

Shifnal Neighbourhood Plan
Analysis of the first stage of engagement
October to December 2014

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1: Introduction

A Neighbourhood Plan is currently being prepared for Shifnal that will set out planning policies to shape development over the next 10 to 15 years. It is important that the Neighbourhood Plan is prepared based upon the needs and aspirations of the local community. The Shifnal Neighbourhood Plan Steering Group, a body comprising local people with an interest in the future of the town, has undertaken a first round of engagement with the local community to explore what the vision for Shifnal might be and to seek views on a series of proposals that could be covered by the plan.

2: The engagement process

The steering group has undertaken a great deal of consultation to understand the views of the local community on a variety of issues relevant to the emerging Neighbourhood Plan. A summary of the engagement activity, including publicity and marketing, can be found in **Appendix A**.

A number of activities have taken place between October and December 2014 to give as many local people as possible the opportunity to have their say in the first instance. This has ranged from Drop-in Days and a presence at the local farmers' market to a questionnaire distributed to all households and engagement with harder to reach groups such as young people.

During the Drop-in Days and face-to-face meetings, the general public were given the opportunity to learn more about the neighbourhood planning process and feed their views directly to the steering group. In addition, they were encouraged to complete the questionnaire, either online or a paper copy, which has been the primary source of community input.

This report sets out the findings from the engagement process to date. Findings will be fed back to the local community so that local people are kept fully informed of how their views are being used to begin to formulate the neighbourhood plan. The findings will also be used further along in the process in the preparation of the Consultation Statement that will be submitted to the Independent Examiner alongside the Neighbourhood Plan.

3: Summary of key findings

Residents Questionnaire

Housing

- More development not particularly welcomed as the town has several large housing developments taking place over the next few years.
- Keen to ensure that the town maintains its existing boundary so that it does not coalesce with neighbouring communities such as Telford.
- Greenbelt and agricultural land should be safeguarded.
- New housing should cater for local needs and in particular the elderly and young couples who want to stay in Shifnal.
- New housing should be sustainably designed and in-keeping with the current style of housing in Shifnal.

Economy

- The current town centre area of shops and businesses should be protected.
- The town is looking run down and needs visual improvements to shop fronts.
- A mix of retail should be encouraged with more independent shops.
- More initiatives to give the town a vibrancy and attract visitors, like the Farmers Market, would be welcomed.
- Existing industrial sites should remain to provide local employment but not necessarily be expanded.

Transport

- There was a call for more parking, short-term parking and a solution to the problem of commuters taking up much needed spaces in the `shoppers` car park.
- The railway station is greatly valued but needs improving such as disabled access, shelter and seating and more parking.
- Better pedestrian and cycle-ways into and around the town to be provided including linking in the new housing areas.
- The town is too congested which has safety implications. Solutions cited included a bypass, the shared spaces option in the town centre and increased traffic calming measures in residential areas.

Character of the town

- Residents greatly value the current size and feel of Shifnal as a small market town and would like this to be maintained.
- The historic character of the town is valued and there are a number of derelict buildings which are `eyesores` around the town that need to be dealt with – either improved or redeveloped.
- The town centre is a focal point for the community and should not be lost.

Health, Education and Leisure

- Great concern that essential services are already at capacity – for example the Medical Practice, school places – the scale of new housing development means further capacity needs to be provided urgently.

- A great number of respondents called for a new medical centre.
- There are numerous leisure facilities lacking in the town – swimming pool, squash etc – and this needs addressing. Idsall School cited by some respondents as a potential location for these.
- More facilities for younger children and teenagers needed in the town.

Environment

- Green space features highly throughout the comments in the questionnaire. Protecting existing green space in the town and creating new space such as a park.
- Providing adequate open space within new housing developments for residents and particularly children.
- Protecting the greenbelt and agricultural land around the town.
- The rural nature of Shifnal is part of its character and should not be lost. Wildlife habitats should be protected.

Young Peoples' Questionnaire

- Young people like living in Shifnal and are especially keen on its location in the countryside and the fact that it is not too large a town.
- There was a real emphasis on the need to provide more facilities for young people both now and in the future to cater for any growth in population. This includes new play equipment, meeting places for teenagers, sports facilities and covered seating in the parks and a nature area.
- The town centre is felt to be shabby and in need of an overhaul in aesthetic terms. More shops and food outlets that appeal to young people were called for.
- Young people want more cycle paths, better facilities at the railways station, more bus routes and bus stops and safer walking routes between their homes and school.
- Whilst new housing is seen as positive in terms of providing more people to shop in the town centre, there should also be more supporting infrastructure – such as more classrooms and a GP surgery – should be provided to cater for the new population.

Business Owner Responses

- Concern about the impact of the significant number of new houses on the existing character of the town. The town needs to remain attractive to residents and visitors.
- The key is to make the town centre as accessible and attractive as possible. More could be done to promote the centre and also attract visitors, such as hosting markets and events.
- Shopkeepers should have to maintain their shop fronts.
- Safety of pedestrians featured highly with a number of respondents wishing for Shifnal to be more attractive to walkers and cyclists.
- Parking was mentioned in the context of ensuring that current car parks were retained.
- The conservation area should be maintained.
- Landlords should be made to look after their buildings and not allow them to become eyesores.
- The greenbelt should be conserved, some development is inevitable. Having a say, rather than letting developers decide, is important.

4: Detailed Feedback

4.1 Residents Questionnaire

In total 520 people completed the Residents Questionnaire. Given that Shifnal neighbourhood area comprises 3030 households (Census, 2011) this corresponds to a return rate of just over 17% which can be viewed very positively. (There is an accepted *confidence level* and *margin of error* based on an 11% return rate.)

It should be noted that comments received via the Drop-in Days and face-to-face meetings were added to the comments analysed from the questionnaire, so the actual number of people engaged is likely to be higher than this.

The questionnaire asked respondents to offer their views on a draft vision for the town and also on specific proposals under a series of subheadings as follows:

- Housing
- Economy
- Transport
- Character of the town
- Health, education and leisure
- Environment

Respondents were also able to provide free-text comments to ensure that they could provide their full feedback.

The questionnaire itself was presented in two formats: the first, a paper copy was delivered by volunteers from the local community to every household in the town and it was available to complete online by using the link on the Town Council website.

The Residents Questionnaire was completed by 520 people broken down as follows:

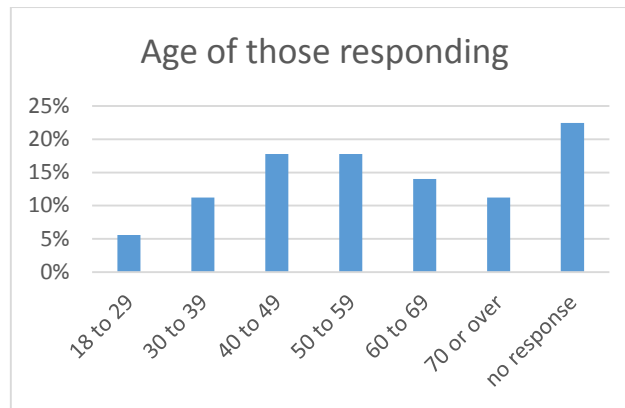
- 388 residents completing a paper copy
- 107 completing online
- 25 pupils from Idsall School aged between 11 and 16 years

It should be noted that of the paper Residents Questionnaires returned, 96 respondents did not answer specific questions about the proposals but did provide detailed free-text comments.

This section provides detail on the findings of the Residents Questionnaire. It is divided into the six themes showing the relative support for the specific proposals tabled for each policy area (responses are also illustrated in graphs) and summarises the comments received.

Note that the comments section also includes comments received at the Drop-in Days where respondents were asked to identify their 'top priorities for their vision for the future of Shifnal'.

While demographic data was not collected for the paper survey, the online survey did collect this data which illustrated that the split between males and females completing the questionnaire was approximately 50:50 and the age was fairly well spread as shown in the diagram below.



Overarching Vision

The survey presented a vision that had been developed by the steering group as follows:

“Our vision is to create a future for Shifnal that takes into account the existing character of the town, with houses and developments which reflect the character of existing buildings and which continue to encourage our community spirit. We also want to ensure that traffic management, services and facilities are improved to support our present and future needs.”

94% of all respondents agreed with the vision, giving a clear indication that the Steering Group can use this as the starting point for developing the Neighbourhood Plan. There was some comment about the potential to develop the vision even further to make it more unique to Shifnal.

General Comments

The residents of Shifnal are proud of their town and feel that their identity is closely bonded with the historic market town roots that have shaped its development to date. Protecting the size, character and vibrancy is important with a town centre at its heart and protecting the green space both around and within the town.

The growth of the Shifnal over recent decades has led to problems such as greater road congestion and pressures on car parking and key local services and these problems need addressing if further growth is to take place. This is particularly the case in the town centre.

There is a great desire to maintain the boundaries of the town so as not to coalesce with other nearby settlements which would dilute the market town character of Shifnal.

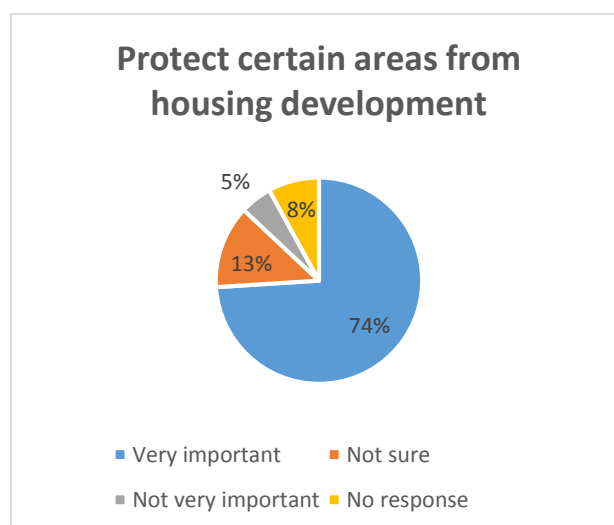
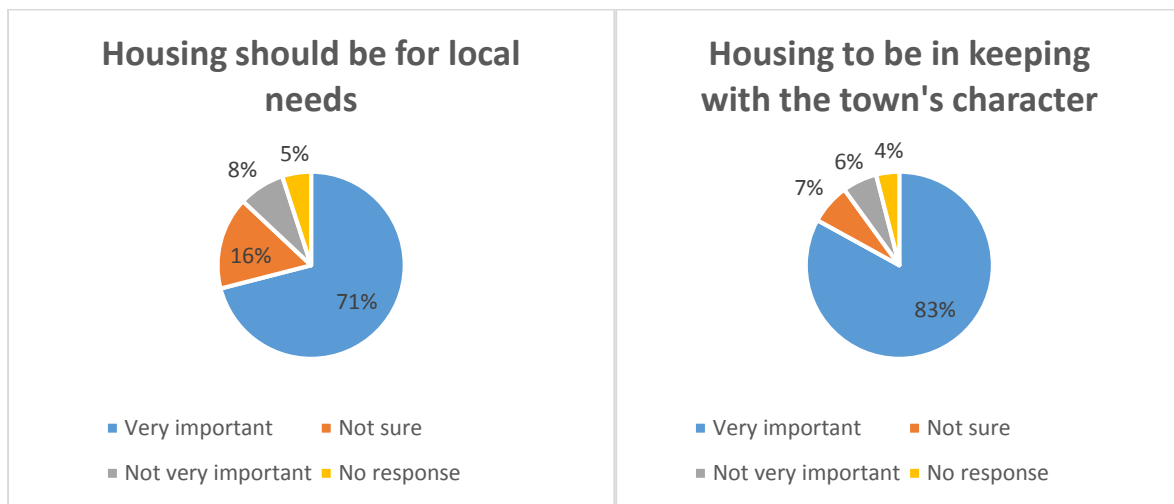
The built heritage is as important as the green-scape and there are some derelict buildings that now need attention to bring them back to their former glory or reuse them for different facilities. The Neighbourhood Plan is viewed by many as a useful tool for Shifnal particularly because of the teeth it will have in the planning system.

Overall, the questionnaire demonstrates that the community supports the outline Vision and Objectives as set out and has given a clear indication that these should be used as the starting point for developing the policies that will eventually become the Neighbourhood Plan.

Housing

The survey asked respondents to indicate their level of support for various objectives relating to housing in Shifnal. The results are shown below in both tabular and pie chart format, illustrating the relative support for each of the three objectives:

Objective	Very important	Not Sure	Not very important	No response
Land for housing should only be allocated to meet local needs including those of the young and the elderly	71%	16%	8%	5%
The design and scale of housing should be in keeping with the character of the town	83%	7%	6%	4%
The neighbourhood plan should seek to protect certain sites in and around Shifnal from housing development	74%	13%	5%	8%



Comments about Housing

Respondents felt that Shifnal is going to have a significant amount of new housing in next few years from all the sites which now have permitted development and that further development was not welcomed by the majority of respondents. If additional housing were to come to the town, the vast majority of respondents said it should not be allocated on greenbelt land surrounding the town or on agricultural land.

The majority of comments also wished to see no coalescence with other neighbouring settlements, wanting to maintain the market town of Shifnal. Indeed this 'market town' feel, demonstrated by many as characteristics associated with the size and character of the existing settlement, was flagged as very important to maintain by a majority of those commenting.

There were a number of comments about the type of housing that might be required in the future: 1 to 2 bedroom bungalows featured prominently along with comments about housing that is appropriate for elderly people, in recognition of the ageing profile of the town. In addition affordable housing was noted numerous times with many suggesting that young local individuals and families should not be priced out of buying a house in the place they have grown up in.

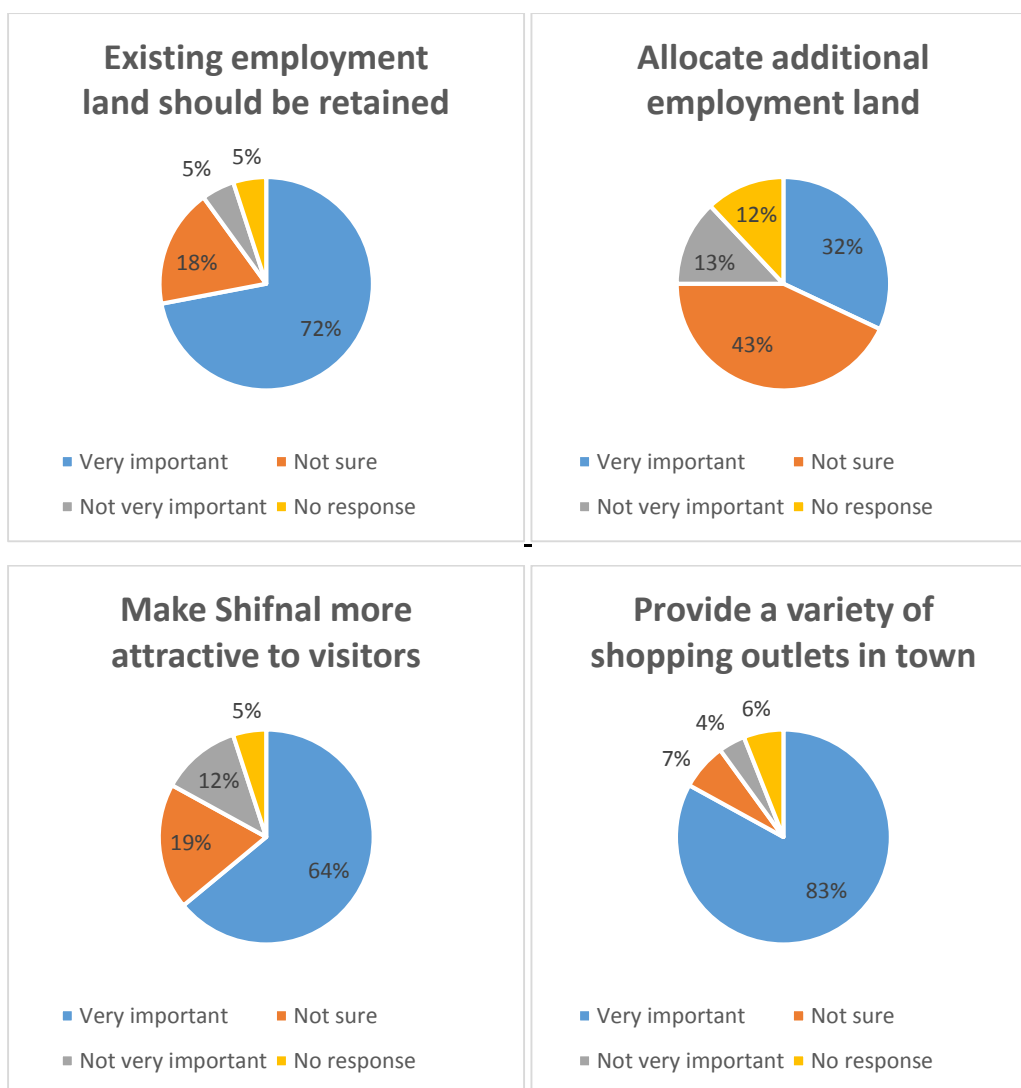
In terms of design, whilst many felt that new housing should be in-keeping with existing design, there was a suggestion that modern, sustainable-living options would be acceptable. The new housing development on Aston Street was cited as a good example of new housing.

Green spaces within housing areas are very important to the people of Shifnal. Access, ideally walkable, to green space and countryside was deemed a key factor when developing new housing. Also safeguarding conservation areas and protecting views of the surrounding scenery. A number of people mentioned that housing of lower density would be favoured, reinforcing the idea of the importance of open space within developments.

Specific mentions were made about protecting children's play areas and creating new ones where new housing developments might emerge. Particular areas of land were highlighted fairly frequently as needing protecting: land adjacent to Coppice Green Lane, Haughton Hall, Lodge Hill and Park Road, as well as the long gardens adjacent to the stream.

Economy

Objective	Very important	Not Sure	Not very important	No response
The neighbourhood plan should seek to retain existing employment land	72%	18%	5%	5%
The neighbourhood plan should allocate additional land for employment to meet Shifnal's need	32%	43%	13%	12%
The neighbourhood plan should support initiatives to make Shifnal more attractive to visitors and tourists	64%	19%	12%	5%
A variety of shopping outlets in the town should continue to be provided	83%	7%	4%	6%



Comments about the economy

A vast majority of comments focused specifically on the town centre with respondents calling for the protection of the centre as well as a call for a better mix of retail: fewer charity and take-away shops, perhaps some 'key attractor' stores, more independent retailers. Whilst the centre may not compete with other bigger high streets nearby, it was felt that by making it more visually attractive (including greater controls on shop fronts) and vibrant, perhaps with the introduction of a local market, this would make it more appealing to residents and visitors alike. Some respondents suggested the idea of a historical trail and creating a more pedestrian and cycle friendly area.

Many respondents mentioned supermarkets with a division of views displayed, some in favour of more choice, some not wanting a new supermarket development. Car parking was noted in relation to the town centre, many wishing for free parking to continue, others calling for short stay parking to be made available. More detail on this is provided in the Transport section.

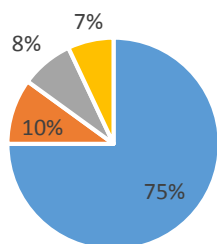
Looking beyond the town centre itself, a fair number of comments related to the need for greater employment opportunities locally, although there was a feeling of not wanting to expand industrial estates any further. This is somewhat reflected in the percentages for the second economic objective where support was more mixed for allocation of employment land. This may however be

more reflective of the desire not to take up any more greenbelt/agricultural land rather than a desire against more local employment opportunities.

Transport

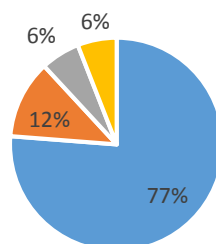
Objective	Very important	Not Sure	Not very important	No response
The road network should be improved to accommodate the extra traffic generated by recent housing developments	75%	10%	8%	7%
Adequate public car parking should be provided in the town centre	77%	12%	6%	6%
Better pedestrian and cycle ways into and around the town centre should be provided	61%	18%	13%	7%
Local bus services and routes should be improved	56%	27%	9%	9%

Road network should be improved



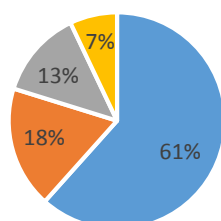
■ Very important
 ■ Not sure
 ■ Not very important
 ■ No response

Adequate car parking in the town centre



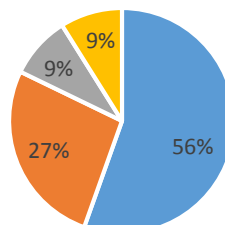
■ Very important
 ■ Not sure
 ■ Not very important
 ■ No response

Better foot/cycle ways in town centre



■ Very important
 ■ Not sure
 ■ Not very important
 ■ No response

Local bus services should be improved



■ Very important
 ■ Not sure
 ■ Not very important
 ■ No response

Comments about transport

The majority of comments received related to car parking, particularly in and around the town centre. Respondents wanted more parking, free parking, more disabled spaces, short-term parking (to avoid spaces being used by railways commuters) and increased parking at the station (to meet the needs of commuters). The Village Hall/shoppers car park was raised numerous times as being a location where commuters tended to park, reducing the amount of space for local users of the Hall and shops. Cheapside was mentioned specifically as requiring additional parking.

The railway station was flagged as an important asset to the town but many felt that it could be further improved, citing provision of covered areas for people waiting, greater disabled access, and a safer environment to guard against anti-social behaviour that had been witnessed there.

Despite the lower percentage score for Objective 4 above (compared to the others), bus routes were mentioned a great deal within the comments although this related much of the time to the speed (slowness) and punctuality of services.

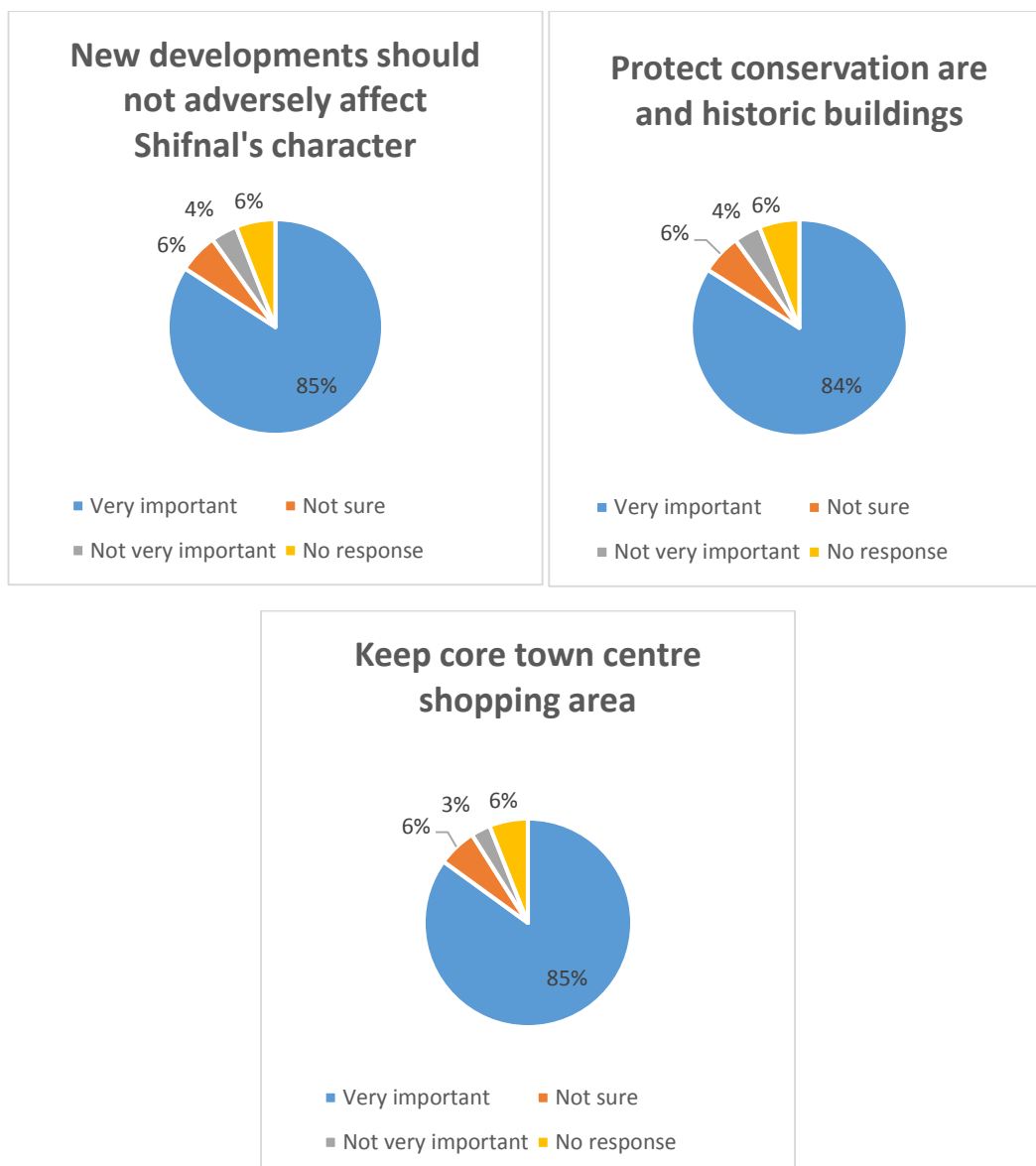
Other comments about buses related to the need for a Sunday service, improved (or new) bus shelters and a shuttle to the nearby supermarket (for elderly/those without access to transport).

Congestion was mentioned alongside the need to make roads safer for other users with some respondents suggesting that a by-pass might be suitable solution and a good number citing the shared spaces scheme as an option for the town to slow traffic down. Indeed traffic calming measures generally featured highly as did the need for safer/more road crossings at peak areas of the town. Upton Lane was mentioned as a dangerous area road-wise.

There was a general view about encouraging people out of their cars and instead walking to school or into town. This was backed up by a desire to see improved/new foot and cycle paths, with an extension of the existing path from Haughton Road to the motorway services specifically mentioned a number of times.

Character of the Town

Objective	Very important	Not Sure	Not very important	No response
Any new developments should not adversely affect the market town character of Shifnal	85%	6%	4%	6%
The conservation area and our historic buildings should continue to be protected	84%	6%	4%	6%
Core town centre shopping area should be kept	85%	6%	3%	6%



Comments about character of the town

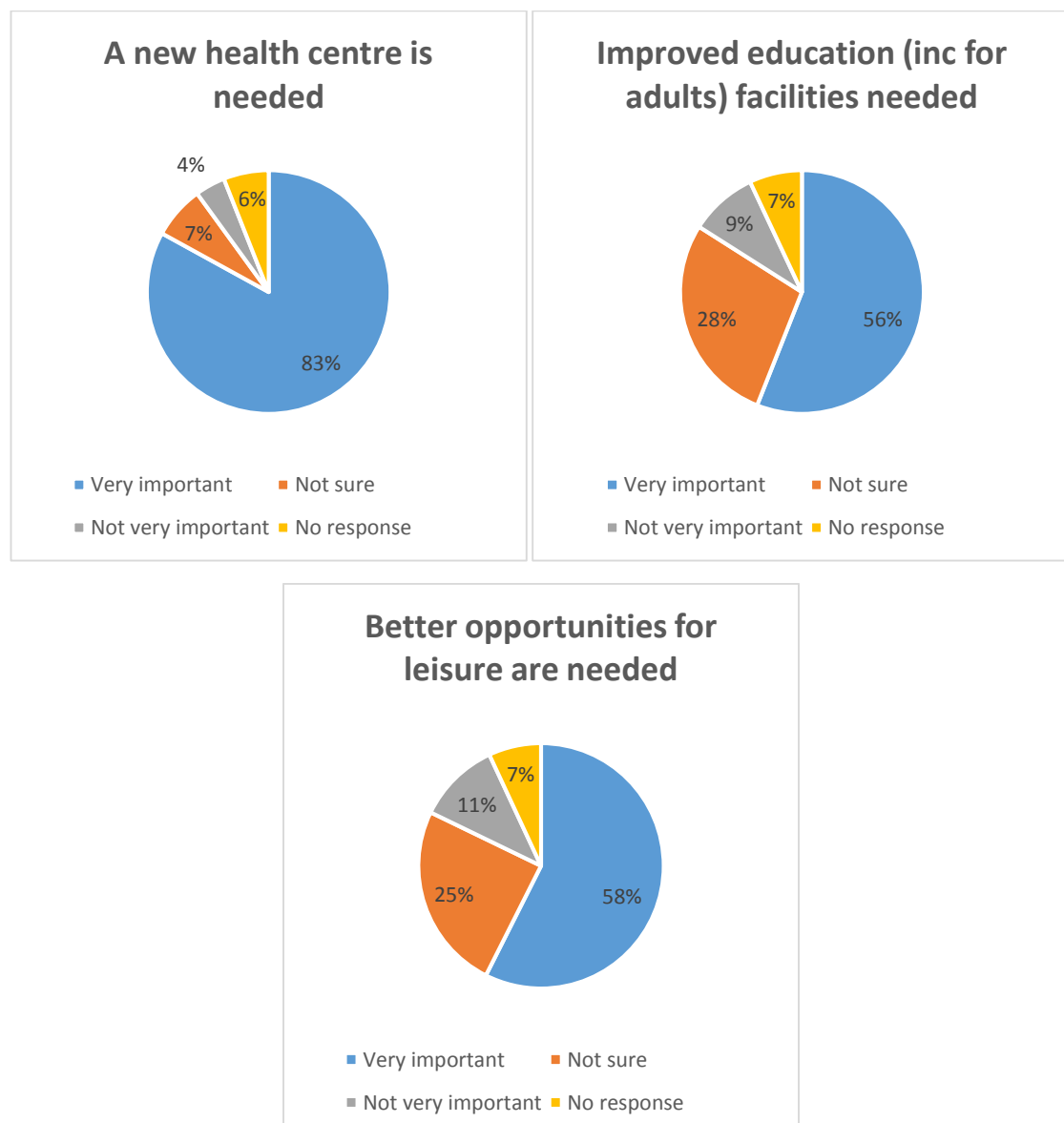
Respondents were keen to ensure that Shifnal retains a market town character. Some felt that it was already losing this feel with so many people commuting out to work now. The built environment was viewed as an important aspect of this 'market town' feel in terms of maintaining and improving it. In particular the following areas were noted: shop fronts, the arcade, the parade, the railway arches and the station approach.

It was felt that the built environment was a key asset for the promotion of the visitor economy in the town. For this reason, perhaps, many respondents suggested that an audit of 'eyesores' and derelict sites might be a useful exercise to earmark them for a new use or redevelopment. The Magistrates Court was mentioned a lot in this context with some calling for new development there, others suggesting parking would be of more use at this site. Bradford Street/Cheapside also fell into this category of needing visual enhancement as well as Nell Gwynn (Naughty Nell's) and The Jerningham and the building (Payne's shop) next to the Florists called 'Blue'.

The town centre as a 'hub' or 'focal point' for the community, was seen as vital to maintain, with some calling for it to be extended to include space for a (larger) market.

Health, education and leisure

Objective	Very important	Not Sure	Not very important	No response
A new health centre should be provided to meet local health needs	83%	7%	4%	6%
Improved education facilities and services should be provided for everyone in the community including adults	56%	28%	9%	7%
Better opportunities for leisure should be provided for everyone in the community	58%	25%	11%	7%



Comments about health, education and leisure

Throughout all of the comments in the questionnaire there was a strong call for any new housing developments to be supported by the appropriate infrastructure. Under this section of the survey an overwhelming number of respondents suggested that a new health centre was required for the town. A great number also cited difficulties in accessing GP appointments and to a lesser extent NHS dentists with concerns about how this problem might be exacerbated with population growth.

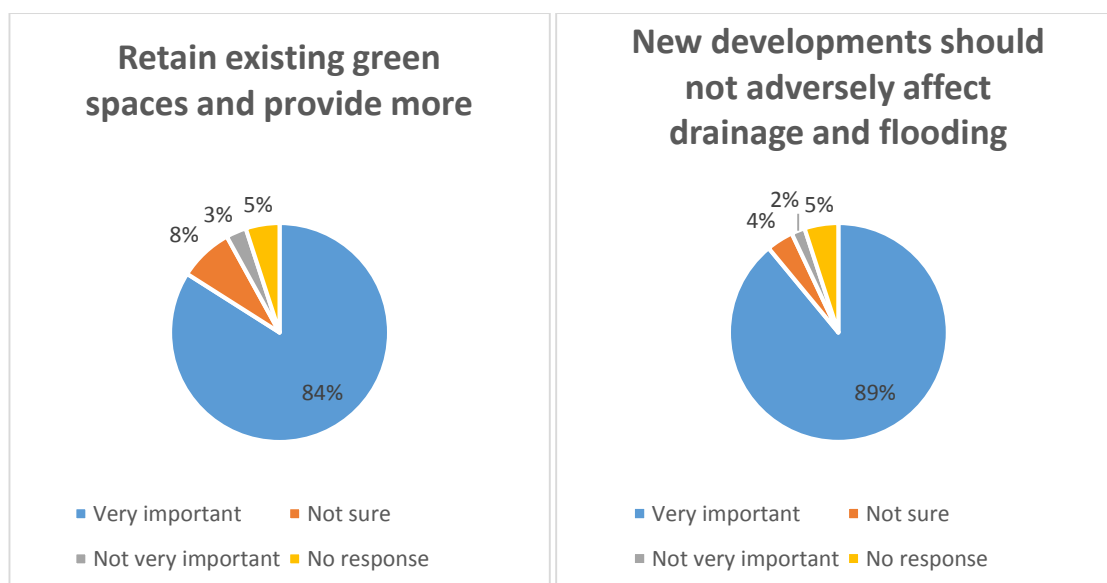
In terms of education, schools were noted by many, again with concerns, about whether there would be sufficient capacity within the existing schools to meet the needs of a growing population. A fair number talked about whether evening classes for adults could be provided at Idsall School.

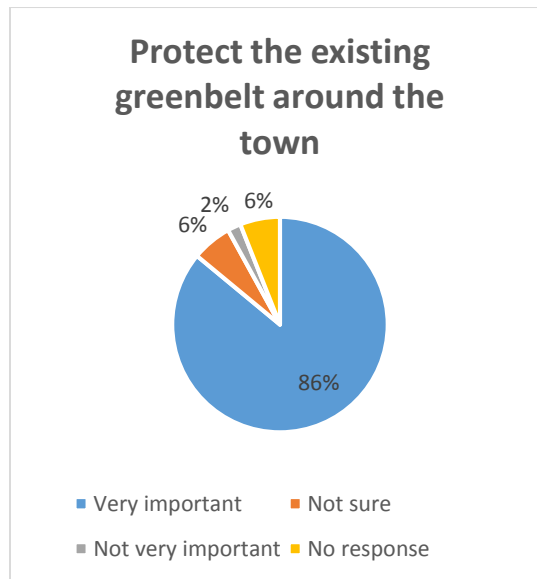
Idsall School was specifically mentioned again terms of expanding its existing leisure facilities. Additional leisure facilities noted were a swimming pool (the second most cited asset after the health centre), squash facilities (the former ones having gone), tennis courts and a bowling green.

Of particular note was the call for increased children's leisure activities including play-parks, a concern which is also borne out in the comments under the environment section below. It was felt that there were not enough leisure opportunities for young children and teenagers in the town with skate-parking and 'places to meet' suggested.

Environment

Objective	Very important	Not Sure	Not very important	No response
Existing parks, play areas, playing fields and open spaces should be retained and additional spaces provided	84%	8%	3%	5%
Any new developments should not adversely affect drainage and flooding in the town	89%	4%	2%	5%
The existing greenbelt around the town should continue to be protected	86%	6%	2%	6%





Comments about the environment

As stated previously, greenspace is important to the local community in particular protecting the greenbelt and other open spaces. Additional open space, including space for wildlife and better landscaping within the town and residential areas was also viewed as important. Wesley Brook was noted as being underused and it was suggested it could be developed as an attractive feature in the town.

As mentioned in the section above a great many of those responding talked about the need for better/more play parks for children and indeed better maintained/ more parks generally. A number of people wondered if it would be possible to have areas of open space that are 'dog-friendly'.

As borne out in the objectives for the environment section, flooding and drainage were seen as important issues as was the need to establish a local view on fracking.

4.2 Business owners responses

Paper copies of the questionnaire were given to the local Secretary of the Chamber of Trade for completion by local businesses (24 members) and are therefore included in the general analysis above. The Shifnal Business Forum (50 members) were asked to respond via the online link.

12 respondents to the online survey claimed to own a business in the town. This is too small a number to provide an accurate statistical analysis.

A summary of the written comments included in the responses to the questionnaire by the business owners, is set out in the Summary of Key findings in section 3 of the report. These responses are largely reflective of the overall findings in the Residents questionnaire.

Further targeted engagement is recommended to gain more feedback from businesses in the town.

4.3 Young Peoples' Questionnaire

The Neighbourhood Plan Steering Group was keen to understand the views of the younger residents of the town. After all, they will be young adults by the end of the Plan period in 2026 and should have the opportunity to say what sort of town they want Shifnal to be like then.

To this end, the Residents Questionnaire was adapted by a group of pupils to make the questions more appropriate for a younger audience, so that children could offer their views about the future of Shifnal. The Young Peoples' Questionnaire was handed out to students at the two local primary schools, St Andrews Primary School and Shifnal Primary School, targeting Key Stage 2 children aged 7 to 11. In total, 290 questionnaires were filled in and returned to the Steering Group. Copies of the combined results of these 2 questionnaires along with a summary of comments can be found at **Appendix B**.

In addition to completing the Residents Questionnaire, 25 pupils from Idsall School took part in a classroom session to voice their opinions. The outcomes of this have been collated separately and are contained in **Appendix C**.

Discussions were also held with members of the Scouts, the Cubs and the Shifnal Christian Sunday Youth Club to listen to the views of these children about their town. These discussions were based around a series of questions. Their comments have been added to those received via the Young Peoples' Questionnaire and are included within that analysis, and a summary their responses are included in **Appendix D**.

Detailed findings:

Overarching Vision

The younger residents support the vision for Shifnal. They are proud of their town and are particularly keen to "keep the market town feel". Like the adults, they consider that open spaces and greenery are important to Shifnal and, with some improvements specifically linked to the needs of young people, the town will continue to be a "great place to live" both while they are growing up and when they become adults. They also feel that it is important to keep and preserve the historical buildings in and around Shifnal.

Comments about Housing

The key findings were as follows:

- Youngsters are keen to maintain the size of the town as it is. They like the rural, 'market town' feel of it and are worried about what changes might occur if it is to grow bigger.
- There is a concern that more houses will make the town become part of Telford, rather than being a standalone town.
- New houses that are built should not all look the same, rather they should have different styles.
- There is awareness about the potential hazards that building on areas prone to flooding might bring, so this is best avoided.

Comments about the Economy

The key findings were as follows:

- The town centre needs improving. It is currently shabby with too many empty shops and run-down shop fronts. It was described by some as 'dull'.
- Children like the idea of smaller shops as opposed to supermarkets and want more shops that are of interest to them.
- A call for an increased number of eating places aimed at younger age group eg. McDonalds, Pizza Hut etc.

Comments about Transport

The key findings were as follows:

- Children were concerned about the amount of traffic in the town now and the fact that this would increase as more housing came along.
- There was more concern about the bus service than displayed by the adults. In particular the need for more routes and more bus stops throughout the town was flagged.
- Some children complained about the state of the pavements and alleyways on their walk to school. There was also some concern about safety in certain areas and a call for better street lighting.
- A call for more cycle-paths.
- The railway station is used by many children to get to Telford. They are keen to see it improved in terms of upkeep and maintenance as well as the provision of better shelters when waiting for trains.

Comments about the Character of the town

The key findings were as follows:

- The youngsters like Shifnal as it is: the rural, market-town feel, the surrounding countryside and the fact that it is not too big. Whilst there is an acceptance that more housing – and more people – would bring more business to the town centre, the overarching view was of concern for the future and what Shifnal might be like in 20 years' time.

Comments about Health, Education and Leisure

The key findings were as follows:

- Youngsters placed much greater importance on this area than the adults.
- Comments focussed on leisure facilities with a call for increased sporting facilities including rugby pitch, BMX /multi use track with good surface and a swimming pool.
- It was felt that increased development would bring increased demand for facilities so more should be provided to cater for this.
- Young teens in particular felt a lack of places to 'hang out' with their friends and also that park equipment too often catered only for younger children.
- Some children mentioned that a new school might be required as well as a new medical surgery.

Comments about the Environment

The key findings were as follows:

- In line with previous comments about retaining the current nature of the town, the youngsters were keen to conserve current green spaces both in and around Shifnal.
- There was a lot of comment about the wildlife in and around the town and this is clearly an important issue for young people in Shifnal. There was an appeal to increase access to areas of wildlife including suggestions for the development of a town wildlife walk, a new nature reserve and a farm. Youngsters were concerned that wildlife should not be lost through development.

APPENDIX A – Summary of Consultation Action October to December 2014

Face to Face with Residents

15/11/2014: Stall on Farmers Market to launch the Neighbourhood Plan. Handing out the 'Have you say' leaflets and asking people to put their priorities for their Vision for the future of Shifnal on post-it notes on a Flip Chart

22/11/2014: 1st Drop-In Day at the Old Fire Station from 10.00am to 4.00pm

29/11/2014: 2nd Drop-In Day at the Old Fire Station from 10.00am to 12.00 noon

Summary of the Issues raised in the above sessions in response to the question 'What are your top 2 priorities for the Vision for Shifnal' are available to view on the Neighbourhood plan website.

www.shifnalplan.co.uk

Face to Face with Young People

9/11/2014: Shifnal Christian Youth Club ages 8-13 (10)

14/11/2014: Shifnal Cubs ages 8-10 (30)

26/11/2014: Shifnal Scouts 11-16 (22)

11/12/2014 Idsall Comprehensive School pupils 5 from each year group (30)

10/12/14 St Andrew's Primary School pupils in Years 3-6 (c.150) and 172 children's questionnaires completed

13-17/01/2015 Shifnal Primary School using the child-friendly version of the questionnaire

Summary of the issues raised at the Face to face sessions with Young people completed and circulated and available on the website as well as being included at Appendices C&D of this report.

Organisations, Community Groups, Sports Clubs, Churches

13/10/2014: Business Forum (15) Introductory briefing and invitation to feedback their views

13/11/2014: Shifnal Forward (30) introductory briefing

2/12/2014: Shifnal Local Joint Committee (12) introductory briefing and feedback session

7/11/2014: Shifnal Cricket Club –on agenda and discussed at meeting

8/11/2014: Shifnal Bowls Club – e-mail

8/11/2014: Shifnal Tennis Club – e-mail

8/11/2014: Shifnal Town Football Club – e-mail

8/11/2014: Shifnal Europeans Junior Football Club – e-mail

8/11/2014: Shifnal Harriers Junior Football Club – e-mail

8/11/2014: Shifnal Golf Club – e-mail

18/11/2014 Townswomen's Guild meeting had Information leaflet on their agenda

11/11/14 Shifnal Local History Group meeting (20)

25/11/14 Shifnal Pathfinders (5)

20/11/14 Shifnal Society committee (6)

27/11/14 Shifnal Society meeting (35)

3/11/14 Shifnal Patient Forum (10)

Information Leaflet and Residents Questionnaire

13/11/2014: 5000 Information Leaflets, 'Have Your Say' printed for distribution at consultation events et al

23/11/2014 – 07/12/2014 Residents Questionnaire delivered to all households along with Information Leaflet (3230) and Chamber of Trade (24). Business Forum members (50) sent link to fill on-line. It was also available for residents to complete on-line via the Town Council website.

Copies of these documents are now available on the website www.shifnalplan.co.uk

Press and Media

11/11/2014: 1st Press Release re the Launch in Farmers Market. Article in Shropshire Star

18/11/2014: Live Broadcast on Radio Shropshire Breakfast show re the Plan and Drop-In Day on Sat 22nd. Also recorded broadcast played on the news bulletins during that week

24/11/2014 2nd Press Release. Article on Shropshire Star and article and Picture in The Telford Journal

29/11/2014: Live Broadcast on Radio Shropshire Breakfast show regarding the Plan, the views of residents and the 2nd Drop-In Day on 29th Nov

12/12/2014 Article in St. Andrews News. To be followed with regular monthly article in the Parish magazine which is new venture by the churches in Shifnal to include community news as well, as from Jan 2015

Copies of the press releases and radio broadcasts are now available to read or listen to on the website www.shifnalplan.co.uk

Email and Website

Oct 2014: Email address set up and included on Information Leaflet

Dec 2014: website being developed. Content to be loaded with the target for site to be ready in Jan 2015

Note: website live from 11th February 2015. www.shifnalplan.co.uk

You can now contact the Neighbourhood Plan Steering Group via the website.

Appendix B – Questionnaire results and Comments from Pupils at St Andrews CE and Shifnal Primary schools

Questionnaire results: 1 = very important; 2 = not sure; 3 = not very important (where figures provided are numbers of children responding)

Questionnaire Statement	1	2	3
1. Land for houses should only be provided for people who live in or near Shifnal	190	64	36
2. Any new houses that are built should look like the houses that we already have in Shifnal	208	40	42
3. The Neighbourhood Plan should not allow houses to be built in certain areas like parks	286	4	0
4. The Neighbourhood Plan should keep places where people work	260	28	2
5. The Neighbourhood Plan should make sure that there are more places for Shifnal people to work	200	50	40
6. The Neighbourhood Plan should produce ideas to make Shifnal an interesting place to visit	190	45	55
7. We should keep lots of different (independent) shops in Shifnal	240	40	10
8. The roads in Shifnal should be changed because of the extra traffic coming into the town because of the new housing being built	238	25	27
9. Lots of car parking should be available in the town centre	154	36	100
10. Better footpaths and cycle paths should be created in and around Shifnal town centre	256	14	20
11. Local bus timetables and bus routes should be improved	244	6	40
12. Shifnal should look and feel the same as now even when it grows	240	10	40
13. We should protect our old buildings	250	16	24
14. Shifnal should keep its town centre with shops	280	10	0
15. A new doctors' surgery should be built to help local people's health needs	290	0	0
16. Better schools and services should be given to everyone in the town – including services for adults	290	0	0
17. Better chances for sporting activities– e.g. a swimming pool – should be built for everyone in the town to be able to use	290	0	0
18. All the parks and play areas should be kept where they are and new places should be found for extra areas that are well equipped	254	14	22
19. Any new buildings should not be placed in areas which flood or which could cause possible flooding	254	14	22
20. All of the fields around Shifnal should not be used for new houses	284	6	0

Comments from the pupils Key Stage 2 from Shifnal and St Andrew's Primary Schools

Young children are frequently influenced either consciously or unconsciously by their parents, teachers or guardians. In addition, the questions were asked within the school environment and were teacher supported. This fact should therefore be considered and the list of comments need to be read within this context. With this in mind, the first set of comments are more likely to have either been older children or “teacher led”, whilst the second half are more likely to have been younger children who were inspired entirely by their own thoughts.

Although there were a great deal of comments, they were mostly similar and therefore they have been summarised here:

- Don't build on flood sites
- Don't let Shifnal become part of Telford
- Keep small shops, no supermarket
- Make more parking spaces
- Don't make Haughton Lane one-way
- Bigger/new doctors surgery
- New school as Idsall is full
- Keep old buildings-important for history
- Create more bus routes & bus stops around the whole town
- More cycle routes
- Make the new houses look different, not all the same
- Not too many more houses-keep the community feel
- Should have a fast way of getting to Oxford University
- Keep parks where they are because people know where they are & they are spread around the town
- Build a swimming pool
- Protect the fields for exploring
- More places like pizza hut, Frankie & Bennies or McDonalds
- Need a bigger library and tables to study on
- Should have a big farm to get kids into growing food
- There should be a wildlife walk around Shifnal
- Grass should be placed on the cricket ground
- Can we have a Jurassic park with real dinosaurs?
- Skate park
- Less grass

Appendix C - Comments from Pupils at Idsall School

This consultation was undertaken with a group of 25 pupils from Idsall School. There were volunteers from each of years; 8, 9, 10, 11. These young people were between 11 and 16. All of these pupils lived in Shifnal.

All the pupils also completed one of the Residents Questionnaires, the results of which have been included above in section 4.

1 Give your top 2 priorities for your vision for Shifnal in 10-15 years, when you will be young adults.

- Improving the walkways to get to school, quite a few of the paths need a better surface
- There needs to be more facilities in Shifnal for young people.
- In the parks, somewhere to sit down and a place where we can hangout, play on an x-box and charge phones and meet our friends, somewhere which isn't a coffee shop but more for young people
- The town centre and high street are dull and need to be improved with better shops and shop fronts
- There needs to be better street lights in some places, particularly in the parks and along the walkways as that would improve safety
- The new houses being built will mean more traffic and more children in the schools which will be overcrowded so all this is a big concern
- Keep Shifnal looking like a small town

2 Are there any facilities for young people that are lacking in Shifnal?

- A shelter in the park (Beeches Drive) for when it is raining
- BMX track with proper surface and skate park
- Somewhere to sit down in the park
- Better equipment to use and lights for safety
- Better toilets
- A rugby pitch

3 If there was money available – what would you like to see the money spent onto improve Shifnal for young people?

- A shelter and equipment in the park, as above.
- Somewhere for young people to chill and meet their friends, preferably with an x-box and phone charging facility and maybe fast food
- Paint the town centre to smarten it up
- Have better Christmas lights
- Improve the train station it needs painting and better shelters to sit in when it's raining. (*The majority of the children used the train station regularly to go to Telford for example. They said it was better than the bus.*)
- Swimming pool
- Skate park and BMX track
- A McDonalds

4

What do you like / dislike about Shifnal:

- **Like**

- Shifnal is in the country
- It has shops and schools which you can walk to
- It has food outlets and takeaways

- **Dislike**

- Too much traffic
- Lots of new houses being built which will bring more traffic and pupils into the school (although it was noted that more people would be good for shops business)
- The High Street is shabby and needs improving. It doesn't look that good as it's been spoilt with some of the shop fronts which aren't in keeping with other parts of the town

Appendix D - Consultation with three groups of Young People Nov 2014

There were meetings with three different groups of young people in Shifnal:

• The Cubs	8 -10	30 children
• The Scouts	11-15	25 children
• Shifnal Christian Sunday Youth Club	8-13	12 children

This is a total of 67 young people between the ages of 8 and 15 years. The same questions were asked to each of these groups with findings as follows:

1 What do you like/dislike about Shifnal?

• Like:

- It's not too big but the town centre and shops need improving
- Sweet shop and Family shopper
- Parks but the BMX track needs a better surface
- Carnival
- Cricket Club

• Dislike:

- Not enough equipment and facilities in the Parks eg. goalposts
- Empty buildings in the town centre
- Too many coffee houses and fast food nowhere for young people to meet
- Teenagers in the play areas and parks can bully the younger children they need a place to go
- No swimming pool
- The footpaths in Shifnal are very rough to walk on and need better surfaces
- Concern about the size of Shifnal in 20 years' time. It won't be the same place

2 Do you think the planned new housing developments will have any effect or impact on you?

- Too many houses , Shifnal will get too big
- Shifnal will change as more houses are built, it will affect Shifnal
- We are losing the open space around Shifnal
- There will be less wildlife as the fields are being built on
- The traffic through town will be even worse and parking for school will be worse
- Too many children to fit into the schools, they will be full/overcrowded
- There could be more crime and bullying at school
- There will be more children using parks we will need more parks and facilities

3 Are there any of the existing services, facilities or areas that you use or that you are important to you, and that you would like to see retained.

- Sweet shop
- The scout hut
- The train station

4 What facilities do you think are lacking for young people in Shifnal?

- An area with good surface (concrete) we can use for skate park, roller blading, BMX (the current BMX track surface isn't any good it's too rough)

- More and better equipment in the parks eg slide and roundabout and goalposts for football and rugby
 - Graffiti wall in the park
 - Shelter in the park for when it rains and to sit and chat to friends
 - Swimming pool
 - More shops for younger people like a toy shop
 - A science park and wildlife area
- 5 **If there was some money available, what would young people like to see the money spent on in Shifnal?**
- A shelter in the park(Beech Drive)
 - Proper BMX, skate, roller blade track
 - Better equipment in the park eg a carousel
 - Club for after school
 - Youth Centre/club to go to before we go to Uni
 - Train station needs a coat of paint
 - The Town centre and shops need improving and smartening up
 - Swimming Pool
 - Theme Park and Zoo
 - Nature reserve and walk with wildlife
- 6 **Would you like to see more open space areas, play areas or sports facilities in Shifnal and would you use them do you think?**
- The parks need to have goalposts for football and rugby
 - Yes, would like more open space with space for nature and wildlife
 - BMX track with good surface
 - A park where the teenagers could hangout
- 7 **Do you belong to other clubs in Shifnal? Is there a Club you would like to go to but there isn't one available in Shifnal?**
- Sports clubs; rugby, hockey, karate, judo, cricket, cross country, netball, gymnastics, basketball at Idsall, tennis
 - Youth club
 - Scouts and guides
 - Stage kids/acting
- 8 **Are there places in Shifnal where you can meet your friends?**
- In the Park(Beeches Drive)
 - At home
 - Cinema in Telford
 - Would like a place maybe linked to the library which could use for homework
- 9 **Do you go to any of the events in the town, like the Christmas lights switch-on or the Carnival?**
- Like the Carnival and the fair
 - Go to the Christmas lights switch-on ; the lights aren't as good now as they used to be
 - Would like more events in Shifnal; there aren't any fireworks