation for a balanced and appropriate supply of employment land, water quality, the reduction of carbon dioxide emissions and adaptation and mitigation to climate change.
- 3.42. The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term. Finally, careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.13 Oswestry Settlement Strategy

Oswestry Settlement Strategy				
<p>Development will balance the need for additional housing and employment accommodating around 1,800 dwellings and around 19 hectares of employment development between 2016 and 2036.</p> <p>A further 194 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>Around 57 hectares of employment land is already committed in Oswestry and no further employment land therefore needs to be identified to support the employment development objectives subject to an employment land review.</p>				
Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth may have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.
2: Encourage a strong and sustainable economy throughout Shropshire	0	0	0	The option is likely to support the existing situation, ensuring a balanced and appropriate supply of employment land.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	0/-	0/-	0/-	This level of growth contributes to Shropshire's evidenced housing need but this positive effect may be balanced by a lower level of affordable housing.
4: Promote access to services for all sections of society	0/?	0/?	0/?	The provision of services such as schools, doctor's surgeries and shops is likely to remain at current levels. Access to amenities such as play areas and sports facilities will depend on the location of development.
5: Encourage the use of sustainable means of transport	0	0	0	This option is likely to maintain the existing level of public transport infrastructure in Oswestry. Depending on the location of sites, it may also enable more walking and cycling in the town.
6: Reduce the need of people to travel by car	+	+	+	Oswestry is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.

8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Oswestry maximises opportunities for the use of brownfield land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development outside the current urban area.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0/+	0/+	0/+	The location of sites will have the most effect on flood risk. Land to the south of the town is at a higher risk of flooding but national policy provides a framework to direct development to areas of lowest risk. If the site selection process for allocated land follows national policy, it is unlikely that flood risk will increase. At the same time, this level of growth offers the prospect of enhancing existing flood management measures.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Oswestry not have an AQMA so there is unlikely to be much change to the current baseline situation. Additionally, the involvement of the Council's Public Protection Team in the site allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	0	0	0	This level of growth is unlikely to change current trends.
13: Promote adaptation and mitigation to climate change	0	0	0	The present baseline situation is unlikely to change with this option.
14: Promote efficient use of natural resources	-	-	-	This level of growth is likely to result in an increase in the use of primary aggregates and greenfield sites.

15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. Nearly all the designated assets are linked to the Conservation Areas in the town centre, although Wat's Dyke, the remains of Oswestry Castle and Old Oswestry Hill Fort are Scheduled Monuments. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Oswestry Settlement Strategy

- 3.43. Oswestry is an accessible location and this level of growth is likely to minimise the need for additional car-based transport and focus development where there is existing access to health, leisure, recreational and cultural activities.
- 3.44. The location of allocated sites will have the most influence on the following: access to amenities such as play areas and sports facilities; opportunities to enable more walking and cycling in the town; soil quality; flood risk; air quality and there may be an adverse effect on heritage assets.
- 3.45. The option is likely to ensure a balanced and appropriate supply of employment land and maintain the existing level of public transport infrastructure in Oswestry. Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation. Similarly, the provision of services such as schools, doctor's surgeries and shops, levels of carbon dioxide emissions and opportunities to adapt to and mitigate climate change are likely to stay as they are now.
- 3.46. This level of growth contributes to Shropshire's evidenced housing need but this positive effect may be balanced by a lower level of affordable housing. There may be an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. There may also be an increase in the use of primary aggregates and greenfield sites. Finally, whilst careful design, which

respects those features which convey a sense of place and takes account of valued viewpoints, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.14 Whitchurch Settlement Strategy

Whitchurch Settlement Strategy
<p>Development will balance the need for additional housing and employment accommodating around 1,600 dwellings and around 17 hectares of employment development between 2016 and 2036.</p> <p>A further 554 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>The town already has two significant employment allocations as yet undelivered at Waymills and Heath Road which together make up around 20 hectares. It is therefore not proposed to allocate additional employment land subject to an employment land review.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.
2: Encourage a strong and sustainable economy throughout Shropshire	0	0	0	The option is likely to support the existing situation, ensuring a balanced and appropriate supply of employment land.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	++	++	++	This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Whitchurch, thereby helping meet the needs of priority households.
4: Promote access to services for all sections of society	0	+/?	+/?	The provision of and access to services such as schools, doctor's surgeries and shops is likely to be maintained or enhanced with this option. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term with this option.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				However, access to amenities such as play areas and sports facilities is dependent on the location of development.
5: Encourage the use of sustainable means of transport	+	+	+	This option is likely to maintain or increase the level of existing public transport infrastructure in Whitchurch and provide opportunities to co-ordinate new development with future provision. Depending on the location of sites, it may also enable more walking and cycling in the town.
6: Reduce the need of people to travel by car	+	+	+	Whitchurch is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Whitchurch maximises opportunities for the use of brownfield land and remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development outside the current urban area.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0/+	0/+	0/+	The location of sites will have the most effect on flood risk. Parts of Whitchurch are at a higher risk of flooding but national policy provides a framework to direct development to areas of lowest risk. If the site selection process for allocated land follows national policy, it is unlikely that flood risk will increase. At the same time, this level of growth offers the prospect of enhancing existing flood management measures.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				situation. Whitchurch does not have an AQMA so there is unlikely to be much change to the current baseline situation. Additionally, the involvement of the Council's Public Protection Team in the site allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	+/?	+/?	+/?	Economies of scale resulting from this level of growth may promote the provision of energy from renewable sources whilst encouraging energy efficiency and reductions in energy consumption.
13: Promote adaptation and mitigation to climate change	?	?/+	?/+	This option may offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change. However, such gains are dependent on the size (bigger being better) and the location of sites.
14: Promote efficient use of natural resources	0	-	-	Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term.
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. Nearly all the designated assets are linked to the Conservation Areas in the town centre. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Whitchurch Settlement Strategy

- 3.47. This level of growth will strongly contribute to the evidenced housing need, providing a variety of locations and a good level of affordable houses in Whitchurch. The provision of, and access to, services such as schools, doctor's surgeries and shops is likely to be maintained or enhanced, as are opportunities to increase the provision or connectivity of services such as broadband or renewable energy. The level of existing public transport infrastructure in Whitchurch is likely to be maintained or improved and there may be opportunities to co-ordinate new development with future provision. Whitchurch is an accessible location and this level of growth is likely to minimise the need for additional car-based transport whilst focussing development where there is existing access to health, leisure, recreational and cultural activities.
- 3.48. Development in an urban setting such as Whitchurch maximises opportunities for the use of brownfield land and the remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process will also minimise any impact from development on soil quality and minimise the use of greenfield sites. Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reducing energy consumption
- 3.49. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect air quality; offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change; and reduce flood risk, but there may be an adverse effect on heritage assets.
- 3.50. Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation. The option is likely to support the existing supply of employment land.
- 3.51. The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates in the medium to long term. Finally, whilst careful design, which respects those features which convey a sense of place and takes account of valued viewpoints, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.15 Albrighton Settlement Strategy

Albrighton Settlement Strategy
<p>Development will balance the need for additional housing and employment accommodating around 500 dwellings and around 5 hectares of employment development between 2016 and 2036.</p> <p>A further 241 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>A minimum of 5 hectares of employment land will be need to be identified to achieve the preferred level of employment development in the town.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	The option is likely to maintain and support existing businesses and provide opportunities to create more or higher value jobs in Albrighton.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	++	++	++	This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Albrighton, thereby helping meet the needs of priority households.
4: Promote access to services for all sections of society	0/?	+/?	+/?	The provision of and access to services such as schools, doctor's surgeries and shops is likely to be maintained or enhanced with this option. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term. However, access to amenities such as play areas and sports facilities is

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				dependent on the location of development.
5: Encourage the use of sustainable means of transport	+	+	+	This option is likely to maintain or increase the level of existing public transport infrastructure in Albrighton and provide opportunities to co-ordinate new development with future provision. Depending on the location of sites, it may also enable more walking and cycling in the town.
6: Reduce the need of people to travel by car	+	+	+	Albrighton is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Albrighton maximises opportunities for the use of brownfield land and remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development on greenfield sites.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0/+	0/+	0/+	The location of sites will have the most effect on flood risk. Parts of Albrighton, to the north of the town centre, are at a higher risk of flooding but national policy provides a framework to direct development to areas of lowest risk. If the site selection process for allocated land follows national policy, it is unlikely that flood risk will increase. At the same time, this level of growth offers the prospect of enhancing existing flood management measures.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Albrighton does not have an AQMA so there is unlikely to be much change to the current baseline situation. Additionally,

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				the involvement of the Council's Public Protection Team in the site allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	+/?	+/?	+/?	Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reductions in energy consumption.
13: Promote adaptation and mitigation to climate change	?	?/+	?/+	This option may offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change in the medium to long term. However, such gains are dependent on the size (bigger being better) and the location of sites.
14: Promote efficient use of natural resources	0	-	-	Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term.
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. Nearly all the designated assets are linked to the two Conservation Areas in the town centre, although there is a Scheduled Monument to the west of Humphreston Hall. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Albrighton Settlement Strategy

- 3.52. This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Albrighton, thereby helping meet the needs of priority households. Existing businesses are likely to be maintained and supported and opportunities to create more or higher value jobs provided. The level of existing public transport infrastructure in Albrighton is likely to be maintained or increased and there may be provide opportunities to co-ordinate new development with future provision. Albrighton is an accessible location and this level of growth is likely to minimise the need for additional car-based transport whilst focussing development where there is good existing access to health, leisure, recreational and cultural activities. The provision of, and access to, services such as schools, doctor's surgeries and shops is likely to be maintained or enhanced. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term.
- 3.53. Development in an urban setting such as Albrighton maximises opportunities for the use of brownfield land and the remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process will also minimise any impact from development on soil quality and minimise the use of greenfield sites. Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reductions in energy consumption;
- 3.54. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect air quality; offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change; and reduce flood risk, but there may be an adverse effect on heritage assets. Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation.
- 3.55. The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates in the medium to long term. Finally, whilst careful design, which respects those features which convey a sense of place and takes account of valued viewpoints, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.16 Bishop’s Castle Settlement Strategy

Bishop’s Castle Settlement Strategy
<p>Development will balance the need for additional housing and employment accommodating around 150 dwellings and around 2 hectares of employment development between 2016 and 2036.</p> <p>A further 75 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>Around 3 hectares of employment land is already committed in Bishop’s Castle and no further employment land therefore needs to be identified to support the employment development objectives subject to an employment land review.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.
2: Encourage a strong and sustainable economy throughout Shropshire	0	0	0	The option is likely to support the existing situation, ensuring a balanced and appropriate supply of employment land.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	+	+	+	This level of growth will contribute to Shropshire’s evidenced housing need over a range of sites in Bishop’s Castle. It is likely to provide affordable houses and meet the needs of priority households.
4: Promote access to services for all sections of society	0/?	0/?	0/?	The provision of and access to services such as schools, doctor’s surgeries and shops is likely to be maintained with this option. However, access to amenities such as play areas and sports facilities is dependent on the location of development.
5: Encourage the use of sustainable means of transport	+	+	+	This option is likely to maintain the existing level of public transport infrastructure in Bishop’s Castle. Depending on the location of sites, it may also enable more walking and cycling in the town.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
6: Reduce the need of people to travel by car	+	+	+	Bishop's Castle is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Bishop's Castle maximises opportunities for the use of brownfield land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development on greenfield sites.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0	0	0	The location of sites will have the most effect on flood risk. None of Bishop's Castle is at risk of flooding so this option is unlikely to change the current baseline situation.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Bishop's Castle does not have an AQMA so there is unlikely to be much change to the current baseline situation. Additionally, the involvement of the Council's Public Protection Team in the site allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	0	0	0	This level of growth is unlikely to change current trends.
13: Promote adaptation and mitigation to climate change	0	0	0	The present baseline situation is unlikely to change with this option.
14: Promote efficient use of natural resources	-	-	-	This level of growth is likely to result in an increase in the use of primary aggregates and greenfield sites.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. All of Bishop's Castle designated assets are linked the Conservation Area in the town centre and the castle itself is a Scheduled Monument. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Bishop's Castle Settlement Strategy

- 3.56. This level of growth will contribute to Shropshire's evidenced housing need over a range of sites in Bishop's Castle. It is likely to provide affordable houses, meet the needs of priority households and maintain the existing level of public transport infrastructure. The provision of and access to services such as schools, doctor's surgeries and shops is likely to be supported. Development will be focussed where there is existing access to health, leisure, recreational and cultural activities and the need for additional car-based transport is likely to be minimised and.
- 3.57. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect soil and air quality and reduce flood risk, but there may be an adverse effect on heritage assets.
- 3.58. It is unlikely that this option will alter the present or future baseline situation for a balanced and appropriate supply of employment land, water quality, the reduction of carbon dioxide emissions and adaptation and mitigation to climate change.
- 3.59. The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural

assets should be minimised. Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term. Finally, careful design which respects those features which convey a sense of place and takes account of valued view-points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.17 Broseley Settlement Strategy

Broseley Settlement Strategy
<p>Development will balance the need for additional housing and employment accommodating around 250 dwellings and around 3 hectares of employment development between 2016 and 2036.</p> <p>A further 63 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>A minimum of 2 hectares of additional employment land will need to be identified to achieve the preferred level of employment development in the town.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	The option is likely to maintain and support existing businesses and provide opportunities to create more or higher value jobs in Broseley.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	++	++	++	This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Broseley, thereby helping meet the needs of priority households.
4: Promote access to services for all	0/?	+/?	+/?	The provision of and access to services such as schools, doctor's

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
sections of society				surgeries and shops is likely to be maintained or enhanced with this option. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term. However, access to amenities such as play areas and sports facilities is dependent on the location of development.
5: Encourage the use of sustainable means of transport	+	+	+	This option is likely to maintain or increase the level of existing public transport infrastructure in Broseley and provide opportunities to co-ordinate new development with future provision. Depending on the location of sites, it may also enable more walking and cycling in the town.
6: Reduce the need of people to travel by car	+	+	+	Broseley is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Broseley maximises opportunities for the use of brownfield land and remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development on greenfield sites..
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0	0	0	The location of sites will have the most effect on flood risk. None of Broseley is at risk of flooding so this option is unlikely to change the current baseline situation.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Broseley does not have an AQMA so there is unlikely to

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				be much change to the current baseline situation. Additionally, the involvement of the Council's Public Protection Team in the site allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	+/?	+/?	+/?	Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reductions in energy consumption.
13: Promote adaptation and mitigation to climate change	?	?/+	?/+	This option may offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change in the medium to long term. However, such gains are dependent on the size (bigger being better) and the location of sites.
14: Promote efficient use of natural resources	0	-	-	Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term.
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. Nearly all Broseley's designated assets are linked to the Conservation Area in the town centre, although the town is also close to the Ironbridge Gorge World Heritage Site. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Broseley Settlement Strategy

- 3.60. This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Broseley, thereby helping meet the needs of priority households. Existing businesses are likely to be maintained and supported and opportunities to create more or higher value jobs provided. The level of existing public transport infrastructure in Broseley is likely to be maintained or increased and there may be provide opportunities to co-ordinate new development with future provision. Broseley is an accessible location and this level of growth is likely to minimise the need for additional car-based transport whilst focussing development where there is good existing access to health, leisure, recreational and cultural activities. The provision of, and access to, services such as schools, doctor's surgeries and shops is likely to be maintained or enhanced. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term.
- 3.61. Development in an urban setting such as Broseley maximises opportunities for the use of brownfield land and the remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process will also minimise any impact from development on soil quality and minimise the use of greenfield sites. Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reductions in energy consumption;
- 3.62. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect air quality; offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change; and reduce flood risk, but there may be an adverse effect on heritage assets. Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation.
- 3.63. The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates in the medium to long term. Finally, whilst careful design, which respects those features which convey a sense of place and takes account of valued viewpoints, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.18 Church Stretton Settlement Strategy

Church Stretton Settlement Strategy
<p>Development will balance the need for additional housing and employment accommodating around 250 dwellings and around 3 hectares of employment development between 2016 and 2036.</p> <p>A further 131 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>A minimum of 2 hectares of additional employment land will need to be identified to achieve the preferred level of employment development in the town.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth may have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	The option is likely to maintain and support existing businesses and provide opportunities to create more or higher value jobs in Church Stretton.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	0	0	0	This level of growth contributes to Shropshire's evidenced housing need but this positive effect may be balanced by a lower level of affordable housing.
4: Promote access to services for all sections of society	0/?	0/?	-/?	The provision of services such as schools, doctor's surgeries and shops is likely to remain at current levels in the short to medium term but may reduce in the long term. Access to amenities such as play areas and sports facilities will depend on the location of development.
5: Encourage the use of sustainable means of transport	0/?	0/?	-/?	This option is likely to maintain the existing level of public transport infrastructure in Church Stretton in the short to medium term but may lead to a reduction in the longer term. Depending on the location of sites, it may also enable more walking and

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				cycling in the town.
6: Reduce the need of people to travel by car	+	+	+	Church Stretton is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Church Stretton maximises opportunities for the use of brownfield land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development outside the current urban area.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0/+	0/+	0/+	The location of sites will have the most effect on flood risk. Parts of Church Stretton are at a higher risk of flooding but national policy provides a framework to direct development to areas of lowest risk. If the site selection process for allocated land follows national policy, it is unlikely that flood risk will increase. At the same time, this level of growth offers the prospect of enhancing existing flood management measures.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Church Stretton does not have an AQMA so there is unlikely to be much change to the current baseline situation. Additionally, the involvement of the Council's Public Protection Team in the site allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	0	0	0	This level of growth is unlikely to change current trends.
13: Promote adaptation and mitigation to	0	0	0	The present baseline situation is unlikely to change with this

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
climate change				option.
14: Promote efficient use of natural resources	-	-	-	This level of growth is likely to result in an increase in the use of primary aggregates and greenfield sites.
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. Nearly all the designated assets are linked to the Conservation Areas in the town centre, although Brockhurst Castle to the south is a Scheduled Monument. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Church Stretton Settlement Strategy

- 3.64. The option is likely to maintain and support existing businesses and provide opportunities to create more or higher value jobs in Church Stretton. It may also minimise the need for additional car-based transport and development will be focussed where there is existing access to health, leisure, recreational and cultural activities.
- 3.65. The provision of services such as schools, doctor's surgeries and shops is likely to remain at current levels in the short to medium term but may reduce in the long term. A similar effect may be seen with existing levels of public transport infrastructure. This level of growth contributes to Shropshire's evidenced housing need but this positive effect may be balanced by a lower level of affordable housing.
- 3.66. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect soil and air quality; and reduce flood risk, but there may be an adverse effect on heritage assets.

- 3.67. It is unlikely that this option will alter the present or future baseline situation for water quality, the reduction of carbon dioxide emissions and adaptation and mitigation to climate change.
- 3.68. The level of housing and employment growth may have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. This level of growth is likely to result in an increase in the use of primary aggregates and greenfield sites. Finally, careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.19 Cleobury Mortimer Settlement Strategy

Cleobury Mortimer Settlement Strategy				
<p>Development will balance the need for additional housing and employment accommodating around 200 dwellings and around 2 hectares of employment development between 2016 and 2036.</p> <p>A further 138 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>A minimum of 1 hectare of additional employment land will need to be identified to achieve the preferred level of employment development in the town.</p>				
Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth may have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	The option is likely to maintain and support existing businesses and provide opportunities to create more or higher value jobs in Cleobury Mortimer.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	0	0	0	This level of growth contributes to Shropshire’s evidenced housing need but this positive effect may be balanced by a lower level of affordable housing.

4: Promote access to services for all sections of society	0/?	0/?	-/?	The provision of services such as schools, doctor's surgeries and shops is likely to remain at current levels in the short to medium term but may reduce in the long term. Access to amenities such as play areas and sports facilities will depend on the location of development.
5: Encourage the use of sustainable means of transport	0/?	0/?	-/?	This option is likely to maintain the existing level of public transport infrastructure in Cleobury Mortimer in the short to medium term but may lead to a reduction in the longer term. Depending on the location of sites, it may also enable more walking and cycling in the town.
6: Reduce the need of people to travel by car	+	+	+	Cleobury Mortimer is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Cleobury Mortimer maximises opportunities for the use of brownfield land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development outside the current urban area.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0/+	0/+	0/+	The location of sites will have the most effect on flood risk. Parts of Cleobury Mortimer, to the east of the town centre, are at a higher risk of flooding but national policy provides a framework to direct development to areas of lowest risk. If the site selection process for allocated land follows national policy, it is unlikely that flood risk will increase. At the same time, this level of growth offers the prospect of enhancing existing flood management measures.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality

				Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Cleobury Mortimer does not have an AQMA so there is unlikely to be much change to the current baseline situation. Additionally, the involvement of the Council's Public Protection Team in the site allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	0	0	0	This level of growth is unlikely to change current trends.
13: Promote adaptation and mitigation to climate change	0	0	0	The present baseline situation is unlikely to change with this option.
14: Promote efficient use of natural resources	-	-	-	This level of growth is likely to result in an increase in the use of primary aggregates and greenfield sites.
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. Nearly all the designated assets are linked to the Conservation Area in the town centre, although the Castle Toot site to the east of the river is a Scheduled Monument. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Cleobury Mortimer Settlement Strategy

- 3.69. The option is likely to maintain and support existing businesses and provide opportunities to create more or higher value jobs in Cleobury Mortimer. It may also minimise the need for additional car-based transport and development will be focussed where there is existing access to health, leisure, recreational and cultural activities.
- 3.70. The provision of services such as schools, doctor's surgeries and shops is likely to remain at current levels in the short to medium term but may reduce in the long term. A similar effect may be seen with existing levels of public transport infrastructure. This level of growth contributes to Shropshire's evidenced housing need but this positive effect may be balanced by a lower level of affordable housing.
- 3.71. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect soil and air quality; and reduce flood risk, but there may be an adverse effect on heritage assets.
- 3.72. It is unlikely that this option will alter the present or future baseline situation for water quality, the reduction of carbon dioxide emissions and adaptation and mitigation to climate change.
- 3.73. The level of housing and employment growth may have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. This level of growth is likely to result in an increase in the use of primary aggregates and greenfield sites. Finally, careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.20 Craven Arms Settlement Strategy

Craven Arms Settlement Strategy
<p>Development will balance the need for additional housing and employment accommodating around 500 dwellings and around 5 hectares of employment development between 2016 and 2036.</p> <p>A further 91 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>Around 14 hectares of employment land is already committed in Craven Arms. This provision is focused in the north of the town to assist the relocation of the existing abattoir from the town centre and to create the proposed Newington Food Park. This proposal is expected to deliver critical infrastructure investment including the provision of a new junction onto the A49 with the possibility of closing the Long Lane level crossing and creating a new northern access road to serve the town. No further employment land needs to be identified to support the employment development objectives subject to an employment land review.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.
2: Encourage a strong and sustainable economy throughout Shropshire	0	0	0	The option is likely to support the existing situation, ensuring a balanced and appropriate supply of employment land.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	+	+	+	This level of growth will contribute to Shropshire’s evidenced housing need over a range of sites in Craven Arms. It is likely to provide affordable houses and meet the needs of priority households.
4: Promote access to services for all sections of society	0/?	0/?	0/?	The provision of and access to services such as schools, doctor’s surgeries and shops is likely to be maintained with this option. However, access to amenities such as play areas and sports facilities is dependent on the location of development.
5: Encourage the use of sustainable means of transport	+	+	+	This option is likely to maintain the existing level of public transport infrastructure in Craven Arms. Depending on the

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				location of sites, it may also enable more walking and cycling in the town.
6: Reduce the need of people to travel by car	+	+	+	Craven Arms is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Craven Arms maximises opportunities for the use of brownfield land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development on greenfield sites.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0/+	0/+	0/+	The location of sites will have the most effect on flood risk. Parts of Craven Arms are at a higher risk of flooding but national policy provides a framework to direct development to areas of lowest risk. If the site selection process for allocated land follows national policy, it is unlikely that flood risk will increase. At the same time, this level of growth offers the prospect of enhancing existing flood management measures.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Craven Arms does not have an AQMA so there is unlikely to be much change to the current baseline situation. Additionally, the involvement of the Council's Public Protection Team in the site allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	0	0	0	This level of growth is unlikely to change current trends.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
13: Promote adaptation and mitigation to climate change	0	0	0	The present baseline situation is unlikely to change with this option.
14: Promote efficient use of natural resources	0	-	-	Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term.
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. Nearly all the designated assets are linked to the Conservation Area in the town centre. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Craven Arms Settlement Strategy

- 3.74. This level of growth will contribute to Shropshire's evidenced housing need over a range of sites in Craven Arms. It is likely to provide affordable houses, meet the needs of priority households and maintain the existing level of public transport infrastructure. The provision of and access to services such as schools, doctor's surgeries and shops is likely to be supported. Development will be focussed where there is existing access to health, leisure, recreational and cultural activities and the need for additional car-based transport is likely to be minimised and.
- 3.75. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect soil and air quality and reduce flood risk, but there may be an adverse effect on heritage assets.

- 3.76. It is unlikely that this option will alter the present or future baseline situation for a balanced and appropriate supply of employment land, water quality, the reduction of carbon dioxide emissions and adaptation and mitigation to climate change.
- 3.77. The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term. Finally, careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.21 Ellesmere Settlement Strategy

Ellesmere Settlement Strategy
<p>Development will balance the need for additional housing and employment accommodating around 800 dwellings and around 8 hectares of employment development between 2016 and 2036.</p> <p>A further 160 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>Around 9 hectares of employment land is already committed in Ellesmere. No further employment land therefore needs to be identified to support the employment development objectives for the town subject to an employment land review.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.
2: Encourage a strong and sustainable economy throughout Shropshire	0	0	0	The option is likely to support the existing situation, ensuring a balanced and appropriate supply of employment land.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	+	+	+	This level of growth will contribute to Shropshire's evidenced housing need over a range of sites in Ellesmere. It is likely to provide affordable houses and meet the needs of priority households.
4: Promote access to services for all sections of society	0/?	0/?	0/?	The provision of and access to services such as schools, doctor's surgeries and shops is likely to be maintained with this option. However, access to amenities such as play areas and sports facilities is dependent on the location of development.
5: Encourage the use of sustainable means of transport	+	+	+	This option is likely to maintain the existing level of public transport infrastructure in Ellesmere. Depending on the location of sites, it may also enable more walking and cycling in the town.
6: Reduce the need of people to travel by car	+	+	+	Ellesmere is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Ellesmere maximises opportunities for the use of brownfield land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development on greenfield sites.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0/+	0/+	0/+	The location of sites will have the most effect on flood risk. Parts of Ellesmere are at a higher risk of flooding but national policy provides a framework to direct development to areas of lowest risk. If the site selection process for allocated land follows national policy, it is unlikely that flood risk will increase. At the same time, this level of growth offers the prospect of enhancing existing flood management measures.
11: Conserve and enhance Shropshire's air	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
quality and reduce the risk of air pollution				sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Ellesmere does not have an AQMA so there is unlikely to be much change to the current baseline situation. Additionally, the involvement of the Council's Public Protection Team in the site allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	0	0	0	This level of growth is unlikely to change current trends.
13: Promote adaptation and mitigation to climate change	0	0	0	The present baseline situation is unlikely to change with this option.
14: Promote efficient use of natural resources	0	-	-	Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term.
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. Nearly all the designated assets are linked to the Conservation Area in the town centre and around the Mere, although the site of Ellesmere Castle is a Scheduled Monument. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Ellesmere Settlement Strategy

- 3.78. This level of growth will contribute to Shropshire's evidenced housing need over a range of sites in Ellesmere. It is likely to provide affordable houses, meet the needs of priority households and maintain the existing level of public transport infrastructure. The provision of and access to services such as schools, doctor's surgeries and shops is likely to be supported. Development will be focussed where there is existing access to health, leisure, recreational and cultural activities and the need for additional car-based transport is likely to be minimised and.
- 3.79. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect soil and air quality and reduce flood risk, but there may be an adverse effect on heritage assets.
- 3.80. It is unlikely that this option will alter the present or future baseline situation for a balanced and appropriate supply of employment land, water quality, the reduction of carbon dioxide emissions and adaptation and mitigation to climate change.
- 3.81. The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term. Finally, careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.22 Highley Settlement Strategy

Highley Settlement Strategy
<p>Development will balance the need for additional housing and employment accommodating around 250 dwellings and around 3 hectares of employment development between 2016 and 2036.</p> <p>A further 122 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>A minimum of 1 hectare of additional employment land will need to be identified to achieve the preferred level of employment development in the town.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	The option is likely to maintain and support existing businesses and provide opportunities to create more or higher value jobs in Highley.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	++	++	++	This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Highley, thereby helping meet the needs of priority households.
4: Promote access to services for all sections of society	0/?	+/?	+/?	The provision of and access to services such as schools, doctor's surgeries and shops is likely to be maintained or enhanced with this option. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term. However, access to amenities such as play areas and sports facilities is dependent on the location of development..

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
5: Encourage the use of sustainable means of transport	+	+	+	This option is likely to maintain or increase the level of existing public transport infrastructure in Highley and provide opportunities to co-ordinate new development with future provision. Depending on the location of sites, it may also enable more walking and cycling in the town.
6: Reduce the need of people to travel by car	+	+	+	Highley is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Highley maximises opportunities for the use of brownfield land and remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development on greenfield sites.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0	0	0	The location of sites will have the most effect on flood risk. None of Highley is at risk of flooding so this option is unlikely to change the current baseline situation.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Highley does not have an AQMA so there is unlikely to be much change to the current baseline situation. Additionally, the involvement of the Council's Public Protection Team in the site allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	+/?	+/?	+/?	Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				encouraging energy efficiency and reductions in energy consumption.
13: Promote adaptation and mitigation to climate change	?	?/+	?/+	This option may offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change in the medium to long term. However, such gains are dependent on the size (bigger being better) and the location of sites.
14: Promote efficient use of natural resources	0	-	-	Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term.
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. Nearly all Highley's designated assets are linked to the Conservation Areas. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Highley Settlement Strategy

3.82. This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Highley, thereby helping meet the needs of priority households. Existing businesses are likely to be maintained and supported and opportunities to create more or higher value jobs provided. The level of existing public transport infrastructure in Highley is likely to be maintained or increased and there may be provide opportunities to co-ordinate new development with future provision. Highley is an accessible location and this level of growth is likely to minimise the need

for additional car-based transport whilst focussing development where there is good existing access to health, leisure, recreational and cultural activities. The provision of, and access to, services such as schools, doctor's surgeries and shops is likely to be maintained or enhanced. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term.

- 3.83. Development in an urban setting such as Highley maximises opportunities for the use of brownfield land and the remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process will also minimise any impact from development on soil quality and minimise the use of greenfield sites. Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reductions in energy consumption;
- 3.84. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect air quality; offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change; and reduce flood risk, but there may be an adverse effect on heritage assets. Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation.
- 3.85. The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates in the medium to long term. Finally, whilst careful design, which respects those features which convey a sense of place and takes account of valued viewpoints, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.23 Much Wenlock Settlement Strategy

Much Wenlock Settlement Strategy
<p>Development will balance the need for additional housing and employment accommodating around 150 dwellings and around 2 hectares of employment development between 2016 and 2036.</p> <p>A further 105 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>A minimum of 1 hectare of additional employment land will need to be identified to achieve the preferred level of employment development in the town.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	The option is likely to maintain and support existing businesses and provide opportunities to create more or higher value jobs in Much Wenlock.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	++	++	++	This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Much Wenlock, thereby helping meet the needs of priority households.
4: Promote access to services for all sections of society	0/?	+/?	+/?	The provision of and access to services such as schools, doctor's surgeries and shops is likely to be maintained or enhanced with this option. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term. However, access to amenities such as play areas and sports facilities is dependent on the location of development.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
5: Encourage the use of sustainable means of transport	+	+	+	This option is likely to maintain or increase the level of existing public transport infrastructure in Much Wenlock and provide opportunities to co-ordinate new development with future provision. Depending on the location of sites, it may also enable more walking and cycling in the town.
6: Reduce the need of people to travel by car	+	+	+	Much Wenlock is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Much Wenlock maximises opportunities for the use of brownfield land and remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development on greenfield sites.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0	0	0	The location of sites will have the most effect on flood risk. Parts of Much Wenlock are at a higher risk of flooding but national policy provides a framework to direct development to areas of lowest risk. If the site selection process for allocated land follows national policy, it is unlikely that flood risk will increase. At the same time, this level of growth offers the prospect of enhancing existing flood management measures
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Much Wenlock does not have an AQMA so there is unlikely to be much change to the current baseline situation. Additionally, the involvement of the Council's Public Protection

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				Team in the site allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	+/?	+/?	+/?	Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reductions in energy consumption.
13: Promote adaptation and mitigation to climate change	?	?/+	?/+	This option may offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change in the medium to long term. However, such gains are dependent on the size (bigger being better) and the location of sites.
14: Promote efficient use of natural resources	0	-	-	Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term.
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. Nearly all Much Wenlock's designated assets are linked to the Conservation Area in the town centre, although Wenlock Abbey is a Registered Park and Wenlock Abbey is a Scheduled Monument. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Much Wenlock Settlement Strategy

- 3.86. This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Much Wenlock, thereby helping meet the needs of priority households. Existing businesses are likely to be maintained and supported and opportunities to create more or higher value jobs provided. The level of existing public transport infrastructure in Much Wenlock is likely to be maintained or increased and there may be provide opportunities to co-ordinate new development with future provision. Much Wenlock is an accessible location and this level of growth is likely to minimise the need for additional car-based transport whilst focussing development where there is good existing access to health, leisure, recreational and cultural activities. The provision of, and access to, services such as schools, doctor's surgeries and shops is likely to be maintained or enhanced. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term.
- 3.87. Development in an urban setting such as Much Wenlock maximises opportunities for the use of brownfield land and the remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process will also minimise any impact from development on soil quality and minimise the use of greenfield sites. Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reductions in energy consumption;
- 3.88. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect air quality; offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change; and reduce flood risk, but there may be an adverse effect on heritage assets. Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation.
- 3.89. The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates in the medium to long term. Finally, whilst careful design, which respects those features which convey a sense of place and takes account of valued viewpoints, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.24 Shifnal Settlement Strategy

Shifnal Settlement Strategy
<p>Development will balance the need for additional housing and employment accommodating around 1,500 dwellings and around 16 hectares of employment development between 2016 and 2036.</p> <p>A further 316 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>A minimum of 14 hectares of additional employment land will need to be identified to achieve the preferred level of employment development in the town.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	The option is likely to maintain and support existing businesses and provide opportunities to create more or higher value jobs in Shifnal.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	++	++	++	This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Shifnal, thereby helping meet the needs of priority households.
4: Promote access to services for all sections of society	0/?	+/?	+/?	The provision of and access to services such as schools, doctor's surgeries and shops is likely to be maintained or enhanced with this option. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term. However, access to amenities such as play areas and sports facilities is dependent on the location of development.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
5: Encourage the use of sustainable means of transport	+	+	+	This option is likely to maintain or increase the level of existing public transport infrastructure in Shifnal and provide opportunities to co-ordinate new development with future provision. Depending on the location of sites, it may also enable more walking and cycling in the town.
6: Reduce the need of people to travel by car	+	+	+	Shifnal is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Shifnal maximises opportunities for the use of brownfield land and remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development on greenfield sites.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0	0	0	The location of sites will have the most effect on flood risk. Parts of Shifnal are at a higher risk of flooding but national policy provides a framework to direct development to areas of lowest risk. If the site selection process for allocated land follows national policy, it is unlikely that flood risk will increase. At the same time, this level of growth offers the prospect of enhancing existing flood management measures
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Shifnal does not have an AQMA so there is unlikely to be much change to the current baseline situation. Additionally, the involvement of the Council's Public Protection Team in the site

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	+/?	+/?	+/?	Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reductions in energy consumption.
13: Promote adaptation and mitigation to climate change	?	?/+	?/+	This option may offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change in the medium to long term. However, such gains are dependent on the size (bigger being better) and the location of sites.
14: Promote efficient use of natural resources	0	-	-	Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term.
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. Nearly all Shifnal's designated assets are linked to the Conservation Areas. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Shifnal Settlement Strategy

- 3.90. This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Shifnal, thereby helping meet the needs of priority households. Existing businesses are likely to be maintained and supported and opportunities to create more or higher value jobs provided. The level of existing public transport infrastructure in Shifnal is likely to be maintained or increased and there may be provide opportunities to co-ordinate new development with future provision. Shifnal is an accessible location and this level of growth is likely to minimise the need for additional car-based transport whilst focussing development where there is good existing access to health, leisure, recreational and cultural activities. The provision of, and access to, services such as schools, doctor's surgeries and shops is likely to be maintained or enhanced. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term.
- 3.91. Development in an urban setting such as Shifnal maximises opportunities for the use of brownfield land and the remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process will also minimise any impact from development on soil quality and minimise the use of greenfield sites. Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reductions in energy consumption;
- 3.92. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect air quality; offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change; and reduce flood risk, but there may be an adverse effect on heritage assets. Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation.
- 3.93. The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates in the medium to long term. Finally, whilst careful design, which respects those features which convey a sense of place and takes account of valued viewpoints, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Table 3.25 Wem Settlement Strategy

Wem Settlement Strategy
<p>Development will balance the need for additional housing and employment accommodating around 600 dwellings and around 6 hectares of employment development between 2016 and 2036.</p> <p>A further 252 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.</p> <p>A minimum of 2 hectares of additional employment land will need to be identified to achieve the preferred level of employment development in the town.</p>

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	The option is likely to maintain and support existing businesses and provide opportunities to create more or higher value jobs in Wem.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	++	++	++	This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Wem, thereby helping meet the needs of priority households.
4: Promote access to services for all sections of society	0/?	+/?	+/?	The provision of and access to services such as schools, doctor's surgeries and shops is likely to be maintained or enhanced with this option. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term. However, access to amenities such as play areas and sports facilities is dependent on the location of development.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
5: Encourage the use of sustainable means of transport	+	+	+	This option is likely to maintain or increase the level of existing public transport infrastructure in Wem and provide opportunities to co-ordinate new development with future provision. Depending on the location of sites, it may also enable more walking and cycling in the town.
6: Reduce the need of people to travel by car	+	+	+	Wem is an accessible location and this level of growth is likely to minimise the need for additional car-based transport.
7: Support active and healthy communities.	+	+	+	This option focusses development where there is existing access to health, leisure, recreational and cultural activities.
8: Protect and improve soil quality	+/?	+/?	+/?	The location of sites will have the most influence on soil quality. However, development in an urban setting such as Wem maximises opportunities for the use of brownfield land and remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process and implementing policies to conserve the best and most versatile land will also minimise any impact from development on greenfield sites.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation
10: Reduce flood risk and improve flood management	0	0	0	The location of sites will have the most effect on flood risk. Parts of Wem are at a higher risk of flooding but national policy provides a framework to direct development to areas of lowest risk. If the site selection process for allocated land follows national policy, it is unlikely that flood risk will increase. At the same time, this level of growth offers the prospect of enhancing existing flood management measures
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/+	0/+	0/+	The impact on air quality is largely dependent on the location of sites, e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation. Wem does not have an AQMA so there is unlikely to be much change to the current baseline situation. Additionally, the involvement of the Council's Public Protection Team in the site

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
				allocation process will maximise opportunities to improve air quality.
12: Reduce carbon dioxide emissions	+/?	+/?	+/?	Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reductions in energy consumption.
13: Promote adaptation and mitigation to climate change	?	?/+	?/+	This option may offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change in the medium to long term. However, such gains are dependent on the size (bigger being better) and the location of sites.
14: Promote efficient use of natural resources	0	-	-	Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates and greenfield sites in the medium to long term.
15: Conserve and enhance features and areas of heritage value and their setting	?/-	?/-	?/-	Depending on the location of sites, these levels of housing and employment growth may have an adverse effect on heritage assets. Nearly all Wem's designated assets are linked to the Conservation Areas, including the site of Wem Castle, which is a Scheduled Monument. If the site allocation process follows national policy (which seeks to conserve and enhance the significance of heritage assets, including the contribution made by setting), substantial harm is likely to be avoided and less than substantial harm minimised.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development alters landscape character and has the potential for adverse visual impacts. Whilst careful design which respects those features which convey a sense of place and takes account of valued view- points, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Summary for Wem Settlement Strategy

- 3.94. This level of growth will strongly contribute to the evidenced housing need for Shropshire in the Plan period. It is likely to provide a variety of locations and a good level of affordable houses in Wem, thereby helping meet the needs of priority households. Existing businesses are likely to be maintained and supported and opportunities to create more or higher value jobs provided. The level of existing public transport infrastructure in Wem is likely to be maintained or increased and there may be provide opportunities to co-ordinate new development with future provision. Wem is an accessible location and this level of growth is likely to minimise the need for additional car-based transport whilst focussing development where there is good existing access to health, leisure, recreational and cultural activities. The provision of, and access to, services such as schools, doctor's surgeries and shops is likely to be maintained or enhanced. Similarly, opportunities to increase the provision or connectivity of services such as broadband or renewable energy are likely to increase in the medium to long term.
- 3.95. Development in an urban setting such as Wem maximises opportunities for the use of brownfield land and the remediation of contaminated land. Prioritising the use of poorer quality land through the site allocation process will also minimise any impact from development on soil quality and minimise the use of greenfield sites. Economies of scale resulting from this level of growth may promote the provision of energy from renewable source whilst encouraging energy efficiency and reductions in energy consumption.
- 3.96. Depending on the location of allocated sites, this option may also; enable more walking and cycling in the town; support access to amenities such as play areas and sports facilities; protect air quality; offer opportunities to improve the amount and connectivity of those habitats (such as wetlands and woodlands) that increase adaptation to, and mitigation of, climate change; and reduce flood risk, but there may be an adverse effect on heritage assets. Since pollution from rural areas is the main issue affecting water quality in Shropshire, it is unlikely that this option will alter the present or future baseline situation.
- 3.97. The level of housing and employment growth is likely to have an adverse effect on the range of some plants and animals and the condition of some wildlife habitats. However, if the site allocation process follows national and current local plan policy (which seeks to conserve and enhance biodiversity and provide mitigation or compensation measures where this is not possible) then harm to natural assets should be minimised. Whilst this level of growth may encourage the re-use of existing buildings and previously developed land, these gains are likely to be offset by an increase in the use of primary aggregates in the medium to long term. Finally, whilst careful design, which respects those features which convey a sense of place and takes account of valued viewpoints, can help to maintain local distinctiveness and minimise losses of visual amenity, it is unlikely to prevent localised changes in landscape character.

Appendix 1: Issues and Strategic Options Consultation Responses on SA

Respondent		Response	Proposed Action / Response
Condover Parish Council		The Sustainability Appraisal: the final document does not appear to be available. The scoping document along with a summary of responses are on the Shropshire Council website.	No change: Documents are available on Shropshire Council's website
Oswestry and District Civic Society		The Sustainability Appraisal undertaken is defective as it simply compares options presented, rather than asking whether the strategies meet the requirement to move to a low carbon economy.	No change
Taylor Wimpey UK Ltd		<p>1. Sustainability Appraisal (SA) Report: negative effects Option 1, also for Option 3 but scored "strongly positive" for housing needs and access to services. Serious misgivings about the approach which has been adopted in the Sustainability Appraisal. Option 3 most sustainable option - many of the negative effects can be mitigated.</p> <p>2. Strategic Distribution Option will need to be informed by further technical work, including strategic transport modelling, strategic environmental assessments, sustainability appraisal, SLAA and Green Belt Review</p>	<p>1. No change.</p> <p>2. No change. Strategic Distribution option will be subject to SA.</p>
John Hitchcock		I agree with the Sustainability Appraisal Summary dated January 2017 where it states that Balanced Growth "effectively provides a middle ground between Option A and B, balancing needs and opportunities across the urban and rural areas".	Comments noted.