

**BROSELEY TOWN COUNCIL NEIGHBOURHOOD DEVELOPMENT
PLAN 2018 – 2026**

DRAFT NEIGHBOURHOOD DEVELOPMENT PLAN

BROSELEY TOWN COUNCIL

DECEMBER 2019

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1. FOREWORD

1.1 Neighbourhood Plans arise from the Government's decision to make sure that local communities can be closely involved in planning decisions that affect them. This Plan has been prepared to make sure that Broseley has an established long-term view for the local communities aspirations for development through to 2026.

1.2 The Localism Act of 2011 gave new rights and powers to communities. It introduced Neighbourhood Planning in England, giving communities the right to shape their development at local level. The Neighbourhood Plan is an important and powerful planning document that has statutory weight and must be taken into account as a material consideration in planning decision making.

1.3 The National Planning Policy Framework (NPPF) 2018 highlights that Neighbourhood planning gives communities the opportunity to develop a shared vision for their neighbourhood and that neighbourhood plans can help to deliver sustainable development. Neighbourhood Plans can influence planning decisions as part of the statutory development plan for Shropshire.

1.4 All Neighbourhood Plans must meet a number of basic conditions. These are:

- ! To have appropriate regard to National Planning Policy
- ! To contribute to sustainable development
- ! To be in general conformity with the strategic policies in the Development Plan for the local area.
- ! To be compatible with EU Regulations and Human Rights requirements

1.5 The Broseley Neighbourhood Plan covers the whole of the administrative area of Broseley Town Council, which includes Broseley and the surrounding countryside. At the time of preparing this Plan the adopted local development plan for the Neighbourhood Area is the Shropshire Core Strategy and the Site Allocations and Development Policies Development Plan Document (SAMDev). The Core Strategy sets out Shropshire Council's vision, strategic objectives and the broad spatial strategy to guide future development and growth in Shropshire during the period up to 2026. The Core Strategy was adopted in February 2011.

1.6 The Site Allocations and Development Policies Development Plan Document (SAMDev) was adopted in December 2015 and sets out proposals for the use of land and policies to guide future development in order to help to deliver the vision and objectives of the Core Strategy for the period up to 2026.

1.7 A partial review of the Local Plan 2016 – 2036 is currently underway. The purpose of this review is to up date elements of the Plan and to make sure that Shropshire can respond flexibly to changing circumstances in line with the NPPF (2018). The Review will include the consideration of housing numbers (including objectively assessed need), employment land requirements, the

distribution of development and a review of Green Belt boundaries as part of the consideration of strategic options to deliver new development.

1.8 When the Broseley Neighbourhood Plan is 'made' it will become part of the Local Development Framework alongside the Core Strategy and SAMDev and alongside the Partial Review when that is adopted. The Neighbourhood plan will be used to help determine planning applications within the Broseley designated Neighbourhood Area.

1.9 The Core Strategy states that development will be largely directed to Shrewsbury, the Market Towns and other key centres. In the rural area there will be a "rural rebalance" approach, accommodating around 55% of Shropshire's residential development over the plan period. Development will be located predominantly in 'Community Hubs' and 'Community Clusters and will contribute to social and economic viability. Outside these settlements development will be primarily for economic diversification and to meet the needs of local communities for affordable housing. Broseley is not defined as a Community Hub or Community Cluster in SAMDev. Shropshire Council allocated a guideline housing target for Broseley and after the completion of current housing development and development with planning permission it is proposed that 50 new dwellings are required to be built in Broseley during the lifetime of the Neighbourhood Plan up to 2026. The Neighbourhood Plan will allocate sites for this proposed development.

1.10 Both the Core Strategy and the SAMDev document are supportive of Neighbourhood Plans, as is the emerging Local Plan Review. The Core Strategy states that Neighbourhood Plans will become part of the Local Development Framework and policies in SAMDev acknowledge the key role played by Neighbourhood Plans by requiring, where appropriate, proposals to take account of the local requirements set out in the Neighbourhood Plan.

1.11 The Broseley Neighbourhood Plan has been produced following a resolution by the Town Council at a meeting on 10th. April 2018. On 19th. April 2018 the Town Council submitted an application to Shropshire Council to designate the Neighbourhood Plan Area. On 17th. September 2018 Shropshire Council approved the application to designate the Neighbourhood Plan Area and approve the Town Council as the qualifying body to prepare the Plan.

1.12 The Town Council resolved to set up a Steering Group including Town Councillors and interested members of the public. The Steering Group, subsequently called the Neighbourhood Plan Advisory Group (NPAG) has met regularly since then. The Advisory Group has overseen the early consultation and evidence gathering on behalf of the Town Council. Every effort has been made to make sure that the vision, aims, objectives and policies in the Neighbourhood Plan reflect the views of the majority of local residents whilst also having regard to local and national development planning policies.

1.13 The preparation of the Plan has enabled local people to contribute towards determining how land in Broseley should be used in the future and in a way that

can be of benefit to the community. The Plan will make sure that developments coordinated and appropriate to Broseley. The Neighbourhood Plan provides a vision for Broseley in the future and a set of objectives and policies to help realise the vision over the lifetime of the Plan. The land use policies covered by the Plan include housing, employment, community facilities and wellbeing and the environment, together with associated planning matters including highways and traffic, conservation and heritage, supporting the visitor economy and achieving sustainable development.

1.14 The Neighbourhood Plan has been prepared following extensive consultation with the residents of Broseley, interested parties and landowners. Shropshire Planning Department has been consulted throughout the process and has provided essential information and advice. Neighbouring Council's have also been consulted.

1.15 Plan 1 shows the designated Broseley Neighbourhood Plan Area and boundary as approved by Shropshire Council in accordance with the Town and Country Planning Act 1990 and the Neighbourhood Planning Regulations 2012 Part 2 Section 6.

PLAN 1

BROSELEY NEIGHBOURHOOD PLAN AREA

(and indicating the Town Council administrative boundary)

2. INTRODUCTION

2.1 Following the Localism Act of 2011 and the Neighbourhood Planning Regulation 2012 Neighbourhood Plans became required components of the statutory planning system providing local people with a voice to influence the plans and decisions within their locality. Publicity and early consultation essential became essential elements in this process.

2.2 This Neighbourhood Plan is a community led framework for guiding the future development, conservation of the character and qualities of Broseley. The Plan contains policies for specific types of development and deals with a range of social, economic and environmental matters that were brought to the attention of the Town Council through the surveys and consultation that engaged every household in Broseley.

2.3 The history of Broseley extends back to the Saxon period. The town originated in a Saxon clearance within the royal forest that covered the Ironbridge Gorge. The Name is said to derive from the old English for “town-guardians wood/clearing” or possibly “Bargweard’s wood/clearing”. Broseley was recorded in the Domesday Book and appears to be a largely agricultural village. Evidence suggests that the medieval settlement of Broseley was centred on the area close to the church. However the existing All Saints Church was extensively rebuilt in 1845.

2.4 Broseley is of special interest because of its development in association with the Industrial Revolution. During the early 15th. century coal was being mined in the area and mining developed rapidly during the 16th. century. The Lord of the manor James Clifford exploited the area’s substantial reserves of coal and he encouraged the migration of miners into the area. The miners were permitted to build cottages on the unenclosed commons of the village.

2.5 Coal continued to form the basis of Broseley’s prosperity in the 17th. and 18th. centuries along with the manufacture of iron and earthenware. Early ordnance survey maps suggest small-scale mining with the extraction of coal, ironstone and clay from shafts. Traces of Broseley’s industrial past can be seen in the form of complete buildings or the remains of buildings and significant archaeological evidence of mining can be seen in the Mines area. Lime quarrying and brick making were also important activities within the town.

2.6 None of these industries survive today with the tile, brick and pottery factories having all closed. However archaeological remains from industries can be seen including lime, china and brick kilns.

2.7 Broseley’s more rapid industrial growth began in the first quarter of the 17th. century and the settlement grew quickly with cottages in irregular plots. This can be seen in the Broseley Wood area, which became a squatter settlement. This unplanned development continued throughout the 17th. century and resulted in the maze of streets, lanes and narrow paths known as jitties.

This is one of Broseley's distinctive characteristics. King Street, Queen Street and Duke Street and other connecting streets developed from the small strips of land left between the growing numbers of dwellings.

2.8 By 1700 Broseley had become one of the largest and most important industrial towns in Shropshire. During the 18th. century Broseley's population of around 200 more than doubled. Coal mining remained the most important industry, which together with local ironstone supplied raw materials to local furnaces and those further afield.

2.9 The high quality local clay was also exploited for the manufacture of pottery and clay tobacco pipes. Broseley pipes were famous nationally and internationally. Southorn's pipe works survives in King Street and Legges Hill is the site of another pipe works. The local brick and tile industry expanded to meet the increasing demand for housing and commercial buildings. 18th. century buildings constructed from these local materials can be seen throughout the town.

2.10 Wealth from these local industries was reflected in the building of substantial houses such as The Lawns, White Hall and Broseley Hall in Church Street. Broseley continued to develop rapidly with the settlement becoming more concentrated rather than expanding outwards as existing houses were subdivided and the sites between them were filled. By the end of the 18th. century some of the larger employers were building housing for their workers. This established an irregular and haphazard form of development with large houses, commercial buildings and small cottages mixed together. This is characteristic of a large part of Broseley. During the 18th. century the commercial centre of the town shifted away from the church northwards towards the High Street.

2.11 Around 1800 the coal reserves began to run out. Ironstone continued to be mined until the 1870's and some of it was used locally. But by the 1830's iron production in the Parish had virtually ceased. The production of clay pipes, pottery, bricks and tiles became the most important local industries. From about 1840 business boomed with the introduction of new machinery and processes, helped by the opening of the railway in 1862.

2.12 Despite this from the 1840's Broseley began to decline and the population began to fall. Modest houses continued to be built and the town altered little. At the beginning of the 20th. century the street pattern was little different from that at the end of the 18th. century. After the First World War there was some slum clearance and a small amount of new housing was built. Since the 1960's new housing development has increased the population above its early 19th. century level and in 1991 the population was approximately 5000. However the historic core of Broseley remains largely unchanged with many of its older buildings surviving.

2.13 Today Broseley is small town with a population of 4,912 (2001 census). The river Severn flows to the north and east of the town. Jackfield lies on the

southern bank of the river and adjoins the neighbouring authority of Telford & Wrekin.

2.14 Because of its strong development during the industrial revolution Broseley has a historic character and quality that is recognised in this Plan. The world's first iron bridge was built across the Severn in 1779 to link Broseley with Coalbrookdale and Madeley. The improved communications supported the pioneering industrial development that is now internationally recognised and one of the UK's first World Heritage Sites was designated in 1986 in the Ironbridge Gorge on the edge of Broseley.

2.15 In the last decades of the twentieth century Broseley experienced a development revival alongside the development of Telford New Town across the river Severn. Twenty first century Broseley has a number of distinct settlements including Jackfield, Broseley Wood and the Tileries. Modern development has focused on the area east of the High Street with the Tileries and Bridgnorth Road housing being the two main developments.

2.16 The density, pattern, scale and type of development vary with in the Town and this variety is an important feature of Broseley's character. Around the church are large buildings, mostly detached, widely spaced with some set back from the road. This pattern changes in the more northern part of Church Street where the buildings are more tightly concentrated with many fronting the street and grouped in rows or terraces. The urban pattern becomes more dense along High Street. To the west of High Street is an intricate network of lanes and narrow roads, with modest older houses and cottages interspersed with newer development. In Broseley Wood there are locally valued views across the largely undeveloped Benthall Valley and this part of the town has a strong rural character. Broseley Wood also contains the jitties that provide an intricate network of narrow, steep lanes and paths extending between the ridge on King Street and Bridge Road.

2.17 The east of the town beyond the B4378 has scattered linear development along Ironbridge Road with open fields beyond. To the south of Coalport Road is the Tileries, a 1960's housing development. Southeast of the High Street is the Bridgnorth Road development with some scattered individual plots surrounded by a mix of later 20th. century social housing. Jackfield has a mix of late 20th. century housing and scattered individual properties dating from the early industrial period.

2.18 Notwithstanding its industrial past Broseley is a semi-rural settlement. It is bounded by open fields to the east and south. The western boundary is marked by the Benthall Valley that leads down to Ironbridge. A north/south ridge to the west of the town encompasses the Broseley Wood area, whilst the rest of the town lies on slopes that run eastwards from the ridge. The town centre appears to be densely built up but there are important and valued views between buildings out into the surrounding countryside. There are open fields to the north east of High Street and Church Street and the churchyard provides an important green space with views of the countryside beyond.

3. COMMUNITY VISION FOR BROSELEY

3.1 National planning policy puts emphasis on providing proportionate and robust evidence supporting the choices made and the approach taken in Neighbourhood plans. The Town Council has produced this Neighbourhood Plan from consultation evidence, documentary sources and surveys undertaken during the early consultation at the early stages of the Plan's preparation. The Plan also draws on the earlier Broseley Town Plan produced by the community group the Broseley Partnership and endorsed by Shropshire Council. The information gathered is supported by local people and provides an accurate basis for the Neighbourhood plan and its policies. The early consultation and provides robust and proportionate evidence base to guide future development in Broseley. The details of this survey work and evidence gathering are available online at the Town Council's website and will also be summarized in a separate supporting document.

3.2 From this survey evidence the Town Council has been able to establish a vision for Broseley.

"Our vision is for a Broseley that is economically viable, a safe place to live and one that supports a vibrant community in which every resident plays apart. We want to work with residents to preserve the Town's existing historical and semi-rural character while embracing the opportunities of the 21st. century".

3.3 The Neighbourhood Plan is a planning document that will guide development decisions within the designated Neighbourhood Area. That means that it is about land uses and associated social, economic and environmental matters. The Neighbourhood Plan will become part of the Development Plan for Shropshire and its policies will carry material planning weight in planning decisions.

3.4 To enable this vision to be realized during the lifetime of the Plan the Plan is based on a number of objectives.

1.Housing.

- ! The provision of additional low cost housing is a high priority for the Plan and it will address the scale and location of any new development, in particular reasonably sized schemes for 100% affordable housing as exception sites.
- ! Shropshire Council's Development Plan has set a target for the Neighbourhood of 50 new dwellings. The Plan will make sure that this target will be met by a mixture of market and social housing.
- ! New developments of market housing will normally be guided to sites within the development boundary of Broseley. Where necessary the development boundary will be changed to encompass existing or approved development outside the current boundary.

2. Employment and jobs.

- ! To create a prosperous and sustainable local economy with jobs for local people.
- ! Existing employment sites will be retained where possible. Changes of use will only be considered acceptable where it can be proven that the retention for employment use is impossible or where another viable site has been identified.
- ! The Neighbourhood Plan anticipates employment growth arising from small-scale start up businesses, retail and uses supporting the visitor economy.

3. Green Spaces and Green Infrastructure.

- ! 'Valued Green Spaces' will be identified and protected.
- ! The Plan will examine recreation and play spaces and consideration will be given to identifying additional green space.
- ! The Landscape, natural environment and wildlife within and around Broseley will be protected and enhanced where possible in association with new development.
- ! The Plan will examine current green infrastructure (footpaths, bridleways, green spaces) and consider infrastructure improvements that would benefit both the green environment and the tourist economy.
- ! The Plan will seek to identify 'green routes' and protect links to and from Broseley.
- ! The Plan will seek to create a green environment with accessible and protected green spaces.

4. Traffic and Accessibility.

- ! The Plan will consider infrastructure requirements that follow from new development outlined in the Plan.
- ! Improvements to walking and cycling routes and road safety to promote the tourist economy and healthier lifestyles will be considered.
- ! Measures to manage HGV routes within the town centre and residential areas will be considered.

5. Conservation and Heritage.

- ! The Plan will seek to protect the Conservation Areas and the historic character of Broseley.
- ! The protection of the historic street layout of Broseley including the Jitties will be an important consideration for the Plan. Links to the adjacent Ironbridge Gorge World Heritage Site (WHS) will be considered in the Plan.

6. Community Resources.

- ! Strong community resources are an invaluable part of Broseley's character and the quality of life for residents. The Plan will identify these

resources and consider working with partner agencies and developers to secure and retain community facilities for the future.

7. Sport, Leisure and Recreation.

- ! To protect and enhance existing provision.
- ! To seek to develop sport and recreation facilities where there is a current shortfall.
- ! To consider the provision of allotments.

8. Supporting the Visitor Economy.

- ! Broseley is adjacent to one of the UK's most important tourist attractions, the Ironbridge Gorge and museum sites. The Plan will consider how Broseley can be promoted as a base for tourists wishing to explore the surrounding area.
- ! Proposals to support tourist related development and support tourist related business will be considered.
- ! Measures to protect and develop the High Street and secure investment in improving the street scene will be considered.
- ! The Plan will seek to resist developments that could detract from the quality of Broseley's rural setting.

9. Achieving Sustainable Development and Responding to Climate Change.

- ! The Plan will work to secure sustainable communities within the designated Neighbourhood Area.
- ! The Plan will contribute to the achievement of sustainable development.

4. PREPARING THE PLAN

4.1 The Neighbourhood Plan must meet certain Basic Conditions set out in the Town and Country Planning Act. This means that the Plan must:

- ! Have regard to National Planning Policy and Guidance.
- ! Contribute to the achievement of sustainable development.
- ! Be in general conformity with the strategic policies in the Development Plan for the local area.
- ! Be compatible with Human Rights requirements
- ! Be compatible with EU Regulations.

4.2 This means that the Broseley Neighbourhood Plan does not just restate the Shropshire Council Development Plan policies in the Core Strategy and SAMDev Documents it sets out the views of the Broseley community on development and the use of land within the designated Neighbourhood Area. The Basic Conditions are to make sure that there is an acceptable balance between community control of their neighbourhood and the delivery of important national and local policies for development.

4.3 The Shropshire Core Strategy and the Site Allocations and Development Policies Development Plan Document (SAMDev) set out the scale and location for developments for both housing and employment up to 2026. The Shropshire Plans are intended to meet local needs and include housing sites with planning permission, sites under construction, sites completed, windfall sites and allocations. The Shropshire Plans identify employment targets to support economic development across the Shropshire area and generate future jobs.

4.4 The policies that have been set out in the Neighbourhood Plan have been prepared taking into account the policy requirements of the National Planning Policy Framework (NPPF) 1018 and the Shropshire Plans 2011 to 2026. The Neighbourhood Plan policies are based on the objectives derived from the evidence and representations received during community consultation. The choice of policies is justified through consideration of this evidence and taking into account national and local strategic policies that have undergone Strategic Environmental Assessment (SEA).

4.5 It is important that the policies in the Neighbourhood plan can be achieved during the lifetime of the Plan and that measures are in place to make sure this happens. The Town Council will monitor progress in liaison with Shropshire Council.

4.6 It is recognised that opportunities, challenges, pressures and Shropshire Council's development policies may change during the lifetime of the Plan and in order to keep the Plan up to date the Town Council will periodically review the plan throughout the lifetime.

4.7 The Town Council decided to produce the Neighbourhood Plan in 2017. An Advisory Group was formed to oversee the preparation of the Plan. The Advisory Group's aim was to consult as widely as possible and details of these consultations and surveys are available on the Town Council's website. A separate consultation summary document will be produced and published by the Town Council.

4.8 The Town Council applied for the designation of a Neighbourhood Area in April 2018. After a four week consultation period that started on 1st. May 2018 it was approved by Shropshire Council on 17th. September 2018 together with recognition of the Town Council as the qualifying body to produce the Neighbourhood Plan.

4.9 Neighbourhood Plans have to be prepared in accordance with national regulations approved by government and this process is set out below in Table 1.

TABLE 1: PREPARING THE PLAN

The table will be inserted here.

5. POLICIES

5.1 Housing.

5.1.1 Strategic Policies.

The current Local plan comprises the Core Strategy (2011) and the SAMDev (2015). The Local Plan is currently under review but the emerging Plan has not yet confirmed the future development targets. The overall strategic approach for new housing is to focus development on Shrewsbury and Community Hubs and Clusters. Development is proposed to be managed through criteria based policies with the delivery of local housing appropriate to the role, size and function of each settlement.

5.1.2 The adopted Shropshire Plan identifies a growth target for Broseley. Taking into account recent planning permissions, dwellings completed and under construction the target for Broseley is for 50 new homes over the Plan period up to 2026.

5.1.3 This strategic target can be delivered by infilling, windfalls and the allocation of two additional development sites that together could provide just above the 50 homes required. This would provide a measure of flexibility to make sure that the target set out in the Shropshire Plan is achieved.

5.1.4 Policy Objectives.

The responses received during the periods of early consultation indicate that several matters in relation to housing were important to residents.

- ! The provision of additional low cost housing.
- ! The provision of reasonably sized schemes for 100% affordable housing as exception sites
- ! The provision of market housing within Broseley.

POLICY HO1. New Housing Development in Broseley to meet local needs will be supported on infill and windfall sites within the Broseley development boundary.

POLICY HO2. New Housing located within the Broseley development boundary will be supported on suitable sites that:

- A) Do not affect local landscape character and visual amenity.**
- B) That maintain the sensitive 'Valued Green Spaces defined in Policy GI 3**
- C) Are located on previously used land.**
- D) Fill small restricted gaps in the continuity of existing frontage buildings.**
- E) Replace existing buildings.**
- F) Are conversions of existing buildings.**
- G) Provide evidence based affordable housing either within or on the edge of the development boundary.**
- H) Does not affect the heritage assets of Broseley or their setting.**

POLICY H03. New Housing development sites to meet the Shropshire Development Plan target of 50 new homes in Broseley by 2026 are allocated at:

- A) Land at Dark Lane.**
- B) Land off Avenue Road.**

Together these sites will deliver just over 50 new homes and the Broseley development Boundary will be changed to include these sites and any other recently completed sites.

POLICY H04. Affordable Housing proposals submitted as Exception Sites* under the Shropshire Strategic Exception Sites Policy and are easily accessible to the main services in Broseley town centre will be supported.

***Exception Sites have specific legal conditions attached to their use and occupation. An Exception Site is land where the homes built are reserved solely for local people, in perpetuity, usually as rented housing provided by a recognised Housing Association. Affordable can have different meanings in different contexts. In the Broseley Neighbourhood Plan 'affordable' on an Exception Site will mean housing for rent as defined above, provided a recognised Housing Association.**

POLICY H05. Design of new housing in Broseley. New Housing development will be expected to achieve high standards of design and:

- A) Be in keeping with the character and appearance of the surrounding area.**
- B) Maintain, protect and enhance biodiversity.**
- C) Protect important trees, hedgerows and woodlands.**
- D) Have regard to the amenity of neighbouring properties.**
- E) Provide safe and secure access and not result in harm to highway safety.**
- G) Seek opportunities for pedestrian links to adjoining areas, open spaces and services.**
- H) Development adjoining open countryside should provide a sympathetic transition.**
- I) Development should take account of the topography and natural features to maximize views from the site to the surrounding areas of countryside.**
- J) New Housing design should respect the character of the locality and the local vernacular and contribute to the local distinctiveness of Broseley.**

POLICY H06. New Housing within the Conservation Area. New housing development within the Conservation Area will only be supported if:

- A) The development provides benefit to the Conservation Area in respect of visual appearance and scale and is in keeping with the form and materials that define the Town's character and heritage.**
- B) The proposed development does not create an unacceptable load on the narrow streets of the town and is able to provide adequate off-street parking and road access.**

5.1.5 Evidence and Justification. The Neighbourhood Plan recognizes that to maintain a sustainable and prosperous community some new housing is required to meet local housing needs. The adopted Shropshire Development plan identifies a target of 50 new homes up to 2026. These policies conform to that Shropshire Plan requirement. These Policies will help to deliver the Neighbourhood Plan Objectives for housing, design and development within the Conservation Area.

PLAN 2:PROPOSED DEVELOPMENT BOUNDARY

Plan to be inserted here.

5.2 ECONOMY AND JOBS

5.2.1 Strategic Policies.

The adopted Shropshire Core Strategy and SAMDev Development Plan Documents set out the Shropshire-wide policies for strategic employment and Economy up to 2026. The SAMDev Plan states that development will be delivered by permitting proposals that are sustainable development and are:

- (i) On committed or allocated sites.
- (ii) Are otherwise suitable for development
- (iii) Comprise Class B or Sui Generis use with industrial or commercial opportunities.
- (iv) Operations compatible with adjoining uses.
- (v) Satisfy the relevant settlement policy and accompanying guidelines.

5.2.2 Within Broseley an employment site of 1.3 hectares is allocated on land south of Avenue Road and identified on the Policies Map. This site has reasonable road access from the main road and limited visual impact. Broseley has a number of employment premises and will be supported to grow. Others that are ready for re-use will be assessed on an individual basis. The Broseley Town Plan identifies the former factory site at Calcutts Road in this latter category and supports its redevelopment for mixed uses, including housing.

5.2.3 In order to protect Broseley town centre for A1, A2, A3, and A5 Class uses in accordance with the Broseley Town Plan the Broseley town centre area and the primary shopping area are identical and the Primary Shopping Area is indicated on the Policies Map.

5.2.4 All development will need to take account of known critical infrastructure constraints as identified in the Broseley Town plan and Local Development Framework Implementation Plan. Development should be phased appropriately to take account of critical infrastructure delivery and seek to positively contribute towards local infrastructure improvements, including the provision of community benefits in accordance with Policies CS8 and CS9 in the Town Plan.

5.2.5 Policy Objectives.

Most working residents of Broseley work outside the town, commuting to Telford, Shrewsbury and Wolverhampton. Broseley has three main employment sites at Cockshutt Lane, Coalport Road and Calcutts Road/Fusion in Jackfield, with a small group of workshop units at the junction of King Street and Duke Street. Another source of employment is the High Street with a wide range of shops and businesses.

5.2.6 Consultation respondents generally supported the provision of jobs to meet the needs of local people and indicated a preference for the use of previously used land or existing buildings for employment uses.

POLICY EJ1 Proposals for new B Class industrial, business and commercial development in Broseley will be supported subject to the following criteria:

- (A) The scale and nature of the proposed development would not have a significant harmful effect on the amenity of neighbouring residential areas**
- (B) The proposal would not have unacceptable impacts on the local road network**
- (C) The proposal provides adequate access, including walking, cycling, public transport and parking.**
- (D) The proposal has access to appropriate infrastructure.**
- (E) The proposal does not have a significant adverse impact on adjacent land uses**
- (F) The proposal does not adversely affect the character of the area**
- (G) Proposals to change existing employment land to alternative uses will only be supported where it can be demonstrated that the site is no longer viable through an active marketing exercise in which the property has been offered for sale or rent on the open market at a reasonable price and no reasonable offers have been refused.**

POLICY EJ2 Existing employment land in Broseley will be retained where possible and the more effective use of such existing employment land will be supported, particularly the site at King Street/Duke Street.

POLICY EJ3 Proposals for new retail development in Broseley will be supported where they can demonstrate a positive benefit for the town centre as the heart of the community and contribute to its viability and vitality.

POLICY EJ4 Proposals that promote or provide facilities for home working and businesses operating from home in Broseley will be supported where the proposal does not have a significant harmful effect on the amenity of neighbouring residential areas.

POLICY EJ5 The sympathetic conversion of existing buildings for business and enterprise will be supported where the proposal does not have a significant impact on adjacent buildings, adjacent land uses or the character of the area.

5.2.7 Evidence and Justification.

These policies will help to deliver the Neighbourhood Plan Objectives in respect of retaining and enhancing existing businesses, creating new economic opportunities and jobs, protecting the High Street and supporting the visitor economy.

5.3 GREEN SPACES AND GREEN INFRASTRUCTURE, SPORT AND RECREATION

5.3.1 Early consultation emphasized the importance of the environment, green spaces and open space to local people. In particular 'Valued Green Spaces' that

help to create the character of Broseley and provide strong visual features that define the surrounding area and provide important views into the open countryside were recognised and strongly supported. The Broseley Town Plan identified a number of these 'Valued Green Spaces' and they were listed and endorsed by Shropshire Council. The 'Valued Green Spaces' are particularly important in shaping the character and environmental qualities of Broseley.

The 'Valued Green Spaces' have been carefully chosen because of their importance in the locality and their significant contribution to the appearance of Broseley. The 'Valued Green Spaces' each meet the following criteria.

- 1) They create open green areas that help to frame the physical form of Broseley with its unique combination of built areas and open green areas.
- 2) They provide strong visual features within the urban environment.
- 3) They provide views from within the urban parts of Broseley out into the open countryside that are characteristic of Broseley.
- 4) They provide informal green areas between the built up parts of Broseley that represent its historic form.

5.3.2 Consultation representations indicated that residents want the Neighbourhood Plan to protect and where possible enhance Broseley's open spaces. Respondents expect new green spaces to be provided with new housing development and the links between them to be improved.

5.3.3 Strategic Policies.

National Planning Policy seeks to promote healthy communities and provide residents with a high quality of life. Green spaces play an important role in providing play areas, recreation grounds and sports facilities. Within Broseley the open spaces are an important part of its character and enhance the quality of life for local people. Policy CS8 of the Shropshire Core Strategy highlights the need to protect and enhance existing facilities for residents and visitors.

POLICY GI 1 Designated areas of Public Open Space within Broseley will be protected and development on these sites will not be supported.

POLICY GI 2 The provision of new Public Open Spaces and footpath links between them will be supported.

POLICY GI 3 The 'Valued Green Spaces' identified in the Broseley Town Plan and Endorsed by Shropshire Council will be protected and additional green spaces added where possible. Development proposals that would adversely impact on these 'Valued Green Spaces' will not be supported.

The 'Valued Green Spaces' are:

1) Land north of Balls Lane

2) Woodlands Green

3) Land surrounding Fish House extending down to Ironbridge road

4) Cricket Club Fields

5) Stocking Mound and Barnet's Leasowe

6) The strip of land to the east of Cherrybrook Drive

- 7) **The green space corridor from Ironbridge Road north through Morewood to the Gorge**
- 8) **Brickmeadow Field**
- 9) **The fields to the east of Dark Lane**
- 10) **The Haycop**
- 11) **Corbett's Dingle green space area, including the strip of woodland towards Coneybury Farm**
- 12) **The land between Dark Lane, Ironbridge road, the Haycop and the church**
- 13) **Fiery Fields**
- 14) **The play space off Pounds Lane**
- 15) **The green corridor between the sewage plant and the Jackfield Tile Museum, encompassing the Wilds, Preens Head and the areas of the Jackfield stabilization works that are in Broseley Ward.**

These 'Valued Green Spaces are defined on the Neighbourhood Plan Policies Map.

POLICY GI 4 Footpaths and bridleways through green spaces in Broseley will be protected and where possible enhanced. These green routes include:

- 1) **Links between Broseley and the Ironbridge Gorge World Heritage Site**
- 2) **Routes through the Haycop and the Morewood Valley**
- 3) **Routes through Corbetts Dingle to Jackfield**
- 4) **Routes from the Ironbridge Road to the disused railway line**
- 5) **New routes created as part of new development in Broseley**
- 6) **Permissive paths that, with the cooperation of landowners would create an improved footpath network within Broseley**

POLICY GI 5 The Town Council will work with landowners to identify an area of land close to the town centre that could be used for allotments.

5.3.4 Evidence and Justification. These Policies help to deliver the Neighbourhood Plan Objectives for protecting 'Valued Green Spaces, protecting green routes, footpaths and bridleways and the overall green environment within and around Broseley. These Policies conform to the National Planning Policy Framework (NPPF) 2018 and the Shropshire strategic development policies as set out in the Core Strategy and the SAMDev Plan.

5.4 CONSERVATION, HERITAGE, LANDSCAPE AND THE ENVIRONMENT

5.4.1 The Broseley Conservation Area Statement and the Broseley Design Statement provide the basis for policies to conserve and protect Broseley's historic character and landscape. The Broseley Conservation Area was designated on 8th. June 1988 and the Conservation Area boundary was amended on 23rd. July 2003.

5.4.2 As set out above Broseley has a long history of growth and development. From agricultural settlement, through industrial town to its present form combining historic buildings and modern development.

5.4.3 Strategic Policies.

The Broseley Design Statement is concerned with how planned development should be carried out so that it is compatible with the historic character and qualities of Broseley. The aim is to make sure that new development contributes to the conservation of Broseley and where possible enhances the local environment. The Design Statement is an integral part of the Town plan, setting out design principles based on local character.

5.4.4 The Design Statement and the Conservation Area Appraisal both contain details of the building materials, form of boundaries, architectural features and the character of the Conservation Area. The historic importance of Broseley and the survival of its pattern of streets and settlement was a major factor in the designation of the Conservation Area. The diverse but traditional styles and architectural detailing of housing form the elements that define the character of Broseley.

POLICY CH 1 The Design of proposed new development within the Broseley Conservation Area should be in keeping with the form and materials that define the town as set out in the Broseley Design Statement and the Conservation Area Appraisal

5.4.5 The landscape around Broseley provides a countryside setting for the town and the open fields and woodlands are an important defining characteristic. The protection of the landscape around Broseley was highlighted by respondents in the early consultation.

POLICY CH 2 New development that would have an adverse and harmful impact on the quality and visual appearance of the open countryside around Broseley will not be supported.

5.4.6 Evidence and Justification.

These Policies help to deliver the Neighbourhood Plan Objectives for the protection of the historic character and qualities of the landscape around Broseley. These Policies conform to the National Planning

Policy Framework (NPPF) 2018 and the Shropshire strategic development policies as set out in the Core Strategy and the SAMDev Plan.

5.5 COMMUNITY RESOURCES

5.5.1 Broseley is fortunate in having a rich variety of community groups and organisations working in and for the town. A significant number of respondents to the early consultation referred to the importance of community facilities to serve local people. The Town Council supports working with local groups as a vital element of Broseley's community resources.

5.5.2 The Town Council supports community resources such as the Birchmeadows Centre, Birchmeadows Park, Victoria hall and others. The Town Council will work with partner agencies and developers to help to provide new community facilities. The Town Council will also work with school governing bodies and the Health Centre Management Team to protect and promote safe and broad access to these facilities as part of Broseley's community infrastructure.

5.5.3 Strategic Policies.

The Shropshire Core Strategy sets out the importance of market towns and other key centres and proposes appropriate targets for growth and development. Shropshire Policy CS 15 states that rural settlements (such as Broseley) will be supported by the protection and improvement of existing day-to-day services and facilities. Proposals that make a positive contribution to settlements will be encouraged.

5.5.4 The NPPF (2018) supports planning policies and decisions that promote the retention and development of local services and community facilities such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship.

5.5.5 Policy Objectives.

Strong community resources are a vital part of Broseley and the quality of life for its residents. Early consultation indicated that residents want existing community resources to be protected in order to contribute to community wellbeing and provide benefit for local people.

POLICY CR 1 Proposals that would result in the loss of community resources and facilities in Broseley will not be supported unless:

- 1) It can be demonstrated that the facilities are no longer required**
- 2) It can be demonstrated that alternative provision exists or can be provided in the community to serve local people**
- 3) Suitable alternative facilities are included in the development proposal**

POLICY CR 2 Proposals for new and/or improved community facilities in Broseley will be supported subject to:

- 1) The proposal would not have a significant and harmful impact on the amenity of surrounding residential areas**
- 2) The proposal would not have a significant and harmful impact on the local environment**

5.5.6 Evidence and Justification.

To make sure that Broseley remains a vibrant place to live it is essential that community resources and facilities are retained and the loss of such facilities is resisted and their improvement is supported.

5.6 SUPPORTING THE VISITOR ECONOMY, TOURISM AND LEISURE

5.6.1 Although Broseley is within half a mile of one of the UK's most important visitor attractions (and two of the Ironbridge Gorge Museum sites are located in Broseley) the town has a lower profile than its neighbours Ironbridge and Much Wenlock. The survey of local Tourist Information Centres and local accommodation providers indicated that visitors seldom seek overnight accommodation in Broseley. Visitors tend to book overnight stays in Broseley when the higher profile locations are fully booked. Surveys indicated that there is (currently) no shortage of overnight accommodation in Broseley.

5.6.2 The Town Council takes the view that the best tourist strategy for Broseley is to focus on day visitors and short stay visits by people who want a base from which to explore the area. Such visits are

important in helping to support town centre employment. The key to this approach is the appeal of a lively historic small town with a range of hospitality services set in unspoilt countryside.

5.6.3 The Town Council believes that more should be done to promote and market the town as a regional base for visitors to explore Broseley and the surrounding area.

5.6.4 Strategic Policies.

Shropshire Core Strategy Policy CS 16 – Tourism, Culture and Leisure seeks to deliver high quality, sustainable tourism, cultural and leisure development that enhances the vital role that these sectors play in the local economy, bringing benefits for local communities and visitors. Shropshire’s strategy recognises the intrinsic qualities of the natural and built environment and places emphasis on:

- 1) Supporting the development of new or extended tourism, cultural and leisure facilities
- 2) Promoting connections between visitor attractions, including the natural, cultural and historic environment, active recreation venues, heritage trails, parkland, local food and drink and craft sales outlets.
- 3) Supporting development that promotes opportunities for visitors to access, interpret and enjoy the local landscape, historic and cultural assets
- 4) Supporting appropriate regeneration schemes and tourist development proposals that seek provide local economic, social and cultural benefits
- 5) Encouraging the development of facilities that support tourism in appropriate and accessible locations

5.6.5 Strategic Objectives.

The Town Council aims to protect existing tourist related employment. It will work with the Broseley Partnership to promote Broseley as a tourist destination, with support for businesses in the town that serve the tourist trade. This includes opportunities for self-employment and start-up businesses.

5.6.7 Protecting and improving the High Street by seeking investment to provide improvements to the street scene was an important objective for respondents to the early consultation. Respondents also recognised that the protection of recreation, play and outdoor facilities is important for visitors as well as residents.

POLICY VE1 Proposals for tourist related development, including areas outside the development boundary, will be supported subject to:

- 1) The proposal will enhance an existing business on the same site**
- 2) The proposal provides a conservation gain by restoring or improving the sustainable use of an historic feature or property**
- 3) The proposal will create a new tourist related business on a suitable site that does not have an adverse and harmful impact on neighbouring residential areas**

POLICY VE2 Proposals for holiday accommodation on greenfield sites will only be supported if they satisfy the Shropshire Core Strategy Policies CS16 and CS17 requirements to provide viable business plans and the demonstrable necessity for a greenfield/countryside site.

POLICY VE3 Proposals that would adversely impact on the unspoilt character of the countryside between Broseley and the Ironbridge Gorge World Heritage Site will not be supported.

POLICY VE4 Sports fields and areas used for outdoor recreation and leisure and indicated on the Policies Map will be protected and where possible enhanced.

5.6.8 Evidence and Justification.

Sustainable tourism and high quality cultural and leisure development can deliver wide ranging benefits for the local community by contributing to a successful visitor economy and supporting the quality of life for local people. Tourism plays a significant role in the economic prosperity of Shropshire and appropriate tourist development in particular can potentially help to sustain rural services and facilities that provide local community benefit

5.7 ACHIEVING SUSTAINABLE DEVELOPMENT AND RESPONDING TO CLIMATE CHANGE

5.7.1 Respondents to the early consultation highlighted the importance of renewable energy and responding to climate change.

They would support appropriate development in Broseley that incorporates renewable energy technologies into new development that is well adapted to climate change and where energy conservation is considered designed at the earliest stage.

5.7.2 Following the Deregulation Act 2015 the Building Regulations provide the minimum standards for energy efficiency in new buildings.

5.7.3 Strategic Policies.

The National Planning Policy Framework 2018 requires planning authorities to help shape places to secure radical reductions in greenhouse gas emissions, minimizing vulnerability and providing resilience to the impacts of climate change and supporting the delivery of renewable and low carbon energy and associated infrastructure.

5.7.4 Local planning authorities are required to plan for new development in locations and ways that reduce greenhouse gas emissions. Where setting any local requirements for a building's sustainability planning authorities should do so in a way consistent with the government's zero carbon building policy and adopt nationally prescribed standards. To help increase the use and supply of renewable and low carbon energy local planning authorities should recognize the responsibilities on all communities to contribute to energy generation from renewable or low carbon sources. They should have a positive strategy to promote the use of energy from renewable and low carbon sources.

5.7.5 The NPPF 2018 sets out a number of policies to guide local authorities in design, the location of renewable energy infrastructure and support community led initiatives for renewable and low carbon energy including through Neighbourhood Planning and identify opportunities where development can draw its energy supply from decentralized energy sources. Planning authorities should also take account of landform; layout, building orientation, massing and land supply to minimize energy consumption.

5.7.6 The Shropshire Core Strategy promotes low carbon development that mitigates and adapts to the effects of climate change, including flood risk, by promoting more responsible transport and travel choices, more efficient energy and resources, the

generation of energy from renewable sources and effective and sustainable waste management.

POLICY SD1 New development permitted in Broseley should be designed to achieve a high standard of energy efficiency and to achieve a high and sustainable level of design and construction. This includes:

- 1) Siting and orientation to optimize passive solar gain**
- 2) The use of high quality thermally efficient building materials**
- 3) The installation of energy efficiency measures such as loft and wall insulation and double glazing**
- 4) The incorporation of on-site energy generation from renewable sources such as solar panels**
- 5) Alterations to buildings must be designed energy reduction in mind and comply with sustainable design and construction standards**
- 6) The retro-fitting of heritage properties is encouraged to reduce energy demand and to generate renewable energy where appropriate, providing it safeguards the historic characteristics of the building and the development is carried out with the active engagement with and the permission of the relevant organisations**
- 7) Non-residential developments should aim to meet the Building Research Establishment (BREEAM) building standard excellent**

5.7.7 Evidence and Justification.

This Policy conforms to the NPPF 2018 and is in general conformity with the Shropshire strategic development policies set out in the Core Strategy and SAMDev Plan.

MEETING THE BASIC CONDITIONS

5.8.1 The Policies set out in this Neighbourhood Plan meet the Basic Conditions requirement as set out in the Town and Country Planning Act to make a contribution to the achievement of sustainable development during the lifetime of the Plan.

POLICIES MAP

To be inserted here

6. MONITORING AND REVIEW

6.1 Shropshire council as the Local Planning Authority will monitor progress in relation to the implementation of the Core Strategy and SAMDev Plan. This will include housing and employment and the other components of development as part of their Annual Monitoring Report (AMR). Broseley Town Council will work in liaison with Shropshire Council to assist in this process and contribute to the AMR in respect of development in Broseley.

6.2 The Town Council will monitor the implementation of the Neighbourhood Plan to make sure that its policy objectives are achieved during the lifetime of the Plan. The Town Council will prepare regular monitoring reports to assess the impact of the Plan and to look ahead to review any significant changes that have taken place or can be anticipated.

6.3 The Town Council will receive regular reports on the Neighbourhood Plan to make sure that it is kept up to date. The Town Council will periodically determine whether a more comprehensive review is required to maintain public confidence in the Neighbourhood Plan.

DECEMBER 2019

APPENDICES

