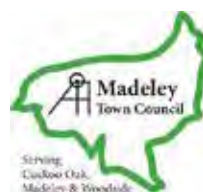




# Madeley Neighbourhood Development Plan

March 2015



**Madeley  
Neighbourhood  
Development  
Plan**

**Made Version  
March 2015**



## Foreword

The Madeley Neighbourhood Development Plan provides an opportunity for residents and businesses to influence the development of the Plan area up to 2031.

Our hope is that the traditional values of our market towns like Madeley, which have developed over many years, will be reflected in these 21st century proposals. This delicate balance is hard to reach but, with your help, your vision for the future of Madeley is achievable.

A handwritten signature in black ink, appearing to read 'Charles Smith'.

**Cllr Charles Smith**  
**Telford & Wrekin Cabinet Member Housing, Development & Borough Towns**

This document is the final version of the Neighbourhood Plan which was made by Telford & Wrekin Council following a “yes” vote in the community referendum held on January 29th 2015. The question asked at the referendum was “Do you want Borough of Telford & Wrekin to use the Neighbourhood Plan for Madeley to help it to decide planning applications for the Neighbourhood Area?”. 2,009 votes were cast. 1,877 (94%) of these were in favour of the Neighbourhood Plan being used to help decide planning applications in the area.

Madeley Town Council wishes to thank Telford & Wrekin Council and everyone who responded and commented upon its various drafts. This is one of the most important documents prepared by the Town Council and its partners since its formation. It will give the local community a much greater say and more control over the shape of its future. It will determine the way Madeley can develop should private enterprise or public bodies have the funds and desire to invest in the town.

Madeley Town Council is grateful for the huge amount of work carried out by the Neighbourhood Plan Steering Group and its officers. The document shows the benefits of collaborative working between local organisations and the value of regular consultation with its community.



**Cllr Rae Evans**  
**Chair of Madeley Town Council**

## **Acknowledgements**

This document has been developed and produced by Madeley Town Council and a community group of volunteers with wide ranging skills and backgrounds; on behalf of the whole Madeley community.

Madeley was appointed by DCLG (Department of Community and Local Government) with Neighbourhood Development Plan Front Runner status in June 2011.

The team would like to thank the following in preparation of the documents.

- Andy Rose, Town Planner, MRTPI (retired), who was our professional planning advisor funded by the DCLG Front Runner programme and the Town Council.
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- Groundwork West Midlands.

The Town Council and the Plan team would like to thank the whole community for participating in the process and for coming together and supporting the Plan over the past 2 years.

**The following individuals gave up their time to ensure this document became a reality.**

|                             |                                      |                                |
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## 1. Introduction

- 1.1 The Government has introduced a new type of planning document, called a Neighbourhood Development Plan. It is part of a new approach to planning, which aims to give local people more say about what goes on in their area. This is set out in the 'Localism Act 2011' that came into force in April 2012.
- 1.2 Communities can now develop their own detailed planning policies to inform future planning proposals in the local area. However, they must be based on sound evidence, community involvement and the proper principles of planning.
- 1.3 Extensive consultation has taken place with people in Madeley and others with an interest in the town. The Consultation Statements can be downloaded from Madeley Town Council's website ([www.madeleytowncouncil.gov.uk](http://www.madeleytowncouncil.gov.uk)) or are available from Madeley Town Council offices at Jubilee House, High Street, Madeley.
- 1.4 The Consultation Statements provide an overview of the consultation to date, proving that it fully accords with the requirements of the Localism Act. This includes the formal 6 week consultation carried out to meet the requirements of Regulation 14 of the Neighbourhood Planning (General) Regulations 2012, together with a further three week period on the changes to the retail policy and plans. The Plan has been amended where appropriate in response to these formal consultation comments.

### How the Neighbourhood Development Plan fits into the Planning System

- 1.5 The Government requires all Neighbourhood Development Plans to be in line with higher level planning policy. This means Neighbourhood Development Plans must conform to the **National Planning Policy Framework** (otherwise known as the NPPF) and local strategic planning policy, in our case, **Telford & Wrekin Council's adopted Core Strategy**. The Core strategy specifically identifies the important role played by District Centres such as Madeley and the need to physically regenerate the existing New Town housing estates in the southern part of Telford.
- 1.6 The Plan, composed by local people, will influence how any further new development should be handled and identifies those special places which should not be developed or where limited development may be possible if it is sensitively designed.

### What is in the Neighbourhood Development Plan?

- 1.7 An adopted Neighbourhood Plan will sit alongside Telford & Wrekin Council's strategic planning policy and help decide the outcome of planning applications. Although deciding how any future proposals for new housing and employment should be handled is important, the Plan is about much more than this. The Plan looks at a wide range of issues, including:
  - How we can provide better housing for local people
  - How we can protect and enhance our green spaces
  - How we can support Madeley Town centre and the local economy and provide jobs for local people
  - How we can protect and enhance our local heritage

- How we can encourage more walking and cycling and public transport usage around the Plan Area
- How we can improve accessibility between our communities, our Town Centre and our employment areas.

### How this Plan is organised

1.8 This Plan is divided into two sections:

- **Section 1** sets out:
  - 1 Introduction
  - 2 A background of Madeley
  - 3 How the Plan was developed.
  - 4 The issues and Core Objectives
- **Section 2:** Neighbourhood Development Plan Policies, which sets out policies to deliver the Core Objectives and how the policies will be monitored.

1.9 This entire document forms the Neighbourhood Development Plan for Madeley, under the Localism Act 2011 for the plan period 2014 – 2031.

1.10 There is a large amount of background information that has helped in producing the Plan (this is known as the 'Evidence Base'). A summary document (Madeley Neighbourhood Plan: Evidence Base Summary) is available on the Madeley Town Council's website and provides an overview of key parts of the Evidence Base.



*Woodside Home Zone*

## 2. Background

### The Town

- 2.1 Madeley is an historic settlement surrounded by later development. The area was extensively re-developed in the 1960s and 1970s as part of Dawley (later Telford) New Town.
- 2.2 The Neighbourhood Plan Area (referred to as the Plan Area) comprises three Telford & Wrekin Council wards (Cuckoo Oak, Madeley & Woodside) in the southern part of the Borough of Telford & Wrekin, including the industrial areas of Halesfield and Tweedale. It is the same boundary as the civic Parish area. The boundary aligns as follows –
- northern boundary follows the railway line running parallel/south of the A442 & A4169
  - western boundary borders the Coalbrookdale valley
  - south/south-west boundary borders Ironbridge and the Severn valley to downstream of Coalport Bridge
  - east/south-east boundary follows the Telford & Wrekin boundary
- 2.3 The Plan Area boundary has been agreed with Telford & Wrekin Council and is shown on Fig 2.1.
- 2.4 A number of issues were identified through the consultation process and preparation of the evidence base. These can be grouped into five themes:
- **Housing**
  - **Green spaces and public spaces**
  - **Local Economy**
  - **Local Character**
  - **Getting around**
- 2.5 A background on these five themes is set out below. This overview includes information from technical reports along with issues raised by local people at the various consultation events. A more in-depth summary of the background reports is available in the Evidence Base Summary that accompanies this Plan. A full report of issues raised during consultation is set out in the separate consultation reports, with an overview provided in the ‘Consultation Statements’.

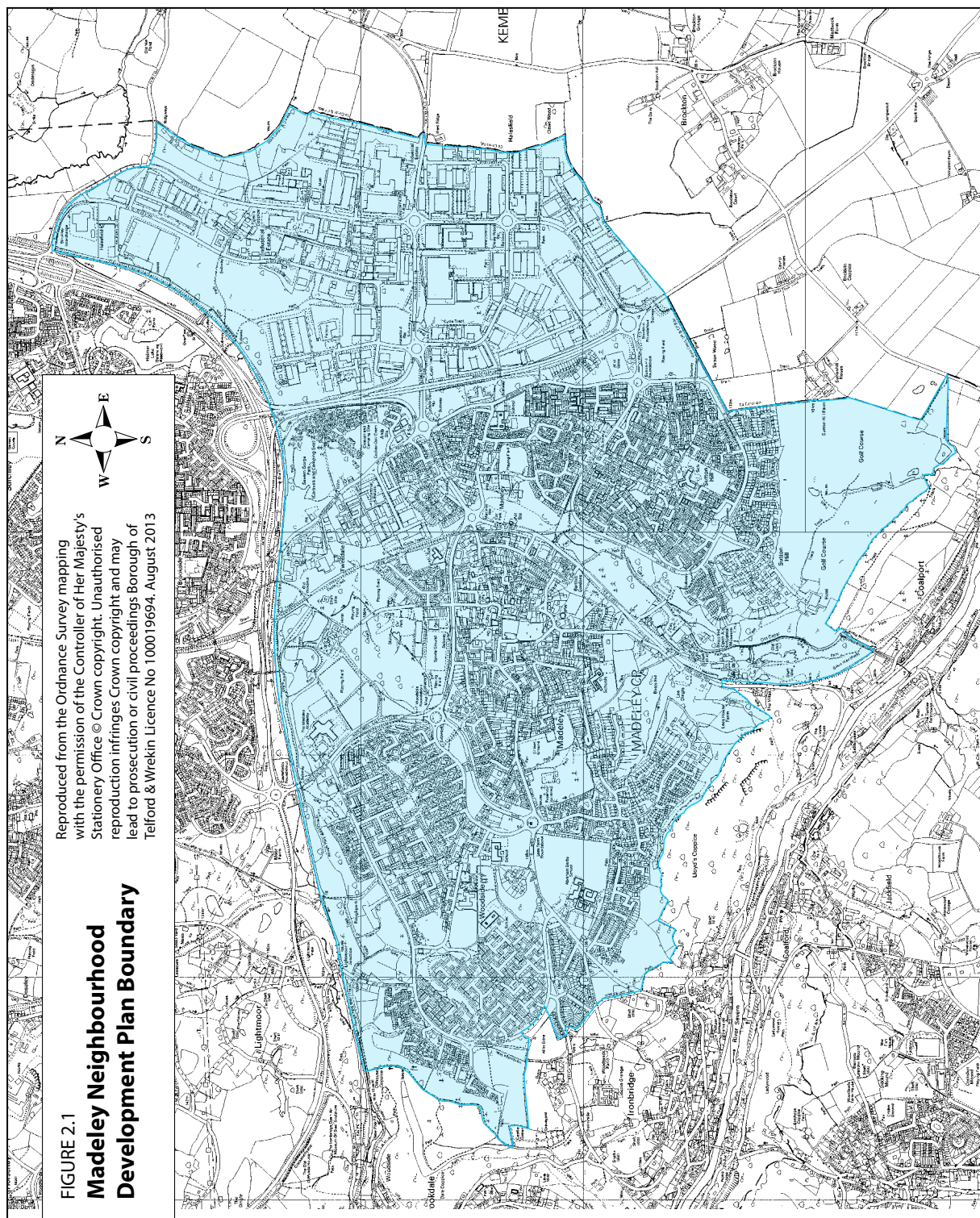
### Housing

- 2.6 The resident population of the Plan Area is approximately 17,600 in around 3,780 households, spread across an area of 881 hectares. The urbanised nature of the Plan Area is reflected in the total population density of 20.4 persons per hectare compared with the Borough average of 5.5.
- 2.7 96% of the population are from a White background (compared to the Telford average of 94%). 21% of the population is under 16 and 14% are over 64+. 34% of households are families with dependent children.
- 2.8 In terms of tenure, there is a significantly higher percentage of the population in rented accommodation (35%) compared to the Borough average (28%). The owner occupier level of 59% for the Parish is also significantly lower than the Borough average of 69%.

In Woodside ward, this figure is as low as 52.5%.

- 2.9 Cuckoo Oak and Woodside wards have very low numbers of detached properties at 18.3% and 3.8% respectively (borough average is 30.6%).
- 2.10 In specific parts of South Telford, the housing market is weak and neighbourhoods suffer from deprivation problems.
- 2.11 The available ONS statistics demonstrate that ten of the thirteen SOAs (Super Output Areas) within the Plan Area are ranked in the 10% or the 10-20% most deprived areas nationally (principally the former New Town estates at Woodside and Sutton Hill). The consultation identified that the regeneration of the Sutton Hill and Woodside estates are key issues for The Plan to address.
- 2.12 Sutton Hill was the first housing estate to be built by Telford Development Corporation in the mid 1960s. 1,233 houses were built for rent and a local centre was built in the middle of the estate. The estate was based on a Radburn design which is an approach that deliberately keeps pedestrians and vehicles apart, confining cars to access roads, cul-de-sacs and parking areas and pedestrians to separate footpaths, with an extensive network of public green space. A timber framed design with external wall faces clad in weather-boarding was chosen to achieve rapid building. Some regeneration work has been carried out in the Local Centre, improving access and building new shops. 32 dwellings have been demolished around the Local Centre and Sanctuary Housing are building 49 new dwellings on the cleared sites.
- 2.13 Woodside followed a similar design with a Radburn superblock, lozenge shaped layout and a local centre in the middle of the estate. Some 2,400 rented houses were built again using a timber-framed industrialised building system. Homes & Communities Agency (HCA) and Telford & Wrekin Council have invested around £19 million in major regeneration works on Woodside over the last 10 years. Partners include Bellway Homes who are building 186 new units and Wrekin Housing Trust who have built a number of new houses and the Parkwood Extra Care facility adjoining the Local Centre, which has provided 56 units for older people. They are also buying the affordable homes from Bellway Homes. Again, some poor quality housing has been demolished to make way for new housing.
- 2.14 Telford & Wrekin Housing Strategy for 2010-2013 highlighted the concern over these former estates in South Telford because of their Radburn layouts and the style and standard of construction. Despite the major investment that had already taken place, it supported further regeneration in the North Woodside and Sutton Hill estates. The Strategy also drew attention to evidence of deteriorating conditions in the private sector on these estates.
- The Strategy indicated that consideration needed to be given to future planning policies that:
- Facilitate new housing provision and related investment in district centre locations
  - Promote schemes that meet the Decent Homes Standard
  - Encourage new larger family homes (3+ bedrooms) through housing association partners.
  - Promote high standards of energy efficiency and other environmental standards in new housing, in both market and affordable schemes







- Explore the opportunities to undertake improvements programmes of the energy efficiency of the existing housing stock ('retrofit'), working with the HCA and housing association partners
  - Increase the supply of Extra Care housing and other specialist housing, particularly in priority areas within the borough.
  - Promote the development of new housing to meet the 'Lifetime Homes' standard, wherever possible.
  - Work with private providers of older persons' housing to help create a wider range of housing opportunities and choice.
- 2.15 The Shaping Places Strategy and Option Report introduces the idea of housing investment in Targeted Intervention Areas, which include Cuckoo Oak and Woodside, with the associated benefits to education, skills, youth employment and regeneration.
- 2.16 A significant amount of new affordable housing has been delivered post completion of the New Town on sites in and around these areas and within the Plan area. Most recently this includes the new build scheme in Woodside Centre and the creation of a number of flats above new shops in the Madeley Town Centre redevelopment by Wrekin Housing Trust. A large number of supported and specialist housing schemes have previously been developed in the Plan Area (see table 1 below).

**Table 1 - Sheltered and age exclusive housing to rent**

| Name of scheme                         | Address  | Landlord             | Number of units |
|--|--|----------------------|-----------------|
| Bridle Court                           | Madeley, Telford, Shropshire TF7 5SG                                       | Wrekin Housing Trust | 50              |
| Hall Barn Close                        | Madeley, Telford, Shropshire TF7 5BT                                       | Wrekin Housing Trust | 32              |
| Meadcroft                              | Madeley, Telford, Shropshire TF7 5EX                                       | Wrekin Housing Trust | 21              |
| Severn Walk                            | Sutton Hill, Telford, Shropshire TF7 4AS                                   | Wrekin Housing Trust | 44              |
| Westbourne                             | Woodside, Telford, Shropshire TF7 5QW                                      | Wrekin Housing Trust | 78              |
| Chillcott Gardens (Extra care housing) | Chillcott Drive, off Bridgnorth Road, Madeley, Telford, Shropshire TF7 4LU | Anchor               | 62              |
| Parkwood (Extra care housing)          | Park Lane, Woodside, Telford, Shropshire TF7 5GA                           | Wrekin Housing Trust | 54              |
| Total                                  |  |                      | 341             |

**Registered care homes providing personal care**

| Name of scheme | Address  | Owner                      | Number of beds |
|----------------|--|----------------------------|----------------|
| Bennett House  | Park Lane, Woodside, Telford, Shropshire TF7 5HR | Accord Housing Association | 45             |
| Total          |  |                            | 45             |

## Registered care homes providing nursing care

| Name of scheme                         | Address   | Owner                 | Number of beds |
|--|---|-----------------------|----------------|
| The Villa Nursing and Residential Home | Park Avenue, Madeley, Telford, Shropshire TF7 5AE | Mr D C & Mrs S I Juru | 33             |
| Total                                  |   |                       | 33             |

2.17 There are also a number of supported housing schemes for a number of different groups:

- Clews Wood Court – young parents (Bromford HA),
- Spring Court – people with a mental health need (Bromford HA)
- London House – adults with a learning disability (Home Group).
- CHEC Homes (above the CHEC Centre) – young people (STAY Christian Council)

2.18 Bromford HA is also building a Foyer scheme for vulnerable and homeless young people in the centre of Woodside.

2.19 There is also at least one private residential home (for adults with a learning disability) in Madeley and a number of Care Homes.

2.20 Despite this excellent record of delivering affordable and specialist housing, Telford & Wrekin's Housing Market Assessment (2009) showed that 1,240 affordable houses still need to be built every year in the Borough to meet the demand (in the Plan Area this would translate to roughly 130 units per annum). It recommended that at least 40% of new housing provision needs to be affordable across the Borough. (As can be seen from Table 2 many recent sites have not provided any affordable provision due to viability worries or are below the agreed threshold).

2.21 Demand for affordable housing is outstripping supply and this is felt most acutely in the poorer areas. In 2014, there were 15,762 people on the Housing waiting list in Telford & Wrekin. Some people have found lettings in the privately rented sector. This was confirmed during the consultation exercise where the lack of affordable provision was highlighted as a key issue.

2.22 There is a significant pool of lower value housing on the former Telford Development Corporation Woodside and Sutton Hill estates. The Telford & Wrekin Council Private Sector Housing Strategy indicated that prices had risen steeply in areas such as South Telford, partly reflecting regeneration and partly because of general "catching up". However, with the current housing downturn, there was some evidence that prices in these areas in particular had again fallen significantly. (See Appendix 3: Nevin Leather Associated – Housing Market Assessment October 2007 – summary of key conclusions). Telford & Wrekin Council has commissioned an updated Strategic Housing Market assessment which hopefully will provide more up to date evidence.

2.23 The local ward profile for 2011 shows that:-

- Madeley – 35.1% households claim benefits
- Woodside – 51.4% households claim benefits
- Cuckoo Oak – 42.3% households claim benefits

- 2.24 The borough average is 28.4%.  
These areas also have considerably lower incomes than other areas. Given the high level of benefit take up quoted, demand is more likely to be for rented homes.
- 2.25 Access to affordable ownership may be offered through the Low Cost Home Ownership programme (Home Buy), giving the opportunity for part ownership. Herein, a clear priority is given to existing social housing tenants who wish to move into home ownership. Aside from this, it will be up to Telford & Wrekin Council with partners to set priorities within the Borough – there is a strong wish that eligibility priority should include those who have a long-term connection with the area.
- 2.26 A further report indicated that young people were more vulnerable to homelessness (Telford & Wrekin Council Homeless Strategy 2008-2013). This is particularly relevant to South Telford, which has a high proportion of NEETS (15 – 18 year olds who are not in education, employment or training) and signposts that provision for supported housing schemes is needed in South Telford.
- 2.27 In terms of housing land supply, the latest Telford & Wrekin Council Annual Monitoring Report (2012) shows a current supply of 4,387 houses in Telford. With a 5 year housing target of 8,612 (1722 homes per year), Telford & Wrekin Council currently therefore can only show a housing land supply delivery of 2.5 years' allocation towards the 5 year target as required by the NPPF.
- 2.28 To respond to this shortfall, Telford & Wrekin Council intends to put forward site specific land allocations in their Shaping Places Local Plan, rather than broad strategic locations. Until this Borough Wide assessment is carried out in 2014, it is difficult to know if additional housing sites will be needed in the Plan Area. The view has been taken therefore, that no further sites will be allocated through the Neighbourhood Development Plan at the present time (apart from Rough Park 3).
- 2.29 There are a significant number of unimplemented planning consents still available within the Plan Area and the Plan does support further suitable windfall housing sites coming forward, as well as the regeneration of the two New Town estates.

| <b>Table 2</b>  |                        |  |
|---|------------------------|--|
| <b>Plan Area – Housing sites under construction or with consent</b> |                        |  |
| <b>Housing sites under construction</b>                             |                        |  |
| <b>Site</b>   | <b>Number of units</b> | <b>Comments</b>  |
| The Pastures, Woodside (W/2009/0051)                                | 154                    | Private scheme by Bellway Homes of 186 units (7.5% affordable).<br><br>As of 01/04/13, there had been 32 completions (split 24 private and 8 affordable units). WHT have agreed to buy some more units so the affordable percentage might rise to 14%. |
| Land off Park Lane (TWC/2011/0397)                                  | 21                     | Wrekin Housing Trust (100% affordable)   |
| Cuckoo Oak, Madeley (TWC/2012/0535)                                 | 2                      | Private scheme (0% affordable)   |

|  |     |   |
|--|-----|---|
| Former ATS Tyre Depot , Queen Street, Madeley<br>(TWC/2010/0594)<br>(TWC/2011/1075)<br>(TWC/2011/1088) | 1   | Private scheme (0% affordable)<br>6 private units completed in 12/13<br>1 unit remains to be started under TWC/2011/1075  |
| <b>Housing sites with planning permission or pending</b>   |     |   |
| Site of former Madeley Court school (TWC/2012/0657)  | 140 | TWC scheme (0% affordable) This number is likely to be reduced to 50 units to accommodate additional commercial development.  |
| Former Woodlands primary school site, Wensley Green, Madeley<br>(TWC/2012/0609)                        | 87  | TWC scheme (0% affordable) This number is likely to be increased to 101 units.  |
| Site of Park Inn, Ironbridge Road, Madeley<br>(TWC/2013/0190)  | 7   | Private scheme (0% affordable)  |
| Land at Cuckoo Oak, Chillcott Drive, Madeley<br>(TWC/2013/0010)  | 31  | HCA site (25% affordable) outline granted on 10/04/13 subject to s106 agreement (there is a later planning application that proposes an increase in numbers to 44 (TWC/2014/0010) |
| Rough Park House Farm<br>(TWC/2010/0259)(renewal)<br>(W/2005/0294) (WC/2014/0323)<br>(renewal)         | 18  | s106 agreement signed in August 2013  |
| Land at 41 Park Lane, Madeley<br>(TWC/2013/0920)<br>(TWC/2014/0323( renewal)                           | 1   | Private scheme (0% affordable)  |
| Land between 46 and 47C Park Lane, Woodside, Madeley<br>(TWC/2011/1001)                                | 2   | Private scheme (0% affordable)  |
| 30 Park Street, Madeley<br>(W/2008/1310)(TWC/2012/0064)  | 4   | Private scheme (0% affordable)  |
| Land adjacent to 57 Park Street, Madeley<br>TWC/2009/0385  | 2   | Private scheme (no affordable)  |
| Auto-tech, Prince Street, Madeley<br>(W/2009/0937)   | 14  | Private scheme (0% affordable)  |
| The bungalow, Queen Street, Madeley<br>(TWC/2010/0065)<br>(W/2007/0245)                                | 8   | Private scheme (0% affordable)  |
| 9 Park Street, Madeley<br>(TWC/2010/0771)  | 4   | Private scheme (0% affordable)  |
| Land rear of 25 Coronation Street, Madeley<br>(TWC/2011/0960)(renewal)                                 | 5   | Private scheme (0% affordable)  |
| Site of 19-24 Coronation Crescent, Madeley<br>(TWC/2013/0667)  | 5   | Wrekin Housing Trust (100% affordable)<br>(demolition of 6 dwellings and erection of 11 bungalows – net 5 units)  |

|   |     |  |
|---|-----|--|
| Wrekin View, Madeley<br>(W/2006/0893)<br>(TWC/2011/1032)            | 3   | Private scheme (0% affordable)   |
| Land to the rear of 1 & 2<br>Coronation Crescent<br>(TWC/2013/0145) | 1   | Private scheme (0% affordable)   |
| 86 Burnt Hall Lane, Madeley<br>(TWC/2012/0739)                      | 2   | Private scheme (0% affordable)   |
| Sutton Hill Centre<br>(TWC/2012/0887)                               | 17  | Sanctuary Housing Group (100% affordable)<br>(replace 32 dwellings previously demolished<br>so overall increase of 17 units) |
| Land opposite Park Lane Centre<br>(TWC/2014/0289)                   | 12  | STAY Project by Bromford HA<br>2 residential blocks & training suite.  |
| 66-67 High Street<br>(TWC/2014/0520)                                | 8   | Wrekin Housing Trust. 1 flat & 7 studio<br>apartments.   |
| Land adjacent Rosehurst,<br>Bridgnorth Road<br>(TWC/2014/0520)      | 8   | Private scheme.  |
| Site at Wildwood, Woodside  | 25  | TWC proposal   |
| Total number of units   | 519 |  |

2.30 There are areas within the Plan Area with much lower levels of deprivation including two where the 'living environment' is ranked in the 10% least deprived nationally (this includes the private housing estates off Glendenning Way, Wrekin View and Great Hay Drive).

2.31 In terms of social infrastructure, there are two Academy schools in the Plan Area (Abraham Darby Academy & Madeley Academy – both of recent construction. )



*Play Area off Parkway*



*Abraham Darby School*

2.32 The new public Leisure Centre at the Abraham Darby Academy School includes:

- A 25 metre swimming pool with movable floor
- An Indoor sports hall for badminton, football, basket, netball and volleyball
- A 70 piece fitness suite
- Activity studio
- Grassed football pitches (available from September 2014)
- 6 outdoor tennis courts
- MUGA

2.33 There are also a number of LEA primary and nursery schools in the Plan Area:

- William Reynolds primary school,
- John Randall primary school,
- Haughton special primary school,
- Sir Alexander Fleming primary school,
- St Mary's Catholic primary school,
- John Fletcher of Madeley primary school,
- Woodlands primary school,
- Madeley nursery school

Independent Day Nurseries:

- Halesfield Day Nursery Centre,
- Kids 4 US nursery,
- Strawberry Hill Day nursery,
- Woodentops day nursery,
- CHEC Mates day care,
- Club 0-5 Ltd.



*Madeley Community Orchard  
(Bartlett Gardens)*

## **Green Spaces & Public Spaces**

### **Formal Open Space:**

- 2.34 Playing pitches are to be provided at Abraham Darby Sports & Leisure Centre. The existing pitches at Madeley Court (Ski Lodge) & Bluebell Fields, Sutton Hill are to be upgraded. A changing room extension is to be added to the ski slope lodge that will be available for local football teams to use. Hills Lane Playing Fields has not had a formal pitch for over 4 years.
- 2.35 There are also a proposals to create new football pitches at Halesfield 18 and a new mini-pitch at the William Reynolds School site.
- 2.36 The PPG 17 study identified the need for better youth provision (NEAP) in the Plan Area. There are suitable sites in the Plan Area that could be developed for this purpose.
- 2.37 Telford & Wrekin Council manage a number of play spaces within the Plan Area including
- Neighbourhood Equipped Areas of Play (NEAPs) at Hills Lane Drive, Woodside Centre & Sutton Hill Centre
  - Local Equipped Areas of Play (LEAPs) opposite Abraham Darby School, Sutton Park, Upper Road, Weybridge & Smallwood.
  - Local Areas of Play (LAPs) at Tweedale Crescent, Tweedale Wharf & Coronation Crescent.
- 2.38 There are skate parks at the Sutton Hill Centre and Park Lane sites and a BMX track at the Hills Lane site. There is a proposal for wheeled sports on the old play area at Rough Park.

### **Allotments**

- 2.39 There are two allotment sites within the Plan Area, off Bridgnorth Road, Sutton Hill (52 plots) and West View (12 plots). Plots are managed by Madeley Town Council and there is currently a waiting list. A further allotment site off Woodside Avenue falls within the neighbouring Parish area of The Gorge.

### **Informal Open Spaces**

- 2.40 Telford New Town was designed with an extensive green network and therefore open space is integral to the character of the town. The network of open space provides landscape benefits, breaking up the urban nature of the town and plays a key role in linking different estates of the town together. The vast array of open spaces also provides a range of recreational opportunities for residents. The quality of the environment was a key issue raised throughout the consultation. The protection and enhancement of sites such as Rough Park and Madeley Park were specifically identified by local people.
- 2.41 The PPG 17 assessment indicated that South Telford has about 200 hectares of natural and semi natural open space on 28 sites. It confirms that this provision (8.7 hectares per 1,000 population) is greater than the recommended local standard of 6.00 hectares per 1000 population. There is sufficient natural open space to meet demand. The key is how accessible these spaces may be, their quality and how well they are linked together.

## Nature Conservation

2.42 There are no national or international wildlife designations in the Plan Area.

There are four County Wildlife Sites in the Plan Area which include:

| <b>Table 3 – Existing Wildlife Sites</b>          |                      |                |              |              |             |                 |   |
|---|----------------------|----------------|--------------|--------------|-------------|-----------------|---|
| <b>SITENAME</b>                                   | <b>SITETYPE</b>      | <b>CWS_REF</b> | <b>HAB_1</b> | <b>HAB_2</b> | <b>AREA</b> | <b>GRID_REF</b> | <b>DETAILS</b>  |
| Madeley Court                                     | County Wildlife Site | SJ60.20        | Scrub        | Grass        | 20.25       | SJ695050        | Pit mounds, pools, scrub, rough grassland.              |
| Lloyds Coppice, Blists Hill and Valley (part)     | County Wildlife Site | SJ60.17        | Wood         | Grass        | 47.29       | SJ689033        | Woodland, scrub, riverbank, rough grassland & canal.    |
| Tweedale Wood (Halesfield West)                   | County Wildlife Site | SJ70.02        | Wood         | Grass        | 12.52       | SJ703052        | Oak/birch/ chestnut woodland, scrub and grassland.      |
| Lightmoor, Vane Coppice & Oilhouse Coppice (part) | County Wildlife Site | SJ60.18        | Wood         | Heath        | 66.85       | SJ679054        | Old pit mounds with woodland, scrub, heathland & pools. |

2.43 There have also been new County Wildlife Sites proposed at:

- Two areas adjacent to Madeley Court
- One south of the All Nation's Public House at Lee Dingle

2.44 Two County Wildlife Sites at Madeley Court and Tweedale Wood have also been put forward for consideration as part of a Local Nature Reserve designation, combined with another three open space sites namely, Blists Hill pit mound, Hills Lane pit mound and Meadow pit mound.

2.45 There are two registered village greens at Russell Green and Sutton Hill.

## Local Economy

### Unemployment

2.46 The ward profiles show that:-

- the unemployment rate in Madeley is 4.7%
- the unemployment rate in Woodside is 8.4%
- the unemployment rate in Cuckoo Oak is 7.8%

This is significantly higher than the Borough average of 4.3%.



## Education and training

- Educational attainment in the Plan Area is lower than the borough average, with 41.7% of pupils achieving 5 GCSE A\*-C including English and Maths (borough average 48.4%).
- Madeley ward has the highest percentage of young people not in full time education, employment or training (NEETS) in the Borough at 13.5 % (Borough rate 6.5%)
- Educational attainment at key stages 1-4 in Woodside ward is low compared to the Borough average, with 28.2% achieving 5 GCSE A\*-C including English & Maths (rated 32 out of 33)

## Industrial Provision

2.47 There are two major industrial estates in the Plan Area.

2.48 Tweeddale was the first industrial estate to be started by Dawley Development Corporation in 1965. 21 factories were initially built. They ranged from 93 – 3,183 square metres and were originally seen as feeder units where businesses can eventually move to bigger premises on Halesfield.



*Halesfield Industrial Estate*

2.49 Halesfield industrial estate was developed by Dawley Development Corporation from 1967. It was considerably larger than Tweeddale, covering an area of 186 hectares. It included the site of the former Kemberton colliery & pit mounds. Some 142 hectares were developed for industry.



*Tweeddale Industrial Estate*

2.50 There is also a small industrial estate(11 units) on Station Road, Madeley.

2.51 Initially, efforts were made to bring in companies from the West Midlands. Cost effective new buildings and development sites in an attractive and expansive landscape with housing and a workforce nearby eventually caught the attention of investors. A number of foreign investors also set up businesses on these estates, often sophisticated in nature and using advanced technologies.

2.52 However, these industrial estates are now starting to show their age and there are a few individual sites which are virtually derelict and require attention. Investment in infrastructure measures may be required such as improving public transport, local roads, data connections, electricity supply and 'green' energy generation. Companies which can now be more mobile may well decide to move outside the area.

2.53 Nevertheless, there might still be small scale relocations back into the area where there are existing clusters of industry & expertise that can support new firms. For example, the British Polymer Training Association is based on Halesfield.

2.54 The most recent Employment Land Review indicated that the supply of over 210 hectares is sufficient to meet the net change in land demand in all use classes under all scenarios in the period 2016 to 2030. The implication is that there is no need to add to the total supply of employment floor-space in the period up to 2016.

- 2.55 In June 2013, Telford & Wrekin Council launched its “Invest in Telford” scheme, which provides free support for businesses and promotes a number of projects developed to attract more investors to the borough. It is part of a plan to cement Telford’s status as the fastest-growing town in the West Midlands.
- 2.56 Reference is made to the £250 million Southwater development, which will include a multi-screen cinema, hotel, supermarket and other shops and offices, as well as other infrastructure projects.

## **Jobs**

- 2.57 In terms of the labour force, there is still an over-reliance on the manufacturing businesses that grew up on the industrial estates like Halesfield and Tweedale in the late 1960s into the 1970s. The area is known to be a low wage area and evidence seems to indicate that businesses have to import higher level skills, i.e. the local labour force is not always well equipped to compete against external opposition. Furthermore, as the workforce gets older, more will need to be done to re-train etc. to keep people in work for a longer period.
- 2.58 Consideration may also need to be given to how self-employed people can be supported. This is likely to be a growing market, as older people look to do something different. This cannot take place in a vacuum – skills training and enterprise will need to be supported and developed.
- 2.59 Madeley should be able to take advantage of the fast growing leisure and tourism sectors, particularly given its close proximity to Ironbridge. These sectors however do rely on employing young people and migrant workers, so this sector could be fragile if the housing market stalls. It is known that certain tourism industries do need specialist workers so there might be the opportunity to develop a centre of heritage technologies. Madeley could do more to provide a better support infrastructure for tourism. Growth in the home tourism industry may attract new investments, with Madeley being well located to accommodate further visitor attractions.
- 2.60 Models of community regeneration where relatively small improvements make a big difference to the overall environment may hold some lessons. Combining this approach with other objectives e.g. that of increasing energy security and efficiency would provide significant added value.

## **Retail**

- 2.61 Madeley Town Centre is a traditional market town. It is in the second tier of shopping hierarchy. There are a number of independent shops along High Street/Park Avenue which forms the backbone of the town, along a linear route. There is a large Tesco foodstore (3,260 sq. metres gross floor-space) and 15 new commercial retail units which were completed in 2010. These replaced an old 1960s shopping precinct that was demolished in 2008. Opposite these new units in Russell Square are 4 shops units that were retained by Telford & Wrekin Council and an empty unit underneath the first floor Library & First Point (Madeley Malls) that has been refurbished (private scheme) to provide a further 11 small retail units.
- 2.62 The Local Economic Assessment (LEA) identifies both business and leisure tourism as important components of the Borough’s visitor economy. Madeley, with a traditional high street feel, could accommodate more pubs and eateries. It can also offer a more



*Madeley Centre*

traditional shopping experience. The diversified offer provided by a range of independents can also be a welcome change to the uniform nature of Telford Shopping Centre. Helping to provide outlets for other sectors that have retail potential, such as food and drink and the creative industries could be a further route to viability and vibrancy. Madeley is well placed to take advantage of such an opportunity.

- 2.63 The Retail & Leisure Study Update produced by WYG Planning in May 2009 showed identifiable capacity in Madeley Town Centre for a small to medium sized food-store together with a modest increase in comparison goods floor-space. In the longer term, over the periods to 2021 and 2026, the need identified will support a more meaningful increase in town centre floor space, subject to population increases. It is likely however, that this capacity has already been met by recent developments.
- 2.64 The position on convenience goods has further improved with the completion of a new Aldi food-store (1,600 sq. metres gross floor-space) off Parkway, together with a KFC hot-food take-away. So together with Tesco, there are now two food-stores within the Plan Area, reducing the need for people to travel elsewhere. Telford & Wrekin Council is also currently looking at further commercial retail development on the Madeley Court site.
- 2.65 There is a market in Russell Square twice a week. In other locations, market trading has been used as a low-risk introduction to self-employment and business start-up. With below average self-employment and start up rates in Telford, a retail offer that favours the value end of the market might well offer some potential in Madeley.
- 2.66 Within Madeley Town Centre, there are also two Medical practices (Church Street and Church Close), one dentist (High Street, Madeley), a library, a Police Station, a post office and a number of community buildings including Jubilee House, the Chec Centre, The People's Centre and Lumley Hall. There is also the grade II listed Anstice Memorial Institute.
- 2.67 There are three Local Centres in the Plan area at Woodside, Sutton Hill and Hills Lane.
- 2.68 The Woodside Local Centre on Park Lane includes the Park Lane Centre which opened in 2006. This community facility houses a variety of activities such as a cafe, Wooden Tops Day Nursery, Woodside junior youth club, Woodside Pharmacy and Woodside Dental Practice. It also provides a number of rooms for hire, an IT suite and training rooms. Adjoining the Park Lane Centre is the Woodside Health Centre. A block of 4 new retail units with flats above were also built in the Local Centre in 2013.
- 2.69 The Sutton Hill Centre comprises the Sutton Hill Community Centre, along with the local church, youth club and Telford Mind Wellbeing Centre. Opposite the community centre are the Children's Centre and 2 commercial units with flats above that were built in 2011.
- 2.70 Sutton Hill Medical Practice is located on the edge of Sutton Hill at Maythorne Close.



*Sutton Hill Local Centre*

- 2.71 The Hills Lane Local Centre on Queen Street is comprised of a parade of 8 older shop units with flats above.
- 2.72 There are numerous places of worship serving various faith communities across the area.

### Offices

- 2.73 Most of Madeley's current B1 office accommodation is based in converted buildings in Madeley Town centre or on the two industrial estates. The professional and financial services (Use Class A2) are centred on High Street and Court Street.

### Local Character

#### History

- 2.74 Much of the ancient Parish of Madeley was rebuilt with the development of Telford New Town in the late 1960s, leaving two historic enclaves; that around the octagonal St Michael's Church of 1797 retaining the core of the old medieval green and some fine seventeenth century barns associated with King Charles II; and that on the old High Street, part of the principal road between Shifnal and Much Wenlock.
- 2.75 The 19<sup>th</sup> century saw major industrial expansion with two important industrial complexes being developed at Madeley Court and Blists Hill. Due to economic and geological problems, these sites were eventually abandoned. Blists Hill has been given a new lease of life as one of the museum sites managed by the Ironbridge Gorge Museum Trust (now called Blists Hill Victorian Town). Madeley Court was a 16<sup>th</sup> century manor house. The grounds of the house were extensively mined during the nineteenth century and declined rapidly. It was eventually restored as a luxury hotel.



*Madeley Court*



*Fletcher Memorial Church*

### Heritage

- 2.76 Part of the Plan area lies within Ironbridge Gorge World Heritage Site (WHS) declared in 1986. The same area had been previously been designated as the Severn Gorge Conservation Area in 1980. There is an existing WHS Management Plan (2001) that is due to be reviewed.
- 2.77 The Borough Council's Arts Strategy 2009-12 promotes joint working with the Ironbridge Gorge Museum Trust. New festivals and events will be developed in the Gorge in order to build local/regional tourism.
- 2.78 The Plan Area has 53 listed buildings and 32 buildings of local interest.

2.79 There are three Scheduled Ancient Monuments within Blists Hill Victorian Town Site, namely;

- Blists Hill Blast Furnaces
- Lilleshall Company blowing engines
- Hay Inclined Plane

### Getting Around

2.80 Telford New Town was designed on the assumption that people would travel by car, with a modern, purpose built road system. Hence the housing estates like Woodside and Sutton Hill were developed on a non-radial road system using a 'Radburn' type housing layout. Employment and commercial areas like Halesfield were designed to be completely separate from these main residential areas. The main physical barriers to sustainable movement are therefore the transport routes themselves, many of which are high speed links.



*Silkin Way*

- 2.82 The car is the obvious choice for many journeys and fewer people cycle or walk to work than in the other Marches Enterprise Towns (MEP) despite an excellent cycle and rights of way network. However, a number of wards in south Telford do have low car ownership levels and therefore a greater reliance on public transport.
- 2.83 Quality bus routes are operated by Arriva. The Redline 44 route is Leegomery, Wellington, Ketley, Oakengates, Telford Centre, Stirchley, Woodside – Madeley. This service was launched in February 2000. Amberline 11/22 route is Telford Centre - Brookside - Sutton Hill - Madeley - Woodside – Dawley. This circular service was launched in November 2002. There are other bus services. Route 76/77 goes from Dawley to Coalport via Madeley. Route 39 goes from Madeley to Much Wenlock and the Gorge Connect Service (WH1) runs through the Ironbridge area and links into Madeley.
- 2.84 Telford & Wrekin's Local Transport Plan (LTP) 2011 – 2026 proposed to improve transport links to Telford's key visitor attractions and develop a sustainable access and a rail access strategy for the Ironbridge Gorge World Heritage Site.
- 2.85 It also proposed to use regeneration and development projects to encourage greater levels of active travel through better urban design and planning and creating strategic links to walking, cycling and bridleway networks.
- 2.86 One of the key projects put forward in the LTP is to improve seven miles of the Silkin Way from Telford Town Centre down to the Ironbridge Gorge World Heritage Site. In addition to the Silkin Way project, Local Sustainable Transport Funding (LSTF) will be used in Madeley to provide improved signing along Rough Park Way, improvements along the Ironbridge Way and the implementation of safe routes to work scheme, connecting the Silkin Way to Halesfield Industrial Estate. In addition, development of the previous Madeley Court site allows for improved connectivity to the Silkin Way from the development site.
- 2.87 Madeley Town Centre has lower capacity roads, significant levels of frontage development and high levels of associated pedestrian and parking activity. There are two public car parks at Tesco's (300 spaces) and Anstice (23 spaces) together with 35 on-street spaces. There are also two private car parks at Lloyds Bank (15 spaces)

and Jubilee House (18 spaces). The new Aldi store has a further 65 spaces and KFC 25 spaces. This gives a total of 491 spaces in the wider Town Centre. 31 spaces are specifically allocated for disabled drivers. All of the parking is free, and is seen by local people as vital to supporting Madeley's shops. However, local people are still concerned about the impact of traffic on movement within the historic part of Madeley town centre and the availability of parking spaces.

2.88 There is also a taxi rank outside Tescos store with capacity for 3 vehicles.



### 3. Process Summary

#### Plan Development Process

- 3.1 In advance of the Government's Localism Bill, Madeley Parish Council <sup>(1)</sup> responded to a request from Telford & Wrekin Council to consider a pioneering role in trialling the process of preparing a 'Neighbourhood Development Plan'. The community, led by the Town or Parish Council, would prepare a plan for their neighbourhood with the onus on the Neighbourhood to drive the process and to establish its local proposals.
- 3.2 Madeley Parish Council, Environment Committee, resolved on 7<sup>th</sup> February 2011 to submit an expression of interest to be involved in a vanguard bid for front-runner status.
- 3.3 The rationale for inclusion of the Parish as a front-runner authority was set out as follows: *"A complex mixture of regeneration and conservation areas, residential and commercial built environment, historic and valuable natural environment and a social environment which ranks Woodside, Cuckoo Oak and Madeley wards all within the top ten most deprived wards within Telford & Wrekin by average rank of Index of Multiple Deprivation"*.
- 3.4 In August 2011, a Neighbourhood Development Plan Steering Group was established. The Group agreed the broad stages and methods of consultation, the timetable, the management of the process and 6 themes for consultation.
- 3.5 The six themes that were identified for the initial consultation were:-
  - 1. Housing**
  - 2. Green Spaces**
  - 3. Public Areas (2 & 3 were later merged into one theme)**
  - 4. Local Economy**
  - 5. Local Character**
  - 6. Getting Around**
- 3.6 Our first consultation exercise took place between September 2011 and January 2012. This was a map based consultation technique and was used at a number of locations. This enabled Madeley Parish Council to gauge the general issues and concerns that were prevalent in the local community. A total of 746 responses were received through the consultation period. Although some were not specifically related to land use planning, these were brought together in a Community Action Plan that is being progressed in a separate exercise through Madeley Regeneration Partnership.
- 3.7 In February 2012, the Project was moved onto the Parish Council business plan so that progress updates were reported on a formal and regular basis.
- 3.8 From the outset the Neighbourhood Plan Steering Group were determined that residents should be kept informed and given every opportunity to provide feedback.
- 3.9 A communication programme was established to:
  - i. promote a high degree of awareness of the project;
  - ii. invite residents to join the Neighbourhood Plan Steering Group;

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1 Madeley Parish Council became Madeley Town Council on the 29th October 2012

- iii. encourage everyone to contribute to the development of the Plan;
  - iv. promote consultation events;
  - v. provide regular updates on the status of the Plan and its development.
- 3.10 The key to this programme was publicity. Public events, Madeley Matters newsletter, leaflets and local newspapers were used to provide regular updates. The Madeley Matters newsletter is published by Madeley Town Council and it is delivered to all homes in the area. It is published quarterly and since September 2011 has carried articles on the Plan.
- 3.11 The Shropshire Star and Telford Journal, the local newspapers covering Madeley have been following the work and have published articles on the development of the Plan.
- 3.12 This has been supported by information and updates on both Madeley on the Map website ([www.madeleyonthemap.co.uk](http://www.madeleyonthemap.co.uk)) and Madeley Town Council website ([www.madeleytowncouncil.gov.uk](http://www.madeleytowncouncil.gov.uk))
- 3.13 In March 2012, 5 Focus Groups consisting of local residents and representatives were set up to explore the issues from the initial consultation in more detail and group discussions were held over a three month period. At the same time, there were a number of events targeted at young people who were under-represented at the initial consultation.
- 3.14 Between June and September 2012, a number of meetings were held with representatives of local groups and agencies, as well as officers from Telford & Wrekin Council. These checked if issues raised by the local community were already being addressed by existing plans, programmes or policies and provided evidence to support the emerging core objectives. They also allowed the Parish Council to check that the views of minority groups were being properly considered.
- 3.15 In October 2012, a total of 23 core objectives were drafted to reflect long term land use and development challenges that had been identified through the consultation period (see chapter 4). These objectives were considered and endorsed by the Neighbourhood Development Plan Steering Group.
- 3.16 Between January and March 2013, a questionnaire was published in the Madeley Matters newsletter and distributed to all households and businesses in Madeley civic parish. The intention was to test the core objectives that had been identified and clarify any outstanding issues, allowing Madeley Town Council to revise or amend core objectives, as necessary.
- 3.17 This completed the first stage of consultation, apart from a workshop in April 2013 that examined the potential designation of land in the Rough Park area as a Local Green Space.
- 3.18 A draft Plan was endorsed by Madeley Town Council in July 2013, as a basis for consultation. It contains a number of policies that have been developed in line with the issues and core objectives.
- 3.19 Two Consultation Statements summarise the consultation that has been undertaken on The Plan.
- 3.20 During the early stages of consultation, Madeley Town Council carried out some preliminary work on the preparation of a sustainability appraisal. However, in August



2012, Madeley Parish Council was advised by the Department for Communities and Local Government (DCLG) that Sustainability Appraisals (SA) applied only to Development Plan Documents and therefore not to Neighbourhood Plans. This meant that an SA was not required. However, their advice was to follow a screening process to see if SEA (Strategic Environmental Assessment) or other European Directives (e.g. habitats, leading to a Habitats Regulations Assessment (HRA) were required.

- 3.21 Following discussions with the three statutory consultees (Environment Agency, English Heritage and Natural England), it was decided that a screening exercise was needed. Natural England also confirmed that Telford & Wrekin Council had already carried out a Habitats Regulation Assessment Screening report (April 2012) for their emerging Shaping Places Local Plan, and since this document was recent, it was acceptable to Natural England for Madeley Town Council to make reference to this document in the Neighbourhood Development Plan. Furthermore, from their records, there did not appear to be any Natura 2000 sites (European Designated Sites) within close proximity to the Plan Area, therefore reference to Telford & Wrekin's Council's information and reports was acceptable.
- 3.22 The screening opinion only therefore had to comply with Article 3 (6) of the SEA Directive in order to determine if an SEA was required.
- 3.33 An SEA screening report was submitted to the consultation bodies in January 2013. In light of their comments and having regard to schedule 1 of the Regulations, Madeley Town Council decided that the Plan did not require an SEA. This was because there would not be any significant environmental effects arising from its implementation and that it supplements national guidance.
- 3.34 This was set out in a screening determination which had to be made available publicly for 28 days to allow for any public comments. The determination was put on the Madeley Town Council web site and in Madeley Matters newsletter in February 2013. Once 28 days had expired, a screening statement was published.



*Madeley Town Centre*

#### **4. Issues & Core Objectives**

- 4.1 A summary of the issues raised by local people during the various consultation events that have shaped the Plan, together with the Core Objectives that were developed after consideration of the issues and endorsed by the Steering Group.
- 4.2 This information is drawn from the following documents that support the Plan:
  - the Evidence Base Summary, which gathers information from a variety of documents (principally those produced by Telford & Wrekin Council (TWC) to provide a summary of the physical, social and economic issues affecting the Plan area; and
  - the Consultation Statements that explain what consultation has taken place, and the feedback received from residents and other stakeholders.
- 4.3 These documents may be downloaded from Madeley Town Council's website:  
[www.madeleytowncouncil.gov.uk](http://www.madeleytowncouncil.gov.uk)
- 4.4 For each heading, the main issues raised at the public consultation events are set out, followed by the objectives that were developed from these comments and adopted by the Steering Group as the basis for the Plan.

## Housing

Main comments raised by local people during the consultation include:

- The need for more family (2/3 bedroom) housing
- The lack of affordable housing, especially for younger people
- The need for supported housing for older people in an ageing population.
- The need to redesign the layout of the Sutton Hill & Woodside estates and provide more quality social housing
- The need to make any new housing energy efficient
- The need to build any new housing on brown-field or vacant land, such as Tweeddale Industrial Area or Hills Lane.
- Woodside and Cuckoo Oak wards have high levels of deprivation.

### **OBJECTIVE 1:**

**To maximise the provision of high quality and affordable housing of the right size, type and tenure to contribute towards the Borough's local housing need**

### **OBJECTIVE 2:**

**To provide a good range of adaptable housing that can be changed to meet the needs of existing and new residents**

### **OBJECTIVE 3:**

**To widen the range of options for older people and those with disabilities through provision of accommodation which is designed to meet these diverse needs**

### **OBJECTIVE 4:**

**To apply the principles of sustainable development at a neighbourhood level and in the design of individual buildings and sites, and ensure that development addresses flood risk requirements and future climate change impacts.**

### **OBJECTIVE 5:**

**To maximise energy efficiency and encourage the use of low carbon and renewable energy sources in order to reduce CO2 emissions and fuel poverty**

### **OBJECTIVE 6:**

**To achieve a phased redevelopment of the Woodside and Sutton Hill Estates over the plan period, delivering new and more balanced mixed communities with far better living conditions.**

### **OBJECTIVE 7:**

**To re-arrange existing streets so they are more secure and accessible. New homes will overlook streets and spaces so there is improved natural security.**

### **Local Character**

The main comments raised by local people during the consultation include:

- The need to promote Madeley's position in the Ironbridge Gorge World Heritage Site
- The need to protect and enhance buildings of local heritage importance.
- The need to protect the residential amenity and the character of the Conservation Area.

#### **OBJECTIVE 8:**

**To protect and enhance the historic environment, including archaeological remains and non-designated buildings and sites of heritage value, for the benefit of residents and visitors alike**

#### **OBJECTIVE 9:**

**To maintain and enhance local character and areas of historic importance by ensuring high quality design of buildings and public realm.**

### **Green spaces & public spaces**

The main comments raised by local people during the consultation include:

- The need to protect and enhance existing open spaces.

#### **OBJECTIVE 10:**

**To deliver an excellent network of high quality public and private open spaces**

#### **OBJECTIVE 11:**

**To develop and enhance the green infrastructure provision within the plan area, recognising its contribution towards the wider green infrastructure network in Telford**

#### **OBJECTIVE 12:**

**To ensure that important open spaces, such as Rough Park and Madeley Park, are designated as local green spaces**

#### **OBJECTIVE 13:**

**To protect and enhance local play areas**

#### **OBJECTIVE 14:**

**To protect and enhance the proposed local nature reserves**

### Local economy

The main comments raised by local people during the consultation include:

- The need to attract new retailers into the town centre to improve its competitive position by increasing the range and quality of shops, improve its environment and bringing empty properties back into use, such as Madeley Malls
- The need to provide improvements to existing employment areas and to provide for the growth of existing and new businesses

#### **OBJECTIVE 15:**

**To protect and enhance the special role of Madeley Town Centre in serving its local community**

#### **OBJECTIVE 16:**

**To develop additional shopping and community facilities in Madeley Town Centre**

#### **OBJECTIVE 17:**

**To promote Madeley as a tourism hub for the Ironbridge Gorge World Heritage Site.**

#### **OBJECTIVE 18:**

**To encourage tourist attractions, guest accommodation and facilities.**

#### **OBJECTIVE 19:**

**To ensure that employment opportunities are accessible to all and assist in securing the provision of employment and training opportunities for local residents.**

#### **OBJECTIVE 20:**

**To enhance existing industrial estates and focus any new commercial development onto sites which are already allocated for that purpose.**

### Getting around

The main comments raised by local people during the consultation include:

- The need to improve the management and provision of public parking to ensure appropriate capacity and the attractiveness of Madeley town centre to users
- The overall quality and appearance of the public realm needs to be improved to provide better footpaths and cycle-ways and more attractive outdoor spaces

**OBJECTIVE 21: Improve pedestrian and cycle connections within the Plan area and into the rest of Telford**

**OBJECTIVE 22: Connect new housing into Madeley Town Centre and the wider area with good pedestrian and cycle routes**

**OBJECTIVE 23: Connect new housing into Madeley Town Centre and the wider area with good bus routes**

## **5. Introduction to policies**

- 5.1 Section 1 sets out the background to the area and the process followed to prepare the Plan and set the Plan objectives. This Section sets out the policies to support and deliver the objectives. The policies are grouped under the five topics identified in section 1:

**Housing**

**Green Spaces and Public Spaces**

**Local Economy**

**Local Character**

**Getting Around**

- 5.2 Each topic has its own chapter. Policies are highlighted in green, supported by text that explains how and why the policy requirements must be met. Each of the policies is provided with a reference number (e.g. 'H1'). If policies refer to specific areas of land, they will be shown on the 'Policies map' (see Fig 5.1).
- 5.3 At the end of each chapter there is a summary table setting out the policies and which core objective they support.

## 6. Housing

### Affordable Provision

- 6.1 It is evident from the public consultation that the community has aspirations towards home ownership at an affordable level which meets the needs of young first time buyers, the growth of young families, and an ageing population. The consultation also showed a need to increase the provision of affordable homes, particularly social rented housing for lower income families, as there is a growing demand for affordable housing that is not being met by the local housing market. Because of the economic climate, a number of recent housing schemes have not provided any affordable housing because of viability concerns. There is also concern that the existing stock of rented property, especially on the former New Town estates at Sutton Hill and Woodside (see Proposals Map and Figs. 6.1 and 6.2) is going to deteriorate over the next twenty years and it will need substantial public investment if this housing is to be refurbished or replaced by new housing in the long term.
- 6.2 Research for the Joseph Rowntree Foundation, '**Transforming places: Housing investment and neighbourhood market change**', indicates that the continued concentration of new social house building in more deprived neighbourhoods nationally has tended to increase the concentration of poverty even while other factors (e.g. increasing employment and enterprise) were reducing it. This supports the argument which advocates the 'pepper-potting' of future social housing development rather than its concentration in estates.
- 6.3 It is a pressure that clearly requires careful balance. It is accepted that we do need to get away from large estates of social housing. Telford & Wrekin Council and partners do need to bring in private money to develop profitable private housing and mix with good quality, well managed, affordable social housing where people feel valued and respected.



*Sutton Hill*

*Woodside Estate*



- 6.4 It is also important that any estate renewal also addresses the other inherent problems on the former New Town estates. This should include environmental improvements, such as dealing with the network of narrow passageways on the Sutton Hill estate. It would also need to involve a wider range of social and economic measures.

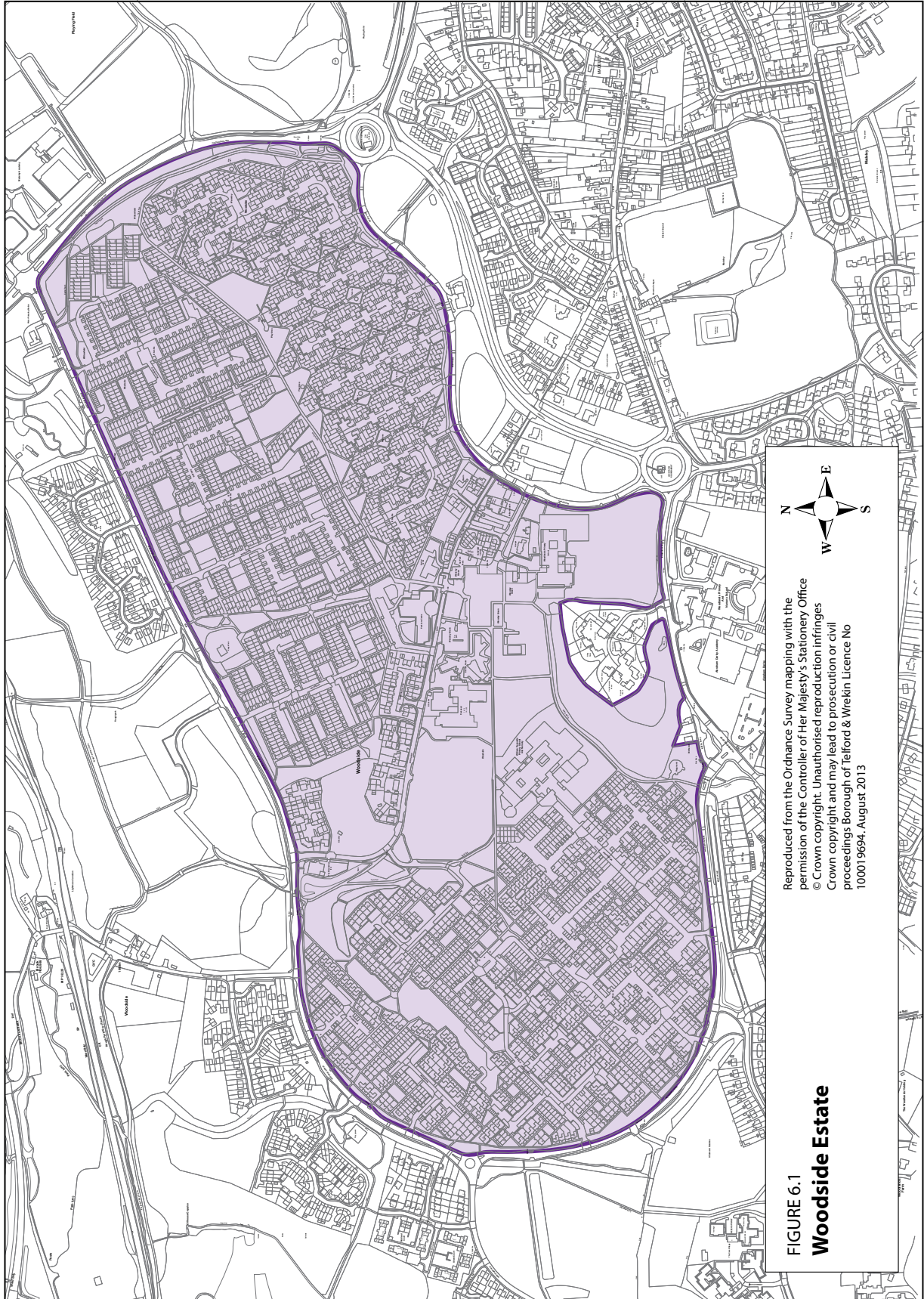
#### **Policy H1 – Affordable Housing Provision**

**New residential development within the Plan Area will be expected to contribute towards meeting the identified need for affordable housing. The presumption will be that such provision would be on-site, unless any of the following criteria can be demonstrated:**

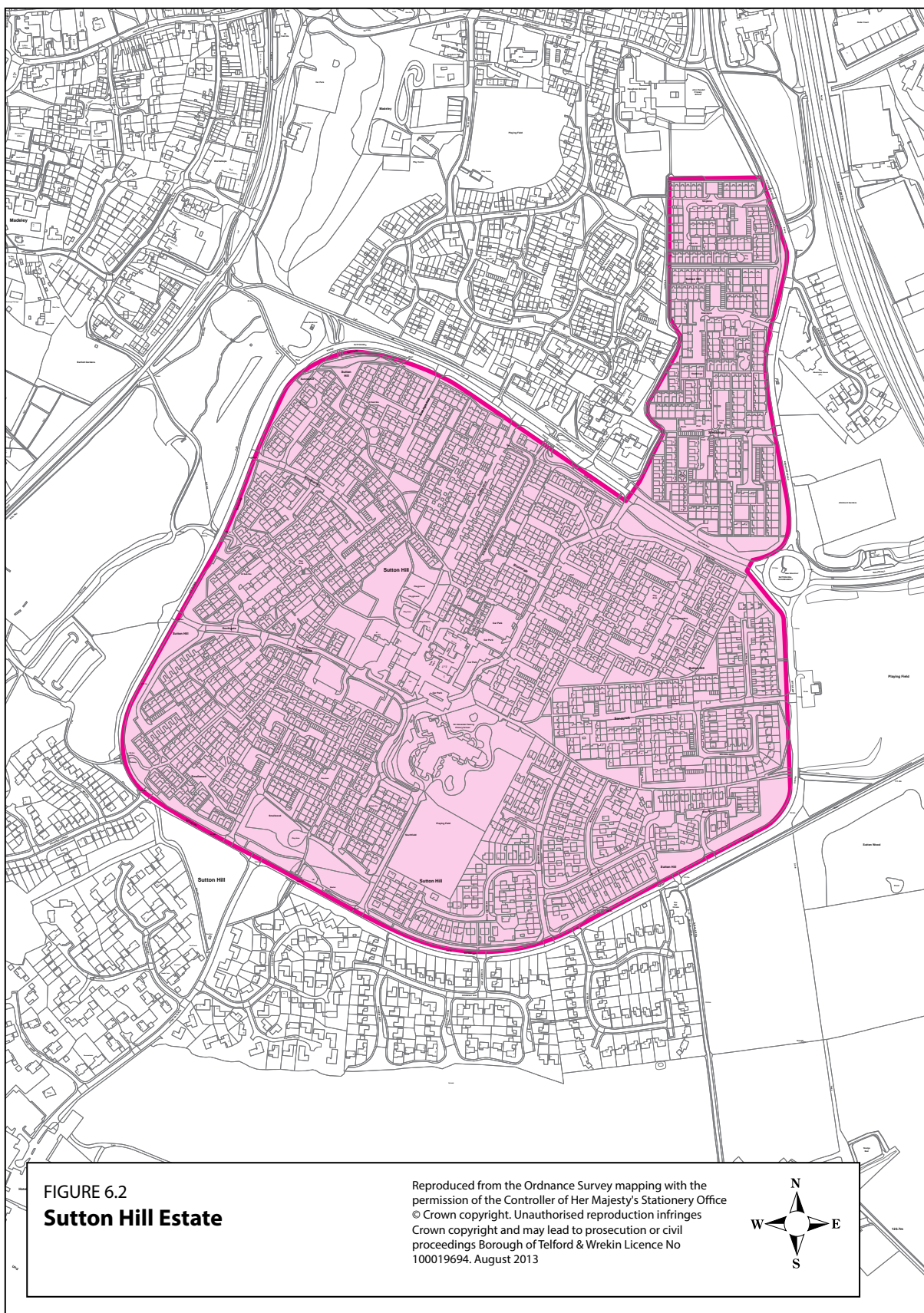
- **that the provision would render the development unviable, subject to submission of robust viability evidence;**
- **that identified needs would be more appropriately met through the provision of new housing or the refurbishment or improvement to the existing stock, resulting in broadly equivalent provision of newly available homes elsewhere.**

**Developers have the opportunity to submit an open book appraisal to Telford & Wrekin Council to justify circumstances where a contribution is not considered to be viable, such as unforeseen abnormal costs or 100% affordable provision being offered. Such appraisals must be independent and paid for by developers.**









## **Policy H2 – Estate Renewal**

**Any wider investment into the provision of new housing or existing housing stock should seek to deliver the following:**

- 1 provision or refurbishment of affordable and other housing in ways that:**
  - Secure the maximum reasonable amount of affordable housing, with the minimum being no net loss of existing social rented provision;
  - Ensure that any scheme provides a sustainable long-term solution for existing properties that are refurbished;
  - Require that the mix of house sizes for the re- provided social rented housing will be determined by the housing needs of the tenants of the estate and by the housing needs of the Borough, at the time that an application is submitted;
  - Require that where estate renewal is being funded through the provision of private housing or other commercial development, schemes must be supported by a financial appraisal;
  - Ensure that affordable housing cannot be distinguished from market housing on the basis of its appearance or positioning. In phased developments affordable housing provision should be delivered at the same time as any market housing.
  - Provide specialist & supported housing, such as wheelchair standard housing, sheltered housing, residential care homes, 'extra care' housing and continuing care retirement communities as part of a mixed community, where possible, in accessible locations close to facilities.
- 2. Ensure that social housing is designed to meet Lifetime Homes Standard where feasible and practical;**
- 3. Ensure that new housing is designed to meet Lifetime Neighbourhoods Standard where feasible and practical;**
- 4. Provision of, or contributions, to programmes that enable local people to access new job opportunities through training, local apprenticeships or targeted recruitment. The programmes in place must be effectively targeted at the requirements of existing residents and opportunities are marketed, organised and run to maximise awareness, take-up and measurable/quantifiable success.**
- 5. Provision of land, buildings and funding for new or improved publicly available community facilities that benefits the estates as a whole;**
- 6. Provision of, or contributions to, transport infrastructure or improvements that are justified and necessary to secure the regeneration of the estates.**

- 6.5 Given the difficulty in securing the provision of affordable housing, it is proposed that conditions are put in place so that affordable housing is retained for those in need.

#### **Policy H3 – Retention of Affordable Housing**

**Where affordable housing is to be provided, the accommodation should remain permanently affordable where feasible**

#### **Sustainable Housing**

- 6.6 During the consultation, the community expressed strong support for action to address climate change and were positive about finding ways to achieve sustainable development locally. In particular, introducing energy efficient solutions in new housing was strongly supported. This would support the approach to sustainable development set out in the NPPF and strategic local policy.
- 6.7 Proposals should make efficient use of land and follow a sequential approach, prioritising the most accessible and sustainable locations and maximising opportunities to make best use of previously developed land where possible. Proposals should promote principles of sustainable development by:
- minimising pressures on green spaces and historic buildings;
  - ensuring that sufficient utilities and infrastructure can be provided to support new development; and
  - directing development away from areas of greatest flood risk wherever possible.

#### **Policy H4 – Adapting to Climate Change**

**All housing development proposals with the exception of the conversion of listed historic buildings should seek to achieve high standards of sustainable development, and in particular demonstrate how proposals have sought to:**

- reduce the use of fossil fuels;
- promote the efficient use of natural resources, the re- use and recycling of resources, and the production and consumption of renewable energy;
- adopt and facilitate the flexible development of low and zero carbon energy through a range of technologies;
- link the provision of low and zero carbon energy infrastructure in new developments to existing buildings where proven to be feasible;
- adopt best practice in sustainable urban drainage which reduces the possibility of flooding.

#### **Policy H5 – Providing local renewable & low carbon energy infrastructure**

**Where appropriate, and where proven to be feasible, any proposals for development incorporating on-site provision of renewable energy or heat and/or low carbon technologies will be supported and encouraged.**

## Housing Land Allocations

- 6.8 In the course of identifying the boundary for the Rough Park Local Green space (see policy GS1), it was evident that further land adjoining the park, owned by the Homes & Communities Agency, was earmarked for future housing. It was accepted that this land could be brought forward, but that the design had to take into account its relationship to the adjoining Park and in particular ensure that the southern entrance into the Park was not compromised. It was decided that a policy should set out the criteria for development that had to be complied with. Guiding design principles had already been explored in the Woodside Telford Green Spaces Strategy prepared by Planit consultants in May 2010, but never formally adopted.



*Rough Park*

### **Policy H6 – Rough Park 3**

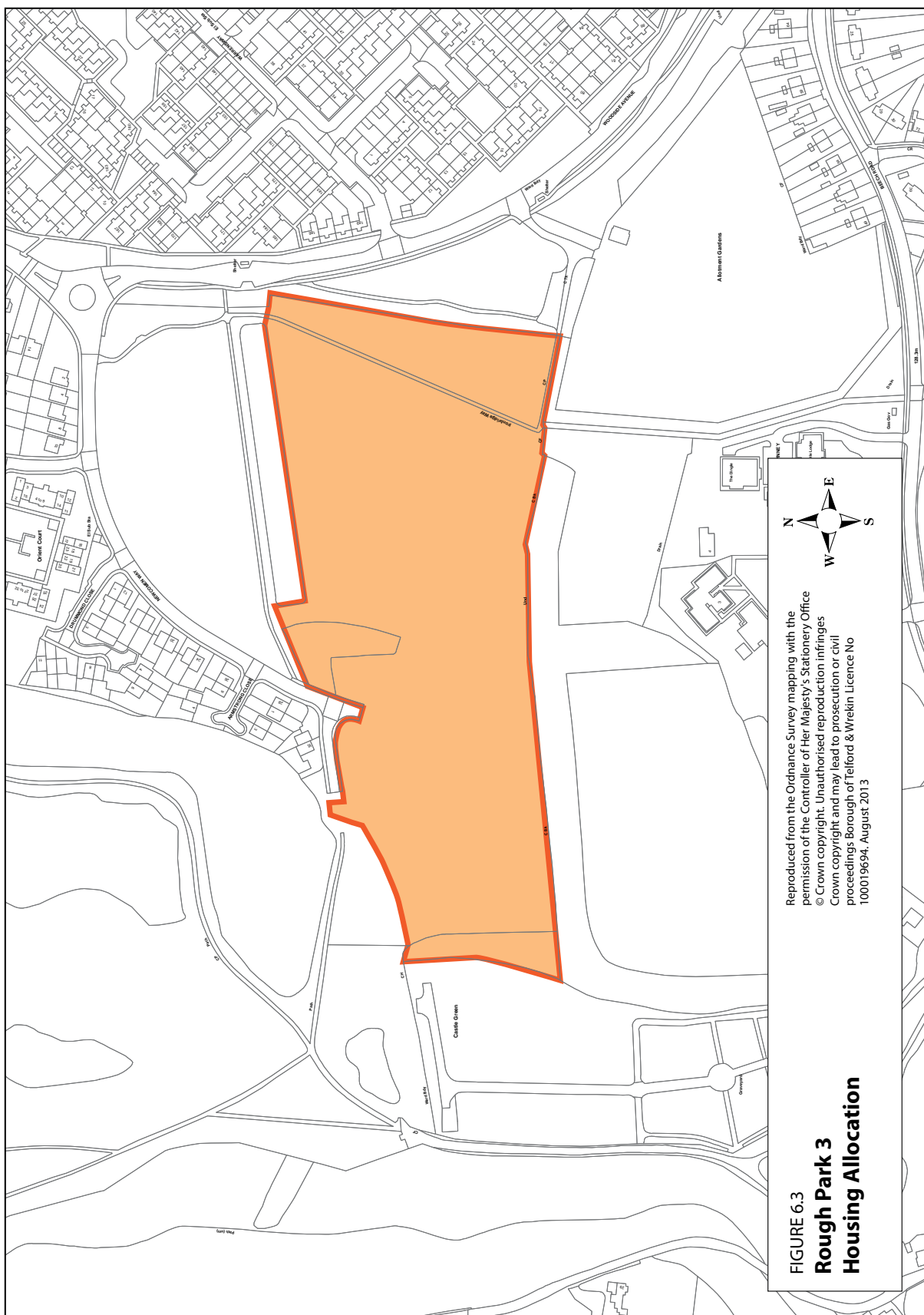
The site (4.22 hectares) is allocated for housing (in the region of 50 dwellings) (see Fig. 6.3).

Development proposals will seek to:

- Front onto the public space, creating a well-defined edge to the Park. The development should incorporate sustainable building methods to blend in with the surrounding countryside and newly created habitat areas;
- Incorporate a new linear green space to form an attractive sweeping parkland out from the Estate;
- Create a new controlled crossing point over Woodside Avenue should be created, linking across to Warrensway;
- Include a new direct pedestrian and cycle pathway that links Woodside Avenue to existing routes within Rough Park;
- Incorporate the Ironbridge Way that crosses the site
- Consider new pedestrian links to the south, improved access and visibility to the allotment and future links to southern grassland areas;
- Retain and enhance the established trees & hedges on the site wherever possible, and safeguard the Tree Preservation Order trees alongside the eastern boundary of the site during construction;
- The proposal provides an affordable housing contribution in accordance with Policy H1.

As part of the submission of any planning application, a Design Brief must be produced setting out the principles for development.





## Windfall and infill sites

- 6.9 Madeley Town Council does not want to discourage the development of small sites, particularly on previously used land. There are a number of small vacant sites in the Plan Area that could be brought forward to meet local housing needs.

### **Policy H7 – Windfall and Infill Housing Development**

**Planning Permission will be granted for new residential development on previously developed land within the Plan Area provided that:**

- **The design and layout of the proposal respects the character, visual quality and built landscape of the locality and the wider area and meets with the criteria in Policies H4 & H5;**
- **The proposal would not be significantly detrimental to the amenities of the adjoining or nearby occupiers;**
- **The proposal provides an affordable housing contribution in accordance with Policy H1.**

**Developers will have the opportunity of submitting an open viability appraisal to support the contributions proposed.**

- 6.10 The consultation also indicated that the housing should be encouraged that caters for the needs of an ageing population and people with disabilities. New homes should be built to be accessible to all who may wish to live in them, and visit them, including those with disabilities. Many people may want to change their home to meet changing needs, such as becoming less mobile as they become older, or through injury.
- 6.11 Developers will be encourage to apply the Lifetime Homes standard ([www.lifetimehomes.org.uk](http://www.lifetimehomes.org.uk)) to all units provided, which involves using a set of 16 design criteria. Applicants should note that the term “new housing units” applies to conversion of buildings to residential from other uses, as well as to new build development. It requires that the spaces and features in new homes can readily meet the needs of most people, including those with reduced mobility. The standards include level entry to the home, minimum doorway widths, adequate wheelchair manoeuvring space, provision for future installation of internal lifts, and appropriate window heights.
- 6.12 In exceptional cases where an applicant considers that full compliance with this aspect of Policy H8 may not be feasible, this should be clearly demonstrated in their Design and Access Statement, supported by a Financial Appraisal if appropriate.
- 6.13 The concept of the Lifetime Neighbourhoods is a natural extension of the lifetime home principle; that is, one which is accessible and comfortable for everyone regardless of age, health and physical ability. Lifetime Neighbourhoods are created when accessible housing and other uses are properly integrated so everyone can participate in the economic, civic and social life of the community. The DCLG publication “Lifetime Neighbourhoods”



*Parkwood Extra Care*



(2011) identifies six key components for lifetime neighbourhoods: resident empowerment; access; services and amenities; built and natural environments; social networks/well-being and housing. Again, this can be subject to a local viability assessment.

- 6.14 Whilst Lifetime Homes goes some way to assisting wheelchair users' day-to-day needs, it does not provide the opportunity to adapt homes to include all the features needed by a wheelchair user. So the policy will also require 10% of units on sites of more than 10 dwellings to be adaptable to a full wheelchair standard without enlarging or structurally modifying the home or easily adaptable to wheelchair users. (See Wheelchair Housing Design Guide, 2nd edition, Stephen Thorpe/Habinteg Housing Association, 2006)

#### **Policy H8 – Accessible and Adapted Homes**

**Planning Permission will normally be granted for new dwellings where:**

- **the proposed new dwellings, where feasible and practical, meet both the current Lifetime Homes standard and Lifetime Neighbourhoods standard;**
- **on sites of 10 or more dwellings (gross): at least 10% of all new dwellings (or at least one dwelling for sites below 20 units) should be up to wheelchair standard, or easily adapted for full wheelchair use.**

- 6.15 As of 2010 it was estimated that 14% of the population of the Plan Area was aged 65 or over; by 2030 this is expected to increase significantly.
- 6.16 The growing older population (particularly in the oldest age groups) is likely to result in a growth in households with specific housing needs. This was revealed as a major issue during the consultation. Demand will increase for alterations to properties (such as to bathrooms, showers and toilets, provision of emergency alarms or maintaining homes). Many of these can be resolved in situ through adaptations to existing properties and through delivery of new properties which meet 'lifetime homes' standards.
- 6.17 The growing older population will however, also lead to some increase in requirements for specialist housing solutions. An increase in both dementia and mobility problems is projected. Some of these people will require specialist housing such as sheltered or extra care provision.
- 6.18 It is important therefore that developers think carefully about the needs of all the population. They need to take into account the introduction of the Equalities Act 2010 (superseding the DDA) revisions to British Standards, as well as the updated Lifetime Homes standards (2010). There is also current best practice guidance such as that provided by Housing our Ageing Population Panel for Innovation (HAPPI) 2 report published in September 2012. As can be seen from Table 1 in the Background Chapter, there has been some specialist provision in Woodside and Madeley, but limited provision on the Sutton Hill estate.
- 6.19 When developing specialist accommodation for older or disabled people, it is critical that the layout of the building should be designed with progressive privacy in mind. This is key to ensuring that residents are afforded the privacy and security that all of us require within our own homes. Not only should a clear separation between areas just

for residents, staff and visitors be evident, but a distinction between shared spaces for residents and those for the wider community is also important.

#### **Policy H9 – Inclusive housing standards**

**Proposals for development that help to deliver high quality, well designed accommodation across the whole range of housing types aimed at the disabled or older population of the Plan Area will be permitted where:**

- It is located close to local services, amenities and local centres with high levels of community activity;
- It is easily accessible by a range of travel modes that provide alternatives to trips made by the private car;
- Its design reflects current best practice guidance; and

**Any development for disabled or older people should reflect the following inclusive design principles:**

- Public spaces such as communal lounges and dining rooms along with ancillary spaces such as laundries and catering kitchens should all be located centrally and away from residents' flats. Consideration should be giving to having generous internal space standards for flats with flexible/adaptable layouts and multiple room potential;
- Have well designed circulation and shared spaces with plenty of natural light and space to manoeuvre with ease. All dwellings should be provided with step-free or lift access;
- Provide circulation areas as shared spaces to encourage interaction, avoid an institutional feel, promote natural surveillance, minimise walking distance between drop-off points and the main entrance and provide 'defensible space';
- Support a wide range of activities and encourage interaction between residents in multi-purpose space and potentially with the local community;
- Layouts should, where possible, avoid internal corridors and single aspect flats and ensure that all residents can positively interact with external spaces by providing balconies, patios or terraces;
- Include integrated energy efficient design solutions and be readily adaptable to new technology to accommodate care readiness;
- Buildings should engage positively with the street and maintain and enhance the natural environment around the site;
- Outside areas and external surfaces should give priority to pedestrians, fully consider accessibility and not be dominated by vehicular provision; and
- Provide adequate storage for cycles, mobility aids and the needs of residents.

| <b>Summary Table</b>  |  |
|---|--|
| <b>Core Objective</b>   | <b>Policy Index</b>  |
| <b>OBJECTIVE 1:</b> To maximise the provision of high quality and affordable housing of the right size, type and tenure to contribute towards the Borough's local housing need.   | <b>Policy H1 – Affordable Housing Provision</b><br><b>Policy H2 - Estate Renewal</b><br><b>Policy H3 - Retention of Affordable Housing</b><br><b>Policy H7 – Windfall and Infill Housing Development</b> |
| <b>OBJECTIVE 2:</b> To provide a good range of adaptable housing that can be changed to meet the needs of existing and new residents.   | <b>Policy H8 - Accessible and Adapted Homes</b>  |
| <b>OBJECTIVE 3:</b> To widen the range of options for older people and those with disabilities through provision of accommodation which is designed to meet these diverse needs.  | <b>Policy H9 - Inclusive housing standards</b>   |
| <b>OBJECTIVE 4:</b> To apply the principles of sustainable development at a neighbourhood level and in the design of individual buildings and sites, and ensure that development addresses flood risk requirements and future climate change impacts. | <b>Policy H4 - Adapting to climate change</b>  |
| <b>OBJECTIVE 5:</b> To maximise energy efficiency and encourage the use of low carbon and renewable energy sources in order to reduce CO2 emissions and fuel poverty.   | <b>Policy H5 - Providing local renewable &amp; low carbon energy infrastructure</b>  |
| <b>OBJECTIVE 6:</b> To achieve a phased redevelopment of the Woodside and Sutton Hill Estates over the plan period, delivering new and more balanced mixed communities with far better living conditions.   | <b>Policy H1 – Affordable Housing Provision</b><br><b>Policy H2 - Estate Renewal</b><br><b>Policy H3 - Retention of Affordable Housing</b><br><b>Policy H6 – Rough Park 3</b>                            |
| <b>OBJECTIVE 7:</b> To re-arrange existing streets so they are more secure and accessible. New homes will overlook streets and spaces so there is improved natural security.  | <b>Policy H8 - Accessible and Adapted Homes</b><br><b>Policy H9 Inclusive housing standards</b>  |

## 7. Green Spaces and Public Spaces

### Local green space

Paragraphs 76 & 77 of the National Planning Policy Framework (NPPF) introduced a new designation called “Local Green Space” by which local communities could identify important green areas that needed special attention. By designating land as Local Green Space, local communities would be able to rule out new development other than in very special circumstances.

The designation should only be used:

- where the green space is in reasonably close proximity to the community it serves;
- where the green area is demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife; and
- where the green area concerned is local in character and is not an extensive tract of land.

Through consultation on the Plan, it became evident that there were two key open spaces that met these criteria and deserved to be protected from future development.

The first area that was earmarked for protection and enhancement is known as Rough Park. It is a major linear open space that was reclaimed by Telford Development Corporation and is now managed by Telford & Wrekin Council. It adjoins the Woodside estate and is particularly valued by local people for its recreational and wildlife value. Two important recreational routes (Rough Park Way and South Telford Way) run along the boundary of and through the site. However, parts of the site have been developed for housing and there are still potential pressures for further development to take place. The site is not protected by any other designation apart from a small area in the northern corner that is part of a County Wildlife site. A public workshop was organised to examine these issues in more detail and a boundary was identified that would still allow one housing site to come forward (see policy H6).

The other area that is considered worthy of designation is called Madeley Park. It is a major linear open space next to the Sutton Hill estate and the edge of Madeley Town Centre that is now managed by Telford & Wrekin Council. The site is valued by local people for its recreational, wildlife and historical significance. It adjoins the proposed Blists Hill pit mound LNR and the Silkin Way strategic route runs along its western boundary. Part of the site is already designated as a Local Wildlife site and the Hills Lane pit mound is under consideration as another LNR. However, it is considered that the whole area is worthy of protection.

#### **Policy GS1 – Local Green Spaces**

**In recognition of their special recreational, wildlife and historic value and importance to the community, Rough Park and Madeley Park are designated as Local Green Space to protect them from development as shown on the Policies Map and Figs 7.1 and 7.2.**

## Local Nature Reserves

- 7.6 The Town Council will support, where appropriate, areas of local conservation value, which would benefit from positive management, to be designated as local nature reserves.
- 7.7 Madeley Town Council has proposed five pit-mounds for designation as Local Nature Reserves (see Policies Map & Figs 7.3, 7.4, 7.5, 7.6 and 7.7).
- 7.8 Telford & Wrekin Council in consultation with Natural England can declare a Local Nature Reserve (LNR). In contrast to SSSI status, which is a protective designation, the purpose of a LNR is to promote positive management of the site, public use and education.



*Rough Park*



*Madeley Park*



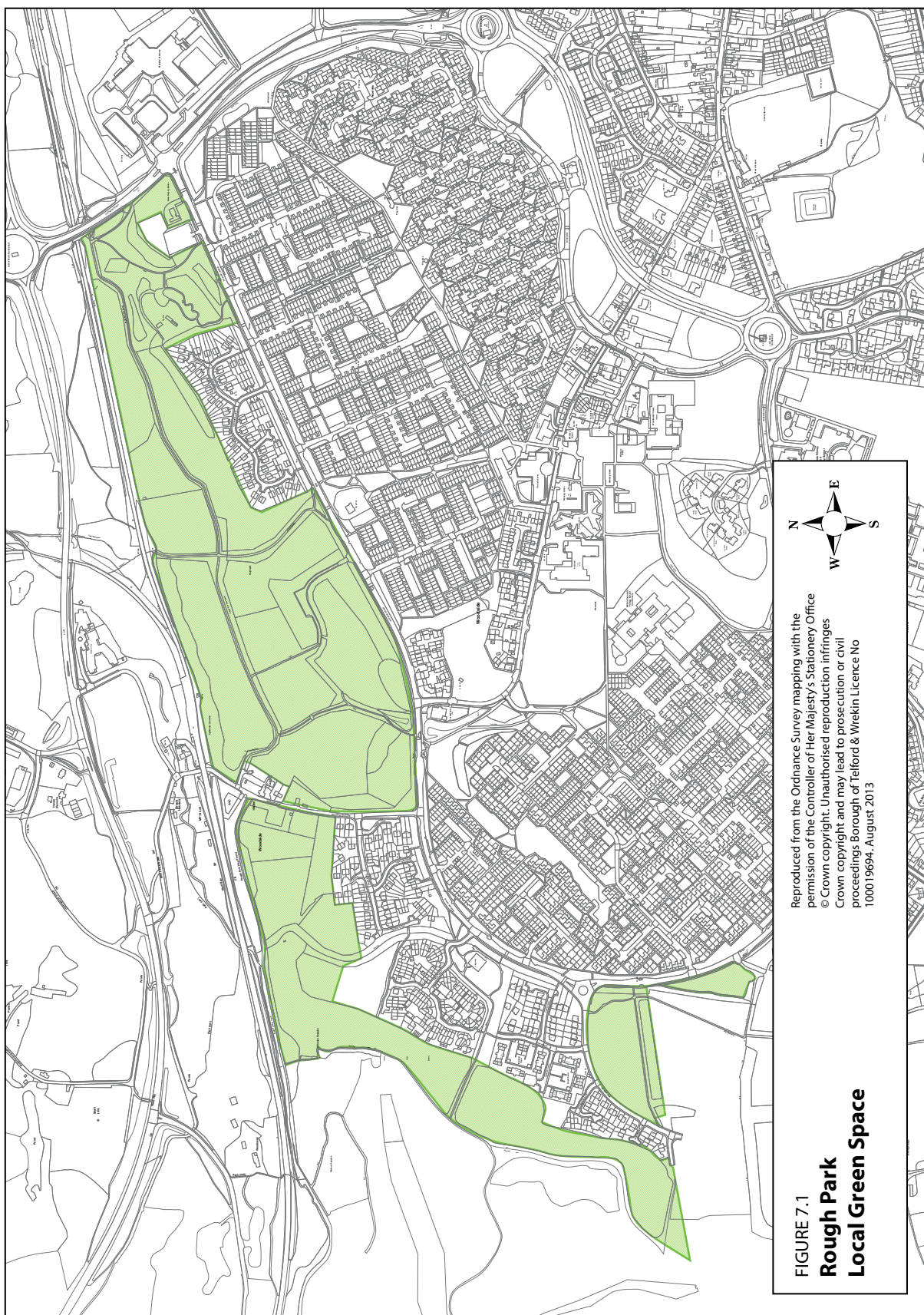
*Proposed Local Nature Reserve  
(Blists Hill pitmound)*

## Protection and enhancement of Wildlife Sites

- 7.9 County Wildlife Sites are those sites that are regarded as being of good habitat quality or areas supporting a range of species in the Plan area and form an essential part of the area's natural heritage (see Policies Map and figs 7.8, 7.9, 7.10 and 7.11). Some of these may be suitable for designation as LNRs. However, the Plan Area is also endowed with many other natural features of conservation interest, including public and private woodlands, tree belts, ponds and streams and hedgerows, which are not designated. It was clear through the consultation, that local people want protection and, wherever possible, enhancement of their favourite local green spaces.
- 7.10 It is proposed therefore, that development (including changes of use) likely to have an adverse impact on a Local Nature Reserve, County Wildlife Site, registered village green (see Policies Map and figs 7.12 and 7.13) or other habitats and species of principal importance<sup>2</sup>, will not be permitted unless it can be shown that the reasons for the development outweigh the need to retain the features.
- 7.11 Where appropriate, the use of conditions and/or planning obligations to provide appropriate compensatory measures should be considered.
- 7.12 Many species of plants and animals are protected by law and it is an offence to kill or otherwise harm them. For some species, for example bats and great crested newts, it is also an offence to damage their habitat. There is a duty on any developer to survey the application site to ensure that the development proposals do not detrimentally affect such species. In some cases it may be necessary to request an ecological survey to be provided by the developer.

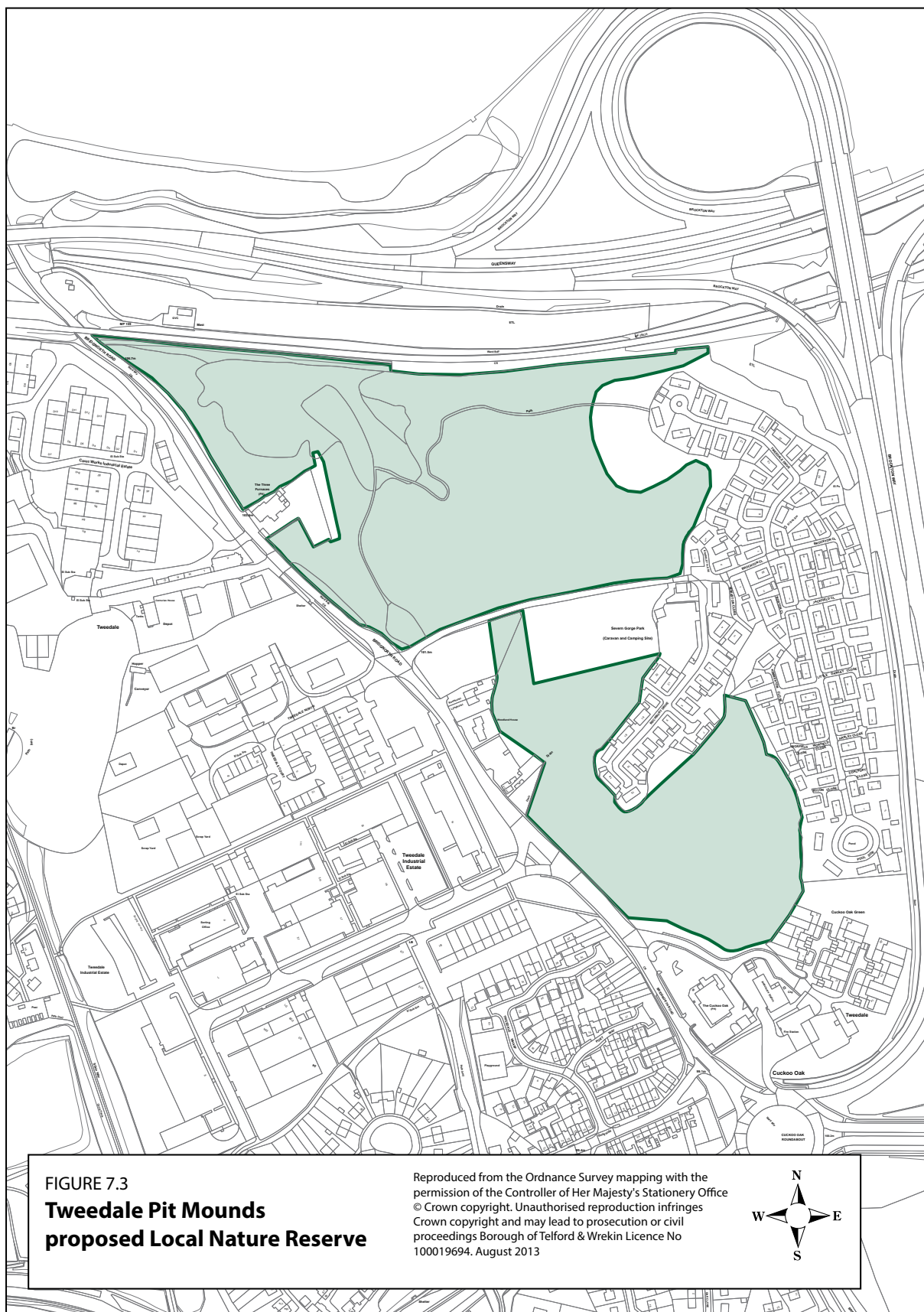
<sup>2</sup> The Natural Environment and Rural Communities (NERC) Act came into force on 1st October 2006. Section 41 (S41) of the Act requires the Secretary of State to publish a list of habitats and species which are of principal importance for the conservation of biodiversity in England.



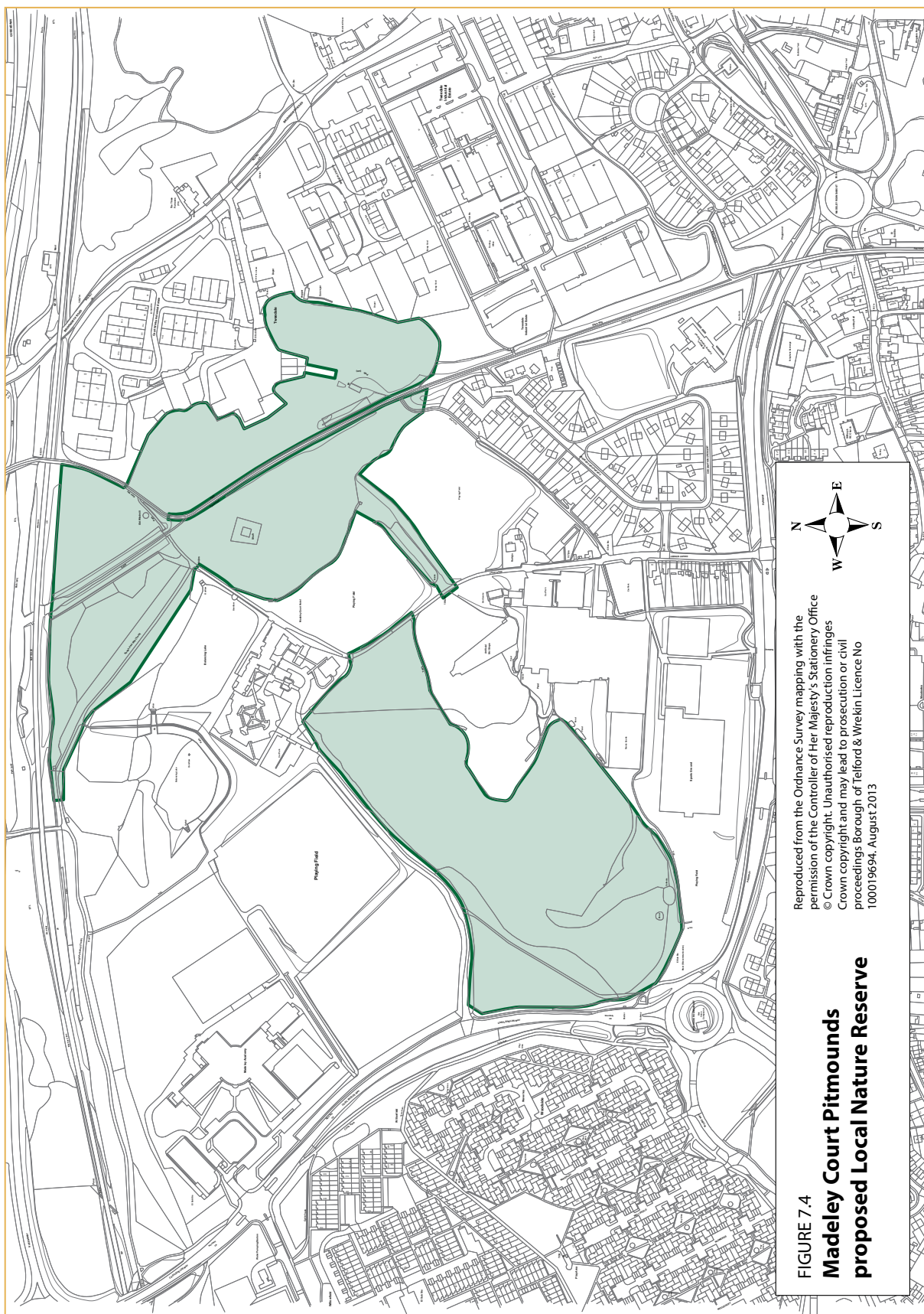










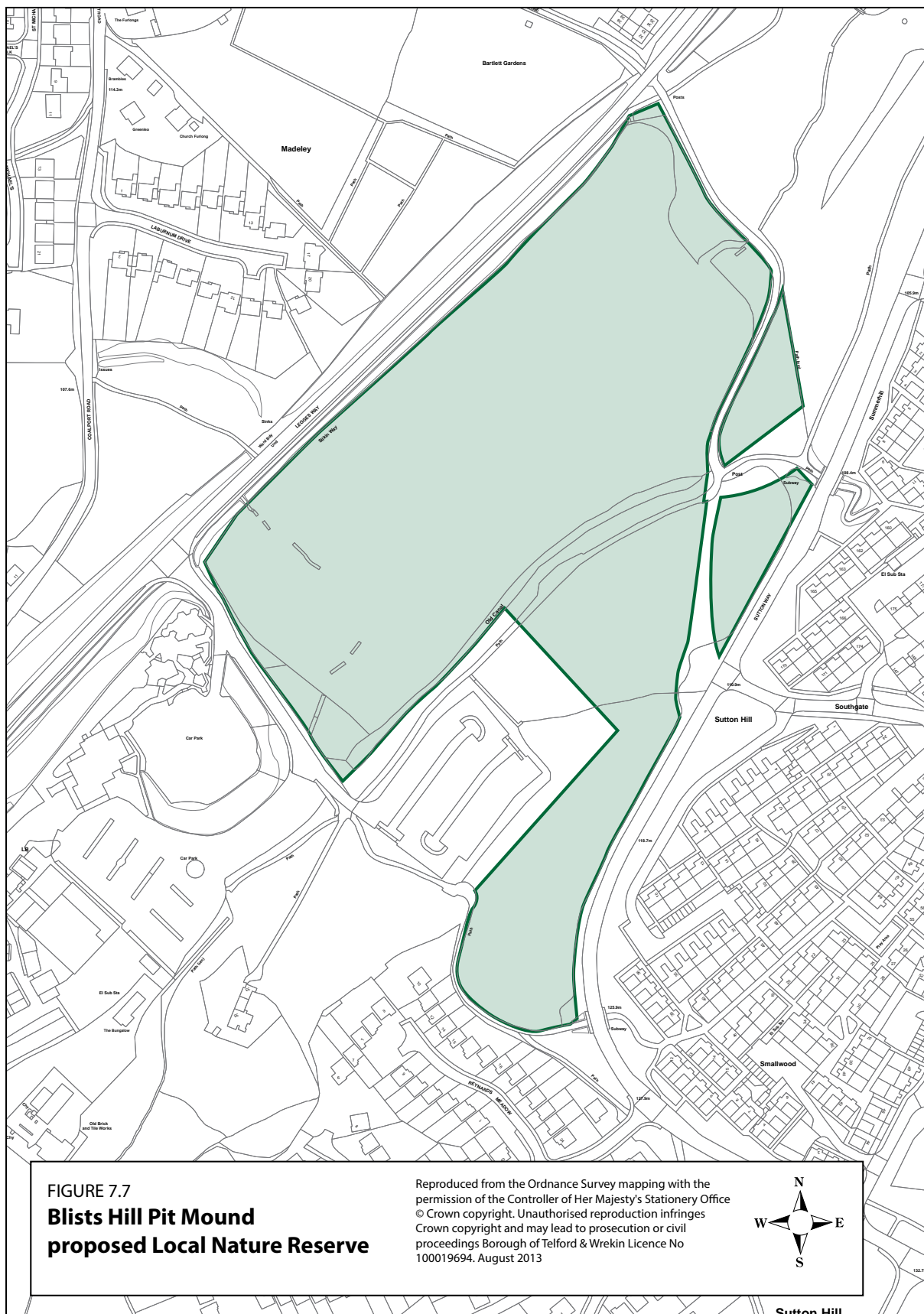




**FIGURE 7.5**  
**Meadow Pitmound**  
**proposed Local Nature Reserve**







**Policy GS2 – County Wildlife Sites, Local Nature Reserves, registered Village Green and Habitats and Species of Principal Importance**

Development proposals, including changes of use, that would have a direct or indirect impact upon a County wildlife site, local nature reserve, registered village green or any other site or natural feature of conservation interest will not be permitted unless it can be clearly demonstrated that

- The benefit of the development to the wider community and/or environment clearly outweigh the impact on the features of the site and the wider landscape
- Appropriate mitigation or compensatory measures are provided.

Enhancement and management of such sites and natural features will be encouraged and, where desirable, used for informal recreation.

Where there is a reason to suspect the presence of protected species, applications should be accompanied by a survey assessing their presence, and if present, the proposals must make provision for their needs through:

- Facilitating the survival of the local populations of the species in accordance with the guidance set out by Natural England
- Avoiding disturbance or where it is not possible, minimising disturbance of protected species.
- Providing complementary habitats.

**Trees**

7.13 The consultation clearly indicated that local people particularly value woodlands and trees. It is recommended therefore that development that could damage or result in the loss of individual trees, groups of trees or woodlands, which are of amenity value, should be discouraged.

7.14 Trees that are within or affected by a development site should, as part of the consideration of the development proposals, be considered for preservation.



*Russell Green*

### **Policy GS3 - Trees and Woodlands**

**Development that damages, or results in the loss of, ancient trees or trees of good arboricultural and amenity value will not normally be permitted. Proposals should be designed to retain ancient trees or trees of arboricultural and amenity value. Proposals should be accompanied by a tree survey that establishes the health and longevity of any affected tree.**

### **Allotments/Community Orchard**

- 7.15 Allotments are an important facility for the community. An allotment provides the opportunities for people to grow their own produce, to enjoy a healthier lifestyle and a healthier diet. It also offers the opportunity for community interaction and provides environmental benefits through green space and wildlife habitats. There are currently 2 allotments in the Plan Area (see figs 7.15 and 7.16)
- 7.16 Demand for allotments is increasing in the Plan Area and currently, there is a waiting list for plots.
- 7.17 Within the Plan area, there is also a community orchard, known as Bartlett Gardens (see fig 7.14). This amenity is used by local people and schools.

### **Policy GS4 - Provision and Protection of Allotments/Community Orchard**

**The provision of new allotments will be supported in order to meet locally identified demand.**

**Development of existing allotment or community orchard land for alternative uses will only be permitted where:**

- **it can be demonstrated that they are no longer required through a lack of demand, the green space is surplus to requirements in the locality and the benefits from the proposed development outweigh the impacts on biodiversity, or**
- **There are overriding sustainability benefits from the proposed development and appropriate alternative provision of allotments will be made in the locality.**

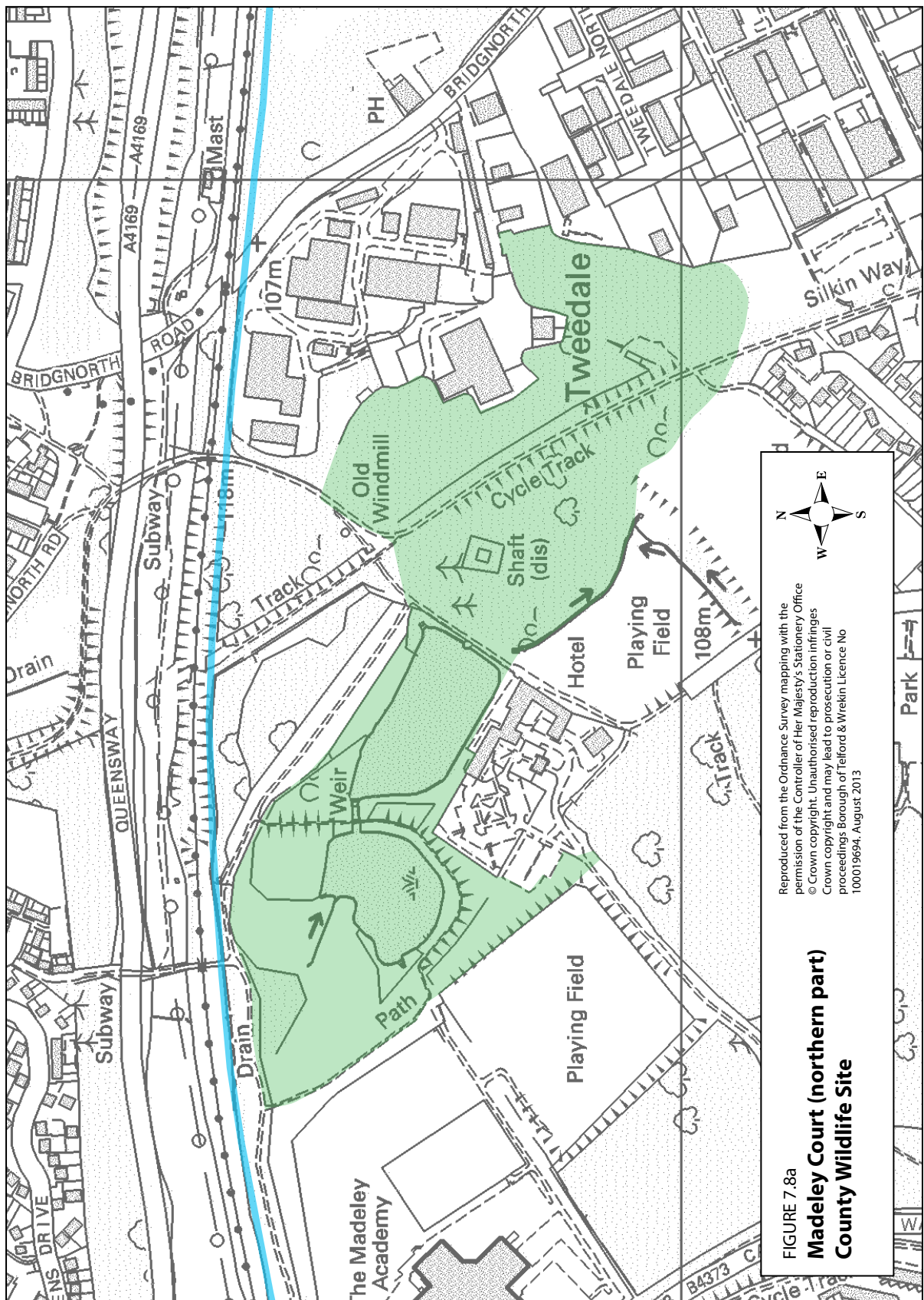
**Protected allotments & the community orchard are identified on the Policies Map. Any new allotments developed after the Plan is adopted will be protected under this Policy.**



*Allotment*



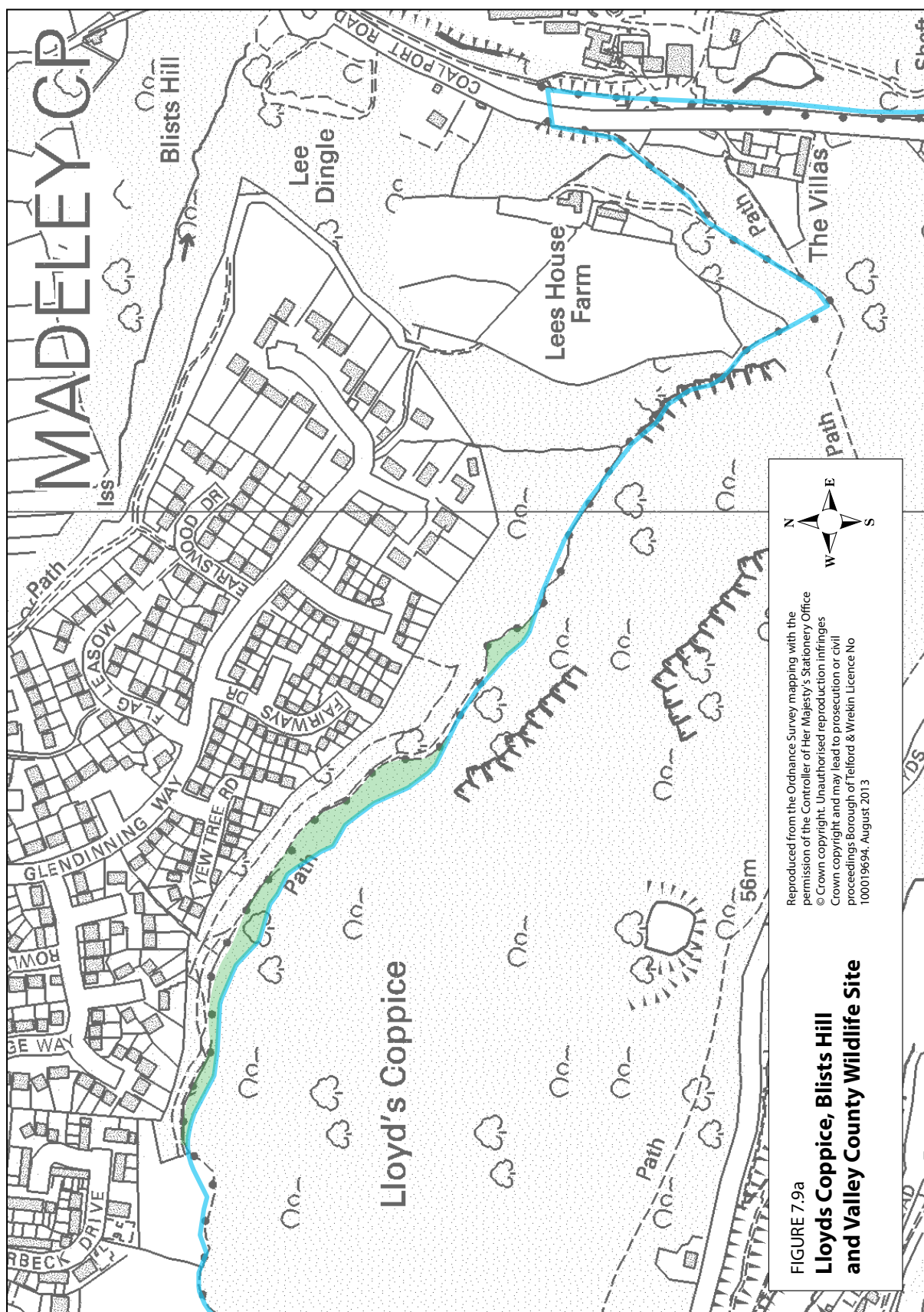
*Trees*

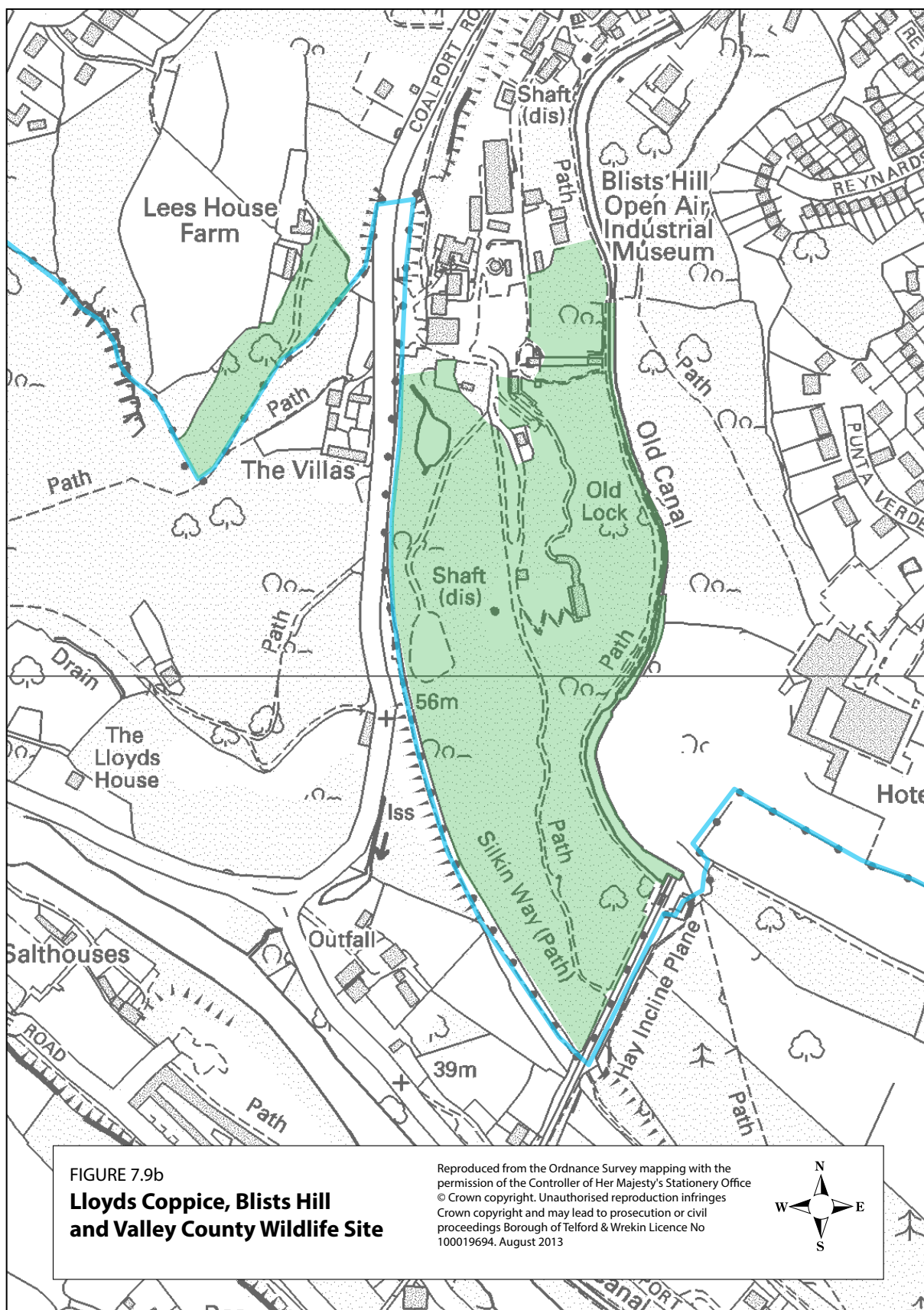






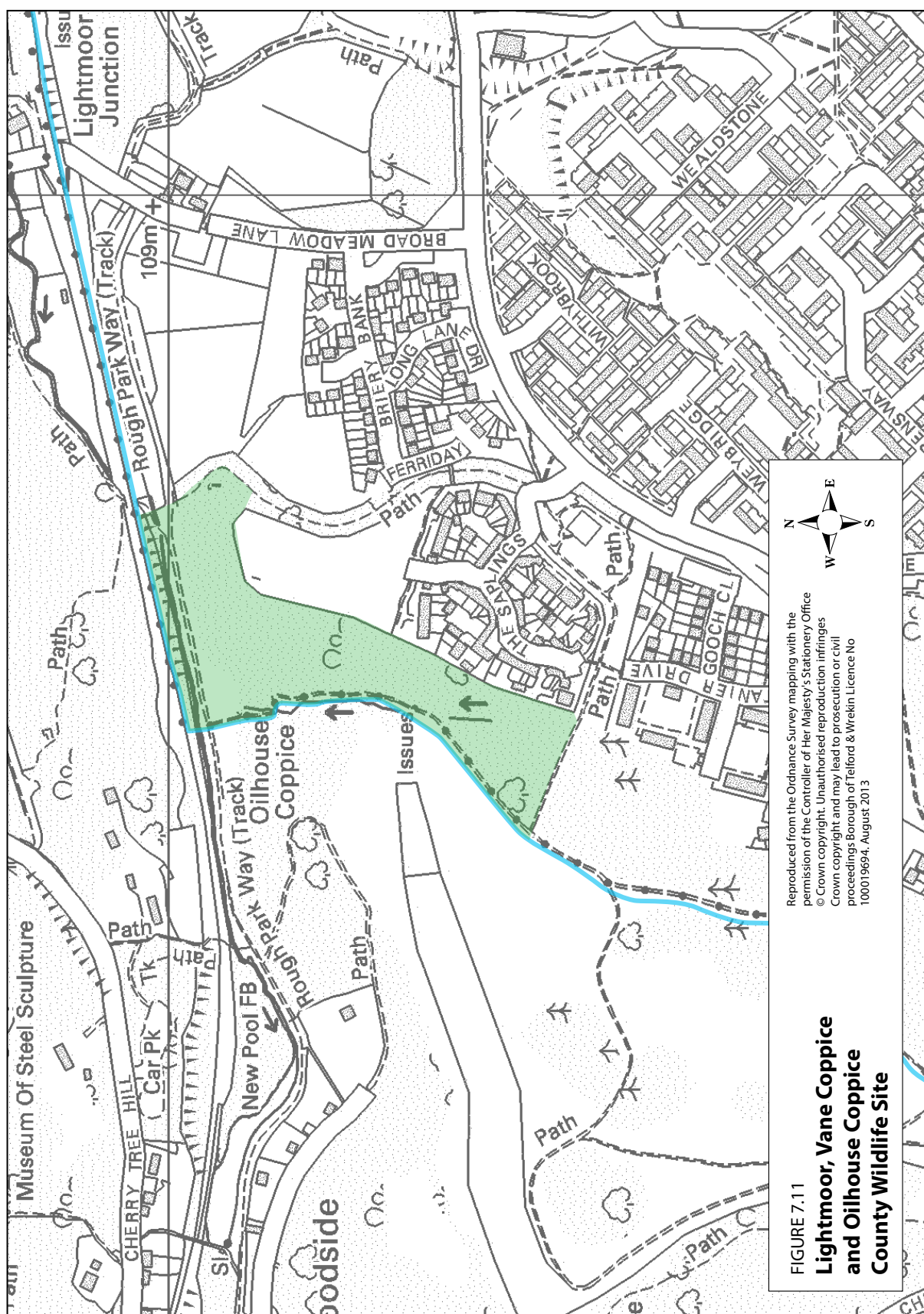


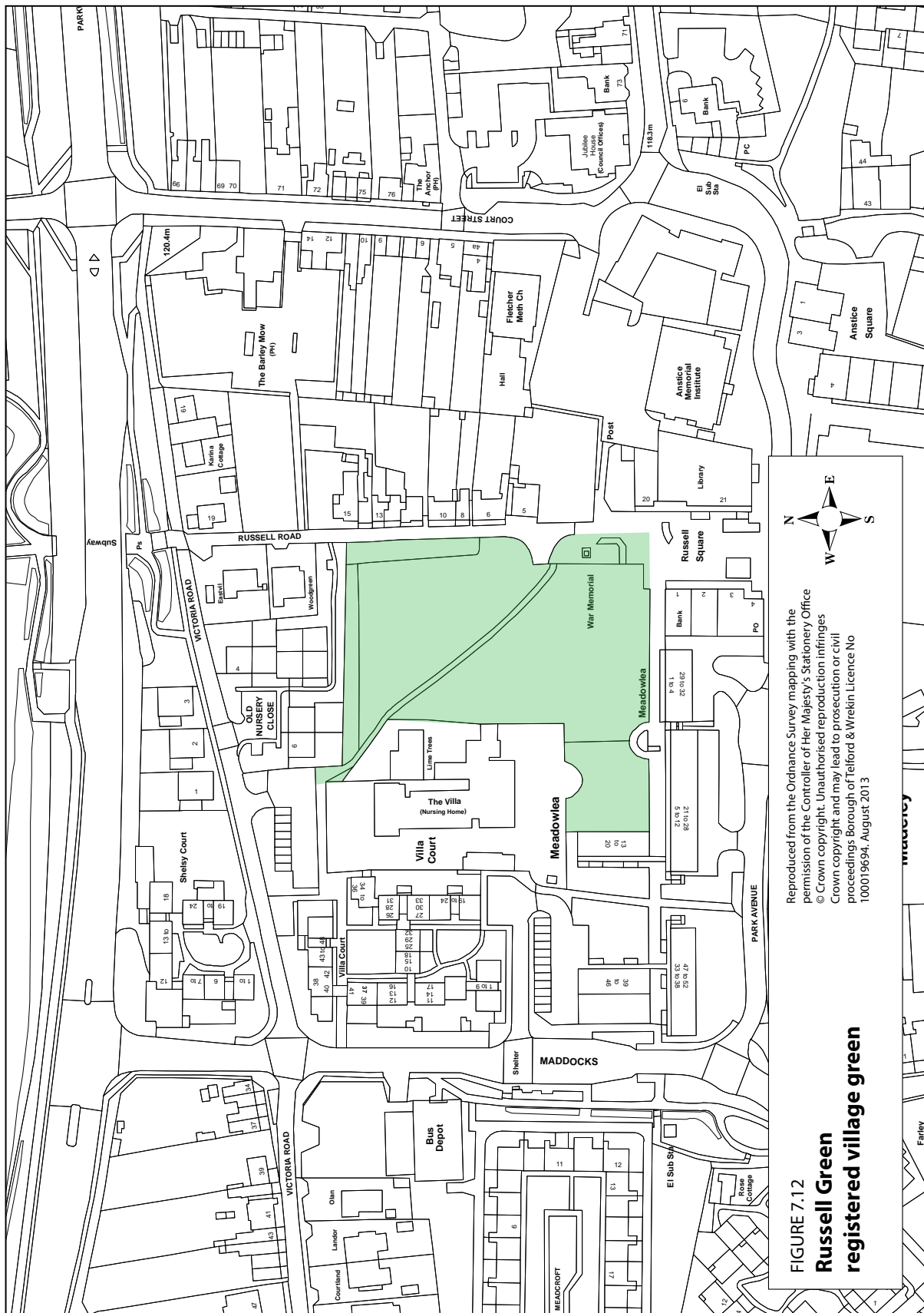






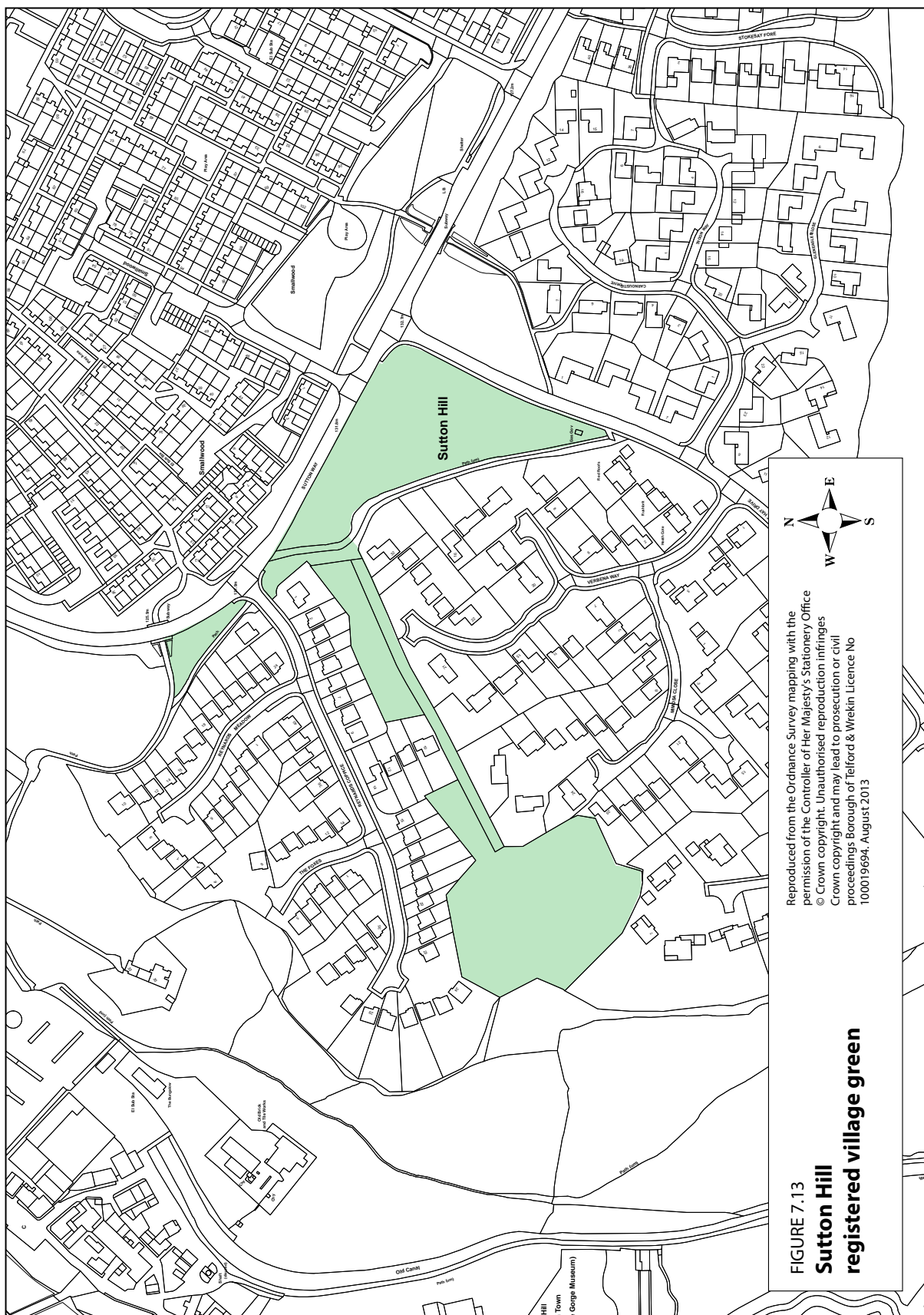






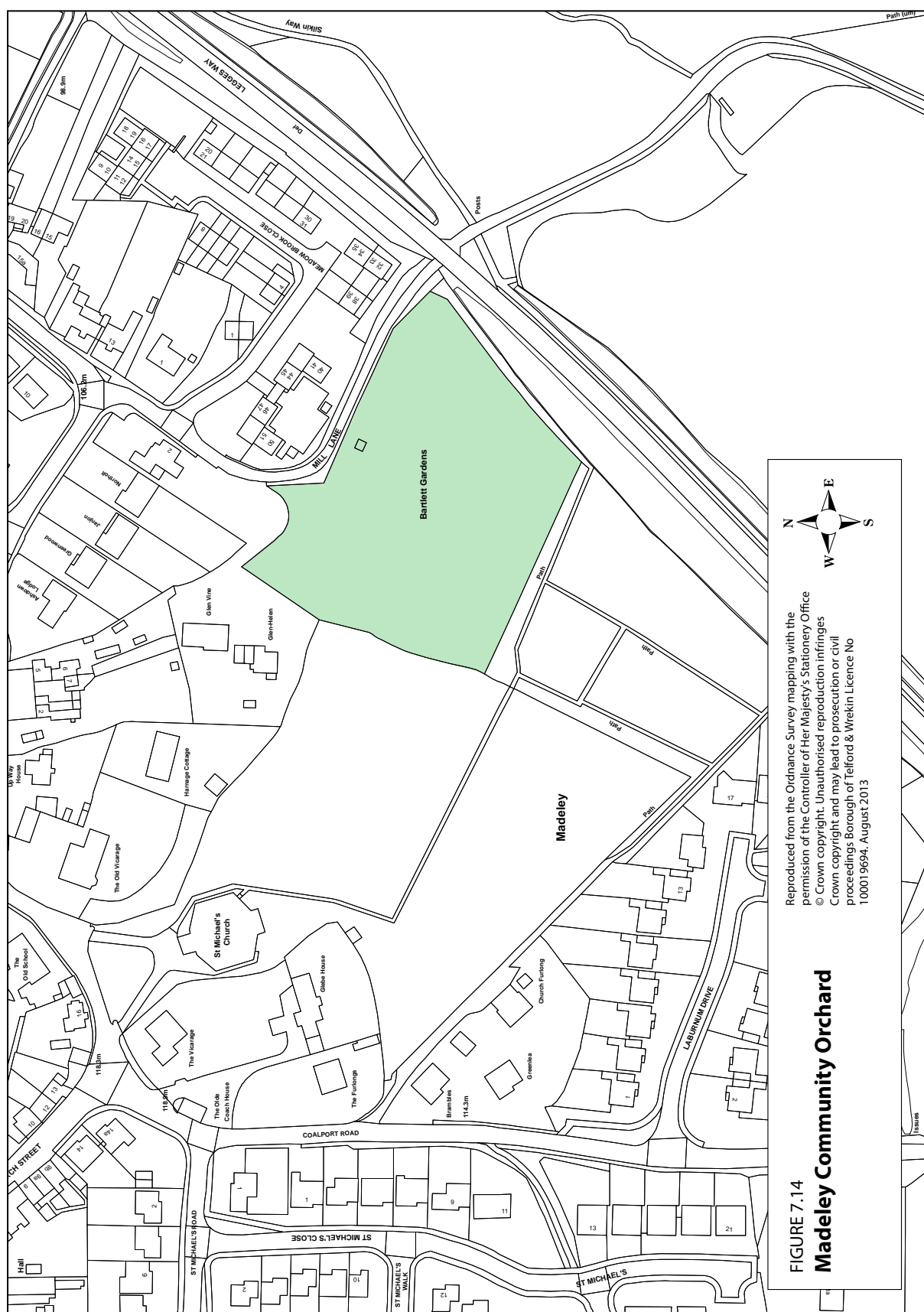
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**FIGURE 7.12**  
**Russell Green**  
**registered village green**

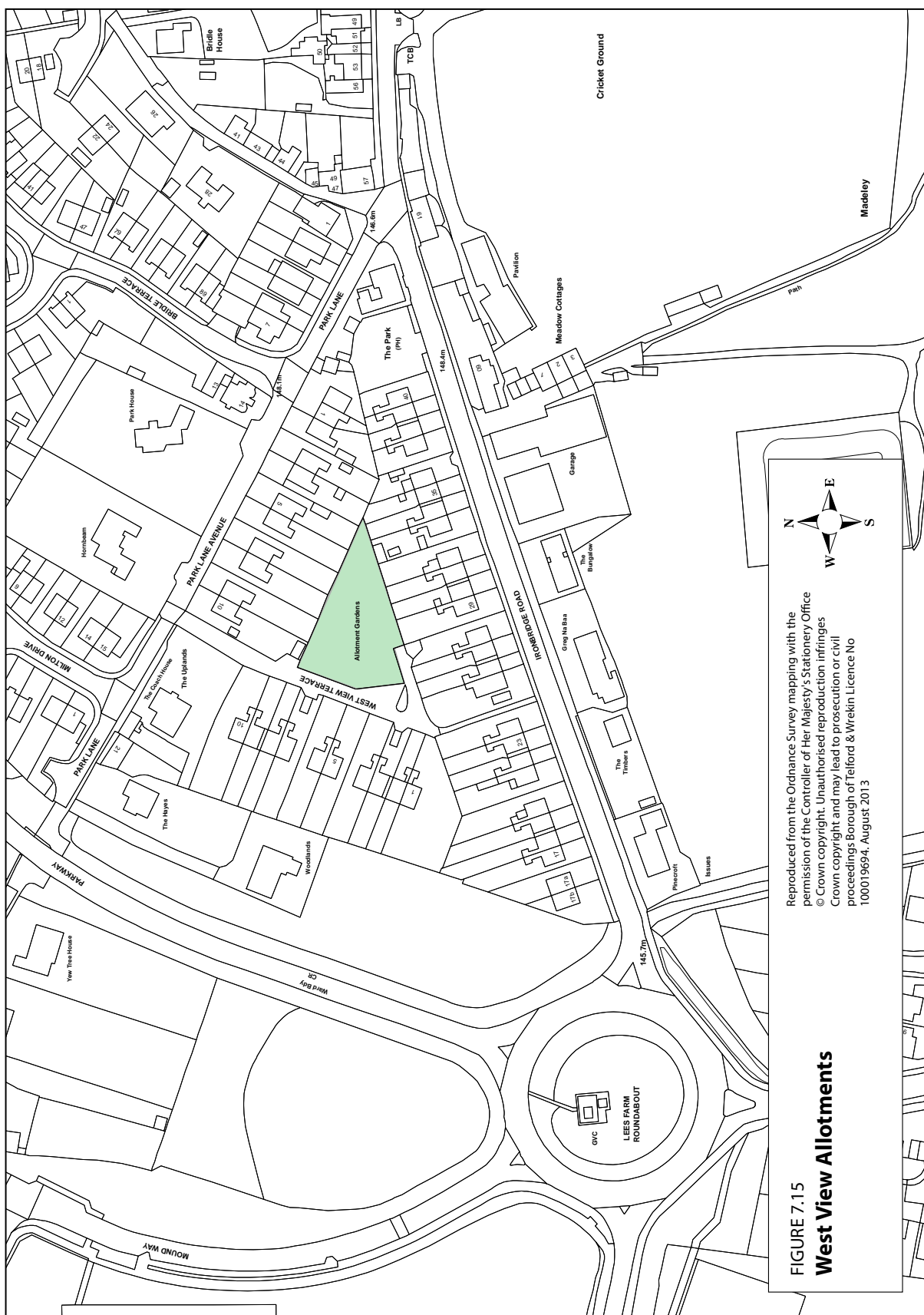


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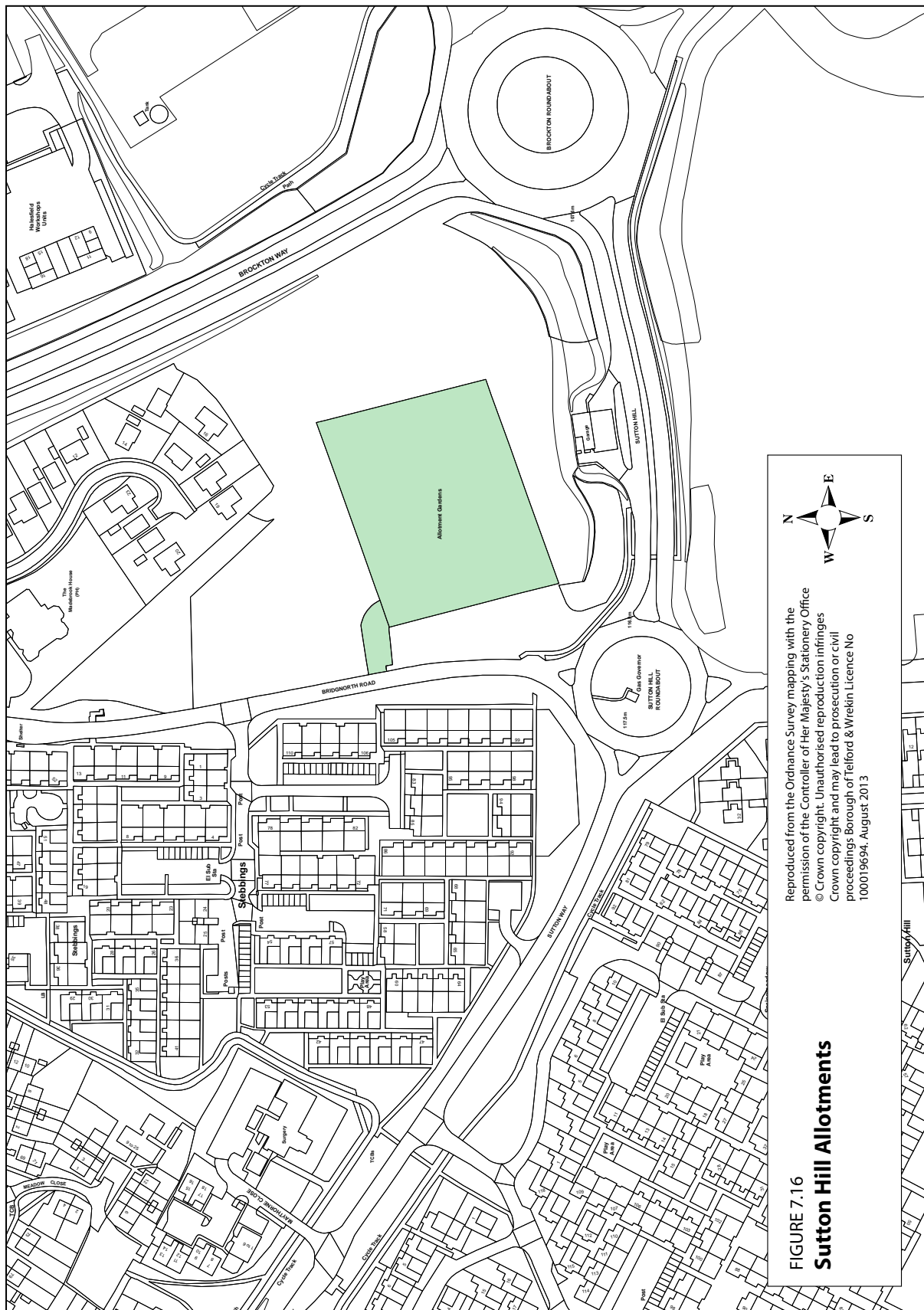
**FIGURE 7.13**  
**Sutton Hill**  
**registered village green**











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**FIGURE 7.16**  
**Sutton Hill Allotments**

## Play Spaces

- 7.18 Existing formal play areas play an important role in the health of the Plan Area's children and will be maintained and protected. Only where it can be confirmed that there is no longer a need for a formal play space or where facilities are to be relocated to an area of equal accessibility and of equal quality, should Telford & Wrekin Council consider the loss of such facilities.

### **Policy GS5 – Protection of play spaces**

**Existing play spaces will be protected from development.**

**Those organisations responsible for public play areas work together to ensure the highest quality of provision.**

- 7.19 New developments can have a significant impact upon existing recreation and leisure provision, putting pressure on existing resources and creating new demands for facilities from all sections of the community, including young people. It is entirely appropriate that new developments help meet the costs of addressing these needs.
- 7.20 Telford & Wrekin Council should seek obligations where provision is inadequate or under threat, or where new development increases local need. Telford & Wrekin Council evidence shows that Madeley is currently deficient in youth provision (NEAPs) and so this should be specifically addressed through any new investment. Government guidance is clear that planning obligations can be used as a means of remedying local deficiencies in the quantity or quality of open space, children's play, sport or recreation provision.
- 7.21 The objective of this policy, therefore, is to set out the framework for securing contributions towards local improvements. Contributions will be aimed at improving the character and appearance of new developments and at encouraging greater use of open spaces and recreation facilities both on and off site. It will enable new developments to remedy local deficiencies in the quantity, quality and accessibility of open space, children's play, sport and recreational provision.
- 7.22 The contributions which Telford & Wrekin Council will require may be in the form of land or money. Telford & Wrekin Council will need to set out the precise level and form of such contributions.



### **Policy GS6 – Contributions towards Green Spaces and Recreation Improvements**

Where appropriate, new development will be required to ensure that provision is made for:-

- a) Well designed informal open space for quiet relaxation on or off site;
- b) Appropriate children's play facilities which are visible from nearby houses but not so close they would cause disturbance, and
- c) Outdoor sport accessible by walking, cycling and public transport.

Developments will be expected to provide on-site recreational facilities, except where it would be more appropriate to provide, improve or enhance recreation facilities off-site but within the catchment area of the site.

### **Summary Table**

| <b>Core Objective</b>   | <b>Policy Index</b>   |
|---|---|
| <b>OBJECTIVE 10:</b> To deliver an excellent network of high quality public and private open spaces   | <b>Policy GS2 – County Wildlife Sites, Local Nature Reserves, registered Village Green and Other Habitats and Species of Principal Importance</b><br><br><b>Policy GS4 - Provision and Protection of Allotments/Community Orchard</b><br><b>Policy GS6 – Contributions towards Green Spaces and Recreation Improvements</b> |
| <b>OBJECTIVE 11:</b> To develop and enhance the green infrastructure provision within the plan area, recognising its contribution towards the wider green infrastructure network in Telford | <b>Policy GS3 - Trees &amp; Woodlands</b><br><br><b>Policy GS6 – Contributions towards Green Spaces and Recreation Improvements</b>   |
| <b>OBJECTIVE 12:</b> To ensure that important open spaces, such as Rough Park and Madeley Park, are designated as local open spaces   | <b>Policy GS1 – Local Green Spaces</b><br><br><b>Policy GS6 – Contributions towards Green Spaces and Recreation Improvements</b>  |
| <b>OBJECTIVE 13:</b> To protect and enhance local play areas  | <b>Policy GS5 – Protection of play spaces</b><br><br><b>Policy GS6 – Contributions towards Green Spaces and Recreation Improvements</b>   |
| <b>OBJECTIVE 14:</b> To protect and enhance the proposed local nature reserves  | <b>Policy GS2 – County Wildlife Sites, Local Nature Reserves, registered Village Green and Habitats and Species of Principal Importance</b>   |

## 8. Local Economy

### Retail

- 8.1 Madeley Town Centre is the focus for retail activity, (including the Tesco's and Aldi foodstores together with independent retailers) as well as for financial and professional services, restaurants, pubs and hot food takeaways. There are also a number of residential properties within the Town Centre which contribute to its vitality. It is in a second tier of shopping hierarchy, with Telford as the principal retail centre.
- 8.2 Madeley caters for the needs of people in the local area and contributes towards maintaining sustainable communities. This is particularly important for those without a car or those who are unable, through age or infirmity, to reach Telford Town Centre. The catchment area for Madeley Town Centre primarily covers the three wards of Woodside, Madeley and Cuckoo Oak. These three wards, totalling almost 18,000 residents, comprise the current core catchment area for the Centre, together with other parts of South Telford.
- 8.3 As well as performing this convenience function, the retail sector also provides an important additional reason for people to visit the historic Town Centre of Madeley. The opportunity to shop in an attractive historic environment is valued by the local community and potential exists for the retail experience in Madeley to be developed as part of a wider day visit, or function as one of a number of linked tourist attractions. This could support the growth of job opportunities through commercial development in particular, initiatives by independent businesses and retailers linked with food & drink and tourism. These businesses could cater for the needs of visitors to the Ironbridge WHS that are attracted by its tourism 'offer'.
- 8.4 It is therefore important to protect the historic retail core of the centre by maintaining an appropriate balance of ground floor retail (A1) use premises. In calculating percentages for the purposes of applying Policy R1, Telford & Wrekin Council will identify the total number of units within the ground floor frontage of the primary shopping area.
- 8.5 It was felt that the Plan should also reflect the desire to see the wider Town Centre become a place which is widely recognised as the focal point of the neighbourhood, offering a vibrant mix of uses, including residential, commercial, cafes/bars/restaurants, leisure and cultural facilities. It is therefore critical to successfully fuse the historic core and fringe areas together to create such a high quality Town Centre environment. To achieve this, a larger Town Centre area is proposed which can provide further development opportunities to widen the diversity of uses, thereby encouraging day-long activity.
- 8.6 However, it is recognised that while hot food takeaways can contribute to the diversity of the centre, the over-proliferation of such uses can have a negative effect, creating 'dead frontages' during core shopping hours and lead to the displacement of other shops, impacting on the vitality, viability and general attractiveness of the centre. They are more likely to serve a purpose for one off visits by residents or delivery, rather than as part of a trip linked to other activity, and therefore are considered best located at the edges of the Town Centre. Consequently, applications for hot food takeaways in the primary shopping area need to be assessed for their cumulative impact.

### **Policy R1 - Madeley Town Centre**

**Within the primary shopping area of Madeley Town Centre (as shown on the Policies Map and fig 8.1), proposals for the change of use or redevelopment of existing ground floor shops and services to non-A1 uses will be permitted where:**

- **No more than 50% of the total length (ground floor frontage measured in number of units) (see fig. 8.2) or no more than three consecutive ground floor retail units are used to accommodate non-A1 use classes**
- **No more than 10% of the total length (ground floor frontage measured in number of units) (see Fig 8.2) is used to accommodate A5 use class (hot food takeaway) and**
- **It can be shown that there is no demand for retail (A1) use through an active 6 month marketing exercise where the property has been offered for sale or letting on the open market and no reasonable offers have been refused.**

**Outside the primary shopping area, the development of a variety of residential, commercial, cafés/bars/restaurants, leisure and cultural uses will be encouraged. However, there should be no significant adverse impacts on residential amenity in terms of noise, vibrations, odours, traffic, disturbance, litter or hours of operation as a result of the proposal.**

8.7 Madeley Regeneration Partnership has produced an Action Plan that identifies the need for further investment to assist in the economic prosperity of the Centre and protect and enhance the Town Centre's future vitality and viability to ensure that it continues to meet the needs of the local community. High quality public realm, coupled with well-designed buildings, is crucial to a historic functional town centre.

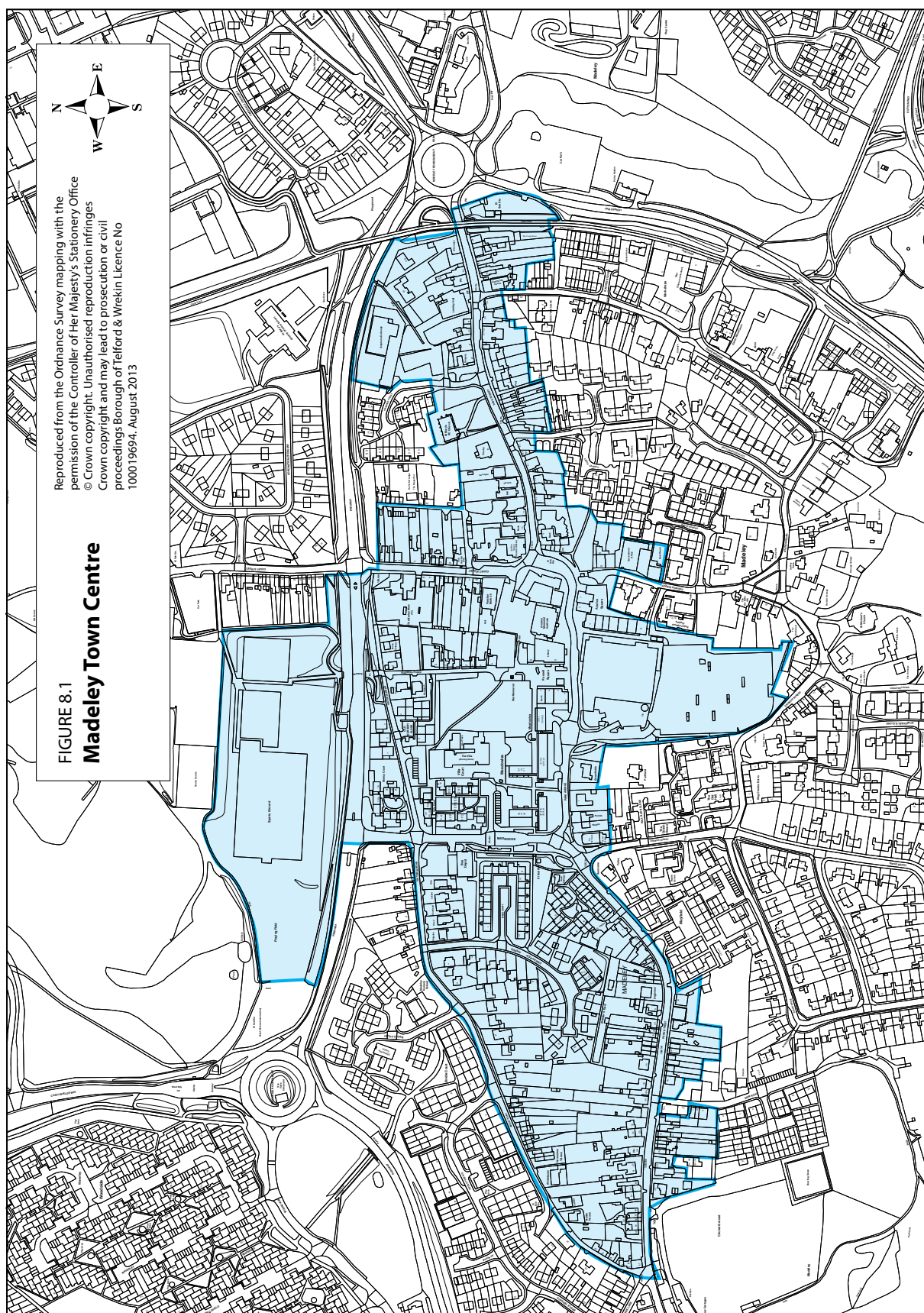
8.8 With its Partners, the Town Council will:

- Work with private sector land and property owners to bring in new shops and local services in order to enhance the attraction and competitiveness of Madeley Town Centre.
- Work with the Telford & Wrekin Council to promote and support Madeley Market.
- Work with property owners to bring vacant shop premises back into productive use, including the conversion of upper floors to residential and office uses.
- Promote Madeley Town Centre as a business location, attract new businesses to strengthen the local economy, reduce the level of vacant commercial floor-space and increase job opportunities
- Seek funding towards new initiatives that will regenerate the Centre. This would include a programme of environmental improvements, including such elements as signage and better pedestrian links within the Town Centre. Encouragement will be given to property owners to improve their buildings and land.
- Promote the availability of free parking in the Town Centre.

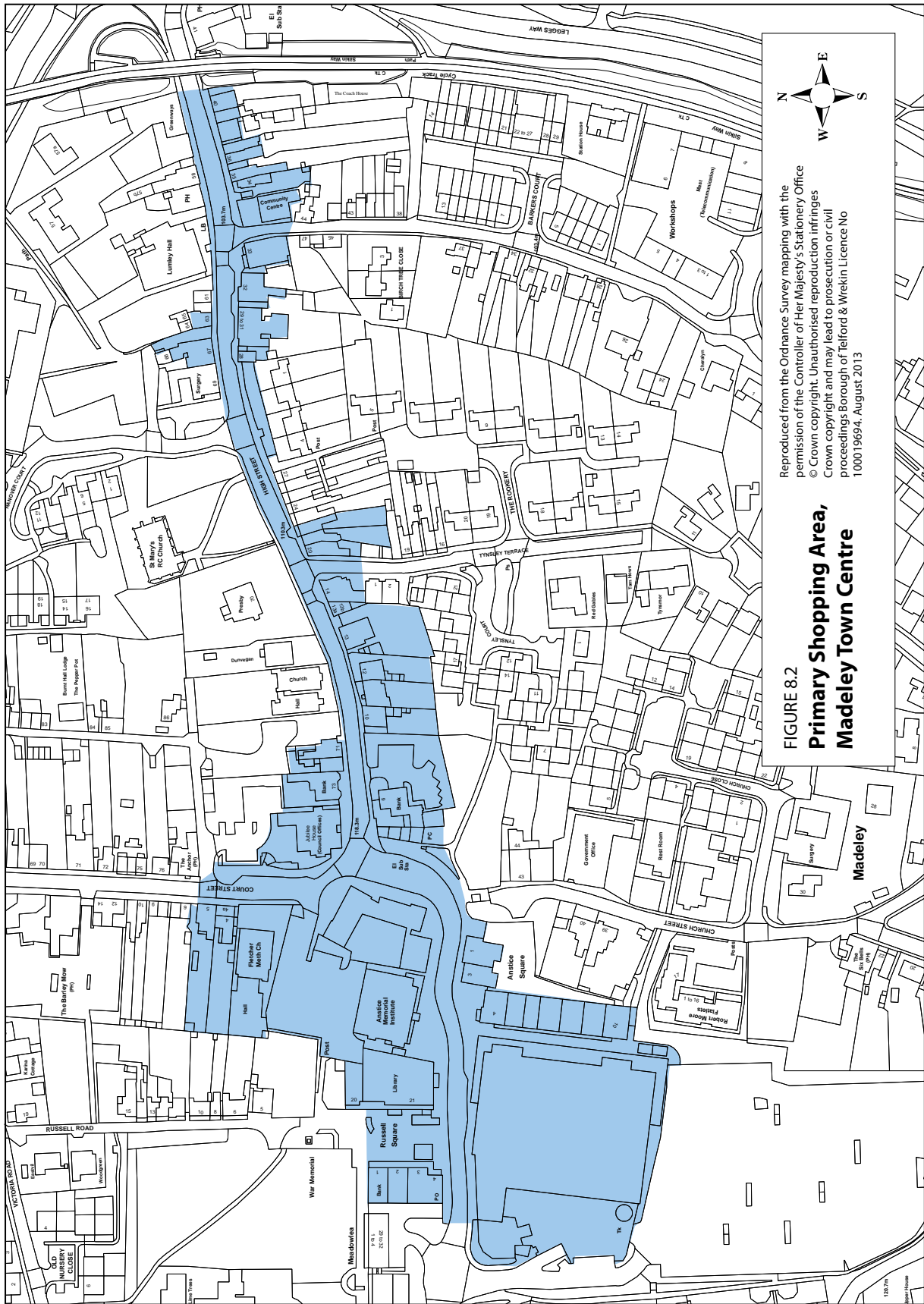


*Madeley High Street*









## **New Office Development in Madeley Town Centre**

- 8.9 Any new offices could be accommodated in Madeley Town Centre or on the existing Industrial Estates (see policy E1). Any schemes in the Town Centre would need to meet certain criteria.

### **Policy R2: Offices – Design and change of use**

#### **New office (B1) developments in Madeley Town Centre should:**

- **Not conflict with or adversely affect the primary retail/service use function of the Centre, as set out in Policy R1.**
- **Not be located at ground floor level within the primary shopping frontage.**
- **Not involve a net loss of housing.**

## **Evening Economy**

- 8.10 Entertainment and night-time uses include restaurants, clubs, public houses and other similar uses. These uses could contribute positively to the vitality and vibrancy of Madeley Town Centre, including enhancing perceptions of personal safety by providing informal surveillance for passers-by. However, if not properly managed, such uses can result in adverse amenity effects from factors such as anti-social behaviour, litter, noise, disturbance and other individual and cumulative impacts of late night uses.

### **Policy R3 - Entertainment and the night-time economy**

#### **Entertainment and night-time activities will be supported in Madeley Town Centre so long as:**

- **they do not conflict with or adversely affect the primary retail/service use function of the Centre, as set out in Policy R1;**
- **they are compatible with other Town Centre uses and**
- **there would not be a significant adverse effect on amenity, particularly residential amenity.**

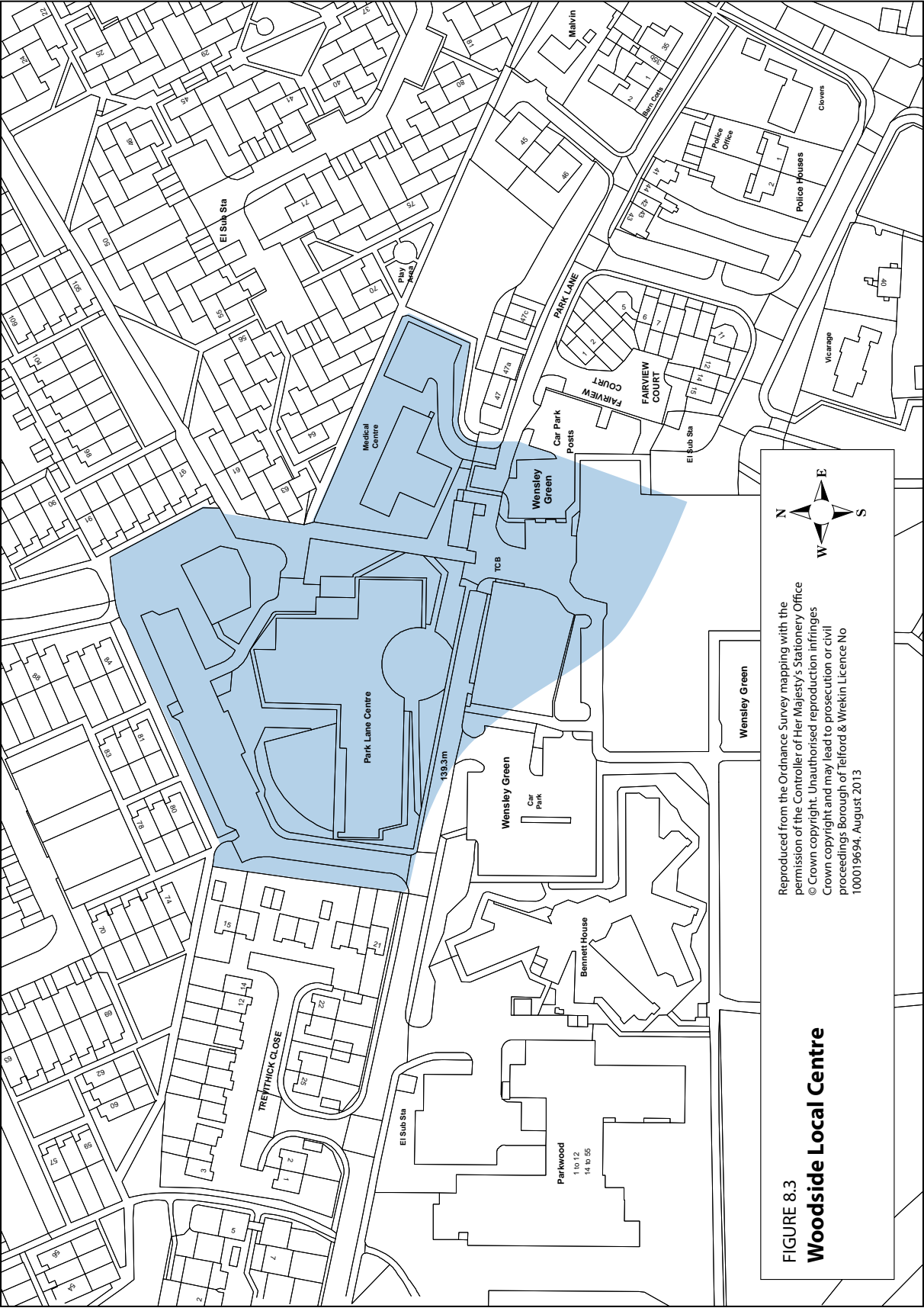
**Entertainment and night-time activities are generally inappropriate outside the Town Centre boundary. Where proposed outside the Town Centre boundary, applicants will need to demonstrate that such uses will not result in adverse impacts and are consistent with other policies relating to development outside the Town Centre.**



*Madeley Centre*

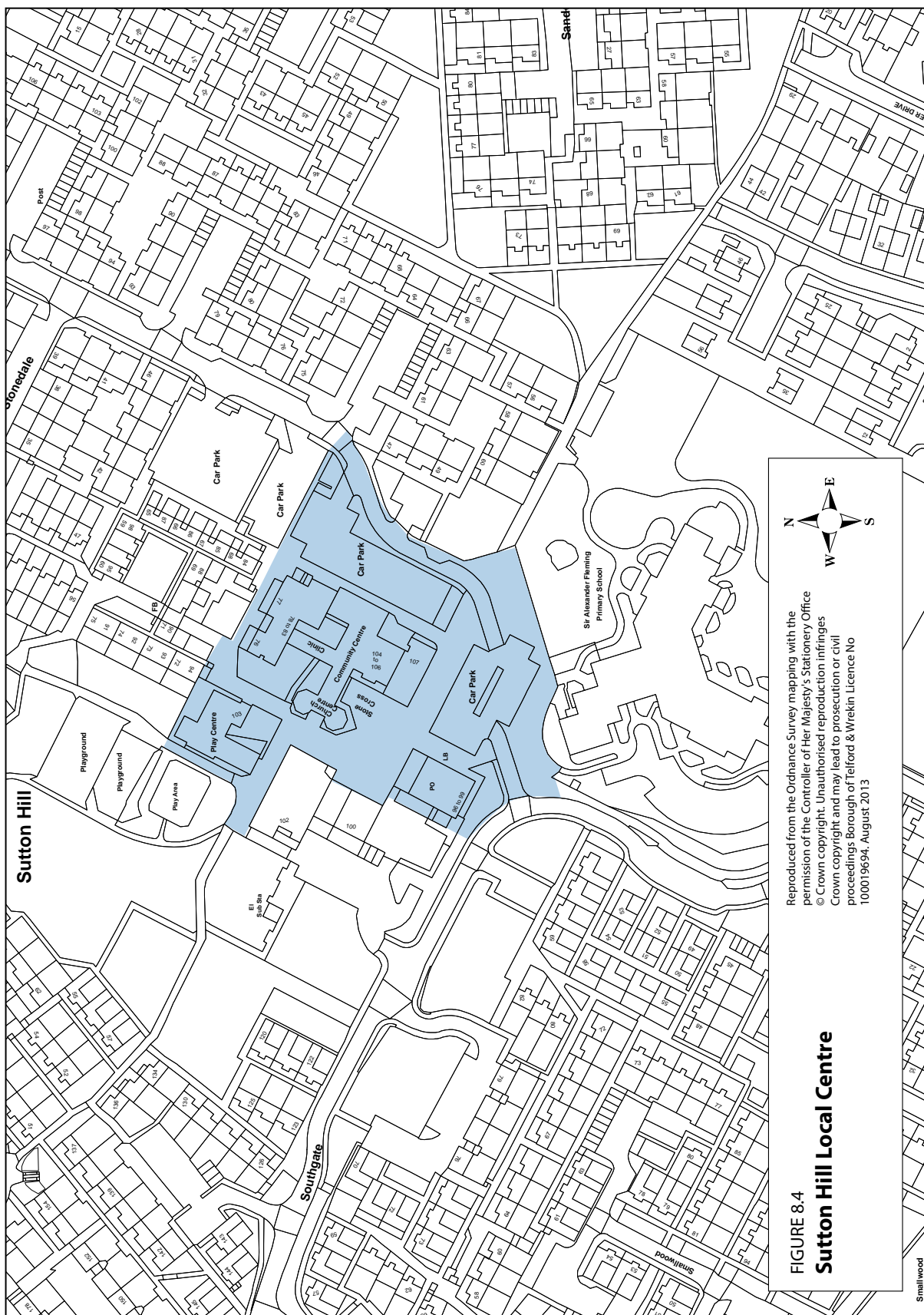


*Anstice Memorial Institute*

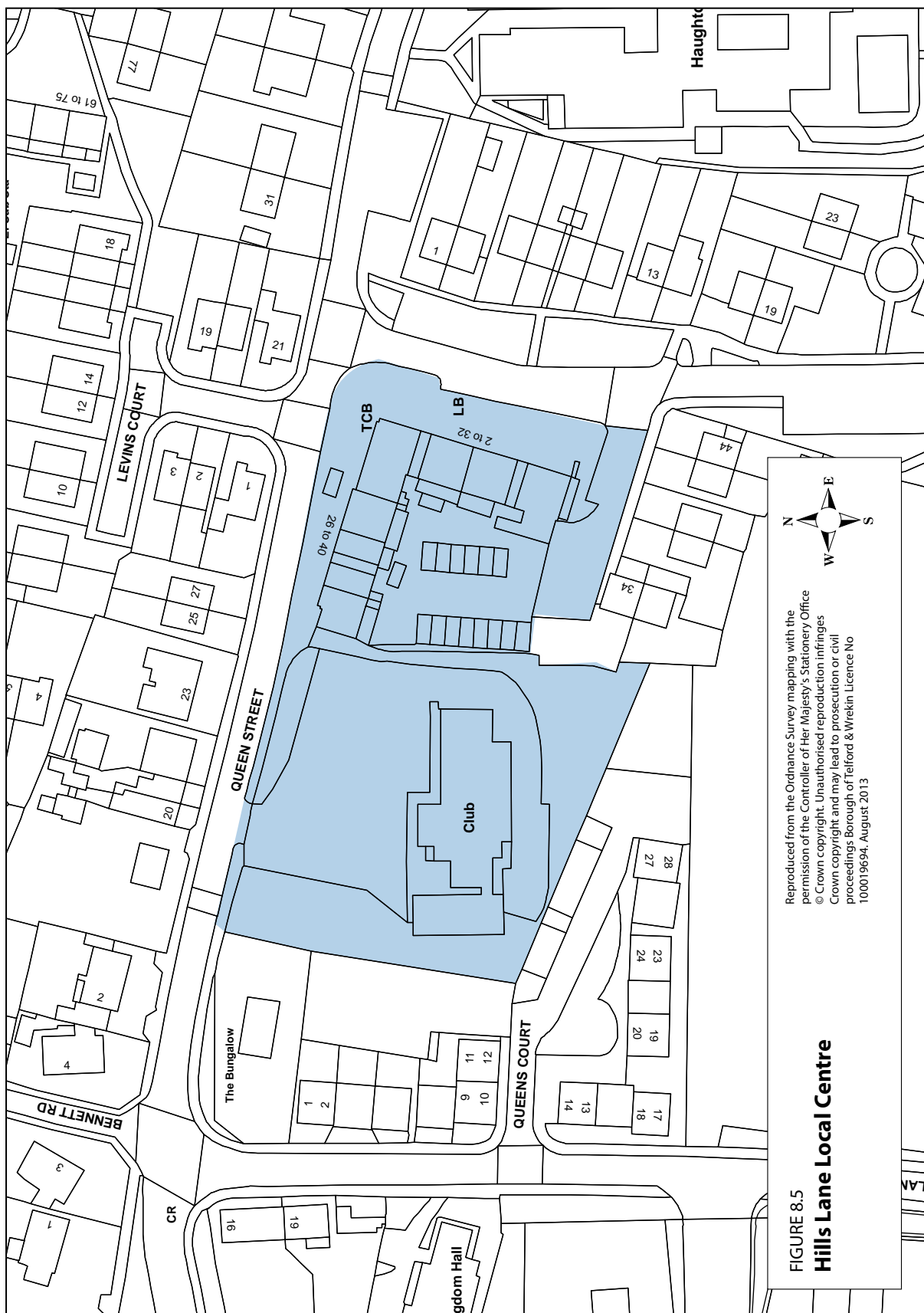


**FIGURE 8.3**  
**Woodside Local Centre**

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**FIGURE 8.5**  
**Hills Lane Local Centre**

## Local Centres

- 8.11 The three Local Centres (Woodside, Sutton Hill and Hills Lane) provide an important service for their local communities, particularly those who find travelling difficult and as such the Plan will seek to retain these facilities where possible. The Council will need to be satisfied that there is no longer a demand for any premises in a current retail (A1) use before other uses are allowed. Other facilities that provide jobs for local people will be encouraged in the local centres.

### **Policy R4 – Local Centres**

**Within the Local Centres (as shown on the Policies Map & Figs 8.3, 8.4 and 8.5), proposals involving the change of use of retail (A1) shops, will be permitted only where:**

- **It can be shown that there is no demand for the premises in retail (A1) use through an active 12 month marketing exercise where the property has been offered for sale or letting on the open market at a realistic price and no reasonable offers have been refused.**

**Outside of the above local centres, retail and restaurant/takeaway uses will be resisted. The development of a variety of workplaces, live-work units and community uses will be encouraged in the local centres where there is no detrimental impact on the amenity of nearby residents.**

## Employment

- 8.12 The consultation has shown that residents want to see economic prosperity and growth in local employment, particularly for young people. The Plan is designed to achieve this by helping existing employers to stay and grow in the area and encourage new firms to invest and create a wide range of new jobs for local people. The preference is to use available employment land at the existing industrial sites, before any new land is brought forward.
- 8.13 However, both Sutton Hill and Woodside are isolated from these industrial areas as well as Madeley Town Centre and the centres of further education. Although well served by public transport, the travel horizons of unemployed residents who are seeking work on these estates can be very parochial, limited to the immediate neighbourhood and adjoining localities.
- 8.14 Thought needs to be given to how these local residents can be supported. Delivery of a community led action relies on a coordinated approach across the public, private, community and voluntary sectors. There needs to be a balance between physical (housing, other built environment and public realm) works and socio-economic initiatives. A set of physical recommendations are set out in policy H1 & E1. These need to be complemented by a range of economic recommendations through Madeley Regeneration Partnership and other agencies.
- 8.15 However, bad neighbour uses can cause a problem in residential areas. Care must always be taken to ensure that the amenities of adjacent occupiers are not harmed as a result of the nature of the work undertaken. In residential areas these types of activities need to be carefully considered and ‘bad neighbour’ uses will be refused.





*New shops, Woodside local centre*



*Hills Lane local centre*



*Park Lane, Woodside local centre*



*Halesfield Industrial Estate*

## **Policy E1 – Employment Areas**

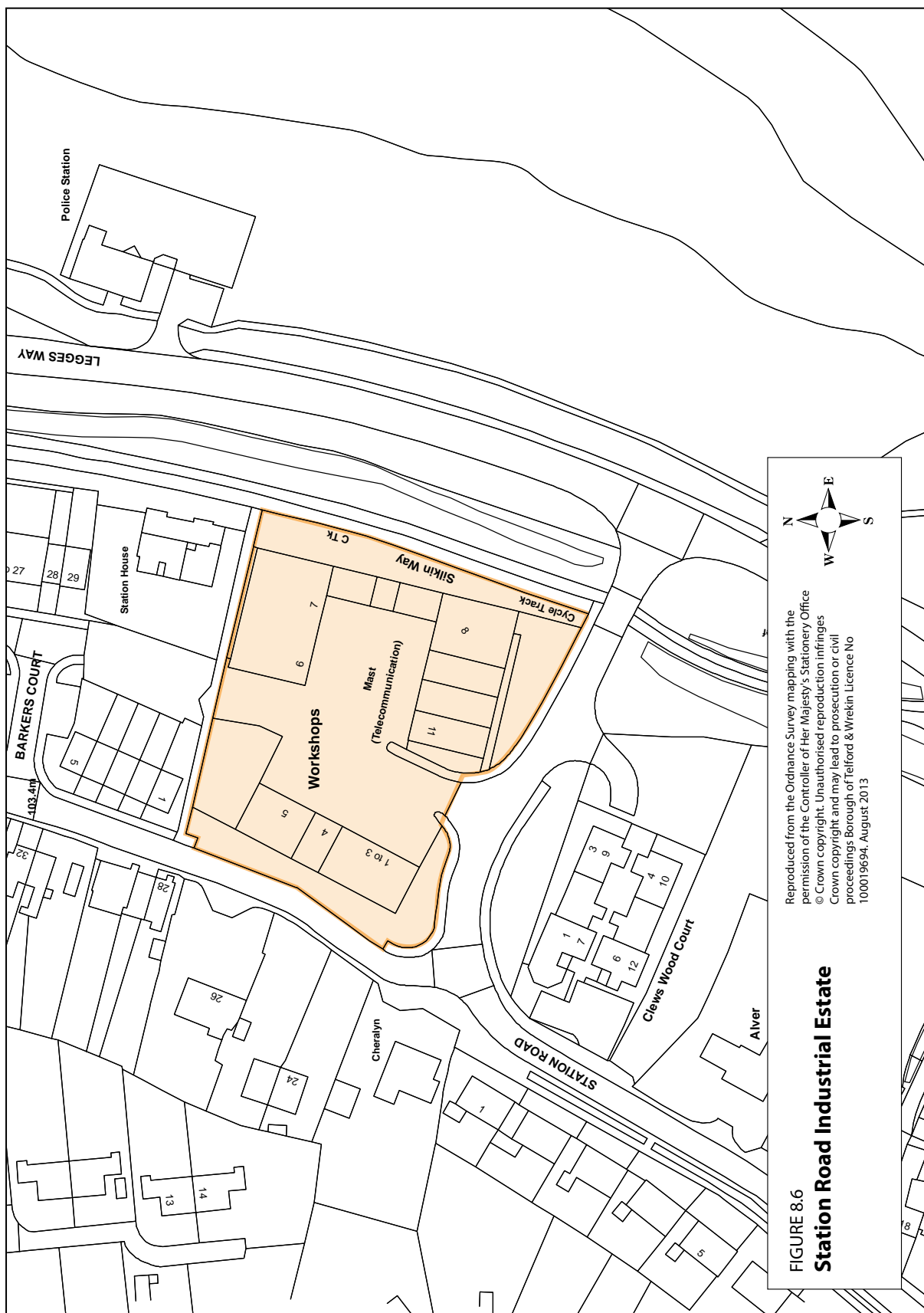
Existing employment land will be protected and enhanced where appropriate by:

- safeguarding existing employment sites for (Classes B1, B2, B8 and, where appropriate, waste management uses);
- supporting the more effective use of existing employment land, particularly on the Halesfield Industrial Estate, Tweedale Industrial Estate and the Station Road Industrial Estate (the Defined Employment Areas) (see Policies Map and Figs 5.1 and 8.6);
- supporting a change to alternative uses on employment land only where it can be shown that the use of the site solely for employment (Classes B1, B2, B8 and, where appropriate, waste management), is no longer viable, through an active 12 month marketing exercise where the property has been offered for sale or letting on the open market at a realistic price and no reasonable offers have been refused;
- supporting the expansion of existing businesses where additional jobs will be created, subject to the suitability of the scale and impact of the proposal.
- elsewhere in the Plan Area, commercial development to meet local community needs may be acceptable and small scale employment opportunities will be supported.

Proposals for new B8 uses will be supported on the Defined Employment Areas.

Certain employment uses, by their very nature, may have adverse environmental implications due to excessive outside storage, noise, smell and dust. They include activities such as motor vehicle repair and salvage operations, paint spraying, haulage depots and the production of unsightly or noxious waste materials. The preferred location for these activities is within the Defined Employment Areas (DEA). The use of sites outside DEAs for such 'bad neighbour' uses will not be permitted unless:

- there will be no adverse effect on the amenity of surrounding occupiers by reason of noise, smell, dust or other nuisance
- there is adequate off-street parking and vehicle storage space on site
- there are no activities outside the workshop or on the highway
- the appearance of the workshop and its curtilage will not be visually detrimental to neighbouring uses
- there are measures to dispose of waste and recycle parts and the provision for drainage is acceptable to the Environment Agency and/or the statutory sewage undertakers as appropriate.



## Tourism

- 8.16 The importance of the tourist economy is recognised. It is important therefore that planning policies support its sustainable expansion. Within the Plan Area, there is a general 'in principle' support for additional tourist accommodation to be provided to bring in more visitors.

### **T1 - Tourist Accommodation**

**To support the sustainable expansion of the tourism industry, additional tourist accommodation will be acceptable in principle where it meets one of the following:**

- expand or improve existing tourist accommodation locations;
- support expansion or improvement of an existing tourist attraction;
- provide a new campsite or caravan site;
- involve the appropriate conversion or change of use of a permanent and soundly constructed building which sensitively retain any historic interest and character;
- use a dwelling to provide bed and breakfast accommodation; or
- provide innovative forms of accommodation which widen and enhance the tourist offer of the area.

**The proposed accommodation must not adversely affect the character and amenities of the surrounding area and must be well related to the existing transport network, infrastructure and services. Their form, bulk and general design must be in keeping with their surroundings and adequate parking should be provided.**

- 8.17 Blists Hill Victorian Town is an important tourist attraction located within the Plan Area. It is one of 10 museum sites operated by the Ironbridge Gorge Museum Trust. The 10 sites have grown into one of Visit England's top 20 paying attractions in the UK, with over 525,000 visits in 2012. As well as employing around 200 staff, the Trust also enjoys the support of over 400 regular volunteers.
- 8.18 There could be potential to develop new business opportunities which take advantage of the proximity of the museum site. However, it is important that they do not damage the historic or ecological character of the Plan Area, so any proposal will need to provide the appropriate assessments and sufficient mitigation must be secured to overcome any negative impacts identified. In some instances, where it is not possible to fully mitigate impacts, permission may be refused.



*Blists Hill Victorian Town*

## **T2 - Tourist Attractions**

To support the sustainable expansion of the tourism industry, tourist attractions will be acceptable in principle where they:

- **expand or improve an existing tourist attraction;**
- **provide an innovative attraction which would widen and enhance the tourist offer of the area**
- **involve the appropriate conversion or change of use of a permanent and soundly constructed building which sensitively retain any historic interest and character;**
- **complement the character and qualities of the site's immediate surroundings, or**
- **do not adversely impact on the wider tranquillity of the area**



*High Street*



| Summary Table   |   |
|---|---|
| Core Objective  | Policy Index  |
| <b>OBJECTIVE 15:</b> To protect and enhance the special role of Madeley Town Centre in serving its local community  | <b>Policy R1 - Madeley Town Centre</b>  |
| <b>OBJECTIVE 16:</b> To develop additional shopping and community facilities in Madeley Town Centre   | <b>Policy R2: Offices – Design and change of use</b><br><b>Policy R3 - Entertainment and the night-time economy</b> |
| <b>OBJECTIVE 17:</b> To promote Madeley as a tourism hub for the Ironbridge Gorge World Heritage Site.  | <b>T1 - Tourist Accommodation</b><br><b>T2 - Tourist Attractions</b>  |
| <b>OBJECTIVE 18:</b> To encourage tourist attractions, guest accommodation and facilities.  | <b>T1 - Tourist Accommodation</b><br><b>T2 - Tourist Attractions</b>  |
| <b>OBJECTIVE 19:</b> To ensure that employment opportunities are accessible to all and assist in securing the provision of employment and training opportunities for local residents. | <b>Policy E1 – Employment Areas</b><br><b>Policy R4 – Local Centres</b>   |
| <b>OBJECTIVE 20:</b> To enhance existing industrial estates and focus any new commercial development onto sites which are already allocated for that purpose.                         | <b>Policy E1 – Employment Areas</b>   |



*Madeley Court Hotel*

## 9. Local Character

- 9.1 The historic value of the Plan Area has already been recognised by the designation of a Conservation Area and later, a World Heritage Site for the same boundary (see Policies Map).
- 9.2 The major concern expressed during the consultation was the extent to which the historic environment had been allowed to erode through insensitive changes, such as the loss of original shop fronts, inappropriate signage and a cluttered and poor quality public realm. It was evidence that a more sensitive approach was needed if alterations were not going to further destroy or fragment its character.
- 9.3 A character assessment has therefore been carried out (see Madeley Historic Character Assessment) to establish the sensitivities of the place and its capacity for further development or change. It will provide for a more localised interpretation of conservation and urban design policies in the Core Strategy. This will then be used to inform future planning applications.
- 9.4 The assessment identified four sub areas within the Conservation Area that have their own distinct character (see Map Fig 9.1). By identifying the special qualities of each area, it has allowed a criteria based policy to be tailored for each sub-area.

### Sub-Area A: Church Street

- 9.5 This sub-area has been identified as having a number of high quality listed buildings located within a mature landscaped setting. The winding nature of the roads reflects its origins as an early medieval village, even before the Town was developed. It has an almost rural feel with the older timber framed buildings having agricultural origins. Care will be needed if any sites come forward for redevelopment or if buildings are going to be extended or uses changed.



*Church Street*

- 9.6 Where possible, the simple tarmac road surface, with either one or no pavement, should be retained.

#### **Policy LC1 – Church Street:**

**Development in this sub-area should have regard to the following:**

- **Redevelopment of individual plots or infill proposals should respect the existing character of Church Street;**
- **Extensions, should be built in the same architectural language and of similar materials as the existing development;**
- **Roof extensions should be in keeping with existing design;**
- **The subtle variations in local character should be retained– plot sizes, road widths, boundary treatments and tree cover;**
- **Retain and encourage use of brick or ashlar walls to frontages**
- **Views down Church Street to St Michaels should be protected where possible; and**
- **Introduction of inappropriate materials which impact on the unique street character of Church Street should be avoided.**

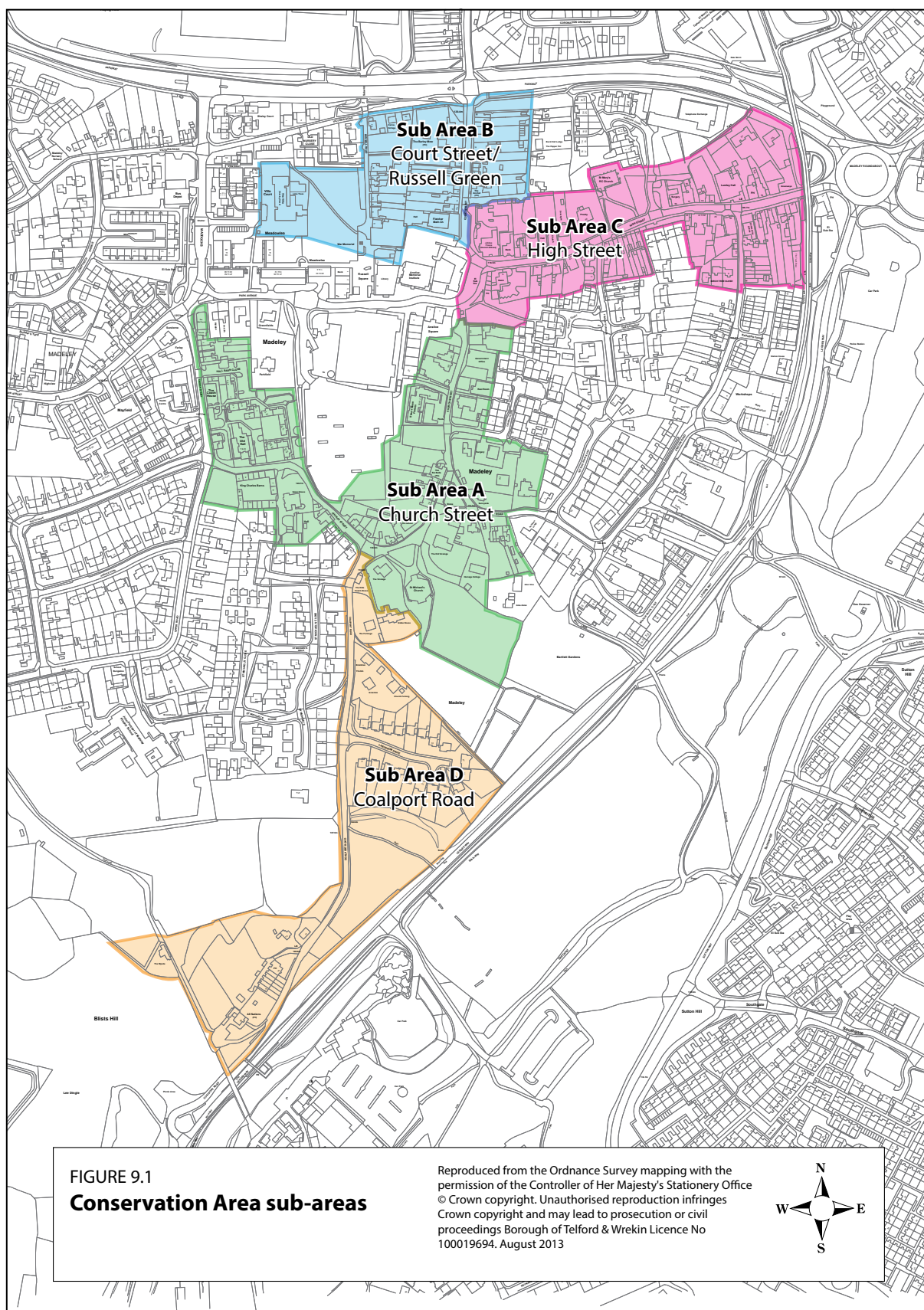
#### **Sub-Area B: Court Street/Russell Green**

9.7 This sub-area has a positive coherent character, due to its landscape setting and streetscape. Most of the buildings date from the Victorian period, with some modern infilling off Victoria Road. Russell Green provides an attractive green space close to Madeley Town Centre. The character of Court Street is created by its continuous frontage, with buildings on the back of footpath and use of similar materials. The sub-area is mainly residential, with some office and retail uses. Key focal points include the area around the war memorial and the top end of Church Street by the Fletcher church.

#### **Policy LC2 – Court Street/Russell Green:**

**Development in this sub-area should have regard to the following:**

- **Any extensions should be built in the same architectural language and of the same materials as the existing development;**
- **Improvements to existing traditional shop fronts will be encouraged. Proposals for new shop fronts and signs should be designed to be well proportioned and enhance the character of Court Street.**
- **The use of signage on pavements should be limited to reduce clutter.**
- **Enhance key focal points;**
- **External details to any new development (including car parking) should be to a high standard of design to enhance the local character;**
- **Maintain a continuous street frontage along Court Street**
- **Where any green space contribution is received from a planning proposal in the Town Centre, as set out in policy GS7, a priority would be to secure improvements to Russell Green.**



### **Sub-Area C – High Street**

- 9.6 Generally this sub-area has a positive character as the historic core of Madeley. In some cases, the installation of modern shop fronts together with clutter created by too many advertisements has had a negative impact on the quality of the High Street environment. However, the street still has a strong linear form with a continuous frontage created by buildings and boundary treatments. There is a variety of uses including retail, offices, takeaways, pubs and community buildings. It is important to maintain a vibrant feel to the High Street with active uses on the ground floor. Key focal points include the entrance onto High Street by the Foresters Arms public house and St. Mary's Catholic Church.

#### **Policy LC3 – High Street**

**Developments in this sub-area should have regard to the following:**

- **Encourage under-utilised buildings and land to be brought back into appropriate use and make a positive contribution to the street scene**
- **Improvements to existing traditional shop fronts will be encouraged. Proposals for new shop fronts and signs should be designed to be well proportioned and enhance the character of the High Street.**
- **Development should not be set back from the building line as this would adversely affect the linear, well framed, character of the area;**
- **The use of signage on pavements should be limited to reduce clutter and unnecessary level changes to footpaths should be avoided;**
- **Enhance key focal points;**
- **External details to all development (including car parking) should be to a high standard of design to enhance the local character;**
- **New developments should encourage active ground floor and upper floor uses to create an appropriate town centre scale of development;**
- **Maintain a continuous street frontage within the Town Centre;**
- **Any new parking and servicing areas should be sensitively integrated into the Town Centre and where possible and subject to safety and security considerations, situated at the rear and screened from view in the High Street.**



### **Sub-Area D – Coalport Road**

- 9.9 This sub-area has a positive and coherent character, due to its landscape setting and boundary treatments. The road has a very rural feel with trees, rubble walls and hedges along most of its length. Properties are mostly set back from the highway, behind walls and mature gardens. There is some modern housing but it is considered that further new development would be inappropriate.



*Coalport Road*

#### **Policy LC4 – Coalport Road:**

**Development in this area should have regard to the following:**

- Any further development of individual plots or infill proposals should respect the rural character along Coalport Road in terms of scale and design;
- Extensions should be subservient to the main building when viewed from the road;
- The loss of hard enclosing features to front gardens and roadside planting should be avoided;
- Existing retaining walls should be retained and kept in a safe condition
- Retain simple tarmac road surface with either one or no pavement.

- 9.10 It is important that developers prove they have seriously considered these local character assessments before submitting any proposals. It is recommended that any developer has to prepare a design brief that shows how the local character was taken into account and that they have followed the national guidance on urban design principles.
- 9.11 New developments of more than three dwellings within the Conservation Area will be subject to a design brief agreed between the Town Council, developer and Telford & Wrekin Council to demonstrate how the scale, proportion, materials and layout and amenity space respects the distinctive local character of the area.
- 9.12 There should be public consultation on the design brief prior to the submission of a planning application. The development must be implemented in accordance with the principles set out in the design brief.

## Local Distinctiveness

- 9.13 The World Heritage Site Operational Guidelines describe a buffer zone as “an area surrounding the nominated Property which has complementary legal and/ or customary restrictions placed on its use and development to give an added layer of protection to the Property. This should include the immediate setting of the Property, important views and other areas or attributes that are functionally important as a support to the Property and its protection” (UNESCO Operational Guidelines).
- 9.14 Surprisingly, there are no designated buffer zones around Ironbridge World Heritage Site, so there is no formal protection for its setting. This means that not all of Madeley’s heritage assets are formally designated, such as its Buildings of Local Interest. However, both individually and collectively, they do make a significant contribution to the local distinctiveness of the Plan Area.
- 9.15 This policy offers protection to those undesignated assets from new development, including alteration or extensions to existing buildings.
- 9.16 It is considered however that in the longer term, these undesignated assets do merit formal protection. Telford & Wrekin Council has an obligation under Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 to periodically review its Conservation Area designations and boundaries, to consider any new areas, and under Section 71 of the Act to formulate and publish proposals for the preservation and enhancement of these areas. The policy does therefore also recommend that consideration needs to be given to reviewing the boundary of the Severn Gorge Conservation Area. This would give added protection to unlisted buildings.



*Miner's Sculpture*



*Old Vicarage, Church Street*



*St Michael's Church*

### Policy LC5: Local distinctiveness

New development throughout the Plan Area should protect physical assets of the historic environment (buildings, sites or areas together with their settings) and enhance or reinforce those characteristics, qualities and features that contribute to the local distinctiveness of the Plan Area's landscape & townscape. In particular, development should:

- Respect the spatial qualities of the Plan Area, including the scale, appearance and use of spaces about and between buildings or structures;
- Respond positively to the building density, building footprints, built form, building orientation, building height and grain of the context and the manner in which this context has developed and changed over time.
- Recognise the important contribution that windows, roofs, detailing, the palette and use of traditional materials, traditional building techniques, and the evidence of past and present activity make to local distinctiveness.
- Protect the significance of designated and undesignated components of the historic environment, particularly where heritage assets are part of a visual or thematic group.
- Incorporate high quality design which is inspired by its local context and fits comfortably in its surroundings.
- Encourage the reinstatement of architectural detail.

| Summary Table   |   |
|---|---|
| Core Objective  | Policy Index  |
| <b>OBJECTIVE 8:</b> To protect and enhance the historic environment, including archaeological remains and non-designated buildings and sites of heritage value, for the benefit of residents and visitors alike | <b>Policy LC1 – Church Street:</b><br><b>Policy LC2 – Court Street/Russell Green:</b><br><b>Policy LC3 – High Street</b><br><b>Policy LC4 – Coalport Road:</b><br><b>Policy LC5 – Local distinctiveness</b> |
| <b>OBJECTIVE 9:</b> To maintain and enhance local character and areas of historic importance by ensuring high quality design of buildings and public realm.   | <b>Policy LC1 – Church Street:</b><br><b>Policy LC2 – Court Street/Russell Green:</b><br><b>Policy LC3 – High Street</b><br><b>Policy LC4 – Coalport Road:</b>  |

## 10. Getting Around

- 10.1 The consultation came out strongly in favour of improving cycleway, footpath and bus routes from residential areas into Madeley Town Centre and the employment areas. Telford was designed for the car and the road hierarchy has created segregated land uses that make things difficult for bus users, pedestrians and cyclists.
- 10.2 It is important therefore that any new development is located as close as possible to existing facilities and services, such as the existing Quality bus routes. This will reduce the need to drive to go shopping or to work.
- 10.3 As well as choosing sustainable locations, the design and street layout of any new development are also important to encourage sustainable travel. It is the relationship between buildings, streets and open spaces that gives a neighbourhood its physical identity. Consideration needs to be given to:
- Enhancing the quality of the public realm by improving transport facilities, footpaths, cycle ways and public spaces;
  - Minimizing the psychological barriers to accessibility, e.g. fear of crime and anti-social behaviour;
  - Reducing physical barriers to accessibility by unrestricted pedestrian access across public spaces, pedestrian-friendly landscaping and useful, well-designed street furniture and amenities, e.g. seating, lighting, public toilets and cycle parking.
- 10.4 In new developments, safe and high-quality walking and cycling environments should be provided. In existing developments, retrofitting footpaths should be considered and adding cycle lanes to improve the travel experience of walkers and cyclists. Better links to the Town wide footpath, bridleway and cycleway systems should be encouraged.

### **Policy TR1 – Enhancing Accessibility and Transport Linkages**

**New development proposals, particularly those which will generate significant footfall and motorised vehicle journeys should be located where sustainable travel patterns can be achieved, with higher density mixed use development located in close proximity to main public transport routes or Madeley Town Centre.**

**Proposals should make the best use of existing public transport services and where appropriate provide opportunities for improving and sustaining the viability of those services.**

**Proposals should minimise the need to travel as appropriate to their scale and location and include proposals which protect and improve conditions for cyclists, horse riders and for pedestrians, including disabled people and the mobility impaired. The design and layout of new developments should contribute, where appropriate, to a high quality network for multi-use, including walkers, cyclists, horse riders and paths accessible to people for all abilities.**

**New development should seek to provide connections to the Silkin Way (part of the National Cycle Network) as a priority and to strategic walking routes, Rough Park Way and Ironbridge Way; where possible (see Policies Map).**

**New development should not sever formal routes used by pedestrians, horse riders or cyclists, or prevent accessibility by walking, horse riding or cycling, unless suitable alternatives are provided.**

## Policy TR2 – Walking, horse riding & cycling provision

The design and layout of new development should take account of the needs of cyclists, horse riders and walkers, for example by providing:

- Safe, secure, convenient, accessible and direct access for cyclists, horse riders and pedestrians to, from and within the development, with particular emphasis on disabled people and those with mobility impairment and
- High quality surfaces, attractive landscape design and architecture providing for minimal disruption from noise, fumes and associated nuisances caused by proximity to motor traffic and
- High quality cycleways where appropriate, shared, where possible, with motorised and pedestrian traffic and
- Sufficient, convenient, safe and secure cycle parking facilities and
- Well signed, lit and maintained cycle ways, bridleways and footways.

| Summary Table  |  |
|--|--|
| Core Objective   | Policy Index   |
| <b>OBJECTIVE 21:</b> Improve pedestrian and cycle connections within the Plan area and into the rest of Telford            | <b>Policy TR2 – Walking, horse riding &amp; cycling provision</b>  |
| <b>OBJECTIVE 22:</b> Connect new housing into Madeley Town Centre and the wider area with good pedestrian and cycle routes | <b>Policy TR1 – Enhancing Accessibility and Transport Linkages</b> |
| <b>OBJECTIVE 23:</b> Connect new housing into Madeley Town Centre and the wider area with good bus routes                  | <b>Policy TR1 – Enhancing Accessibility and Transport Linkages</b> |



*Bridgnorth Road bus stop*



*Sutton Hill footpath*



## **11. Monitoring & Review of the Plan**

- 11.1 It is expected that Telford & Wrekin Council will continue to monitor progress relating to the number of dwellings and number of affordable homes delivered during the plan period, as part of its wider monitoring responsibilities for the Borough.
- 11.2 Planning obligations provide a means of ensuring that developers contribute towards the infrastructure and services needed to make proposed developments acceptable in land use terms.
- 11.3 The Plan has reflected local priorities for the use of developer contributions by including policies that would secure contributions for specific infrastructure & services. So for planning applications in the Plan area, there is an expectation that these priorities are given priority over other obligations. Developers will be expected to take them into account in their planning applications.
- 11.4 The policies that set out the community's planning obligations priorities are as follows:
- Delivery of affordable housing (see policy H1)
  - Provide, improve and maintain green spaces & recreational improvements (see policy GS6)
- 11.5 The Plan covers the period 2014 to 2031. It is, therefore, essential to the long-term success of the Plan that developments in the Plan area are monitored and reviewed against the Plan's objectives and against the policies designed to implement them.
- 11.6 It is important therefore, that decision making within Madeley Town Council is informed and makes regular reference to the Plan. Madeley Town Council will need to monitor the delivery of the policies in this Plan, and work to ensure that benefits for the community of Madeley are achieved.
- 11.7 It is proposed that each Environment Committee meeting, after the plan's implementation, will include an agenda item 'Madeley Neighbourhood Plan' which will ensure the matter is continually reviewed and reported upon during its life.
- 11.8 Each Annual Council Meeting will also include an annual monitoring report of the impact of the Plan in the previous year and the likely implementations of the plan for the forthcoming year. Progress in delivering planning obligations (i.e. monies received and expenditure) will also be reported. The Town Council will draw any problems with delivery to the Borough Council's attention as part of their response to the Annual Monitoring Report.
- 11.9 Madeley Town Council website [www.madeleytowncouncil.gov.uk](http://www.madeleytowncouncil.gov.uk) will carry an up to date report on progress with the Plan during its lifetime
- 11.10 In 2019 and 2024, there will be thorough five year reviews of progress by a freshly recruited community based Steering Group. The purpose of these reviews will be to hold the Town Council to account for their stewardship of the Plan, and to consider the need for proposing a review of, or amendment to the Plan to Telford & Wrekin Council.
- 11.11 In 2029, the Town Council will again recruit a new Steering Group from within the community to undertake a review and decide on the need for a subsequent Neighbourhood Plan and if so decided, to overview the development of the subsequent fifteen year plan which would commence in 2031.

## Appendix A

### Glossary & Abbreviations

#### Glossary

Where possible, the most up to date definition has been used and it has been sourced from the National Planning Policy Framework document or other Government publications

##### **A1 Use Class (Shops)**

Use of premises for the retail sale of goods and services, other than hot food or drink, to visiting members of the public, as described in the Use Classes Order 1987, as amended.

##### **A2 Use Class (Financial and professional services)**

Use of premises for the provision of financial or professional services, or any other service, including a betting office, which it is appropriate to provide in a shopping area, where the service is provided principally for visiting members of the public, as described in the Use Classes Order 1987, as amended.

##### **A3 Use Class (Restaurants and cafés)**

Use of premises for the sale of food and drink for consumption on the premises, as described in the Use Classes Order 1987, as amended.

##### **A4 Use Class (Drinking establishment)**

Use of premises as a public house, wine bar or other drinking establishment, as described in the Use Classes Order 1987, as amended.

##### **A5 Use Class (Hot food takeaway)**

Use of premises for the sale of hot food for consumption off the premises, as described in the Use Classes Order 1987, as amended.

#### **Adoption**

The procedure by which a plan becomes formal council policy.

#### **Affordable housing**

Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households or for the subsidy to be recycled for alternative affordable housing provision.

Social rented housing is owned by local authorities and private registered providers (as defined in section 80 of the Housing and Regeneration Act 2008), for which guideline target rents are determined through the national rent regime. It may also be owned by other persons and provided under equivalent rental arrangements to the above, as agreed with the local authority or with the Homes and Communities Agency.

Affordable rented housing is let by local authorities or private registered providers of social housing to households who are eligible for social rented housing. Affordable Rent is subject to rent controls that require a rent of no more than 80% of the local market rent (including service charges, where applicable).

Intermediate housing is homes for sale and rent provided at a cost above social rent, but below market levels subject to the criteria in the Affordable Housing definition above. These can include shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent, but not affordable rented housing.

Homes that do not meet the above definition of affordable housing, such as “low cost market” housing, may not be considered as affordable housing for planning purposes.

**Amenity Land:**

Land which is valued locally for its visual importance and contribution to the character of the area but may also have other uses i.e. formal or informal recreation, environmental, cultural and historical and for wildlife and nature conservation value.

**Ancient Woodland:**

Woodland known to have existed continually in a location since before 1600.

**Ancillary use:**

A use subsidiary and connected to the main use of a building or piece of land, such as storage floor-space within a factory.

**Archaeological interest:**

An area which holds or potentially holds evidence of past human activity worthy of expert investigation.

**Architectural quality:**

The intrinsic merit of a building as measured by the use of materials, details, style and relationship to context.

**Architectural style:**

Distinctive period or school of architecture. Examples include Georgian, Victorian, Edwardian, Twentieth Century, Gothic, Regency, Neo-classical, Queen Anne Revival, and so on.

**Article 4 direction:**

A direction which withdraws automatic planning permission granted by the General Permitted Development Order.

**B1 Use Class (Business):**

- (a) As an office other than one falling within Class A2;
- (b) For research and development of products and processes;
- (c) For any industrial process which can be carried out in a residential area without detriment to amenity through noise, vibration, smell, fumes, smoke, soot, ash, dust or grit.

as described in the Use Classes Order 1987, as amended

**B2 Use Class (General Industrial):**

Use of premises for the carrying on of an industrial process, other than one falling within Use Class B1, as described in the Use Classes Order 1987, as amended.

**B8 Use Class (Storage or distribution):**

Use of premises for storage or as a distribution centre, as described in the Use Classes Order 1987, as amended.

**Biodiversity :**

Biodiversity encompasses the whole variety of life on earth (including on or under water) including all species of plants and animals and the variety of habitats within which they live. It also includes the genetic variation within each species.

**Birds and Habitats Directives:**

European Directives to conserve natural habitats and wild fauna and flora.

**Brownfield Land:**

Land that has been previously developed on (excluding agricultural or forestry buildings and gardens).

**Building materials:**

Materials prevalent in an area which should inform the choice of materials for repairs to historic buildings and the facing of new buildings. In Madeley typical materials are Ashlar stone; buff bricks; red bricks, plain clay tiles and cast iron.

**Capacity (in retailing terms):**

Money available within the catchment area with which to support existing and additional retail floor space.

**Carbon neutral:**

Offsetting or compensating for carbon emissions (for example from burning fossil fuels) by schemes such as planting trees to absorb carbon or through careful use of design to promote energy efficiency and to avoid carbon emissions.

**Change of Use:**

Planning permission is required for a change of use of a building or land unless it falls within the same use class (for example, from a bookshop to a shoe shop) or it is allowed by the GPDO (for example, from a restaurant to a bookshop).

**Character:**

The distinctive or typical quality of a building or area, as described by historic fabric; appearance; townscape; and land uses.

**Climate change adaptation:**

Adjustments to natural or human systems in response to actual or expected climatic factors or their effects, including from changes in rainfall and rising temperatures, which moderate harm or exploit beneficial opportunities

**Climate change mitigation:**

Action to reduce the impact of human activity on the climate system, primarily through reducing greenhouse gas emissions.

**Clusters (a term used in economic regeneration):**

A group of businesses or organizations who, owing to the goods they produce and/or services they provided, have common customers, technology or use similar specialist skills. They group together in order to enhance their overall competitive advantage of individual companies.

**Commercial use:**

Use including offices, industry, warehousing, showrooms, hotels, retail, entertainment and private educational, health and leisure facilities, other than social and community uses that are principally provided by the public sector. This does not include residential use.

**Community facilities:**

Land and buildings used to help meet health, educational and social needs in terms of developing and maintaining the health and well-being of everyone in the community

**Conservation (for heritage policy):**

The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.

**Comparison shop:**

Shop selling goods and services which customers may wish to compare prices/quality/type of product sold, with other similar products sold in other shops. These are mainly shops which fall within in A1 Use Class. While not being purchased frequently, the goods & services must nevertheless be stocked in a wide range of size, style, colours and fabrics, jewellery, furniture and goods normally sold at specialist shops and general store.

**Conservation Area:**

An area designated under Section 69 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 as being of 'special architectural or historical interest' the character and appearance of which it is desirable to preserve and enhance.

**Consultation statement:**

It sets out details of who was consulted, how they were consulted and the main issues and concerns raised and how they were addressed within the plan.

**Context:**

The setting of a building, site or area including such factors as plot width pattern, building height and scale, building line, pattern of elevations and fenestration, building materials, land uses and activities.

**Convenience shop:**

Premises selling basic goods or services which people may need to use on a weekly, if not daily, basis. E.g. food, tobacco, newspapers and other goods of a standardised type of which there is a wide sale.

**Core Strategy (Local Plan):**

A Development Plan Document which forms part of the Local Development Framework and sets out the vision and strategic policies for the Borough.

**Curtilage:**

Land adjoining a building which is used together with that building.

**Dead frontage:**

Frontage in a shopping area which generates a low level of shopping activity because of the use or appearance of the premises concerned.

**Demolition:**

The pulling down or breaking up of all or part of a building. Listed building consent is needed for demolition of listed buildings. Conservation area consent is required for substantial demolition in a conservation area. Planning permission must be obtained for the demolition of a house which is structurally connected to another. In other cases, notice must be given to Telford & Wrekin Council as local planning authority before demolition is started. Planning permission may be required for the demolition of part of a building.

**Density:**

A measure of the number of units of accommodation or amount of floor space in a development against the area of the site it occupies. Residential density is generally calculated by comparing the number of habitable rooms in a development with the area of the site concerned and is usually expressed in habitable rooms per hectare.

**Designated heritage asset:**

A World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park and Garden, Registered Battlefield or Conservation Area designated under the relevant legislation.

**Details:**

Doors, windows, cornices, metalwork and decorative features that contribute to the overall design of a building. Where such details cumulatively characterise a place they are major contributors to a sense of local distinctiveness.

**Developer contributions:**

Contributions required/received from development under a Section 106 agreement to be set aside for future works, services and maintenance directly related to development.

**Development (Meaning of):**

Development is defined under the Town and Country Planning Act as:

“the carrying out of building, engineering, mining or other operation in, on, over or under land, or the making of any material changes in the use of any building or other land”

Most forms of development require planning permission before they can be carried out.



**Development plan:**

This includes adopted Local Plans and neighbourhood plans, and is defined in section 38 of the Planning and Compulsory Purchase Act 2004. (Regional strategies remain part of the development plan until they are abolished by Order using powers taken in the Localism Act.)

**Durable goods:**

Goods bought infrequently, usually through comparison between different types of product e.g. furniture, electrical goods.

**Dwelling mix:**

The mix of different types of homes provided on a site. May typically include a range of types from, say, 2 bedroom houses up to larger 4 and 5 bedroom houses.

**Economic development:**

Development, including those within the B Use Classes, public and community uses and main town centre uses (but excluding housing development).

**Ecological networks:**

These link sites of biodiversity importance.

**Ecosystem services:**

The benefits people obtain from ecosystems such as, food, water, flood and disease control and recreation.

**Edge of centre:**

For retail purposes, a location that is well connected and up to 300 metres of the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge of centre, account should be taken of local circumstances.

**Employment Land:**

Land allocated in a plan principally for business, industrial and storage/distribution use.

**Entertainment Uses:**

Entertainment uses comprise the following: restaurants and cafes (A3); public houses and bars (A4); takeaways (A5); other entertainment uses - nightclubs, live music and dance venues, discotheques, entertainment centres, dance halls, casino or bingo halls. Entertainment uses do not include sports halls, swimming baths, gymnasiums, skating rinks, other indoor and outdoor sports or recreation areas, concert halls and cinemas.

**European site:**

This includes candidate Special Areas of Conservation, Sites of Community Importance, Special Areas of Conservation and Special Protection Areas, and is defined in regulation 8 of the Conservation of Habitats and Species Regulations 2010.

**Evidence Base:**

The researched, documented, analysed and verified basis for preparing the Madeley Neighbourhood Plan. It consists of many documents produced over a period of years, many of which have been produced by Telford & Wrekin Council.

**Evidence Base Summary:**

A document produced as part of the process of developing the Madeley Neighbourhood Plan. It supports the Plan by setting out a summary of the relevant Evidence Base and explaining how decisions were made.

**Examination:**

An independent review of the Neighbourhood Plan carried out in public by an Independent Examiner.

**Extension:**

An addition to an existing building to provide more floor-space usually confined to the side and rear of a building and/or at roof level.

**Façade:**

The principal elevation or frontage of a building.

**Fenestration:**

The arrangement of windows on a façade.

**Form:**

The layout (structure and urban grain), density, scale (height and massing), appearance (materials and details) of buildings and development.

**Focal Point:**

A prominent structure, feature or area of interest or activity, often at the main arrival point or junction of main roads.

**Geodiversity:**

The range of rocks, minerals, fossils, soils and landforms.

**Green infrastructure:**

A network of multi-functional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities.

**Habitat:**

The natural home or environment of a plant or animal

**Heritage asset:**

A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).

**Historic environment:**

All aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planted or managed flora.

**Housing Association:**

Not for profit organisation providing homes mainly to those in housing need.

**Inclusive design:**

Designing the built environment, including buildings and their surrounding spaces, to ensure that they can be accessed and used by everyone.

**Independent examination:**

Assessment taken by a third party examiner to ensure a plan meets the required conformity and legal requirements.

**Infill development:**

A type of development where a new building is to be inserted into an existing townscape context. The character of this context determines the nature of the architectural response in terms of scale, form, elevational treatment, materials and details.

**Infrastructure:**

Basic services necessary for development to take place for example roads, water, education, health facilities.

**International, national and locally designated sites of importance for biodiversity:**

All international sites (Special Areas of Conservation, Special Protection Areas, and Ramsar sites), national sites (Sites of Special Scientific Interest) and locally designated sites including Local Wildlife Sites.

**Landmark building:**

A building or structure that stands out from its background by virtue of its importance, height, size or some other aspect of design. Such a building is often deliberately placed on a planned axis or townscape vista.

**Landscape:**

The character and appearance of land, including its shape, form, ecology, natural features, colours and elements and the way these elements combine.

**Layout:**

The way buildings, routes and open spaces are placed in relation to each other.

**Lifetime homes:**

Homes that are designed in such a way that people with disabilities or impaired mobility bought on by age can continue to live in their home for life instead of having to move to specialist accommodation.

**Listed Building:**

Any building or structure which is included in the list of 'buildings of special architectural or historic interest.'

**Local Development Framework:**

The collection of documents which guide the future development in the Borough.

**Local distinctiveness:**

The positive features of a place and its communities which contribute to its special character and sense of place.

**Local Green Space:**

The National Planning Policy Framework (NPPF) introduced a new concept of a Local Green Space designation. This is a discretionary designation to be made by inclusion within a local development plan or neighbourhood development plan. The designation should only be used where the land is not extensive, is local in character and reasonably close to the community; and, where it is demonstrably special, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife.

**Local planning authority:**

The public authority whose duty it is to carry out specific planning functions for a particular area, i.e. Telford & Wrekin Council, to the extent appropriate to their responsibilities.

**Local Plan:**

The plan for the future development of the local area, drawn up by the local planning authority in consultation with the community. In law this is described as the development plan documents adopted under the Planning and Compulsory Purchase Act 2004. Current core strategies or other planning policies, which under the regulations would be considered to be development plan documents, form part of the Local Plan. The term includes old policies which have been saved under the 2004 Act.

**Local Shopping Centre:**

Small centre, usually with convenience goods shops, local service uses, restaurants and pubs mainly providing facilities for people living or working nearby, which Telford & Wrekin Council wishes to safeguard as sought in accordance with national guidance (such as Woodside).

**Local views:**

Important local views, vistas and panoramas of natural features, skylines, landmark buildings and structures, groups of buildings, parks, open spaces, streets and squares.

**Localism Act:**

Act of Parliament devolving greater power to local councils and giving local communities greater overall control over housing decisions. The Act was given Royal Assent on the 15th November 2011.

**Locally listed buildings:**

A building or structure of architectural or historic interest which does not qualify for inclusion in the statutory list but which in the opinion of the Local Authority make a valuable contribution to the character of the area.

**Low cost market housing:**

Private housing designed to be at a lower cost than open market housing to meet the needs of specific household groups.

**Market housing:**

Housing for sale or for rent where prices are set in the open market.

**Massing:**

The combined effect of the height, bulk and silhouette of a building or group of buildings.

**Material consideration:**

Factors which are relevant to planning such as sustainability, design and traffic impacts.

**Mitigation:**

Measures taken to reduce adverse impacts for example changing the way the development is carried out to minimise adverse effects through appropriate methods or timing.

**Mixed use:**

Developments where more than one use is constructed. Uses may be mixed within the same building (e.g. offices above shops) or may be mixed across the site (e.g. houses next to shops and community facilities)

**Monitoring:**

Procedures by which the consequences of policies and proposals are checked on a continuous or periodic basis to assess their effectiveness and impact.

**Natural surveillance:**

The opportunity for spaces to be overlooked from inside a building. The presence of windows on elevations addressing open spaces and streets, discourages anti-social behaviour and makes streets and spaces feel safer.

**Neighbourhood Area:**

Area to which a proposed Neighbourhood Development Plan or Neighbourhood Development Order will relate.

**Neighbourhood Development Plan:**

A local plan prepared by a town or parish council or a neighbourhood forum for a particular neighbourhood area, which includes land use topics.

**Non-A1 use:**

Any use not falling within Use Class A1 of the Use Classes Order 1987, as amended.

**Non A1 retail use:**

Any use falling within Classes A2, A3, A4 or A5 of the Use Classes Order 1987, as amended, or a sui generis use where the sale, display or service is to visiting members of the public.

**Objective:**

Is an aim or a goal to assist achieving the overall vision for the area.

**Off-street parking:**

Parking for vehicles that is provided other than on the highway (such as driveway or garages). It is usually required as part of housing and some other developments and also covers public car parks.

**On-street parking:**

Parking for vehicles that is provided on the highway.

**Older people:**

People over retirement age, including the active, newly-retired through to the very frail elderly, whose housing needs can encompass accessible, adaptable general needs housing for those looking to downsize from family housing and the full range of retirement and specialised housing for those with support or care needs.

**Open space:**

All open space of public value, including not just land, but also areas of water (such as rivers, canals, lakes and reservoirs) which offer important opportunities for sport and recreation and can act as a visual amenity.

**Original building:**

A building as it existed on 1 July 1948 or, if constructed after 1 July 1948, as it was built originally.

**Out of centre:**

A location which is not in or on the edge of Madeley Town Centre but not necessarily outside the urban area.

**Out of town:**

A location out of centre that is outside the existing urban area.

**Passive solar energy:**

Energy provided by a simple architectural design to capture and store the sun's heat. Examples include a garden greenhouse, or a south-facing window in a dwelling.

**People with disabilities:**

People have a disability if they have a physical or mental impairment, and that impairment has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities. These persons include, but are not limited to, people with ambulatory difficulties, blindness, learning difficulties, autism and mental health needs.

**Period style:**

The characteristic style and appearance of a property as dictated by the prevailing architectural fashion at the time of original construction: Georgian, Regency or Victorian, for example.

**Permitted development:**

Certain minor building works that do not require a planning application.

**Planning condition:**

A condition imposed on a grant of planning permission.



**Planning obligation (see section 106 agreement):**

A legally enforceable obligation entered into under section 106 of the Town and Country Planning Act 1990 to mitigate the impacts of a development proposal.

**Planning permission:**

Formal approval sought from Telford & Wrekin Council allowing a proposed development to proceed.

**Playing field:**

The whole of a site which encompasses at least one playing pitch as defined in the Town and Country Planning (Development Management Procedure) (England) Order 2010.

**Pollution:**

Anything that affects the quality of land, air, water or soils, which might lead to an adverse impact on human health, the natural environment or general amenity. Pollution can arise from a range of emissions, including smoke, fumes, gases, dust, steam, odour, noise and light.

**Previously developed land:**

Land which is or was occupied by a permanent structure, including the curtilage of the developed land (although it should not be assumed that the whole of the curtilage should be developed) and any associated fixed surface infrastructure. This excludes: land that is or has been occupied by agricultural or forestry buildings; land that has been developed for minerals extraction or waste disposal by landfill purposes where provision for restoration has been made through development control procedures; land in built-up areas such as private residential gardens, parks, recreation grounds and allotments; and land that was previously-developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time.

**Primary shopping area:**

Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage).

**Primary and secondary frontages:**

Primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses.

**Priority habitats and species:**

Species and Habitats of Principle Importance included in the England Biodiversity List published by the Secretary of State under section 41 of the Natural Environment and Rural Communities Act 2006.

**Policies Map:**

A map showing where policies of the Neighbourhood Plan apply to specific locations

**Ramsar sites:**

Wetlands of international importance, designated under the 1971 Ramsar Convention.

**Renewable and low carbon energy:**

Includes energy for heating and cooling as well as generating electricity. Renewable energy covers those energy flows that occur naturally and repeatedly in the environment – from the wind, the fall of water, from the sun and also from biomass and deep geothermal heat. Low carbon technologies are those that can help reduce emissions (compared to conventional use of fossil fuels, like coal or natural gas).

**Residential Amenity:**

The pleasant or advantageous features of a residence which contributes to its overall character and the enjoyment of residents.

**Scale:**

The impression given of a building or development in relation to its surroundings or the size of parts of a building or its details.

**Section 106 Agreement (see also Planning Obligation):**

Section 106 (S106) of the Town and Country Planning Act 1990 allows a local planning authority (LPA) to enter into a legally-binding agreement or planning obligation, with a land developer over a related issue. The obligation is sometimes termed as a 'Section 106 Agreement'.

Such agreements can cover almost any relevant issue and can include sums of money.

Possible examples of S106 agreements could be:

- The developer will transfer ownership of an area of woodland to a LPA with a suitable fee to cover its future maintenance
- The local authority will restrict the development of an area of land, or permit only specified operations to be carried out on it in the future e.g., amenity use
- The developer will plant a specified number of trees and maintain them for a number of years
- The developer will create a nature reserve

S106 agreements can act as a main instrument for placing restrictions on the developers, often requiring them to minimise the impact on the local community and to carry out tasks, which will provide community benefits.

**Sequential test:**

Requirement set out in the NPPF, that a sequential approach should be adopted by local planning authorities in selecting sites for town centre uses. The approach requires that locations are considered in the following order: first, locations in appropriate existing centres; then edge of centre locations; then out of centre locations, with preference given to sites which are or will be served by a choice of means of transport.

**Setting of a heritage asset:**

The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.

**Shop:**

Premises used for the retail sale of goods and services, other than hot food or drink, to visiting members of the public, as described in the Use Classes Order 1987, as amended.

**Shopping frontage/retail frontage:**

A street level frontage characterised by a predominance of shop-type premises.

**Shop-type premises:**

Premises originally built for shop use, or converted for that purpose, usually with a large shop window, with access direct from a footway, and capable of being used for the retail sale of goods and services.

**Significance (for heritage policy):**

The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.

**Spaces between buildings:**

Largely unbuilt-on areas between buildings, such as streets, open spaces, and squares, which form the public domain and the townscape.

**Special needs housing:**

Housing aimed at meeting the particular needs of identified priority groups, including the provision of residential care and support for people who would otherwise require long-term hospital care.

**Site investigation information:**

Includes a risk assessment of land potentially affected by contamination, or ground stability and slope stability reports, as appropriate. All investigations of land potentially affected by contamination should be carried out in accordance with established procedures (such as BS10175 (2001) Code of Practice for the Investigation of Potentially Contaminated Sites). The minimum information that should be provided by an applicant is the report of a desk study and site reconnaissance.

**Social Housing:**

Subsidised housing provided by a Registered Social Landlord allocated on the basis of need.

**Spatial planning:**

Brings together all policies and programmes which have an impact on the environment in which you work, live or play.

**Stakeholder:**

People who have an interest in an organisation or process including residents, business owners and national organisations and government departments.

**Statutory development plan:**

The plan(s) which have been adopted by Telford & Wrekin Council and used to determine planning applications and guide future development.

**Street Furniture:**

Structures placed within the built environment such as bus shelters, litter bins, seating, lighting and signs. The design and appearance of these structures can have a marked effect on the ambience of any street scene.

**Sustainable communities:**

Places where people want to live and work, now and in the future. Communities that meet the needs of existing and future residents, are sensitive to their environment and contribute to a high quality of life.

**Sustainable development:**

An approach to development that aims to allow economic growth without damaging the environment or natural resources.

**Topic or Focus Group:**

A group formed around a specific topic (such as housing) from the community to discuss the issues facing the parish.

**Topography:**

The underlying geology and landscape form of an area, including rivers and watercourses, valleys, hills, field patterns and boundaries.

**Town centre:**

Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.

**Townscape:**

The ensemble of buildings, streets and spaces and their collective contribution to the character and appearance of an area.

**Traffic calming:**

Traffic management measures specifically designed to reduce vehicular speed along routes or through areas. Usually associated with improving the local environment and reducing road accidents.

**Transport assessment:**

A comprehensive and systematic process that sets out transport issues relating to a proposed development. It identifies what measures will be required to improve accessibility and safety for all modes of travel, particularly for alternatives to the car such as walking, cycling and public transport and what measures will need to be taken to deal with the anticipated transport impacts of the development.

**Transport statement:**

A simplified version of a transport assessment where it is agreed the transport issues arising out of development proposals are limited and a full transport assessment is not required.

**Travel plan:**

A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed.

**Unlisted building of architectural and historic interest:**

Building of architectural and historic interest that makes a positive contribution to the character and appearance of a conservation area. These are usually buildings which, by virtue of their age, materials, design, appearance, historic association and use, characterise the building stock of any particular conservation area. There is a policy presumption to retain such buildings.

**Urban design:**

The art of making places. Urban design involves the design of buildings, groups of buildings, spaces and landscapes in towns and cities and the establishment of policies, frameworks and processes that facilitate successful development.

**Urban grain:**

See Urban morphology.

**Urban morphology:**

The arrangement, hierarchy and size of buildings and their plots in a settlement and their overall relationship to the distinctive layout of streets, squares and open spaces of a particular place.

**Use Classes Order 1987:**

Order made by the Secretary of State under s22 of the Town and Country Planning Act 1990, subsequently amended several times, setting out broad classes of use for land and buildings. Under provisions in the General Permitted Development Order, a change from one use to another within the same class does not need planning permission.

**Vernacular:**

The way in which ordinary buildings were built in a particular place, making use of local styles, techniques and materials and responding to local economic and social conditions.

**Viability:**

How robust an area is, can it adapt to change and attract new investment to maintain its fabric.

**Visitor:**

A person who is on a day trip to an area in which they are not normally resident or where they do not normally work, usually involving a visit to an attraction, a theatre or a sporting event, etc.

**Visual clutter:**

Uncoordinated arrangement and excessive amount of street furniture, signs, plant, air conditioning equipment and other features, which adversely affects the appearance of the environment.

**Vista:**

An enclosed view, usually a long narrow one.

**Vitality:**

Level of activity, how busy an area is at different times and in different parts, vitality feeds into viability.

**Wildlife corridor:**

Areas of habitat connecting wildlife populations.

**Windfall sites:**

Sites which have not been specifically identified as available in the Local Plan process. They normally comprise previously-developed sites that have unexpectedly become available.



## Abbreviations

### **CIL (Community Infrastructure Levy):**

A levy allowing local authorities to raise funds from owners or developers of land undertaking new building projects in their area.

### **DCLG (Department for Communities and Local Government):**

Government Department that works to move decision-making power from central government to local councils. It helps put communities in charge of planning, increases accountability and helps citizens to see how their money is being spent.

### **DDA (Disability Discrimination Act) 1995 (see Equality Act 2010):**

Legislation seeking to limit the extent of discrimination against disabled people in respect of employment and pensions; goods, facilities and services; education; and public transport. Under the Act service providers had a duty to make reasonable adjustments to the physical features of their premises to overcome barriers to their access and use by disabled people.

However, the Act is no longer in use - it is now known as the Equality Act 2010. From 1st October 2010, the Equality Act replaced most of the Disability Discrimination Act (DDA). However, the Disability Equality Duty in the DDA continues to apply

### **EA (Environment Agency):**

Public body established by the Environment Act 1995. Its duties include the oversight of air and water quality, pollution control and river basin management, flooding from rivers and the sea, regulating waste disposal and management, and contaminated land.

### **EH (English Heritage):**

Public body established by the National Heritage Act 1983 as the Historic Buildings and Monuments Commission for England. Its duties include preserving and promoting interest in ancient monuments and listed buildings, promoting conservation areas, and the listing of buildings of special architectural or historic interest.

### **EIA (Environmental Impact Assessment):**

A procedure to be followed for certain types of project to ensure that decisions are made in full knowledge of any likely significant effects on the environment.

### **Equality Act 2010:**

Since the 1st of October, the Equality Act 2010 has come into force and replaced the previous Disability Discrimination Act (DDA). The Act aims to strengthen and combine anti-discrimination legislation so that disabled people and other groups have greater protection from discrimination.

The Equality Act covers all the same areas as the DDA did. It includes provision of goods and services (including services that are provided free of charge), travel and transport, employment, education, occupation, buying or renting flats and houses, public authorities and now private clubs.

Shops, pubs, restaurants, banks, hotels, theatres, cinemas, sports clubs, doctors surgeries, insurance companies, telecommunications companies, broadcasting services and many others are all covered by the Act.

If service providers fail to meet the legal duties required by the Act they will be breaking the law and could be prosecuted.

### **HER (Historic environment record):**

Information services that seek to provide access to comprehensive and dynamic resources relating to the historic environment of a defined geographic area for public benefit and use.

### **GPDO (General Permitted Development Order):**

Regulations made by the Secretary of State, amended from time to time, defining a wide range of minor operations and changes of use which constitute development, but which can be carried out without obtaining specific planning permission.

**HRA (Habitat Regulations Assessment):**

A Habitat Regulations Assessment is a tool developed by the European Commission to help competent authorities (as defined in the Habitats Regulations) to carry out an assessment to ensure that a project, plan or policy will not have an adverse effect on the integrity of any N2K (Natura 2000) site.

**HCA (Homes & Communities Agency):**

The Homes and Communities Agency (HCA) is the national housing and regeneration agency for England. They provide investment for new affordable housing, the improvement of existing social housing, and regenerating land for development. The HCA was formed in December 2008 through the joining of English Partnerships and the Housing Corporation.

**IGMT (Ironbridge Gorge Museum Trust):**

Founded in 1967, the Ironbridge Gorge Museum Trust Ltd is a registered charity whose twin aims are education and heritage conservation. The Trust cares for 36 scheduled monuments and listed buildings within the Ironbridge Gorge World Heritage Site and operates 10 museums which collectively tell the story of the birthplace of the Industrial Revolution.

**LAP (Local Area for Play):**

Small landscaped areas of open space specifically designated for young children (under 6 years old) and their parents or carers for play activities and socialising close to where they live.

**LEAP (Local Equipped Area for Play):**

An unsupervised play area mainly for children of early school age (4-12 years) but with consideration for other ages. Unlike a LAP a LEAP is equipped with formal play equipment and it should provide a focal point for children when they are responsible enough to move away from the immediate control of parents. The area should have a range of play equipment which will stimulate physical, creative, intellectual, social and solitary play and wherever possible there should be provision for children with special needs.

**LEP (Local Enterprise Partnership):**

A body, designated by the Secretary of State for Communities and Local Government, established for the purpose of creating or improving the conditions for economic growth in an area.

**LNP (Local Nature Partnership):**

A body, designated by the Secretary of State for Environment, Food and Rural Affairs, established for the purpose of protecting and improving the natural environment in an area and the benefits derived from it

**LNRs (Local nature reserves):**

Sites which offer special opportunities for people to see and learn about wildlife in natural surroundings. Local authorities have exclusive statutory powers to set up and manage LNRs under the National Parks and Access to the Countryside Act 1949.

**LTP (Local Transport Plan):**

Plan that sets out Telford & Wrekin Council's policies on transport on a five yearly basis.

**NE (Natural England):**

Natural England is the Government body responsible for England's natural environment, including its land, flora & fauna, freshwater and marine environments and geology and soils. It also has a responsibility to help people enjoy, understand and access the natural environment. It was established on 1 October 2006 by the amalgamation of three founder bodies, Countryside Agency, English Nature and the Rural Development Service (part of the Department of Environment, Food and Rural Affairs).

**NEAP (Neighbourhood Equipped Area for Play):**

Equipped play area that serves a substantial residential development and as such should cater for a wide range of children including those with special needs. Play equipment should be aimed primarily

at those aged between 4 and 14 and should aim to stimulate physical, creative, intellectual, social and solitary play. Teenage provision should be in the form of kick-about/basketball areas, opportunities for wheeled play (skateboarding, roller- skating, etc.) and meeting areas.

**NEET (Not in Employment, education or training):**

A young person (aged between 16 and 24) not in Employment, Education or Training.

**NPPF (National Planning Policy Framework):**

Sets out national planning policy and how these are expected to be applied. Provides a planning policy framework for Local Plans and Neighbourhood Development Plans.

**SA (Sustainability Appraisal):**

A Sustainability appraisal is an appraisal of the economic, environmental and social effects of a plan.

**SAC (Special Areas of Conservation)**

Areas given special protection under the European Union's Habitats Directive, which is transposed into UK law by the Habitats and Conservation of Species Regulations 2010.

**SEA (Strategic Environmental Assessment):**

A procedure (set out in the Environmental Assessment of Plans and Programmes Regulations 2004) which requires the formal environmental assessment of certain plans and programmes which are likely to have significant effects on the environment.

**SGCT (Severn Gorge Countryside Trust):**

Severn Gorge Countryside Trust was established in 1991 to manage 260 hectares of land on a 999 year lease, which includes over 50% of the land within the Ironbridge Gorge World Heritage Site which was the seat of the Industrial Revolution.

It works to balance the conservation and enhancement of landscape, wildlife and public access, and also to reinforce the cultural importance of the special areas under its management

**SHLAA (Strategic Housing Land Availability Assessment):**

A technical study produced by Telford & Wrekin Council that is used to inform future planning policy development. It also assists in the monitoring of whether there is an adequate supply of deliverable housing land.

It identifies potential housing sites and assesses whether these sites are developable, how many housing units could be accommodated on them and when they could be delivered. All of the sites proposed by landowners, developers and agents are included, as the Council cannot pick and choose which sites to include in the study.

However, it does not determine whether any site is acceptable for future housing development, as that will be determined through a Local Plan. It also does not mean that any site included will be automatically granted planning permission for development.

**Super Output Areas:**

A set of geographical areas developed following the 2001 census, initially to facilitate the calculation of the Indices of Deprivation 2004 and subsequently for a range of additional Neighbourhood Statistics (NeSS). The aim was to produce a set of areas of consistent size, whose boundaries would not change (unlike electoral wards), suitable for the publication of data such as the Indices of Deprivation.

**SPA (Special Protection Areas):**

Areas which have been identified as being of international importance for the breeding, feeding, wintering or the migration of rare and vulnerable species of birds found within European Union countries. They are European designated sites, classified under the Birds Directive.

**SPD (Supplementary planning documents):**

Documents which add further detail to the policies in the Local Plan. They can be used to provide further guidance for development on specific sites, or on particular issues, such as design.

Supplementary planning documents are capable of being a material consideration in planning decisions but are not part of the development plan.

**SSSI (Site of Special Scientific Interest) :**

Sites of particular value for their flora, fauna or geographical or physiographical features, notified by Natural England under the Wildlife and Countryside Act 1981.

**SuDS (Sustainable urban Drainage System):**

The collection of surface water and its natural drainage back into the ground via soak-away or to existing watercourses using infiltration methods where necessary.

**TPO (Tree Preservation Order):**

Order made by a local planning authority under s198 of the Town and Country Planning Act 1990 providing for protection for a tree, a group of trees, or an area of woodland, in the interests of amenity. The tree preservation order system is now governed by the Town and Country Planning (Tree Preservation) (England) Regulations 2012. An order may prohibit the cutting down, topping, lopping, uprooting or damaging of such trees, and provide for their care or replacement.

**TDC (Telford Development Corporation):**

A Government agency that was set up in 1968 to develop Telford New Town. It was wound up in 1991. Prior to 1968, the New Town covered a smaller area and was managed by Dawley Development Corporation.

**WHS (World Heritage Site):**

A cultural or natural site of outstanding universal value designated (“inscribed”) by the “International Council on Monuments and Sites” (ICOMOS), for example Ironbridge Gorge, Durham Cathedral and Hadrian’s Wall.