

24 April 2025



Strategic Planning Team
Telford & Wrekin Council
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Sent via email only - localplan@telford.gov.uk

Dear Sir / Madam

**Representations to the Telford Regulation 19 Local Plan Review
The Orleton Estate**

On behalf of the Orleton Estate, Savills (UK) Limited is writing in response to the Local Plan Review Regulation 19 (February 2025) consultation.

The following sites have previously been submitted through the Call for Sites process and are within my client's land ownership:

- Employment sites:
 - o Site reference 356 - Site 1 Land North of Junction 7 M54.
 - o Site reference 362 - Site 2i Land West of Cluddley Lane Northern Site.
 - o Site reference 364 - Site 2ii Land West of Cluddley Lane Southern Site.
 - o Site reference 365 – Site 3 Land east of Cluddley Lane.

- Residential sites:
 - o Site reference 357 – Church Farm Barns (north), Wrockwardine.
 - o Site reference 358 – Church Farm Barns (south), Wrockwardine.
 - o Site reference 359 – Sunnyslads Farm, Telford.
 - o Site reference 360 – Land East of Drummery Lane, Wrockwardine.
 - o Site reference 361 – Land East of Blacksmith's Lane, Wrockwardine.
 - o Site reference 363 – Land West of Wrockwardine.

None of the above sites are proposed to be allocated for development within the Regulation 19 plan. Site references 356, 323 and 364 were previously proposed to be allocated for employment development within the Regulation 18 Draft Plan (October 2023). The proposed allocations have been removed within the Regulation 19 version of the plan. The three sites are in a highly sustainable and accessible location on the M54 corridor and are still suitable, available and achievable. We therefore request that the sites are added back into the emerging Local Plan and allocated for employment development to ensure there is a choice of sites within Telford and Wrekin to maximise investment and maintain a balanced supply of employment land.

We have set out below responses to key draft policies within the Regulation 19 plan.

Policy Strategic S3 – Economic Delivery Strategy

We **object** to Policy Strategic S3. The Regulation 19 plan (at paragraph 4.35) states that the employment land requirement is informed by a Part 1 and Part 2 Economic and Housing Development Needs Assessment ('EHDNA'). The Part 2 EHDNA has not been published on the Council's website for comment as part of this consultation. Instead an EHDNA Update (February 2025) has been published however paragraph 1.3 states '*An assessment of employment needs does not form part of the scope for this EHDNA Update*'. It is important



that the Council can demonstrate that the proposed policies are underpinned by evidence (National Planning Policy Framework ('NPPF') (2024) Paragraph 32) to be sound (NPPF para 36b).

Should the employment requirement increase and / or additional employment allocations are required then my client's land (Site references 356, 323 and 364) are still available for development. They have been positively assessed within the 'Sites Discounted at Regulation 19' document (March 2025) and we previously submitted evidence setting out the benefits of their allocation and their excellent accessibility on the M54 corridor. We have resubmitted the Promotion Document, Landscape Assessment and Commercial Letter of Support (January 2024) with this response.

Proposed Modification

The Part 2 EHDNA should be published and made available for comment or reference to this removed from paragraph 4.35 to highlight the most recent evidence in relation to employment land.

Policy Strategic S4 - Housing delivery strategy

Overall we support Telford and Wrekin planning for more than the minimum housing need and support the proposed allocation of Site Reference 251 (Land South of Holyhead Road, Wellington). However, we **object** to certain elements of Policy Strategic S4.

Policy Strategic S4 states that Telford will be planning for 20,200 dwellings between 2020-2040 (1,010 dwellings per annum) including a 153 dwelling per annum contribution towards the Black Country shortfall. We support the inclusion of the increased housing need as a result of the revised standard method (December 2024) which will require 857 dwelling per annum as a minimum.

Unlike other Local Planning Authorities within the Greater Birmingham and Black Country Housing Market Area ('HMA'), Telford and Wrekin's administrative area is not constrained by Green Belt. With direct public transport links, it is considered that Telford is well connected to the Black Country and we agree that Telford and Wrekin should be contributing additional housing to address the significant housing shortfall, in accordance with paragraph 36a of the NPPF 2024. Although we support the increased contribution being proposed and acknowledge that a 153 dwelling per annum contribution (3,060 dwellings) is more than other authorities in the HMA are providing, it is unclear how this contribution has been calculated. The proposed contribution needs to be justified in order to be sound (NPPF 2024 paragraph 36b).

A Statement of Common Ground (29 November 2024) between the HMA authorities has been published as part of the South Staffordshire Local Plan Examination process and this confirms that the HMA shortfall is now around 76,427 dwellings up to 2040 and this is likely to increase as more plans progress. So far only the North Warwickshire has an adopted Local Plan with a contribution of 3,790 dwellings towards the HMA shortfall. Telford and Wrekin are proposing a contribution which equates to 4% of the total shortfall. If all of the HMA authorities only provide this proportion of a contribution, the shortfall within the HMA will continue to be a significant cross-boundary issue which is not addressed by any of the authorities, contrary to Section 39 of the 2004 Planning and Compulsory Act.

Should the housing requirement increase in response to the above, then additional housing sites will need to be identified. As set out above, my client controls a number of sites to the west of Telford which offer potential residential development opportunities of varying scales.

Modification

The proposed contribution towards meeting the Black Country shortfall should be justified. It is currently not clear how the proposed 153 dwelling per annum contribution has been calculated. Should additional residential sites be required, then my client controls a number of sites to the west of Telford which could be suitable.

Policy NE4 – Development Greening factor

We **object** to Policy NE4 and the requirement for a Greening Factor of 0.4 for residential proposals and 0.3 for non-residential proposals. A Green Space Factor Study (2023) has been produced, and includes case studies of the Greening Factor of schemes that have come forward recently in Telford and Wrekin borough. In relation to the residential case studies (Table 2 of the Study), only one of the seven case studies used meet the 0.4 factor, and the average Greening Factor of the residential schemes reviewed is 0.3.

The average Greening Factor of three non-residential schemes reviewed is 0.28 (the schemes reviewed are industrial, commercial and education use). The single industrial case study included within the report has a Greening Factor score of just 0.06 so well below the proposed policy requirement of 0.3. We presume these case studies were selected as best practice examples to inform Policy NE4.

The NPPF 2024 is clear that planning policies should be underpinned by evidence (paragraph 31) and be prepared in a way that is aspirational but also deliverable (paragraph 16b). The Council's own evidence shows a clear contrast between the Council's aspiration in Policy NE4 and what is actually deliverable on site.

Modification

The proposed greening factor requirement in Policy NE4 needs to be removed as it is not informed by evidence. Crucially, the Council's own evidence shows that so far proposals across the Borough have failed to meet the proposed requirement. If a Greening Factor is pursued, then it should just be 'encouraged' rather than required.

Policy NE7 – Strategic Green Gaps

We **object** to Policy NE7 which seeks to preserve the settlement of Wrockwardine by designating a 'strategic green gap' to the north east of the settlement. Development will only be supported within the strategic green gap subject to meeting the criteria listed in the policy. The Council has not provided sufficient evidence to justify why the strategic gap is required, especially as no development is being directed to Wrockwardine within the Regulation 19 plan. The approach is therefore not sound (NPPF paragraph 36b). We note the desire to retain separation between Wrockwardine and Telford but this can still be achieved through proposed open space and landscaping as part of any future development within this location.

Modification

Removal of the proposed strategic green gap between Wrockwardine and Telford.

Policy HOU12 – Housing Development in the Rural Area

My client **objects** to Policy HOU12 as drafted. The proposed policy wording is overly restrictive for speculative/windfall schemes being delivered in the rural area. The 'rural area' includes all land not within Telford or Newport. Therefore, even sites immediately adjacent to both urban areas which are arguably still sustainable and accessible to the services they provide, are considered 'rural'. The policy does not differentiate between the location of sites and makes no allowance for edge of settlement sites being suitable for development. There is also no allowance for the delivery of housing on vacant sites which are wholly or partially redeveloped. This is overly restrictive and is not flexible to accommodate changes in requirements across the plan period.

Part 1c of the Policy states that a limited amount of housing development in 'key settlements' will be supported. Seven key rural settlements are noted at paragraph 9.107 and this list does not include Wrockwardine. Wrockwardine has been the subject of no growth within the adopted plan and no allocations are proposed in the Regulation 19 plan. The approach to development in the emerging Local Plan is stifling the potential reasonable growth of Wrockwardine.

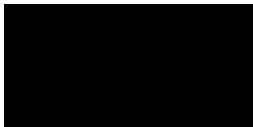
Modification

The policy should be amended to allow more flexibility for housing sites adjacent to urban areas to be delivered and to allow for housing on vacant sites within or immediately adjacent to rural settlements, such as Wrockwardine, to be suitable in principle.

I wish to participate in the hearing sessions for all of the above policies to respond to comments or queries from the Inspector in relation to the objections raised.

I trust the above is helpful. Please contact me should you have any queries.

Yours sincerely



Jessica Graham
Associate Director

Encs.



node



Land at M54 Junction 7

Landscape assessment

December 2020



Node

Imperial & Whitehall



Prepared on behalf of Savills by Node

Project Ref: HOL0627

Document Ref: HOL0627 LANDSCAPE ASSESSMENT.indd

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DATE	COMMENT	CREATED BY	CHECKED BY	VERSION
11.12.2020	Draft to team	KK	NW	1
15.12.2020	Amendment	KK	Savills/AFL	2
16.12.2020	Final	KK	Savills/AFL/Client	3



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Introduction and methodology

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1. Introduction and methodology

Context

Node has been commissioned to undertake a landscape assessment to inform the development of a masterplan for land around Junction 7 of the M54 to the west of Telford.

This document reflects the technical assessment which has informed the design development process undertaken by the masterplanning team.

This document assesses the proposed sites relative to landscape and visual receptors and determines any significant constraints for the development of this site.

The team

Node is an accredited practice with the Landscape Institute, together with Institute for Historic Building Conservation and the Urban Design Group.

The assessment has been undertaken by Nigel Wakefield, Uma Kesavan (CMLI) and Liudmila Garaeva. It has been prepared in line with best national practice, 'Guidelines for Landscape and Visual Impact Assessment' (Third edition), published by the Landscape Institute and Institute of Environmental Management and Assessment.

The site

The sites (identified on **fig 1.1**) comprise four parcels of land located to the south-west of Wellington: three of which are located to the south of the M54, whilst the fourth is to the north.

Methodology

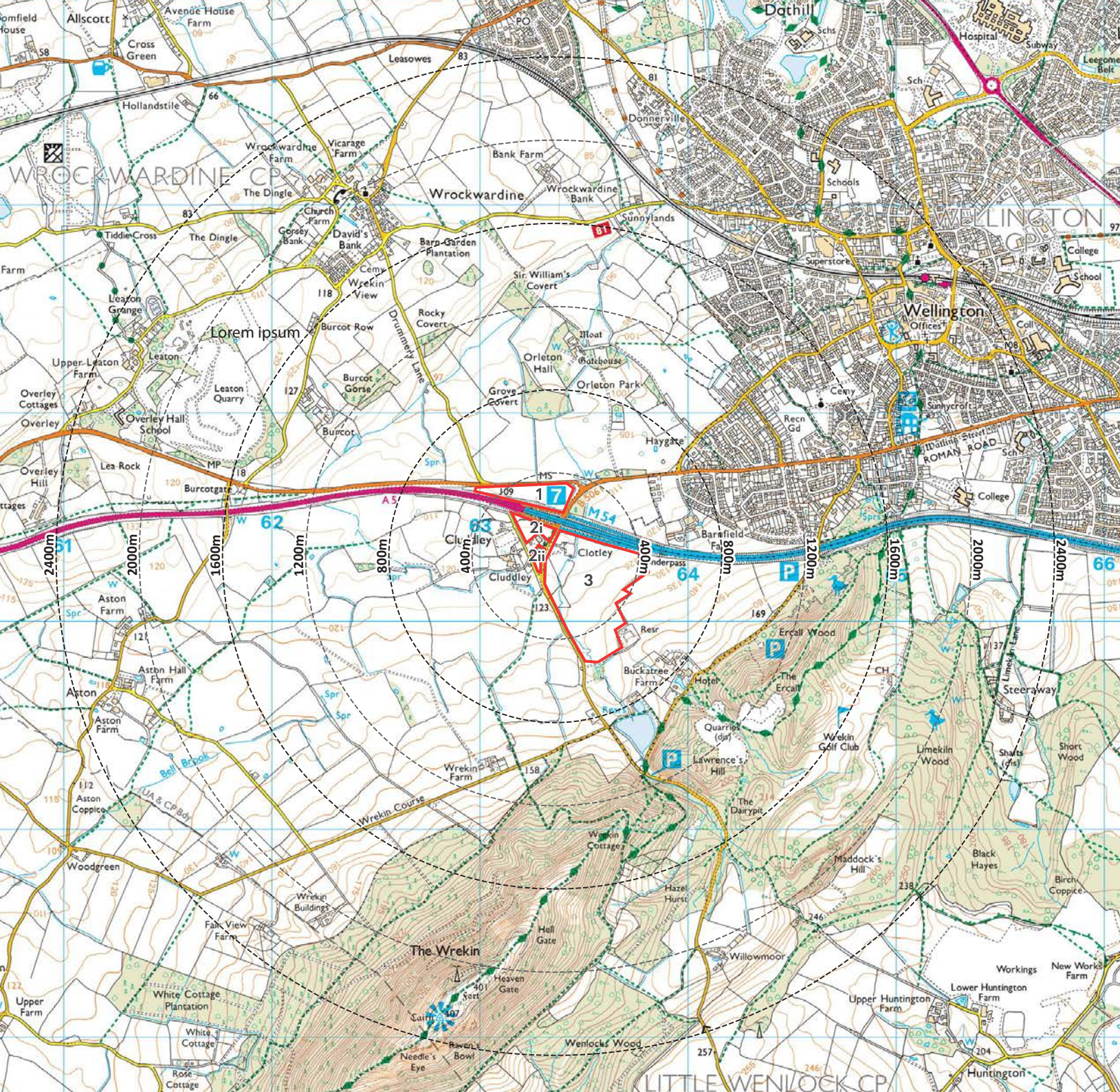
Consideration has been given to the scope and extent of the study area. A desktop assessment provided the baseline context for the site and its surrounding landscape issues to be identified, together with allowing the visual envelope to be defined, which was further refined by a site visit and landscape assessment which considers topography, intervening vegetation and built form on the visibility of proposals.

Consideration has been given to impacts on landscape character on the immediate setting of development and the wider landscape within the study area. Consideration is given to near, medium and long distant views to identify potential landscape and visual impacts.

Document structure

This document is divided into the following chapters:

1. Introduction and methodology
2. The site and context
3. Landscape character
4. Visual context
5. Summary and mitigation



LEGEND

 Site boundary



FIGURE 1.1 | SITE LOCATION | 1:25,000



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The site and context

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2. The site and context

Surrounding context

The sites are located to the south-west of Wellington, a market town within Telford and Wrekin district of Shropshire. The immediate context includes the hamlet of Cluddley, which includes a number of agricultural buildings. The M54 / A5 corridor is a key feature of the local context, bisecting the sites and creating a significant barrier running east-west, with junction 7 (the start of the M54) located between the sites.

The wider context to the north-east is urban in character. Wellington town centre incorporates a broad range of local facilities including shops, schools, a college, a number of pubs, takeaways, post office, and leisure / civic centre. This connects to Telford, creating the largest urban area in the district. The wider context to the north and north-west is one

of smaller village settlements set within a wider agricultural landscape, such as Wrockwardine, an historic village located to the north-west. The land use character of the area to the south of the sites is more rural, with a significant change in landscape character associated with the Shropshire Hills, interspersed with very small settlements or collections of farming buildings such as Aston.

Landscape designations

A number of landscape designations exist in the sites' context. Around 900m-1km to the south-east of the centre of the sites is the edge of the Shropshire Hills Area of Outstanding Natural Beauty (AONB). Part of the northern edge of this area is also covered by Site of Special Scientific Interest designation relating to The Wrekin and The Ercall. The Ercall and Lawrence's Hill and Limekiln Wood

Local Nature Reserves are also located at the northern edge of the AONB.

Heritage assets

There are no known heritage assets within the sites. A cluster of listed buildings and associated structures are found within the immediate context of Cluddley. These relate to a grouping of agricultural / farmstead buildings, including the grade II* listed Cluddley Farmhouse, together with a series of grade II listed mills and stables.

To the north, beyond the M54 corridor is the Registered Park and Garden of Orleton Park. Beyond this, to the north-west and north-east respectively lie Wrockwardine and Wellington Conservation Areas, both over 1600m from the site.

A number of scheduled monuments exist to the south of the sites including the Wrekin Rifle Range, approximately

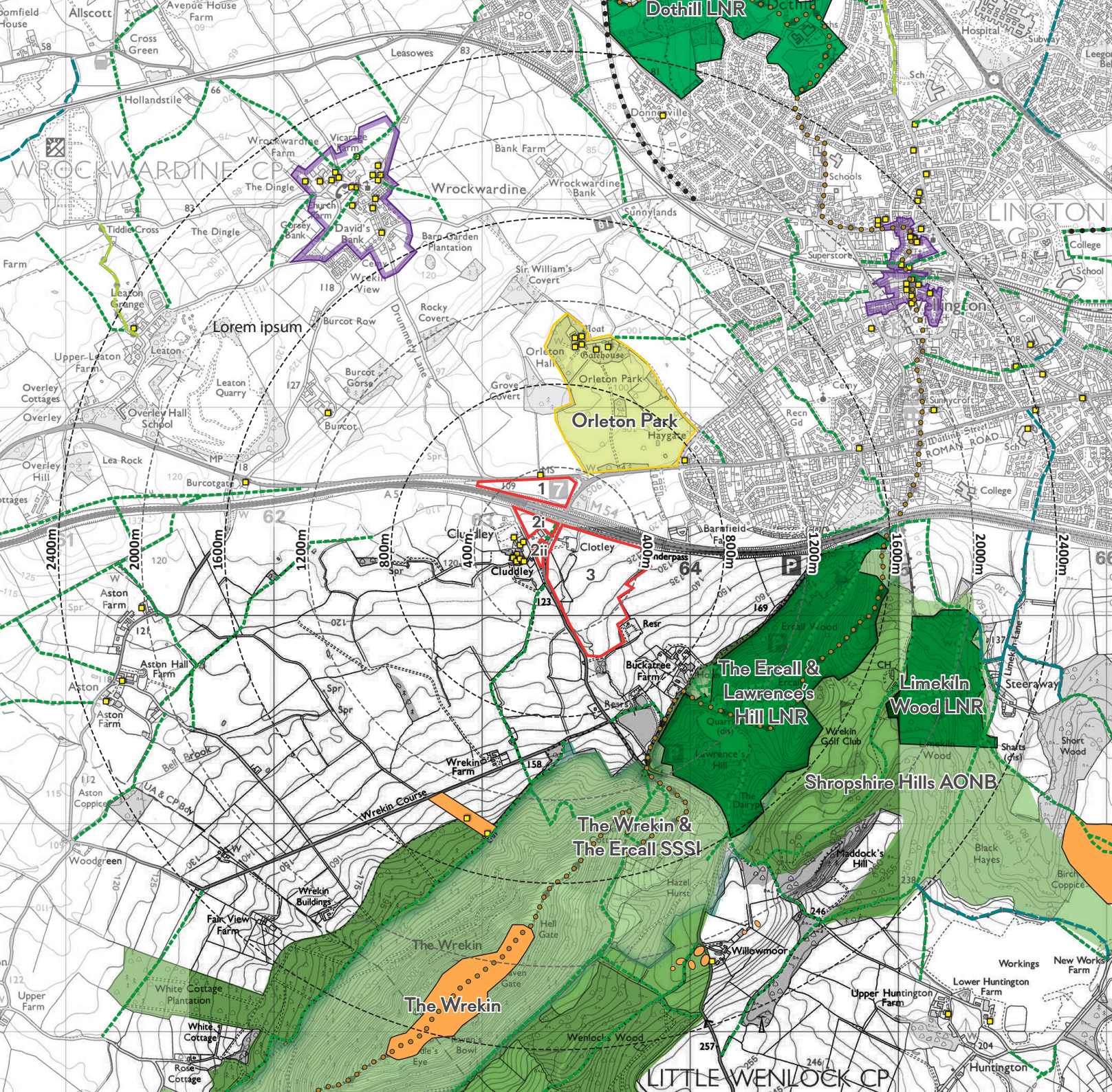
1300m to the south-west and a large multivallate and univallate hillforts, a round barrow, a Late Bronze Age settlement and WWII military remains, on top of The Wrekin.

Public rights of way

There are no public rights of way through the sites. A public right of way cuts between the southern parcels of land into Cluddley. The surrounding landscape includes a significant number of public rights of way, bridleways and a recreational route across the Wrekin.

Topography

The topography of the sites and the wider context are important considerations in considering landscape character. The sites' topography generally rises in level from north-west to south-east. The



LEGEND

- Site boundary
- Listed building
- Scheduled monument
- Conservation area
- Registered park & garden
- Area of outstanding natural beauty
- Site of special scientific interest
- Local nature reserve
- Registered park & garden
- Footpath
- Bridleway
- Recreational route
- Traffic free cycle route
- Other public access route



FIGURE 2.1 | LOCAL CONTEXT | 1:25,000

northern parcels (1, 2i and 2ii) are generally flatter, but across the site, the rise is level is gradual, creating a gentle slope.

The development parcels vary in height across the site. Site 1 rises from approximately 105m AOD at the B5061 to 110m AOD at its south-eastern edge with the M54. Site 2i sits between 110m and 115m AOD and site 2ii sits between 115m and 120m AOD. Site 3 rises from c.110m to 140m AOD at its southern edge adjacent to the reservoir. Beyond the sites' boundaries, the topography of the wider landscape significantly rises to a high point at the top of the Wrekin at a height of 407m AOD. The Wrekin lies within the Shropshire Hills AONB and the summit is protected by scheduled monument designation. This is a reflection of the underlying geology and results in a

360 degree panoramic views at the top of the Wrekin. The wooded lower slopes include The Wrekin and Ercall SSSI and The Ercall and Lawrence's Hill local nature reserve. To the north of the M54 the topography flattens off before rising again to the north west towards Wrockwardine and Barn Garden Plantation at 120m AOD.

The topography results in the sites being visible from the higher ground to both the south-west and north-west of the sites and consideration of these views and mitigation required will be important to ensure proposals fit into the wider landscape setting.

Key features

The sites varies in landscape character between parcels. To the north of the M54, site 1 is a small triangular piece of land that is dominated by the M54 embankment to the south

and the B5061 to the north. The field is currently used for arable crops and is surrounded by a native mature hedgerow with some scrub and tree planting on the edge of the embankment.

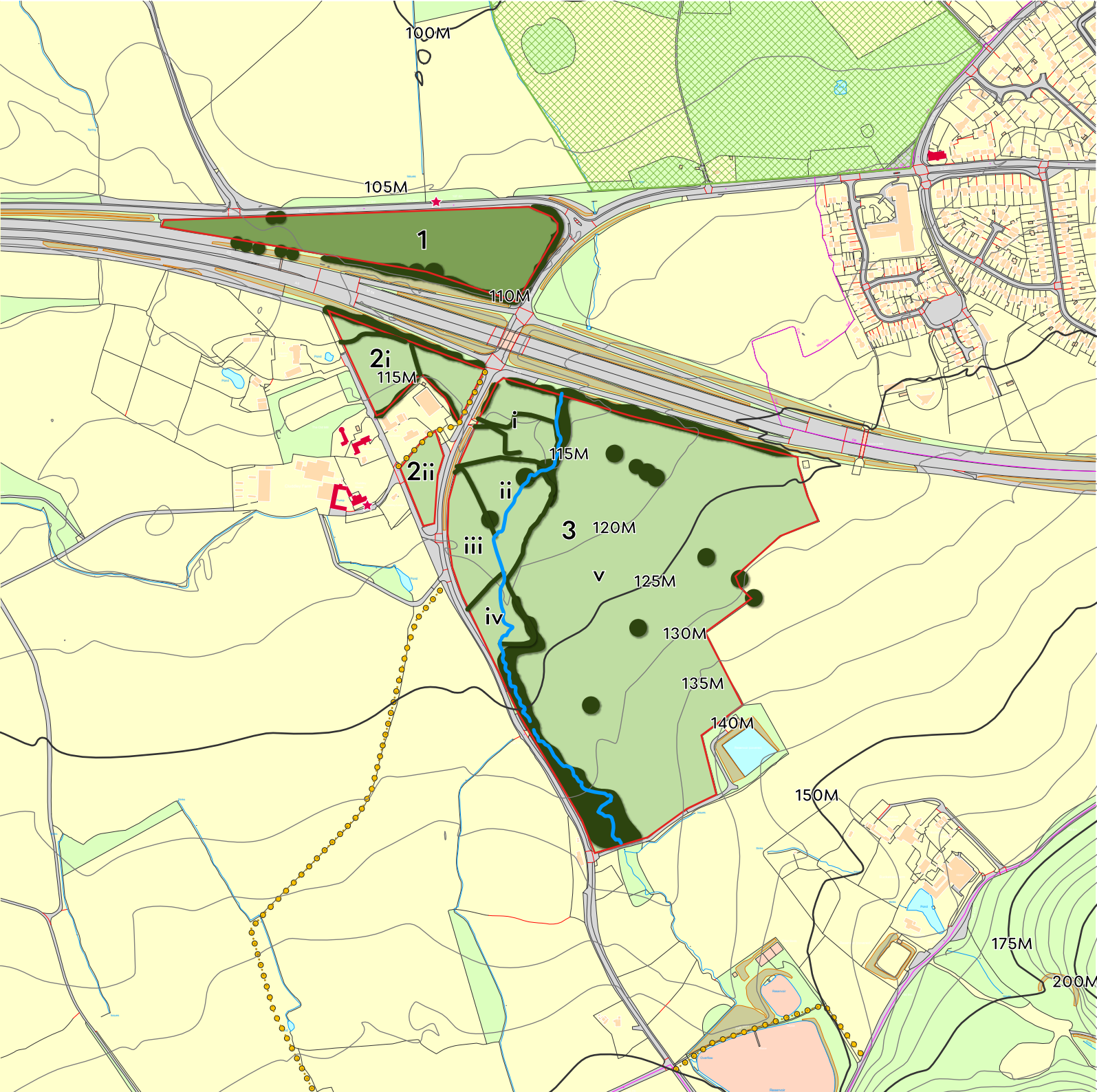
Site 2i is within the hamlet of Cluddley itself, which consists of residential properties, a number of listed buildings and some existing employment uses. The lowest part of the site is adjacent to the M54.

Site 2ii to the south is between the road leading to the foot of the Wrekin car park and the lane leading down to a number of residential properties. Employment uses will need careful consideration. Mitigation planting is likely to be required on this corner to soften any proposals. The character of 2i and 2ii is pastureland with mature hedgerows and an enclosed feel.

Site 3, comprising five fields (i-v)

on plan overleaf) to the south of the M54, leading to the foot of the Wrekin car park has two distinct character areas. Area 1 on the lower slopes follows the alignment of the watercourse and includes a mature hedgerow and smaller pasture fields, with scrub hedgerow with a distinct intimate feel. Area 2 lies to the east of the watercourse, consisting of large agricultural arable fields which have been enlarged over time with the remnants of a number of hedgerow trees remaining.

The site slopes gently to a high point on the southern boundary. This area is well screened by trees and mature hedgerows close to the site, but is clearly visible from higher ground to the south-west and north-west of the parcel and therefore both the upper and lower slopes are visible. Careful mitigation will be required not only to protect existing landscape features, but also the impact on wider views.



LEGEND

- Site boundary
- Site landscape: arable
- Site landscape: pastureland
- Watercourse
- Boundary planting
- Individual trees
- 5m contour lines
- Listed building
- Listed structure
- Orleton Hall (Registered park and garden)
- Public right of way

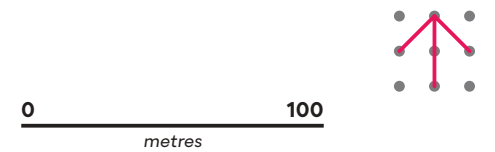


FIGURE 2.2 | SITE AND IMMEDIATE CONTEXT | 1:2500



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Landscape character

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3. Landscape character

Landscape Character Areas

The sites sit within a number of different character areas at national, regional and local level. These are summarised below.

National Landscape Character Area

The sites are located within a transitional location at the boundary of **NCA 65 Shropshire Hills** and **NCA 61 Shropshire, Cheshire and Staffordshire Plain** and a short distance to the west of **NCA 66 Mid Severn Sandstone Plateau**.

Natural England describes **NCA 65 Shropshire Hills** as follows:

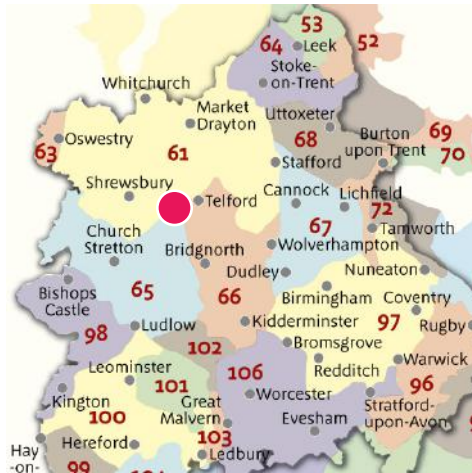
The Shropshire Hills National Character Area (NCA) is a landscape of rugged and mostly bare-topped hills, contrasting with mixed agriculture in intervening valleys

and dales. This tranquil landscape of national importance flows almost seamlessly into the neighbouring hills of Clun and North West Herefordshire Hills NCA to the south, but contrasts markedly with the flat and lowly undulating Shropshire, Cheshire and Staffordshire Plain NCA to the north. To the east, the Shropshire Hills stand above and overlook a complementary landscape of rolling landform, intricate field patterns, and the parklands and numerous woodlands of the Mid-Severn Sandstone Plateau. The Shropshire Hills are characterised most strongly by the series of relatively wild hills and ridges that lend the area its name.

The historic town of Ludlow sits to the south, with the settlements of Craven Arms to the north-west and Church Stretton in the centre of the area.

Natural England cites the following key landscape characteristics for NCA 65:

- The Shropshire Hills NCA is dominated by a series of ridges, scarps and intervening valleys running south-west to north-east. Distributed across the area are many smaller steep and rounded hills.
- A geologically significant, complex and diverse area, comprising Precambrian to Permian rocks, as well as a variety of sedimentary and igneous rocks. Combined with the geological structure, these have a major influence on the landscape and land use of the area, as well as contributing significantly to early studies of the science of geology.
- The red, silty loam soils over silty clays, particularly over the Clee Hills plateau, offer fertile and well drained agricultural land that supports an important sheep and beef cattle industry.
- Semi-natural woodlands are scattered across the area, although many are largely confined to the slopes, where ash, elm and oak stands occur. Upland oak woods predominate to the north and east of the Stiperstones ridge.
- There are numerous conifer and mixed plantations.
- Moorland, extensive areas of unimproved semi-natural grassland and small areas of calcareous grassland can be found across the area.



LEGEND

● Approximate site location

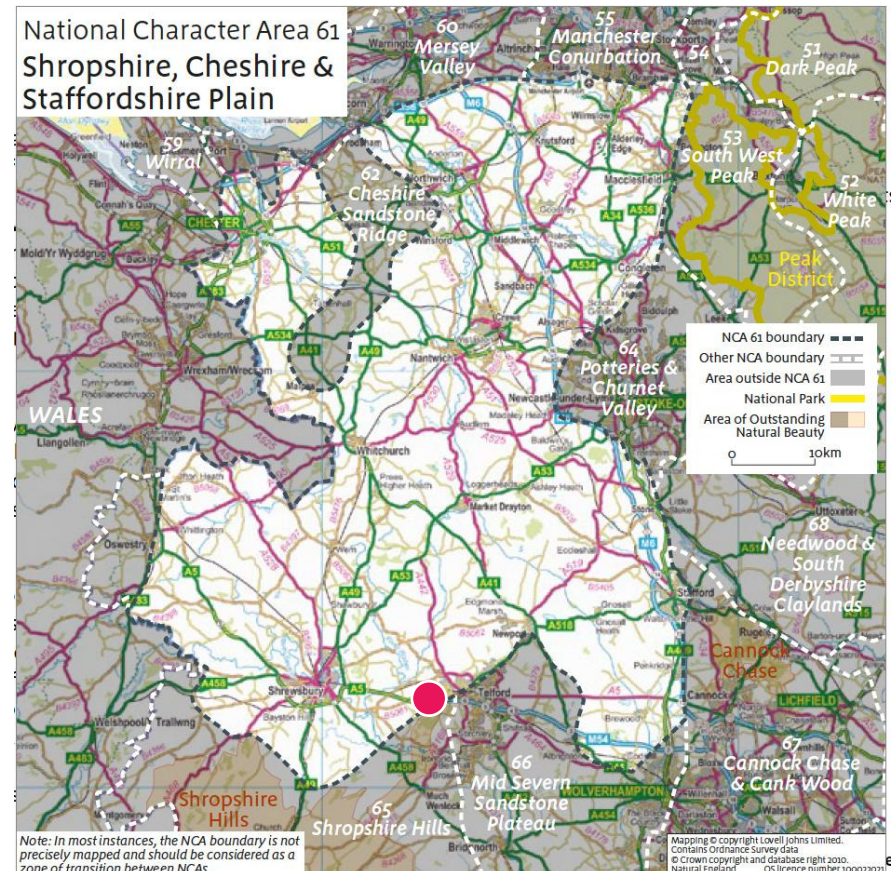
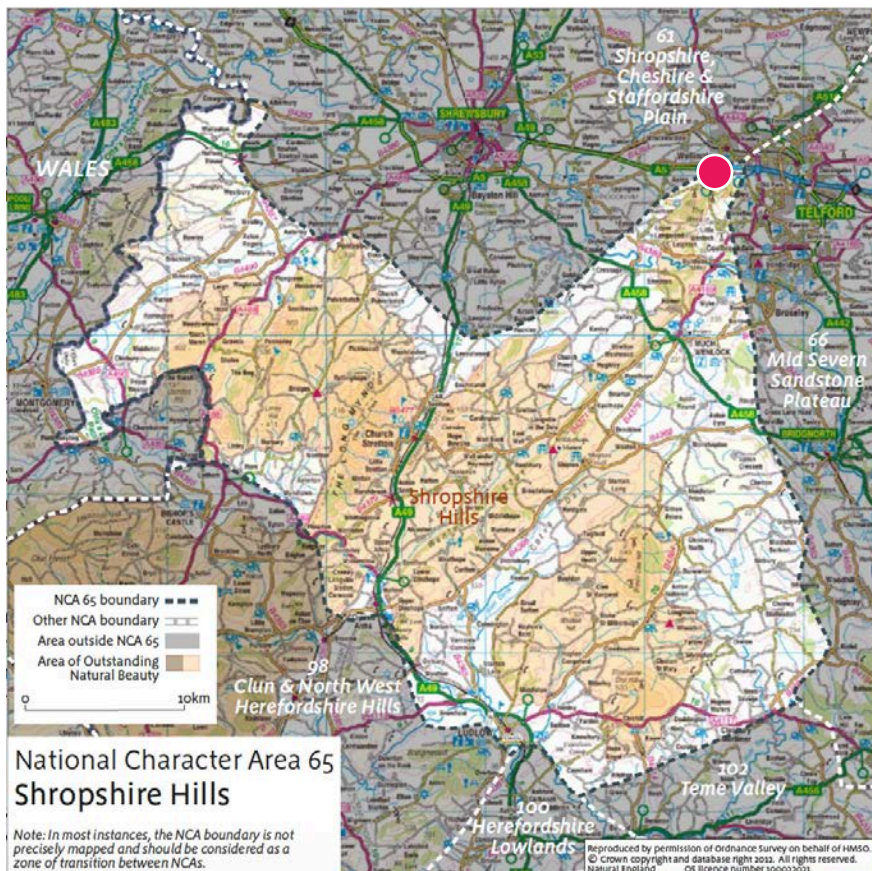


FIGURE 3.1 | NATIONAL CHARACTER AREAS | NTS

- Rivers and streams, with associated lines of alder trees, are prominent features of the landscape.
- The area exhibits great diversity in its historic environment. The earliest evidence of human occupation comes from the burial monuments of the
- Bronze Age. Relic quarries and mining sites record important episodes in the area's industrial past.
- A wide variety of local building styles and materials exists, reflecting the different geological outcrops, for example Kenley Grit, Acton Scott Limestone and Chatwall Flags.

- There are scattered farmsteads in the dales and sheltering valleys, with larger settlements confined to the A49 corridor – Church Stretton, Craven Arms and Ludlow. Villages and hamlets are dispersed across the area. Farmsteads on roadsides and in commonedge settlements make an especially significant contribution to the character of the Shropshire Hills.
- The NCA offers an extensive network of rights of way and open access land, as well as the Offa's Dyke National Trail. There are many locally well known landmarks, and a few honeypot sites such as Carding Mill Valley and The Wrekin.

Natural England describes **NCA 61 Shropshire, Cheshire and Staffordshire Plain** as follows:

The Shropshire, Cheshire and Staffordshire Plain National Character Area (NCA) comprises most of the county of Cheshire, the northern half of Shropshire and a large part of north-west Staffordshire. This is an expanse of flat or gently undulating, lush, pastoral farmland, which is bounded by the Mersey Valley NCA in the north, with its urban and industrial development, and extending to the rural Shropshire Hills NCA in the south. To the west, it is bounded by the hills of the Welsh borders and to the east and south-east by the urban areas within the Potteries and Churnet Valley, Needwood and South Derbyshire Claylands, and Cannock Chase and Cank Wood NCAs.

Natural England cites the following key landscape characteristics for NCA 61:

- Extensive, gently undulating plain, dominated by thick glacial till from the late Pleistocene Period, producing productive, clay soils and exemplifying characteristic glacial landforms including eskers, glacial fans, kettle holes, moraines and a landscape of meres and mosses.
- Prominent discontinuous sandstone ridges of Triassic age, characterised by steep sides and freely draining, generally infertile soil that supports broadleaved and mixed woodland.
- Few woodlands, confined to the area around Northwich and to estates, cloughs and deciduous and mixed woods on

the steeper slopes of the wind-swept sandstone ridges. Locally extensive tracts of coniferous woodland and locally distinctive orchards scattered throughout.

- Strong field patterns with generally well-maintained boundaries, predominantly hedgerows, with dense, mature hedgerow trees. Sandstone walls occur on the ridges and estate walls and Cheshire-style (curved topped) metal railing fences occur locally on estates in Cheshire.
- Dairy farming dominates on the plain, with patches of mixed farming and arable in the north and large areas in the south-east.
- Diversity of wetland habitats includes internationally important meres and mosses comprising

lowland raised bog, fen, wet woodland, reedbed and standing water, supporting populations of a host of rare wildlife, including some species of national and international importance.

- Extensive peat flood plains where flood plain grazing marsh habitats support regionally important populations of breeding waders in areas such as Baggy Moor, Weald Moor and Doxey Marshes.

Shropshire Landscape Typology Character Area

The sites are situated within character area **Estate Farmlands** as identified within the Shropshire Landscape Typology, which identifies the following key characteristics:

- Mixed farming landuse
- Clustered settlement pattern
- Large country houses with associated parklands
- Planned woodland character
- Medium to large scale landscapes with framed views

Description

Estate farmlands are gently rolling lowland and valley floor landscapes that occur across large areas of Shropshire. The lower ground is usually underlain by softer, more easily eroded rocks such as shales, sometimes in sharp contrast to nearby ridges of harder rocks. Glacial drift deposits form the basis of most soils and these landscapes include some the best agricultural land in the county, which have traditionally been associated with mixed farming. As with the Sandstone Estatelands, landscape character is largely determined by an ordered pattern of fields and woods, although the prevailing pattern of medium to large subregular fields means that they lack their strong, planned aspect. The majority of the woodlands have a planned appearance, although some plantations occupy the sites of older

woods and small stands of ancient woodland occur in some places. They tend to create framed views within medium to large scale landscapes. Parklands, with their veteran and specimen trees, are a particular feature of the type. The settlement pattern is predominantly one of villages and hamlets and large estate farmsteads.

The Estate Farmlands have varied histories of development. To the south-east and east of Shrewsbury, along the Tern valley, and within Ape Dale and Corve Dale, the density of Iron Age archaeological sites suggests that a carefully managed agricultural landscape had existed for some considerable time prior to the Roman Conquest. By the later medieval period arable open fields extended across a considerable proportion of

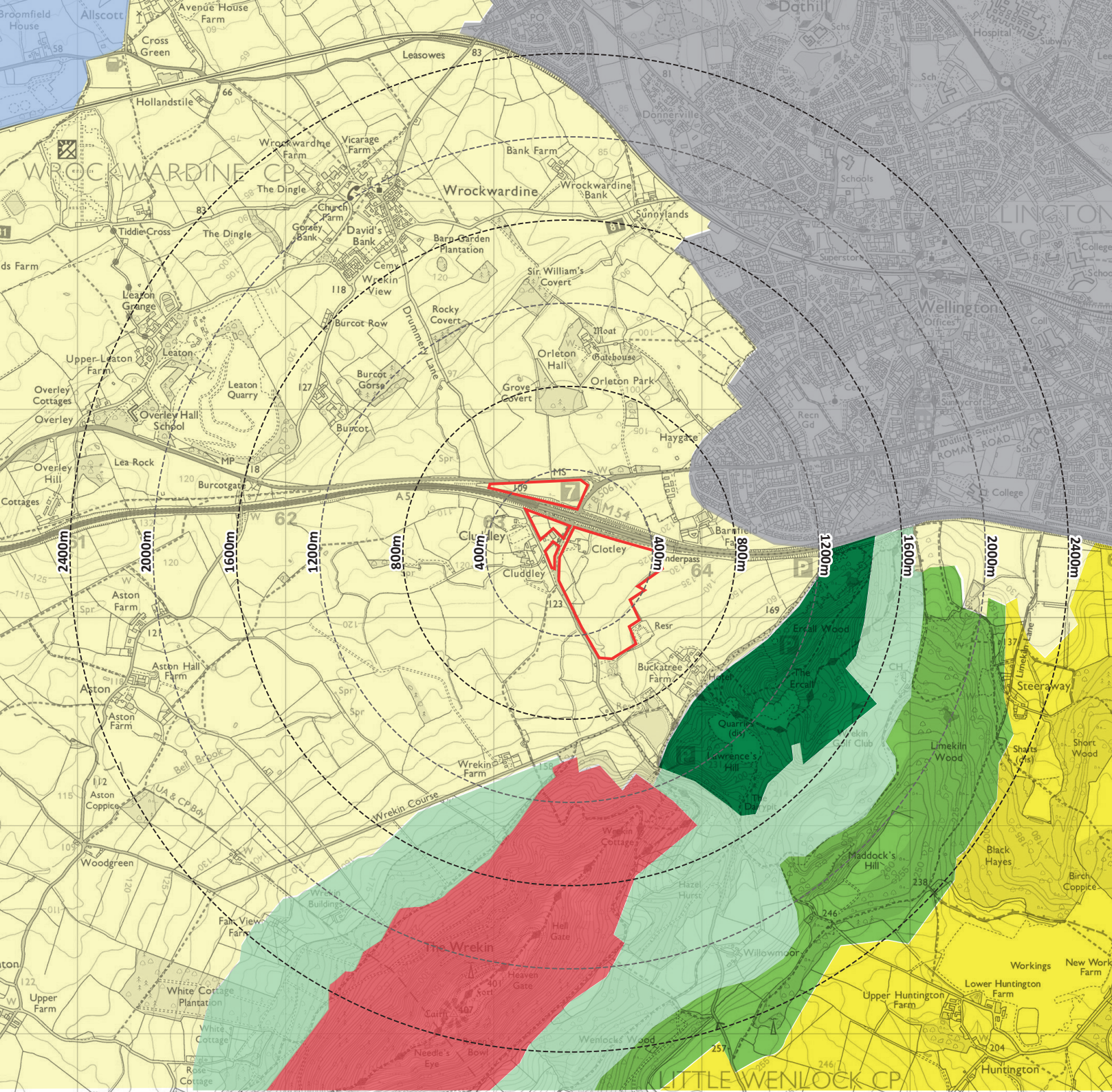
most parishes in these areas, and they exhibit some of the strongest settlement nucleation within the county. Beyond them, arable land was less extensive and the intervening areas of woodland, rough grazing land, meadows and pastures are correspondingly larger.

The gradual informal enclosure of the open fields was under way by the late medieval period and largely completed by the 17th century. Although some deer parks were created in the medieval period, the 18th and 19th century saw the establishment of many new parks.

Within Attingham Park, for example, evidence of an earlier agricultural landscape, in the form of ridge and furrow, exists in some parts of the 18th century parkland. Many of their owners also spent considerable sums

on the agricultural improvement of their wider estates.

As a result, the 18th and 19th century saw significant rationalisation of pre-existing field patterns and the formal enclosure of the remaining areas of unenclosed rough grazing lands. This period also saw the construction of new estate farmsteads in the open countryside, as well as labourers cottages and schools within some of the villages. As a result of the growing interest in fox hunting during the 19th century, many of the larger land owners planted game coverts on their estates to provide cover for their quarry. Since World War II agricultural intensification has introduced considerable change, and field enlargements in particular have created a larger scale and more open views.



LEGEND

Site boundary

Character areas

- Estate farmlands
- Principal wooded hills
- Wooded hills and farmlands
- High volcanic hills and slopes
- Wooded hills and estate lands
- Wooded estatelands
- Riverside meadows
- Urban

FIGURE 3.2 | SHROPSHIRE LANDSCAPE TYPOLOGY AREAS | NTS

Planning Policy

In preparing this assessment, the planning policy framework has been considered specifically in relation to landscape and visual matters. This section provides a summarised review with extracts of relevant issues that should be considered.

National Planning Policy Framework (2019)

The National Planning Policy Framework (NPPF) sets out the UK Government's economic, social and environmental planning policy. The main theme of the NPPF is a presumption in favour of sustainable development which should be viewed as 'a golden thread running through both plan-making and decision-taking.'

The following chapters are of note with regard to landscape and visual matters:

- 8. Promoting healthy and safe communities
- 12. Achieving well designed places
- 15. Conserving and enhancing the natural environment
- 16. Conserving and enhancing the historic environment

Telford & Wrekin Local Plan 2011-2031

The Telford and Wrekin Local Plan is the Development Plan for the Telford and Wrekin area. It sets out policies and priorities for development in relation to housing, employment, green space, retail, local centres, and transport and community facilities until 2031. A key element of the Telford and Wrekin Local Plan is the recognition and promotion of green infrastructure. Of particular relevance to the sites, The Wrekin Forest is recognised in the plan as a 'Strategic landscape' and given status in Policy NE4 and in text in paragraph 6.23.

The Local Plan has been reviewed, specifically with regard to the following key items within the evidence base:

- Shropshire Hills AONB Management Plan 2014-2019
- The Wrekin Forest Plan 2015-2020
- Landscape Sensitivity Study 2009
- Landscape Sensitivity Study Update for Telford & Wrekin 2014
- Telford & Wrekin Strategic Landscapes Study

Key issues arising from the above in relation to the sites are set out over the following pages.

Shropshire Hills AONB Management Plan 2014-2019

- The sites are located outside the boundary of the Shropshire Hills AONB.
- The sites are partially (to the south of the M54) located within the wider 'zone of influence', This is not any formal designation, but it does provide recognition that the AONB and its high quality landscape has significant economic and social influence beyond the boundary.
- The AONB designation is not about preventing change, but managing change in a positive way and securing maximum benefit for the area.
- AONBs in England and Wales have equal landscape value and protection to National Parks, but planning decisions remain with the local authorities. Public bodies are legally required to 'have regard to the purposes of AONBs in carrying out their functions'.
- The AONB is divided into character areas which includes at its northernmost point, closest to the site, the Wrekin Forest.
- POLICY WF1 - The Wrekin Forest states: 'The management of the wider Wrekin Forest area is crucial to the integrity of the Wrekin itself within the AONB and should continue to be recognised and integrated within planning policy. The landscape quality of the wider Wrekin Forest area should be protected as far as possible, and the management of the Wrekin itself integrated with this surrounding area.'
- Although located outside the AONB itself, proposed development should not harm its special qualities through poorly considered development within its setting.

The Wrekin Forest Plan 2015-2020

- The purpose of the Wrekin Forest Plan 2015-2020 is to provide a framework for the protection, conservation and management of the Wrekin Forest landscape.
- The Wrekin Forest is defined as a rural landscape which includes the Wrekin and Ercall Hills (which are the northern extent of the Shropshire Hills Area of Outstanding Natural Beauty) and the rural area surrounding it extending north and east to the urban areas of Telford and Wellington, and south to the River Severn.
- The aim of the Wrekin Forest Plan is to secure the natural, cultural and economic future of the area; sustain and enhance the

existing quality of the landscape; strengthen the protection and management of existing areas of high quality designated wildlife habitat and create additional habitats which may provide buffers against development; and establish corridors and stepping stones of green space to link habitat islands to allow movement of wildlife across the wider landscape.

- The plan does not define an exact area for the Wrekin Forest. The site lies within the wider Wrekin Forest area, but is not identified within the defined 'Wrekin Forest Special Places'.

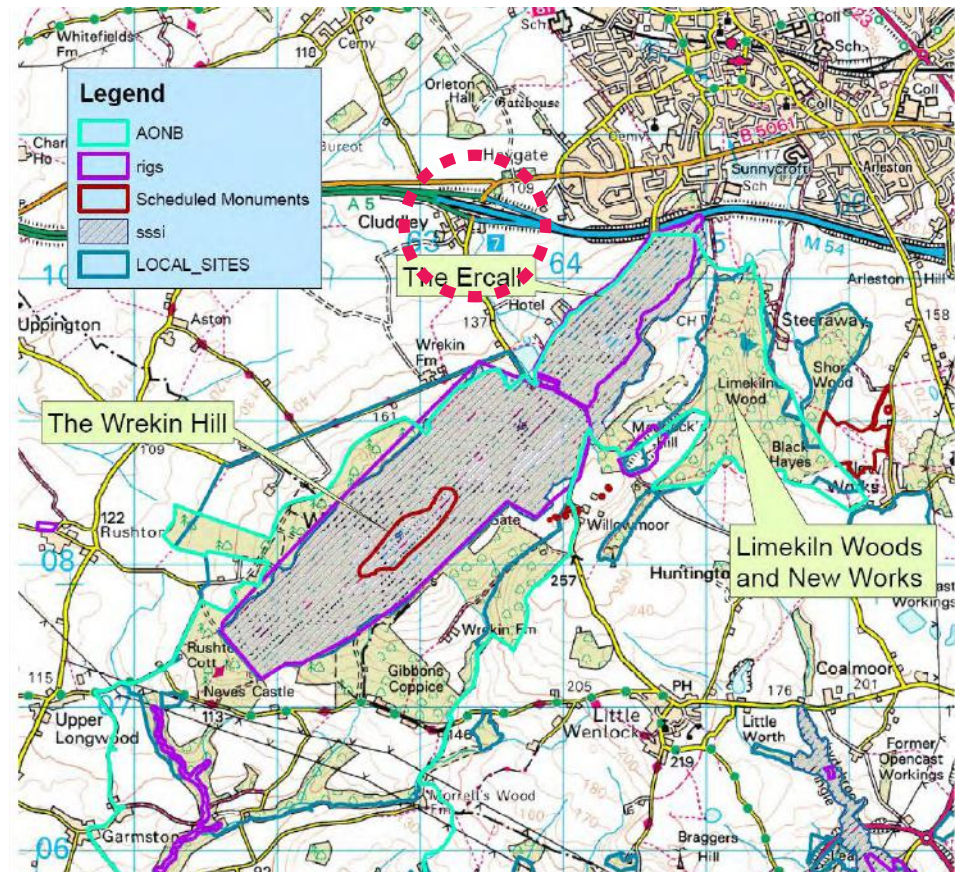


FIGURE 3.3 | WREKIN FOREST PLAN 'SPECIAL PLACES' | NTS

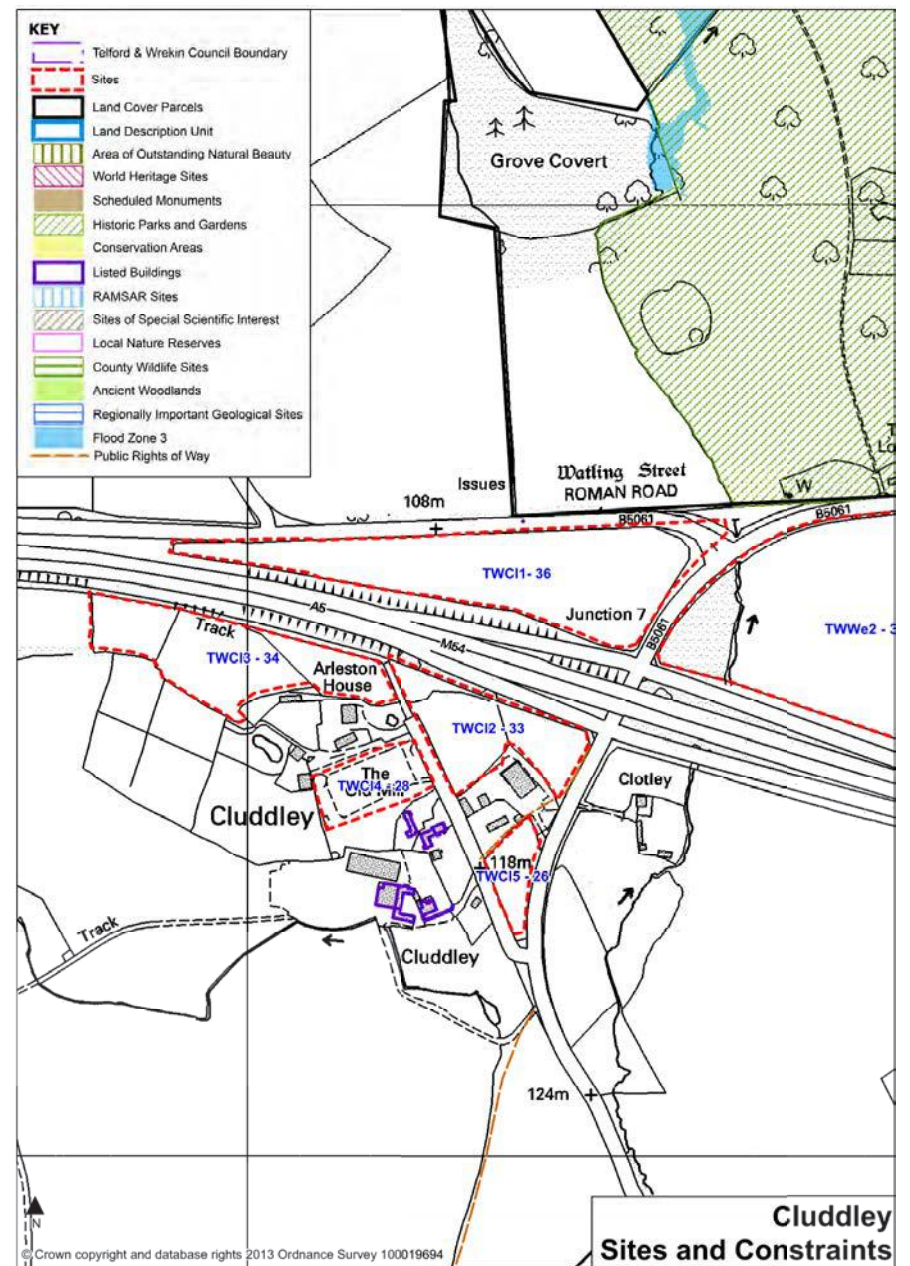
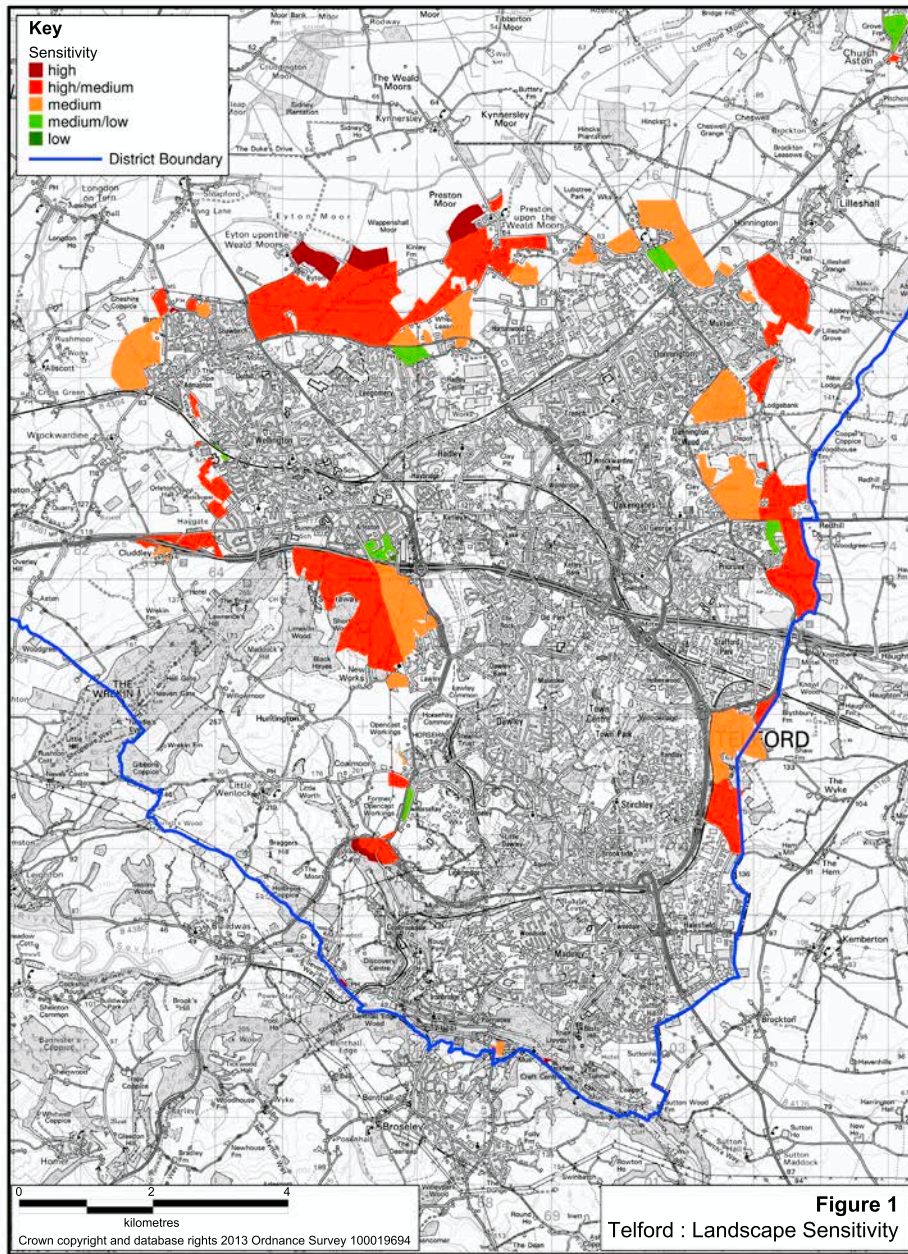


FIGURE 3.4 | TELFORD AND WREKIN STRATEGIC LANDSCAPE STUDY (TWC, 2015) | NTS

Landscape Sensitivity and Capacity Study 2009 and update 2014

- The TWC Landscape Sensitivity Study 2009 and updated 2014, provides a landscape sensitivity and capacity assessment for defined areas around Telford, Newport and other settlements in the area.
- The area in the vicinity of the sites (around Cluddley) is partially identified in the study (updated version from 2014) as sites 26, 28, 33, 34 and 36 (plots shown on plan overleaf)
- The landscape sensitivity of the individual plots to housing was found to be 'medium' for plots 26, 28 and 33 and 'high/medium' for plot 34 and 36.

- Plot 34 (high/medium) is excluded from the proposed site area.
- Supporting justification for the assessment of plot 36 does not appear to have been provided within the 2014 assessment, however in the original study of 2009, this plot was found to have a sensitivity of medium/low.
- An assessment of 'medium' sensitivity in the context of the study means: 'Landscape and/or visual characteristics of the site/zone are susceptible to change and/or its values are medium/low through to high/medium and/or the zone may have some potential to accommodate the relevant type of development in some defined situations without significant character change.'

Thresholds for significant change are intermediate.'

- An assessment of 'high/medium' sensitivity in the context of the study means: 'Landscape and/or visual characteristics of the site/zone are vulnerable to change and/or its values are medium through to high and the zone can accommodate the relevant type of development only in defined limited situations without significant character change. Thresholds for significant change are low'.

Telford & Wrekin Strategic Landscapes Study (2015)

- The sites sit partially within the 'Wrekin Forest' strategic landscape area as defined in the Strategic Landscapes Study.
- A summary description of the area is provided: 'The Wrekin and Ercall Hills are a regional landmark and can be seen from much of Telford & Wrekin Borough and beyond. Their whale-backed ridge dominates the horizon, creating a dramatic backdrop to both urban and rural areas.'
- The Wrekin Forest Strategic Landscape includes the Wrekin itself, but also the land which surrounds it and forms its setting, including the area containing the southern land parcels.

- The study states that 'This landscape has a strong and distinctive character, based on the proximity of the Wrekin, the presence of extensive woodland, ancient road and settlement patterns and a long history of farming and industry. It is an intimate landscape, often enclosed by trees and woodland, but with sudden long views. Much of the area has a sense of tranquillity and timelessness, especially away from the motorway. The panoramic views from the summit of the Wrekin are exhilarating and inspirational.'

Summary

Our understanding of the key features of landscape significance together with a knowledge of current planning policy and guidance relevant to the site allows us to subsequently inform the design process in a way that is sensitive to the sites' special character and will have minimal impact on its setting.

LEGEND

- Approximate site location
 - Telford & Wrekin boundary
 - ▨ Area of Outstanding Natural Beauty
- Strategic Landscape Names
- 1: The Weald Moors
 - 2: Lilleshall Village
 - 3: Wrekin Forest

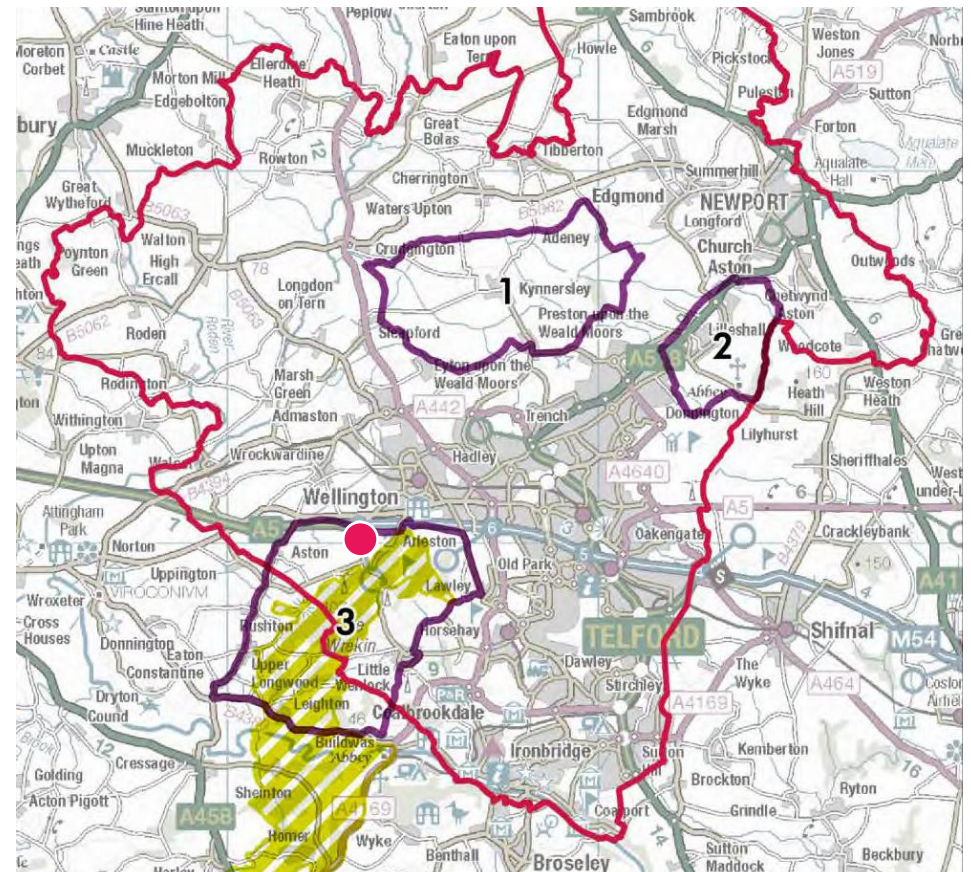


FIGURE 3.5 | TWC STRATEGIC LANDSCAPES STUDY | NTS





LAND AT M54 JUNCTION 7, TELFORD
VISION DOCUMENT
DECEMBER 2020





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Consultant team

The consulting team provides an inter-disciplinary and urban design-led approach to the masterplan development, providing the range of skills and experience required to unlock the optimal future potential of the site. The coordinated professional knowledge base will be supplemented with ongoing inputs from client and stakeholder engagement and consultation processes.

 Planning- Savills Planning- Birmingham- lead consultants

 Masterplanning, urban design and architecture- AFL Architects,

 Landscape- Node



Introduction

AFL Architects are part of a multi-disciplinary team preparing masterplan proposals for long term development of the land located around Junction 7 M54, Telford.

The following pages describe an overview of how the site could develop over the next local plan period should the site be allocated.

Located at the south west edge of Wellington, Telford; the land is comprised of several parcels, the sites are north facing and gently slopes up from the motorway towards the Shropshire Hills. It is located on agricultural/pasture land around the hamlet of Cluddley on the former junction with Watling Street.

The sites are approximately 25.1 Ha in plan area which are split into parcels as follows:-

Parcel 1- Land to the north west of M54 Junction 7, 3.48 Ha

Parcel 2i- Land to the south west of M54 Junction 7, 1.41 Ha

Parcel 2ii- Land to the south of Cluddley, 0.46 Ha

Parcel 3- Land to the south east of M54 Junction 7, 19.75 Ha

Scope

The Vision for these sites will be established on landscape led principles and allow for the restoration and development of the Green Infrastructure. This document will explore the relationship between the potential land uses, the context and the potential benefits that development could bring.

The study will:

- Undertake site analysis and opportunity and constraints studies;
- Establish a suitable range and quantum of envisaged future building and open space uses;
- Test masterplan options for delivery over 15-20-year horizon;
- Present suitable development proposals.



Aerial- Bing ©

4

Visual context

- 1 Introduction and methodology
- 2 The site and context
- 3 Landscape character
- 4 Visual context**
- 5 Summary and mitigation



4. Visual context

Introduction

Understanding the potential visual impact of new development proposals within the existing context is critical to ensuring their potential success.

In order to allow the visual relationship of sites and their context inform the design process, the first step is to fully understand the baseline situation.

This process provides an opportunity to influence the design through consideration of how these views may change as a result of proposed development.

Views of the site

Desktop assessments and an initial primary survey allowed the identification of specific views relevant to the sites.

In order to ensure completeness, a zone of theoretical visibility was established by a desktop review of map data and topographical information. Sensitive receptors were identified which may have a visual relationship with the sites.

This was refined on site on a thorough walk around the sites. Additional viewpoints where a visual relationship with the proposed developments will exist were identified. Where a relationship will not exist, viewpoints were not included, however this does not mean that they have not been assessed.

Viewpoints have been grouped to allow assessment from particular areas of sensitivity as follows:

- Viewpoints 1-4: Close to sites south of M54
- Viewpoints 5-8: Medium distance views to the south from reservoir, local nature reserve and SSSI
- Viewpoints 9-12: Long distance views from Wrekin
- Viewpoints 13-14: Close to sites (B5061) north of M54
- Viewpoints 15-17: Views from Orleton Park/ Wellington to north of M54
- Viewpoint 18: View north west from Burcot



FIGURE 5.1 | VIEWPOINTS | NTS

Viewpoints 1-4: Views close to site, south of M54

Sensitivity: Medium/ High

Viewpoint 1 is looking south east towards parcel two and is accessed of a lane leading down to the M54. It is a high sensitivity receptor, as it is adjacent to existing residential development and a number of listed buildings. The view in the foreground is of a mature hedge and a residential access. In the mid distance can be seen existing employment sheds and intervening vegetation.

Viewpoint 2 is looking north towards the site from Cluddley Lane. This is a high sensitivity receptor as it is located at the junction of a public right of way and Cluddley Lane. Foreground views are of Cluddley Lane, a large grass verge and a gappy hedge with broken post and rail fencing. In the

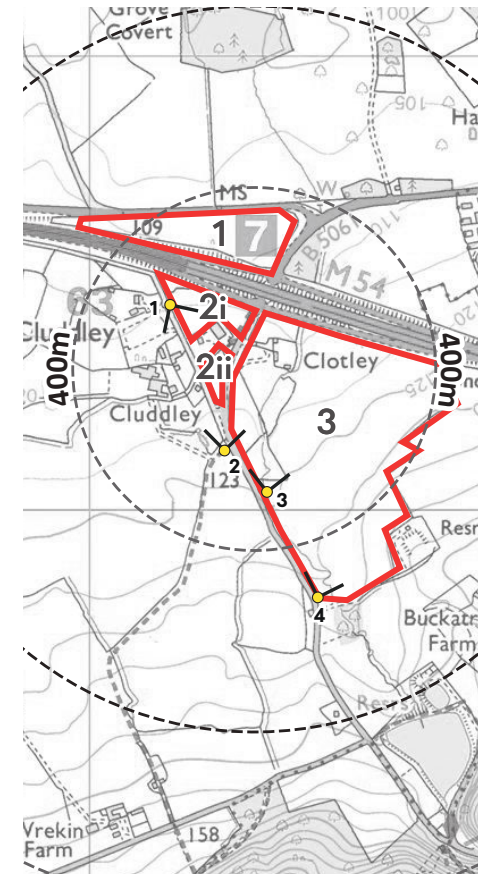
mid distance can be seen small scale pastureland with trees and vegetation following the line of the stream that cuts through the site. In the longer distance can be seen existing residential properties, Clotley Farm and the edge of the Ercall and Lawrence's Hill local nature reserve.

Viewpoint 3 and 4 are looking north into the site. This receptor is less sensitive, as it will be mainly appreciated by people in vehicles travelling along Cluddley Lane. Foreground views are of low hedge and small-scale pasture fields. Mid and long-distance views are of a significant line of mature trees that runs along the watercourse which screens the large proposed development parcel three. Viewpoint 4 also shows an existing access track to reservoir which sits to the south of parcel three.

Mitigation

The following mitigation should be considered from these viewpoints:

- Provide additional planting on the corner of Cluddley Lane and the residential track leading down to M54 to help screen proposals.
- Restrict development in the parcels between Cluddley Lane and the watercourse and reinforce existing landscape character by providing additional tree planting, whilst at the same time retaining the pastoral landscape character.





Viewpoint 1. View looking south-east towards the site



Viewpoint 2. View from Cluddley Lane looking north towards the site

Cluddley Lane

Approximate extent of site



Viewpoint 3. View from Cluddley Lane looking north into the site

Cluddley Lane

Approximate extent of site



Viewpoint 4. View from footpath looking north-east into the site

Viewpoints 5-8: Medium distance views to the south from reservoir, local nature reserve and SSSI

Sensitivity: High

Viewpoint 5 and 6 are both high sensitivity receptors as they are both from public rights of way looking north towards the site. In viewpoint 5 arable fields and access to Cluddley Farm can be seen in the foreground with views of mature hedgerows and trees following the stream in the mid distance. The site is well screened from viewpoint 6, with pastureland in the foreground. Mid and long-distance views include a white rendered property on Cluddley Lane, together with a telegraph pole and mature tree belt which helps to screen views from this receptor.

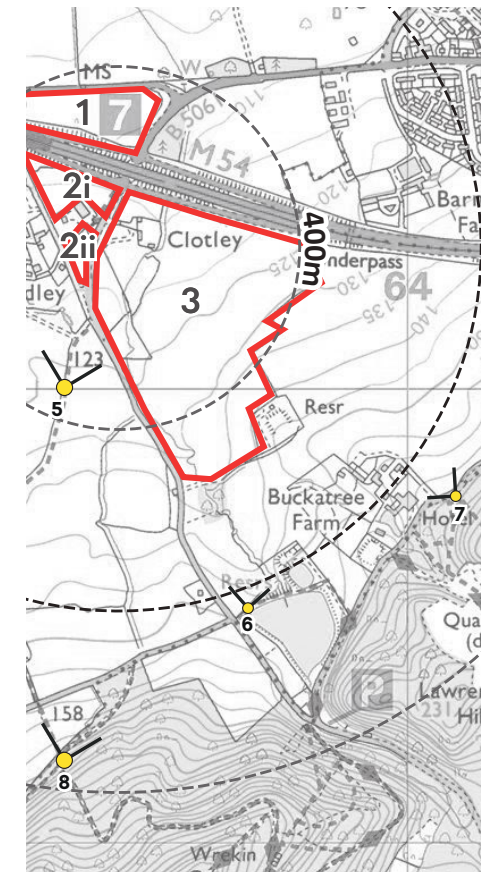
Viewpoint 7 and 8 are also both high sensitivity receptors as they are both from public rights of way looking north towards the site and on the edge of the Shropshire Hills AONB. They are also both on elevated ground as the topography rises towards the Wrekin and The Ercall and Lawrence Hill Local Nature Reserve and SSSI.

From viewpoint 7, in the foreground on the edge of the local nature reserve can be seen both woodland and the public right of way footpath. In the mid distance is Ercall Road and a hotel which overlooks the site. In the long distance, the eastern part of parcel three is visible. Viewpoint 8 in the foreground has a more open view across arable fields. In the mid distance can be seen Cluddley Farm and the site. Long distance views are of Wellington.

Mitigation

The following mitigation should be considered from these viewpoints:

- Provide additional tree planting to help screen development from the M54.
- Avoid development on the higher slopes of site three and provide additional woodland planting to provide a buffer between the hotel and the site.
- Consider the height of any industrial development from viewpoint 8 and ensure any development is screened by additional woodland planting.





Viewpoint 5. View from PROW looking north towards the site



Viewpoint 6. View from footpath looking north towards the site

The Ercall & Lawrence's Hill LNR

Buckatree Hall

Ercall Lane

Approximate extent of site



Viewpoint 7. View from The Ercall & Lawrence's Hill LNR looking north-west towards the site

PROW

Existing residence

Cluddley Farm

Employment zone

Wrekin Course

The Wrekin & The Ercall SSSI

Approximate extent of site



Viewpoint 8. View from PROW looking north towards the site

Viewpoints 9-12: Long distance views from Wrekin

Sensitivity: High

Viewpoints 9, 10, 11 and 12 are high sensitivity receptors for multiple reasons, including that they are from a recreation route public right of way, from Shropshire Hills AONB and from a scheduled monument. The significant number of people making the climb to the top of the Wrekin to enjoy a 360 panoramic view from the top make these views highly sensitive. The view of the sites emerges as you climb beyond the existing woodland on the lower and higher slopes with glimpsed views in viewpoint 9 to more open views by the time you get to viewpoint 10.

Viewpoint 10 foreground views looking north east towards the sites consists of wooded slopes. Mid distance views consist of gently undulating farmland,

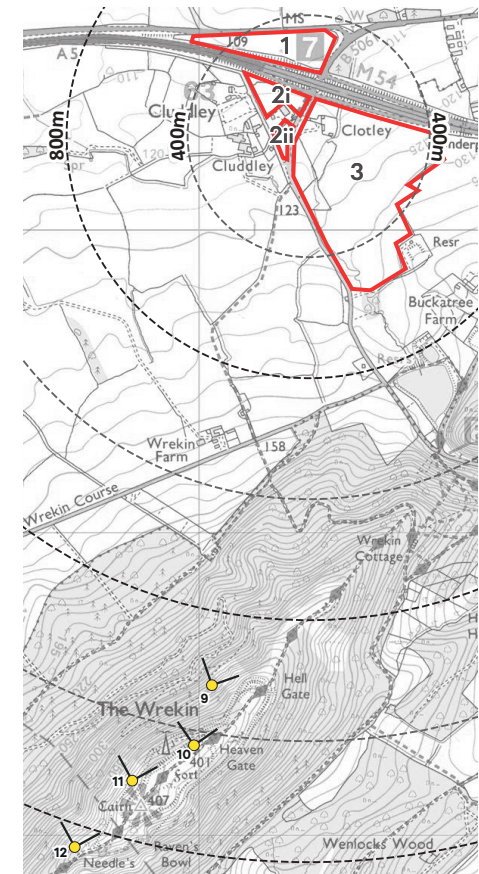
with the proposed development sites visible adjacent to the small hamlet of Cluddley. The M54 and the A5 can also be seen cutting across the landscape from east to west. The most visually prominent area from this viewpoint is parcel three and careful consideration is required of how development can fit into this landscape when clearly viewed from above. The smaller parcels of land can accommodate development in between existing development in the hamlet of Cluddley more easily than parcel three. Longer distance view are of Orleton Park and the built-up area of Wellington, on the edge of Telford.

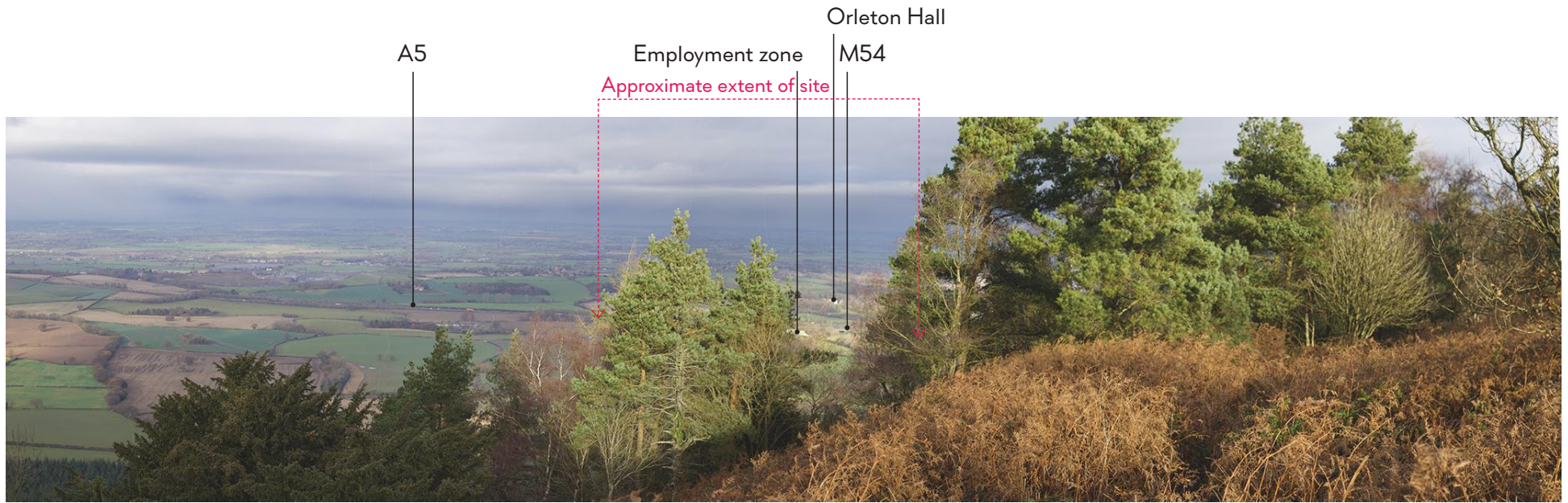
Viewpoints 11 and 12 are just beyond the summit of the Wrekin and the topography and intervening vegetation screen much of the sites. The Wrekin transmitting station mast becomes a prominent feature.

Mitigation

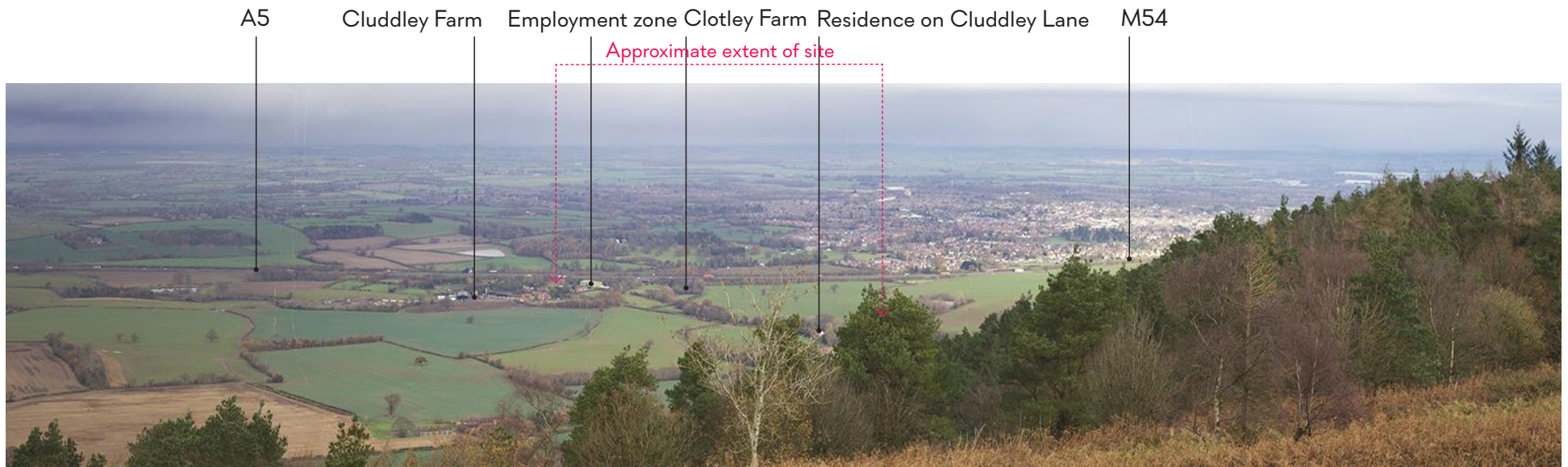
The following mitigation should be considered from these viewpoints:

- Focus development to the northern / north-western part of site three.
- Avoid development on the higher slopes of site three and to the east.
- Consider the height of any industrial development from these viewpoints and ensure development is screened by additional woodland planting.





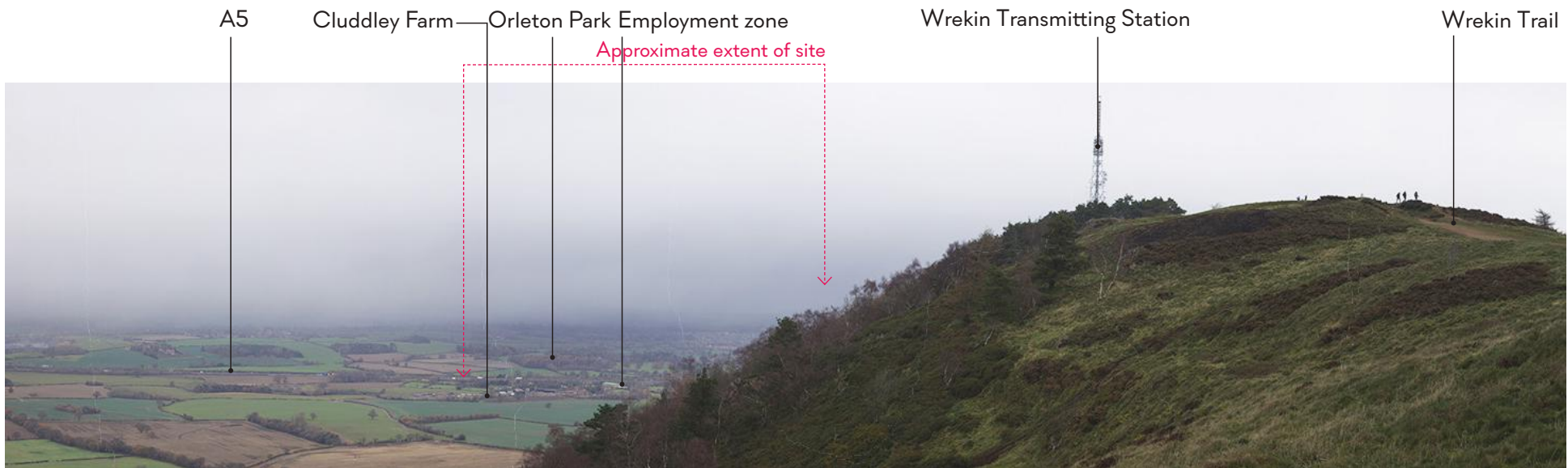
Viewpoint 9. View from The Wrekin & The Ercall SSSI looking north-east towards the site



Viewpoint 10. View from The Wrekin Trail looking north-east towards the site



Viewpoint 11. View from Wrekin Trail looking north-east towards the site



Viewpoint 12. View from The Wrekin looking north-east towards the site

Viewpoints 13-14: Close to site (B5061) north of M54

Sensitivity: High

Viewpoint 13 is looking south towards development parcel one from the B5061. Foreground views are of the B5061 and a mature hedge on the northern boundary of site one. Mid distance views are of the M54 on an Embankment and long distance views are of the Wrekin, SSSI, Erccall and Lawrence's Hill local nature reserve and the Shropshire Hills AONB.

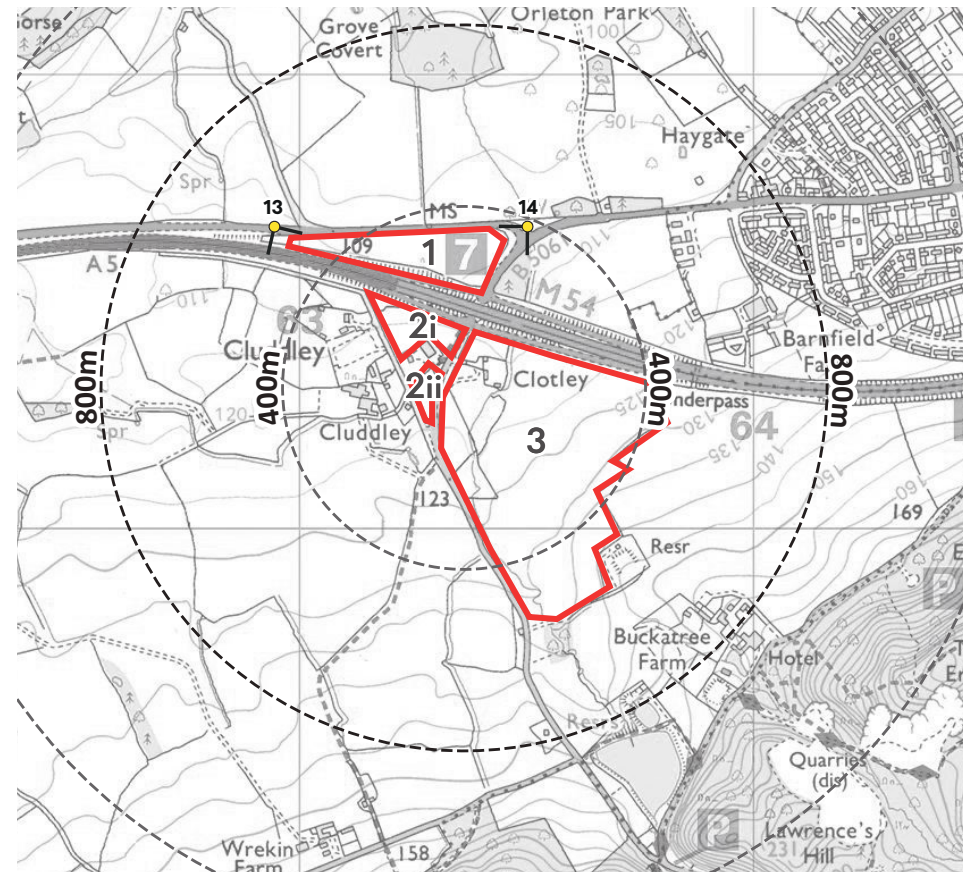
Viewpoint 14 is looking west towards site one from the B506. Foreground views are of a large T junction and hedge with hedgerow trees on the corner of the site. Mid distance views are of the M54 bridge across the B5061.

Long distance views from this location do not focus on the Wrekin itself, due to the angle of view and intervening vegetation.

Mitigation

The following mitigation should be considered from these viewpoints:

- Avoiding development on the western part of site one, to ensure views from Drummery Lane toward the Wrekin are not dominated by industrial development in the foreground.
- On the eastern part of site one and along the northern boundary, provide additional tree planting to help screen proposals and to provide a buffer to Orleton Park.





Viewpoint 13. View from B5061 looking south towards the site



Viewpoint 14. View from the junction of Cluddley Lane and B5061 looking south-west towards the site

Viewpoints 15-17: Views from Orleton Park/ Wellington to north of M54

Sensitivity: High

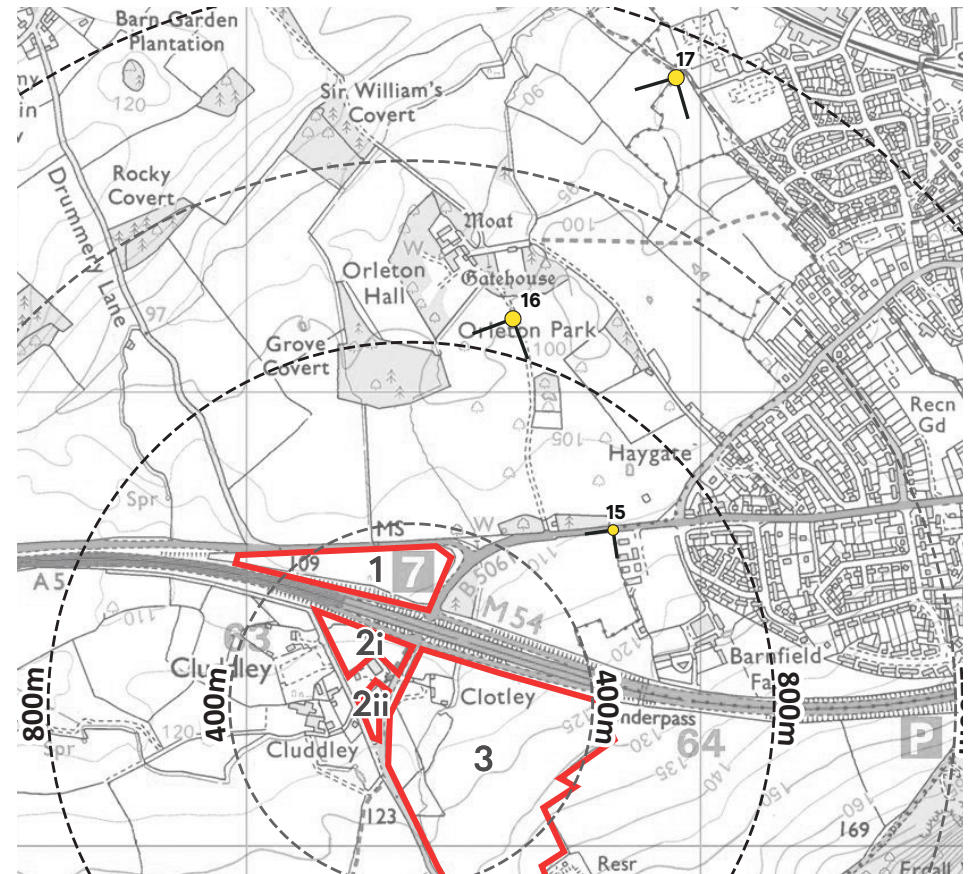
Views 15- 17 have a high sensitivity as they are either from or adjacent to a registered park and garden or on a public right of way.

Views 15 and 16 are looking south toward the proposed development sites from within / on the edge of Orleton Park, a registered park and garden. From both viewpoint locations the proposed development parcels are screened by intervening topography and vegetation. From both viewpoint the Wrekin is clearly visible on the skyline.

Viewpoint 17 is looking south toward the proposed development sites from a public right of way. The proposed development parcels are screened by intervening topography and vegetation. From this viewpoint, residential development is visible in the mid distance with the Wrekin clearly visible on the skyline.

Mitigation

No mitigation is required from these viewpoints.

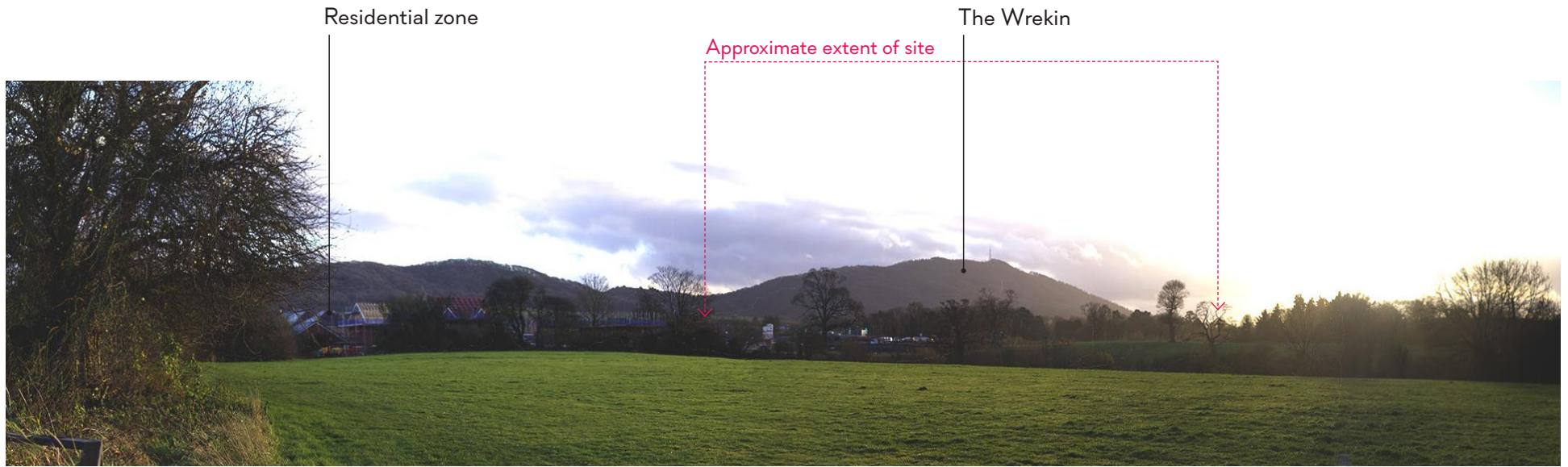




Viewpoint 15. View from Cluddley Lane looking south-west towards the site



Viewpoint 16. View from Orleton Park looking south towards the site



Viewpoint 17. View from footpath looking south-west towards the site

Viewpoints 18: View south east from Burcot

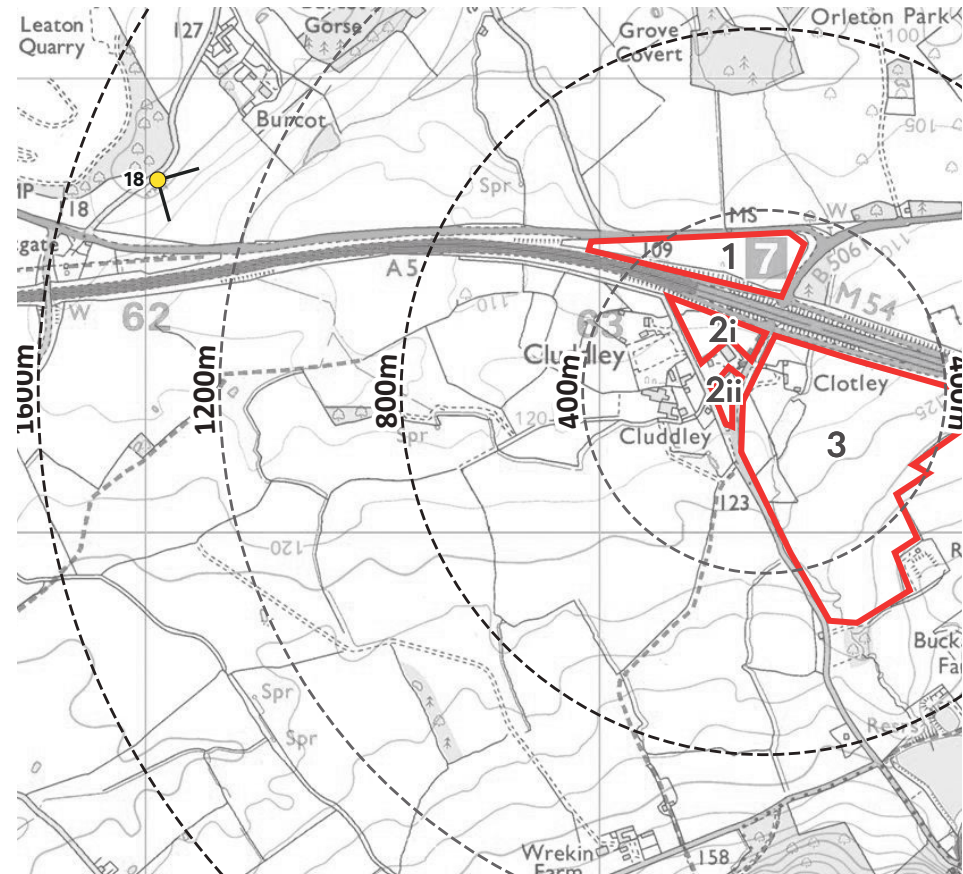
Sensitivity: Medium

Viewpoint 18 is looking south-east from Burcot. In the foreground can be seen scrub pasture. In the mid distance can be seen the M54, the site itself and a patch work of agricultural fields. In the long distance can be seen the Ercall and Lawrence's Hill Local nature reserve, The Wrekin and The Ercall SSSI and the Wrekin and Shropshire Hills AONB. The receptor sensitivity is medium as it is from a road rather than a public right of way. However, parcel three is prominent within the landscape setting from this viewpoint and is seen within the context of sensitive landscape assets and needs careful consideration when considering development of individual development parcels.

Mitigation

The following mitigation should be considered from this viewpoint:

- Minimise development in parcel three and in particular on the southern high slopes which are more prominent within the landscape.
- Consider the height of any industrial development from these viewpoints and ensure development is screened by additional woodland planting.





Viewpoint 18. View from Burcot looking south-east towards the site



5

Summary and mitigation

- 1 Introduction and methodology
- 2 The site and context
- 3 Landscape character
- 4 Visual context
- 5 Summary and mitigation**



5. Summary and mitigation

Landscape conclusions

The four individual sites have been assessed independently to consider landscape character and landscape visual impact conclusions:

- Site 1: Land to north of M54 Junction 7
- Site 2i: Land in hamlet of Cluddley to the south of M54
- Site 2ii: Land in hamlet of Cluddley at the junction of lane and B5061
- Site 3: Land to south of M54 and east of B5061

Site 1: Land to north of M54 Junction 7

The landscape character of this site is considered to be of ordinary quality with low intrinsic merit. It generally has characteristic elements, but it is not a significant example of the landscape type.

It includes mature hedgerow boundaries and is generally flat but is influenced greatly by its location adjacent to the M54, which is on an embankment along its southern boundary and by the B5061.

The site does sit in close proximity to Orleton Park registered park and garden but significant tree planting within the garden does not allow intervisibility between the hall and the site.

In 2009 the landscape sensitivity assessment identified the site as having medium landscape sensitivity and low to medium capacity for housing development due to its location adjacent to the motorway and separation from Wellington.

In 2014 the updated landscape sensitivity assessment upgraded the site to sensitivity to high/ medium landscape sensitivity (p.10).

Our assessment is the site has a medium landscape sensitivity and a medium capacity for employment development subject to consideration of development form and mitigation.

Mitigation should consider:

- Retention of existing hedgerows and trees on the site where possible.

- Creating a landscape buffer at the eastern part of the site to help screen any employment uses.
- Avoiding development in the triangular area to the west of the site to reduce any impact on views down Drummery Lane.
- Considering the height of proposed development, so it is screened by additional mitigation planting.

Site 2i: Land in hamlet of Cluddley to the south of M54

The landscape character of this site is considered to be of ordinary quality with low intrinsic merit. It generally has characteristic elements, but it is not a significant example of the landscape type.

It consists of three small pasture fields on the northern edge of Cluddley, abutting the M54 slip road, with the motorway on elevated section, and wrapping around a commercial building.

The site is fenced, with some vegetation - semi-mature trees and gorse, along the slight bank around it. Internal hedges are strong, especially one tall holly hedge. It includes mature hedgerow boundaries and is generally slopes down towards the motorway.

The site is adjacent to both residential and commercial properties and is pasture within a largely arable landscape.

In 2009 and 2014 the landscape sensitivity assessment identified the site as having medium landscape sensitivity and medium capacity for housing development.

Our assessment is the site has a medium landscape sensitivity and a medium capacity for residential/employment development, subject to consideration of development form and mitigation.

Mitigation should consider:

- Ensuring a sensitive development that takes into account of existing site features and hedgerows wherever possible.
- Provide buffer to the western edge of the site to reduce impact on adjacent residential uses.

Site 2ii: Land in hamlet of Cluddley at junction of lane and B5061

The landscape character of this site is considered to be of ordinary quality with low intrinsic merit. It generally has characteristic elements, but it is not a significant example of the landscape type.

This site consists of a single flat triangular pasture field at the southern entrance to the hamlet and is edged to east by the B5061 and to the west by the hamlet access road. It is set slightly above the surrounding ground level and there are low hedges to the north and west and gorse and some trees with fencing to the east.

There is a noticeable single modern house and commercial unit to the north, beyond a public footpath, and traditional listed buildings to the west,

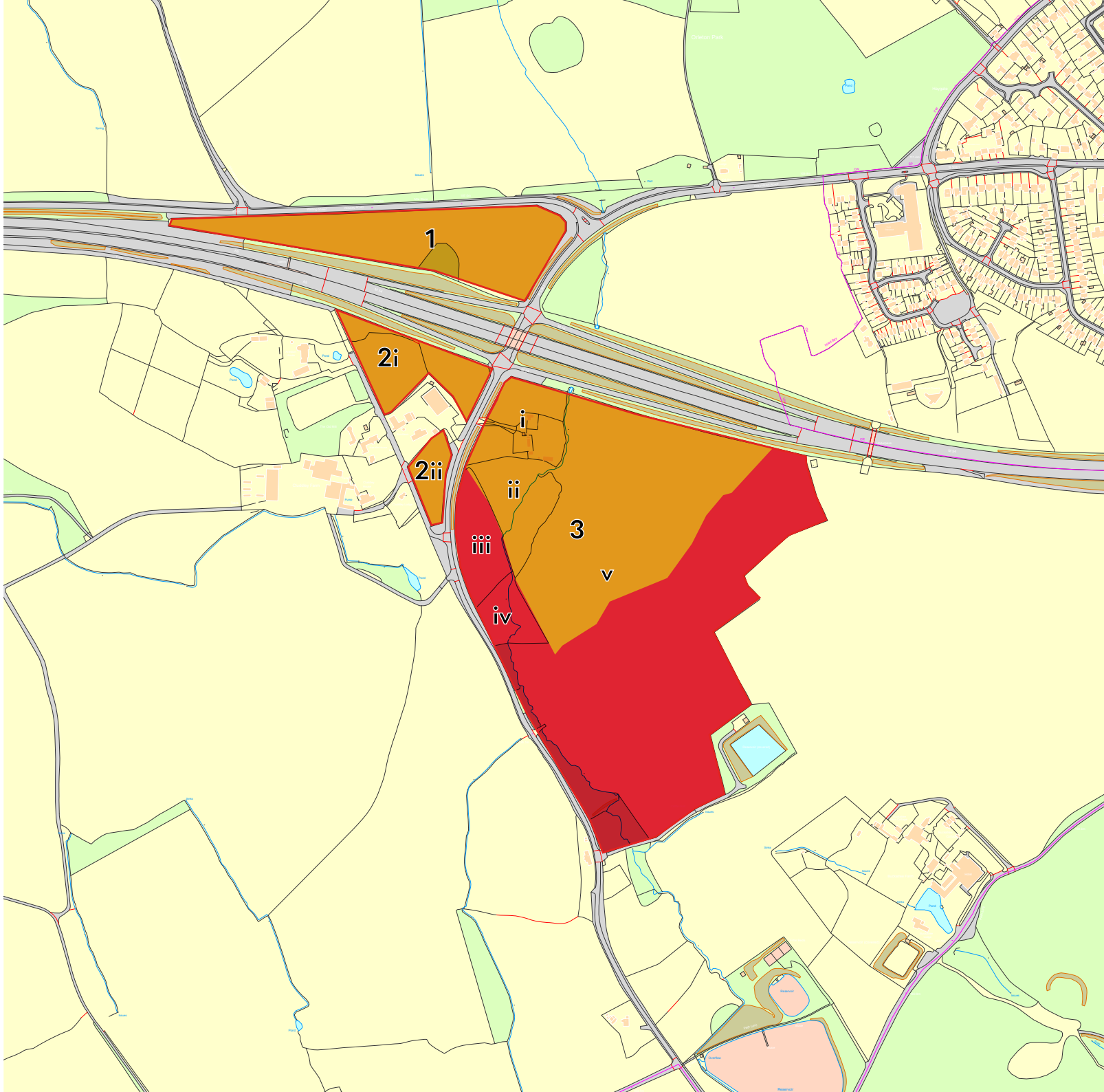
and a single rural cottage nearby to the east.

The M54/A5 elevated section interchange lies close by to the north and has considerable noise and some visual impact, although the latter is lessened by trees. The site acts as a rural foreground to the hamlet, linking it to the wider landscape, and it is quite open to view.

In 2009 and 2014, the landscape sensitivity assessment identified the site as having medium landscape sensitivity and medium capacity for housing development. Our assessment is the site has a medium landscape sensitivity and a medium capacity for residential/ employment development subject to consideration of development form and mitigation.

Mitigation should consider:

- Ensuring a sensitive development that takes into account of existing site features and hedgerows wherever possible.
- Providing buffer planting on the southern tip to help screen views into the site.



LEGEND

- Site boundary
- Sensitivity: medium
- Sensitivity: medium/high

0 100
metres



FIGURE 5.1 | LANDSCAPE SENSITIVITY | 1:2500

Site 3: Land to south of M54 and east of B5061

The landscape character of this site is considered to be of good quality with medium/ high intrinsic merit. It generally has characteristic elements, and clear landscape pattern of estate farmlands landscape type. This site consists of five fields of different landscape character:

- Field i: Clotley Farm
- Fields ii, iii and iv: pastureland between stream and B506
- Field v: larger arable agricultural field to the east of the stream

Clotley Farm is accessed off the B5061 and is bounded to the north by the M54 and has mature trees and hedgerows around its boundary.

Fields ii, iii and iv have a distinctive

landscape character which consists of a series of small scale pasture fields with a strong line of mature trees running along the watercourse through these fields. Field v is a large arable field where over time hedgerows have been removed and has become more intensively farmed. A number of large trees can be found scattered on what were likely old field boundaries. This field slopes from a low point of 115m AOD on the northern boundary to 140m AOD on the southern boundary. Its western boundary is the watercourse, with both mature hedgerows and a linear woodland copse.

In 2009 and 2014, the landscape sensitivity character assessment did not undertake an assessment of site 3. Our assessment is the site has a medium/high landscape sensitivity and a low/medium capacity for

employment development, subject to consideration of development form and mitigation.

Mitigation should consider:

- Avoiding development in fields iii and iv in order to maintain the intrinsic landscape character along the stream and adjacent to the B5061. Some additional planting will also help to provide a buffer to any development that may occur in field v.
 - Ensuring a sensitive development that takes into account existing site features and hedgerows in field i wherever possible.
 - Ensure development within field v is contained on the lower slopes of the site, ideally up to the 125m contour as this field is visible from both the Wrekin and AONB and across the valley from Burcot.
- Provides buffer planting on the eastern and southern boundaries of the field v to help screen views from the M54 and the Ercall and Lawrence's Hill local nature reserve and Bucktree Farm and hotel.
 - Consider use of green roofs to help screen from views down on the site from the Wrekin and AONB.
 - Provide additional hedgerow and tree planting along the 125m contour and along former field boundaries.
 - Maintain the upper slopes as arable farmland with potential additional planting along the southern and eastern boundaries of field v.

Visual conclusions

Through undertaking visual analysis from key views and receptors, a number of issues have been identified:

Site 1 is the most visible from short distance views, but is screened largely from the south by the M54 embankment. Site 2ii is most visible from the junction of the B5061 and the lane leading into Cluddley hamlet. Fields ii, iii and iv of site 3 are the most visible from short distance views from the B5061 and from the public right of way leading to the Wrekin and the Ercall SSSI. Field v is largely screened from short distance views close to the site, but is visible from medium and long-distance views.

All of the development sites are visible from long distance views from the summit of the Wrekin and the Shropshire Hills AONB. In particular

site 3 which currently reads as open agricultural fields. Site 1 is hard to identify and sites 2i and 2ii are seen to form part of the hamlet of Cluddley. The north part of field v in site 3 is also visible across the valley from Burcot and development on the upper slopes ideally needs to be avoided.

The overall visual impacts will depend on the sensitivity and scope of proposed development and mitigation undertaken, but these can be reduced to minor/moderate adverse impacts on the wider landscape and minor/negligible from short distance views following establishment of any mitigation planting.

Summary

- Sites 1, 2i, 2ii and the northern part of 3 have been identified as 'medium' sensitivity.
- The remainder of site 3 has been identified as 'high/medium' sensitivity.
- An assessment of 'medium' sensitivity in the context of the study means: 'Landscape and/or visual characteristics of the site/zone are susceptible to change and/or its values are medium/low through to high/medium and/or the zone may have some potential to accommodate the relevant type of development in some defined situations without significant character change. Thresholds for significant change are intermediate.'
- An assessment of 'high/medium' sensitivity in the context of the study means: 'Landscape and/or visual characteristics of the site/zone are vulnerable to change and/or its values are medium through to high and the zone can accommodate the relevant type of development only in defined limited situations without significant character change. Thresholds for significant change are low'.

Mitigation

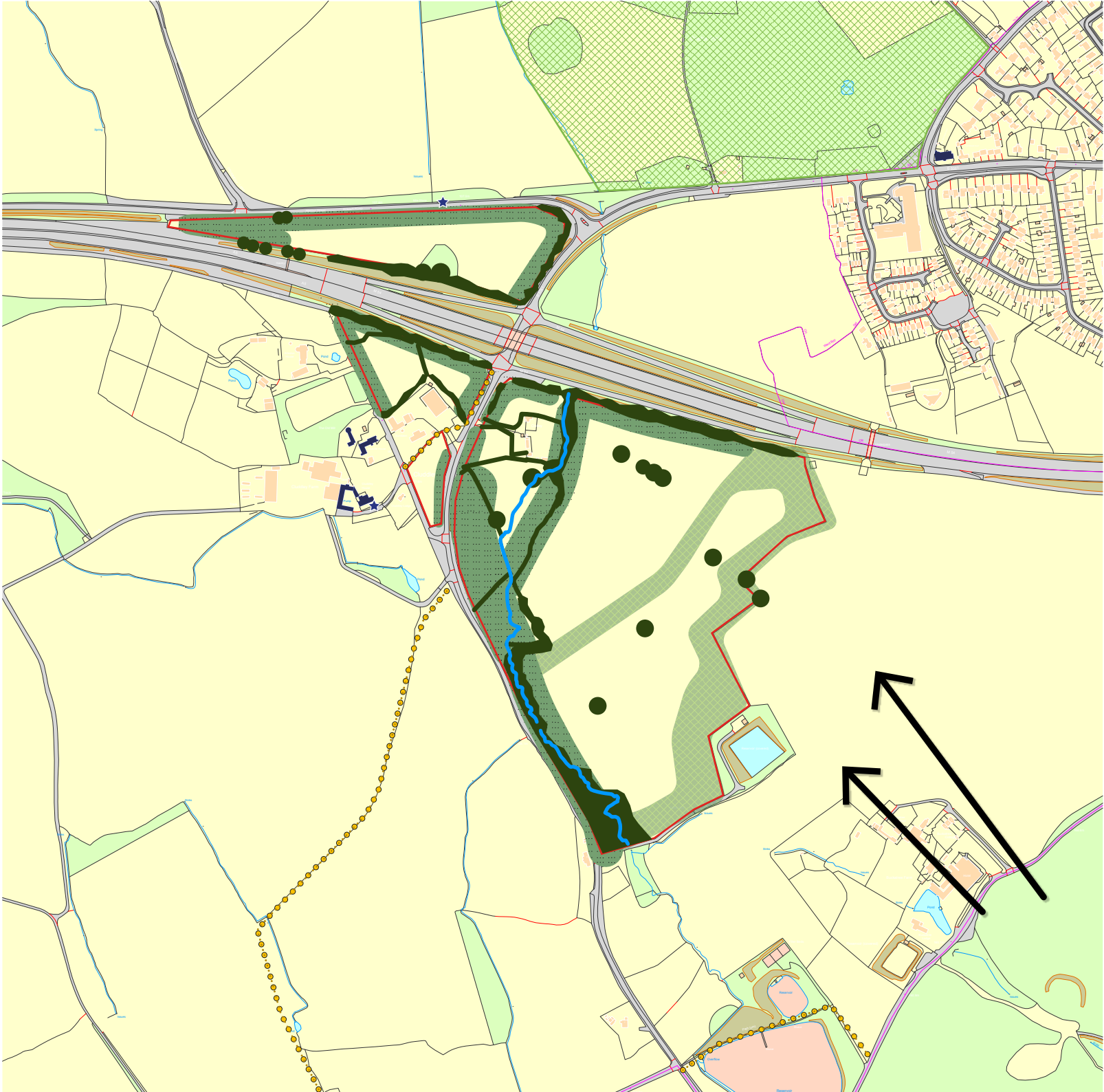
The mitigation measures arising from the landscape and visual issues identified, are to avoid/prevent, reduce or offset any significant negative (adverse) effects. They are as follows:

1. Development set back from the south-western boundary of site 3 to allow the creation of a buffer to the Shropshire Hills AONB.
2. Strong boundary planting to the sites' perimeters to filter views and minimise visual impact on the immediate setting.
3. Buffer planting proposed to limit potential for impact on adjacent residential properties.
4. Preserve the setting of the B5061 to the north of site 1 through boundary planting.
5. Strong internal planting within site 3 to break down the overall mass of development to mitigate the site's impact on views into the site.
6. Provision of open space and appropriate planting throughout the site.
7. Consideration should be given to minimising the impact of site and street lighting and where required, this should be low level lighting to reduce and visual impact during the day and evening.

The masterplan

Node's landscape assessment has ultimately been used to shape the masterplanning process undertaken on the site by AFL Architects.

The resultant masterplan, presented separately within the vision document, shows how the proposed mitigations have been implemented to ensure that the proposed development is able to sufficiently minimise its potential for impact on landscape character and visual receptors



LEGEND

- Site boundary
- Landscape buffer
- Boundary planting
- Consider views
- Listed building
- Listed structure
- Orleton Hall (Registered park and garden)
- Public right of way

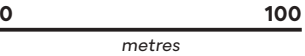
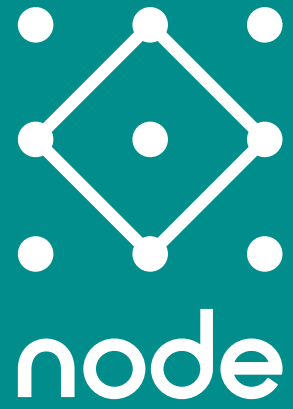


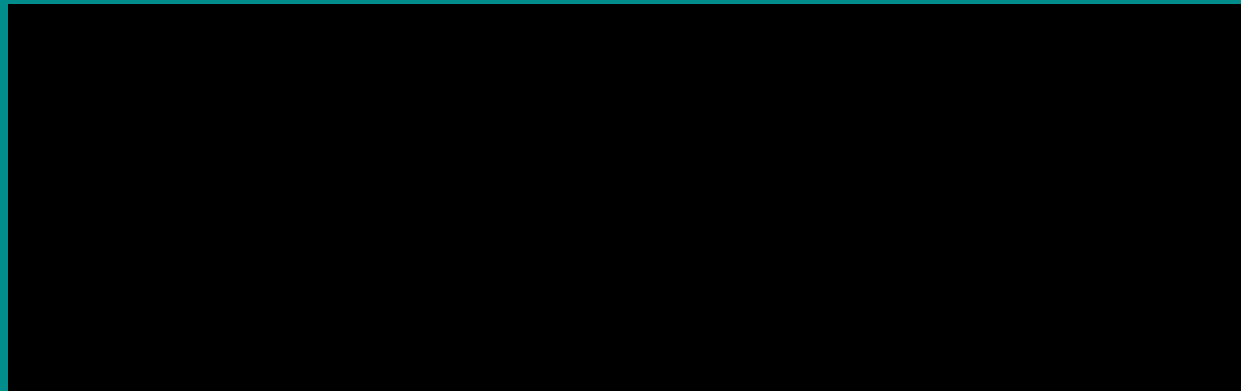
FIGURE 5.2 | MITIGATION | 1:2500



Node Birmingham

Node Leicester

Node London





Key benefits of location



Located at Junction 7 of M54 within 15 miles of 400,000 people and 30 miles of 4 million.



A Network of Strategic & Leisure Foot & Cycleways & Public Transport Routes

Circa 3 Ha of Publicly Accessible Formal and Informal Green Infrastructure linking Wellington to the Shropshire Hills AONB

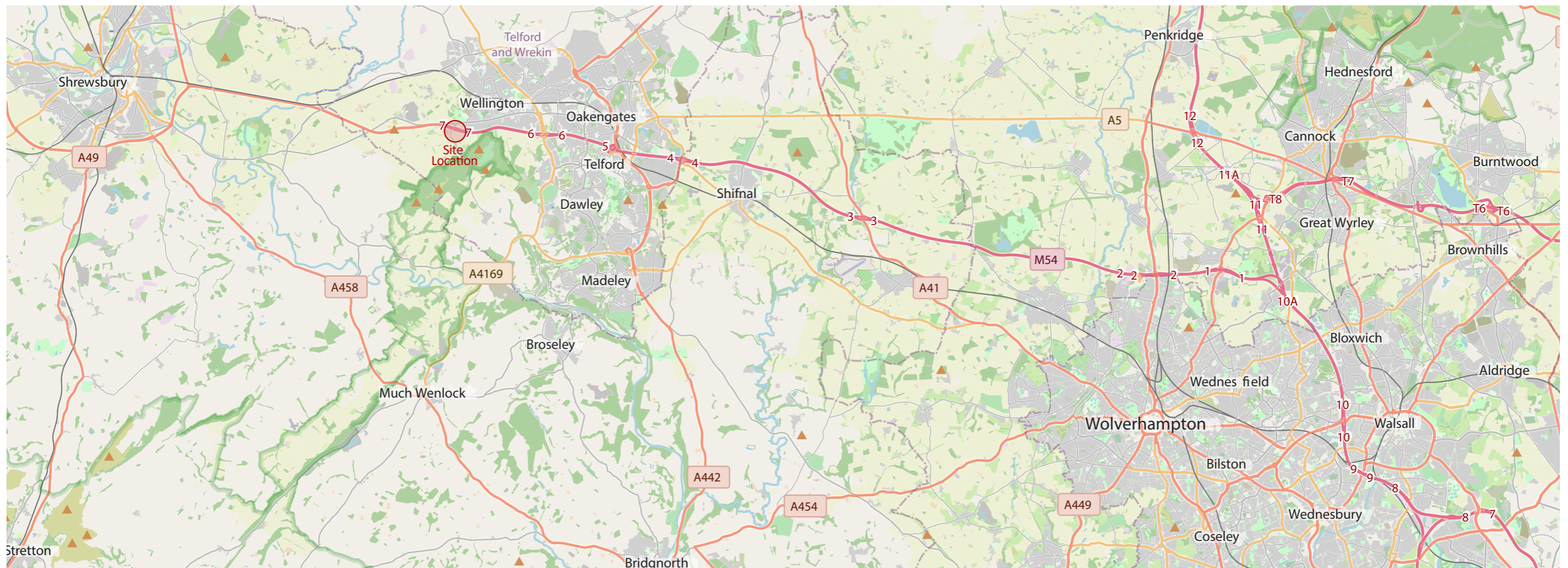


Circa 25 Ha of new Employment Land across 3 sites offering new jobs to the local population.



A mixed scale opportunity which could provide employment space from small scale studio space to medium scale storage units.

Circa 4,500 New Homes expected within Telford and Wrekin in the next 5 years.



Regional Location

Planning Policy

In preparing this assessment, the planning policy framework has been considered specifically in relation to landscape and visual matters. This section provides a summarised review with extracts of relevant issues that should be considered.

Adopted Local Plan

The Telford and Wrekin Local Plan was adopted in January 2018 and covers the plan period between 2011 – 2031. In the adopted plan, all of the sites are located within a Mineral Safeguarding Area (Policy ER2). Sites 2i, 2ii and 3 are also located within the Wrekin Forest Strategic Landscape (Policy NE7). Site 1 is located to the south west of the Orleton Hall Registered Park and Garden (Policy BE7).

Policy NE7 states that “The Council will protect the borough’s Strategic Landscapes from development which would cause detrimental change to the quality of the landscape”. This Promotion Document and supporting Landscape Assessment have addressed the Wrekin Forest Strategic Landscape designation accordingly and it has been a key consideration in the production of the Concept Masterplan proposals. Further heritage and minerals technical work can be undertaken at a later stage to support the development proposals.

Emerging Local Plan

The Council is currently undertaking a review of their Local Plan. An Issues and Options consultation document has been produced which introduces the potential development priorities for the borough up to 2040.

The National Planning Policy Framework states that “significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development” (paragraph 80). As a key economic powerhouse for the Marches Local Enterprise Partnership area, there is an ambition in the Telford and Wrekin Local Plan Review to identify further employment land opportunities.

The Issues and Options document proposed two potential employment land requirement figures based on economic growth (167ha) and past trends (189ha). When sites with planning permission (not yet commenced construction) and allocated sites within the adopted Local Plan are factored in, this leaves a net employment land requirement of either 77ha (economic growth) and 99ha (past trends).

It is considered that Sites 1, 2i, 2ii and 3 are in a suitable location for employment development as they are highly accessible with good transport links to Telford as well as the wider region. Sites 2i, 2ii and 3 are also adjacent to existing employment uses. The sites are in single ownership.

Call for Sites submissions have been made for all four of the sites.

Designations

There are no designations on site but there are a variety of designations that can be found locally, predominantly to the south and east other than Orleton Hall to the north. They are as follows and are demarked on the designations and facilities plan on the next page.

- Site of Special Scientific Interest (SSSI)- The Wrekin and The Ercall
- Local Nature Reserve (LNR)- Ercall & Lawrences Hill, Limekiln Wood
- Local Wildlife Site (LWS)- The Wrekin
- Ancient Woodland (AW)- Ercall Wood
- Area of Outstanding Natural Beauty (AONB)- Shropshire Hills AONB
- Historic Park and Gardens (HP&G) Orleton Hall
- Scheduled Ancient Monument (SAM) - Wrekin var. Hillforts, WWII Sites, Bronze age settlement. Willow Moor, Round Barrows. Wrekin (Lower) WWII Rifle Range.



View looking south from B5061



View looking North from Ercall Lane towards site



Facilities

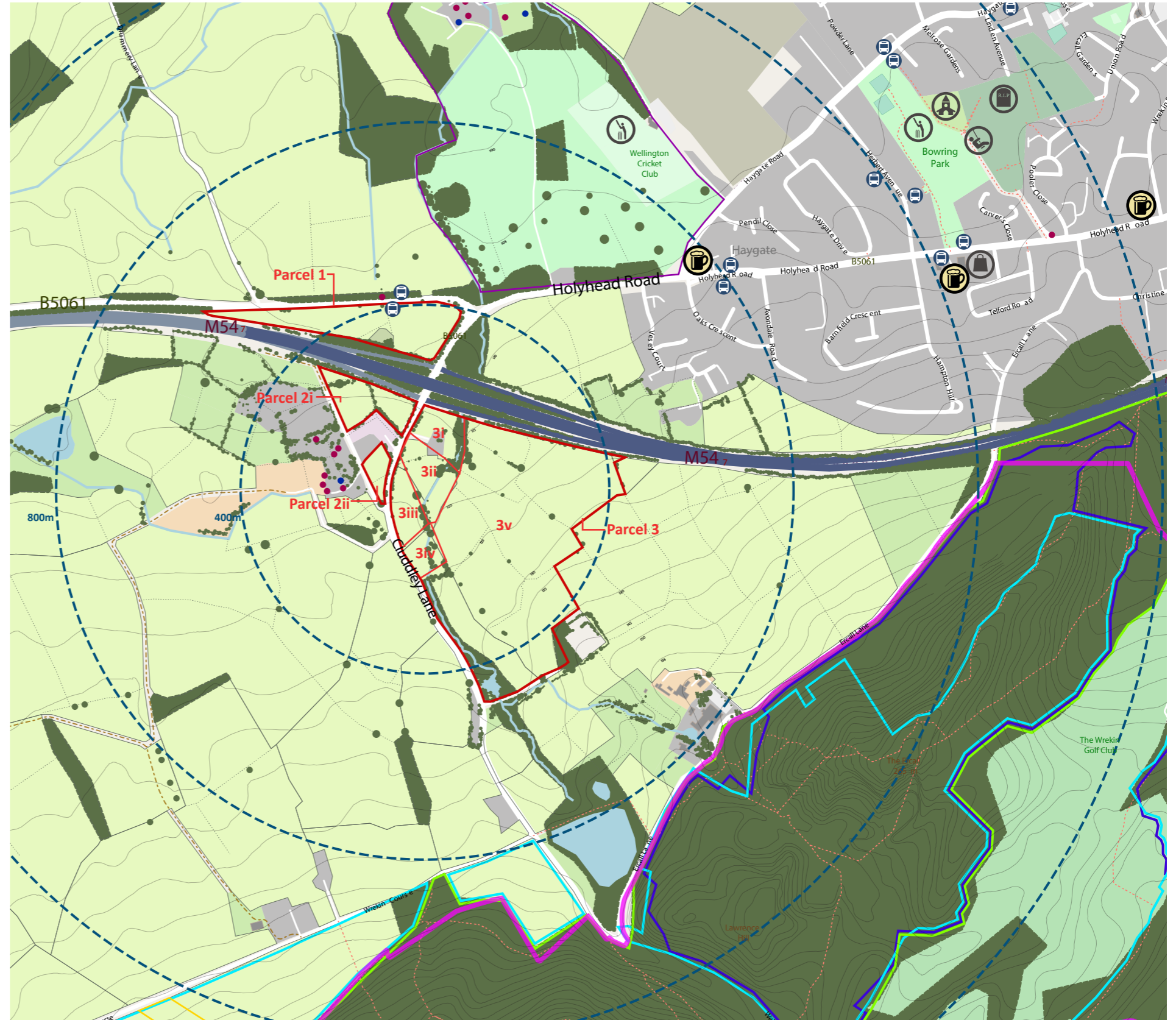
In order to assess the site in terms of suitability and sustainability we have assessed the Site's proximity to transport links such as the M54 & A5 as well as housing, education, community and recreation areas.

Local facilities have been identified and are shown in relation to the site on the Designations & Facilities Plan on the next page.

Whilst being located on the edge of settlement the Site manages to afford a short walk to local facilities and to the nearest Bus Stop on B5061.

Legend

- | | | | |
|--|---------------------|--|-------------------------|
| | Site boundary | | Place of Worship |
| | Settlement | | Bus Stop ~0.4km |
| | Education | | Primary School ~2km |
| | Employment | | Secondary School ~1.8km |
| | Farmsteads | | Allotments ~1.7km |
| | Woodland | | Shops ~1.2km |
| | Public Open Space | | Post Office ~1.8km |
| | SSSI | | Public House ~0.8km |
| | LNR | | Cemetery |
| | LWS | | Play Area |
| | AONB | | Cricket Pitch |
| | SAM | | Grade II* Listed |
| | RP&G | | Grade II Listed |
| | Public Right of Way | | |



Designations & Facilities Plan 1:5000

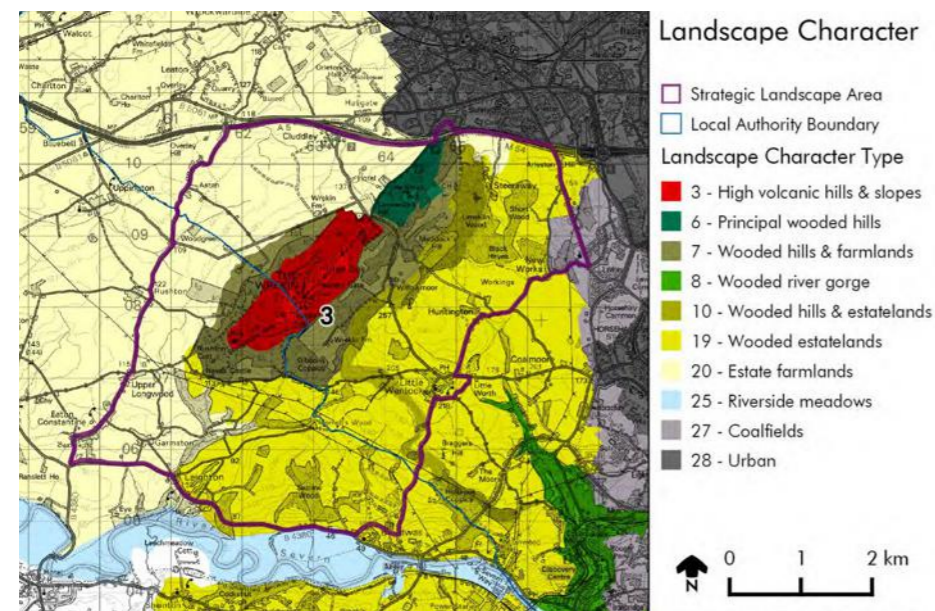
Strategic Landscapes Study 2015

The Wrekin Forest Strategic Landscape area encompasses most of the site other than the Parcel 1 along the B5061.

The following statement summarises the key aims for this area;

“The overall aim is to protect the special qualities of the iconic landscape of the Wrekin, and its setting and views. The tranquillity of the area should be protected, and enhanced where possible. The recommendations of the Wrekin Forest Plan 2015-2020 and the Shropshire Hills AONB Management Plan 2014-2019 should be followed to facilitate co-ordinated management of biodiversity, farming, geology, archaeology, recreation and leisure.”

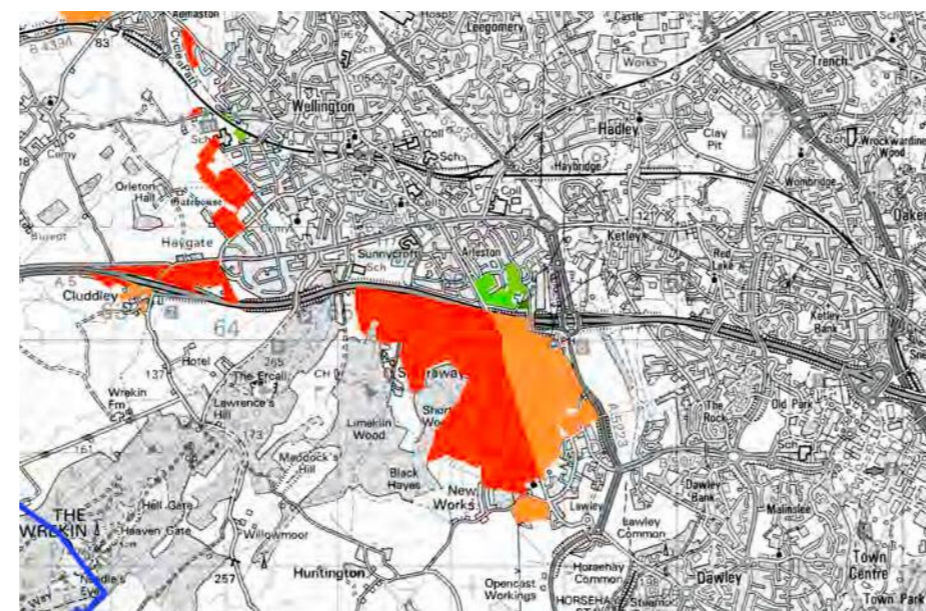
The following plan is an extract from the above report which shows the extent of the strategic landscape area along with the assessed landscape character areas.



Landscape Sensitivity Study Update 2014

The report is an update on the 2009 landscape sensitivity and capacity assessment undertaken previously and sets out the methodology for assessing the sites that have been previously submitted.

Several of the areas fall within the Site (on Parcels 1, 2i & 2ii) thus sensitivities can be drawn from the below plan.



Assessed Landscape Sensitivity (Node)

Visual conclusions

Through undertaking visual analysis from key views and receptors, a number of issues have been identified:

Parcel 1 is the most visible from short distance views, but is screened largely from the south by the M54 embankment. Parcel 2i is most visible from the junction of the B5061 and the lane leading into Cluddley hamlet. Fields ii, iii & iv of parcel 3 are the most visible from short distance views from the B5061 and from the public right of way leading to the Wrekin and the Ercall SSSI. Field v is largely screened from short distance views close to the site, but is visible from medium and long-distance views.

All of the development parcels are visible from long distance views from the summit of the Wrekin and the Shropshire Hills AONB. In particular parcel 3 which currently reads as open agricultural fields. Parcel 1 is hard to identify and parcels 2i and 2ii are seen to form part of the hamlet of Cluddley. The north part of field v in parcel 3 is also visible across the valley from Burcot and development on the upper slopes ideally needs to be avoided.

The overall visual impacts will depend on the sensitivity and scope of proposed development and mitigation undertaken, but these can be reduced to minor/ moderate adverse impacts on the wider landscape and minor/negligible from short distance views following establishment of any mitigation planting.

Summary

- Plots 1, 2i, 2ii and the northern part of 3 have been identified as ‘medium’ sensitivity.
- The remainder of parcel 3 has been identified as ‘high/medium’ sensitivity.
- An assessment of ‘medium’ sensitivity in the context of the study means: ‘Landscape and/or visual characteristics of the site/zone are susceptible to change and/or its values are medium/low through to high/medium and/or the zone may have some potential to accommodate the relevant type of development in some defined situations without significant character change. Thresholds for significant change are intermediate.’
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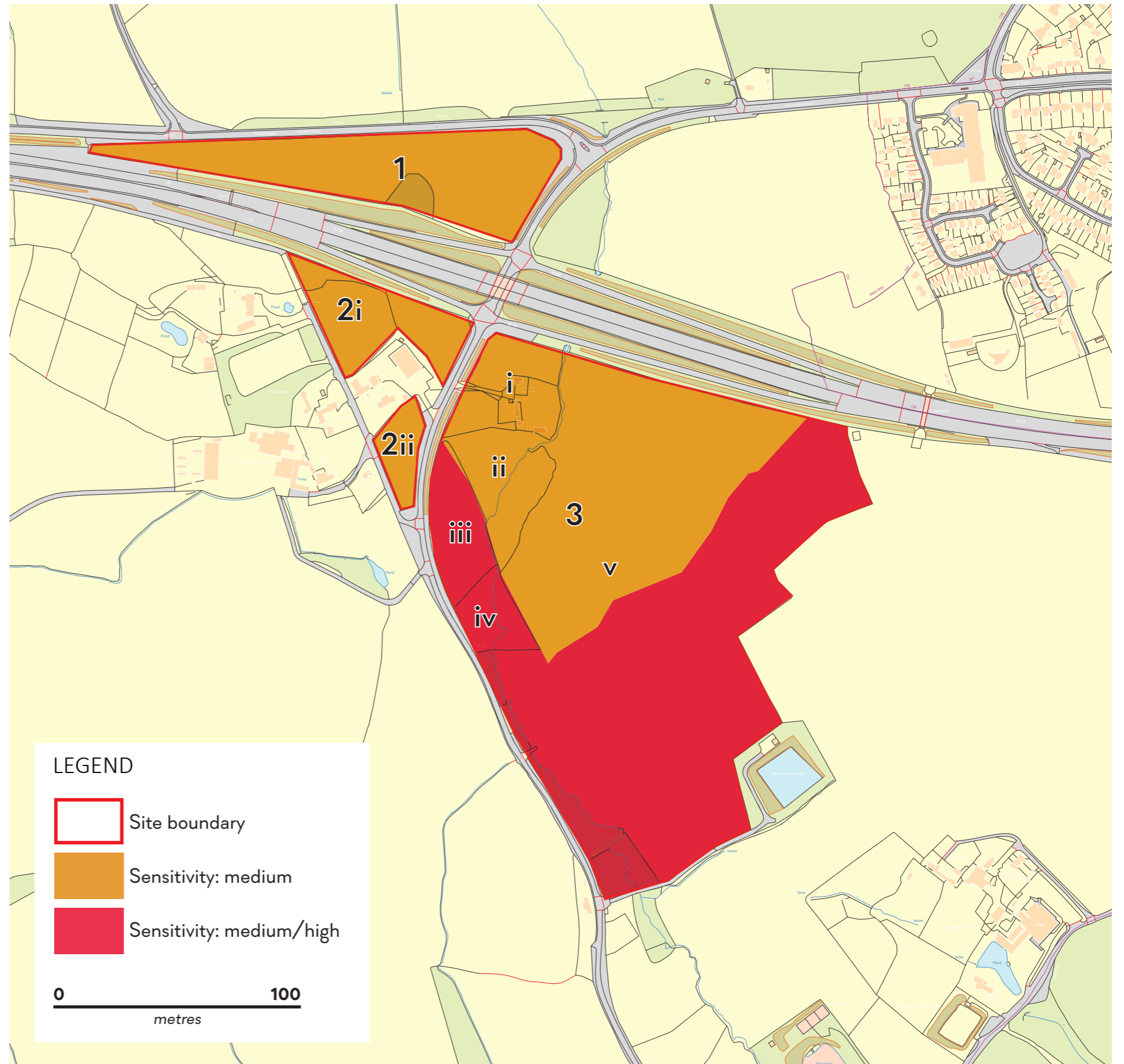
Mitigation

The mitigation measures arising from the landscape and visual issues identified, are to avoid/prevent, reduce or offset any significant negative (adverse) effects. They are as follows:

1. Development set back from the south-western boundary of parcel 3 to allow the creation of a buffer to the Shropshire Hills AONB.
2. Strong boundary planting to the site's perimeter to filter views and minimise visual impact on the immediate setting.
3. Preserve the setting of the Roman Road to the north of the northern plot through boundary planting.
4. Strong internal planting within parcel 3 to break down the overall mass of development to mitigate the site's impact on views into the site.
5. Provision of open space and appropriate planting throughout the site.
6. Consideration should be given to minimising the impact of site and street lighting and where required, this should be low level lighting to reduce and visual impact during the day and evening.

The masterplan

Node's landscape assessment has ultimately been used to shape the masterplanning process undertaken on the site by AFL Architects. The resultant masterplan, presented separately within the vision document, shows how the proposed mitigations have been implemented to ensure that the proposed development is able to sufficiently minimise its potential for impact on landscape character and visual receptors



Designations & Facilities Plan 1:5000

Topography + Views

Parcel 1 is generally flat with a shallow gradient down from the M54 to B5061. Parcels 2i and 2ii fall from 120m to 115m towards the M54. Parcel 3 slopes gently northward down toward the M54, from circa 115m aOD to 140m aOD.

The topography undulates within the foot of the Wrekin and the Erccall which has a screening effect locally.

Key Points

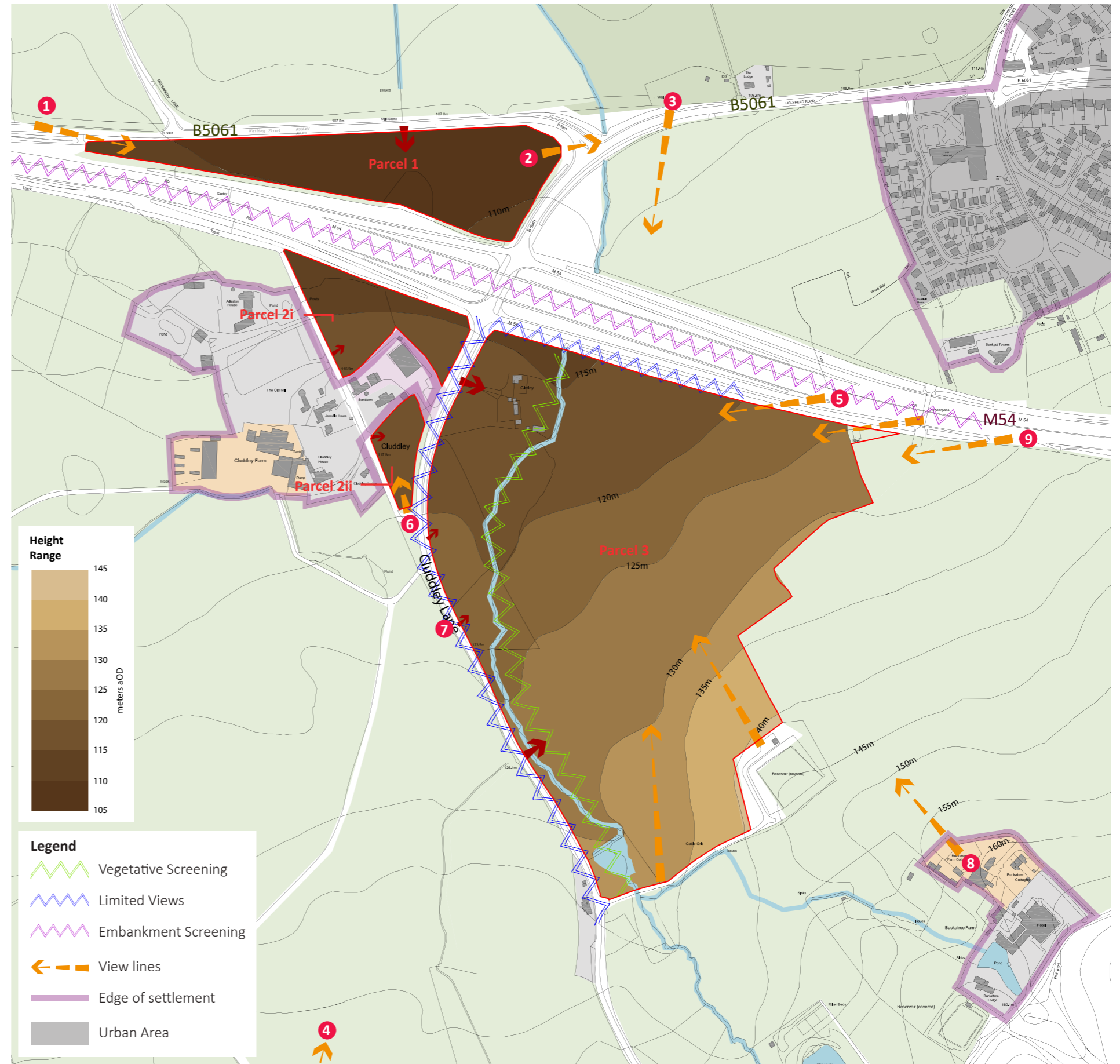
1. Short views into from the B5061 and long views across site.
2. View along the B5061 toward the Old Orleton Inn.
3. View towards the site obscured by the M54 Wrekin sits above the site within the view.
4. Potential views from the elevated position on the Wrekin, circa 100m aOD above the top of the site.
5. Views across the site reduce with progression along the exit ramp.
6. Prospect across site from adjacent land, no public access.
7. Few views into site from B5061 due to heavy vegetation.
8. Potential views from the Hotel looking down the hill into the site.
9. Views across the site from the elevated position on the M54, the Wrekin sits above the site within the view.



Topography & Views 1:2500



Topography & Views 1:2500



Topography & Views 1:2500



Landscape Structure

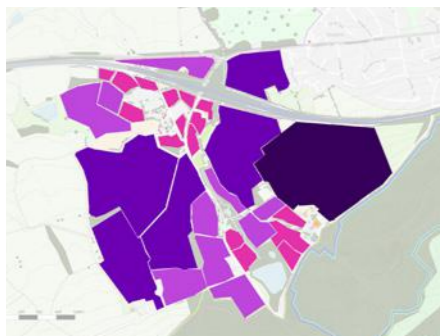
Several of the landscape features within this area have been eroded following years of agricultural activity with the loss of hedgerows and associated mature trees. See below diagrams which depict the change in scale of enclosure. The stream corridor provides a strong green infrastructural element which is linked to a series of small paddocks around the hamlet and farmstead.

The landscape has also changed more recently with the introduction of the motorway bisecting the landscape and its features.

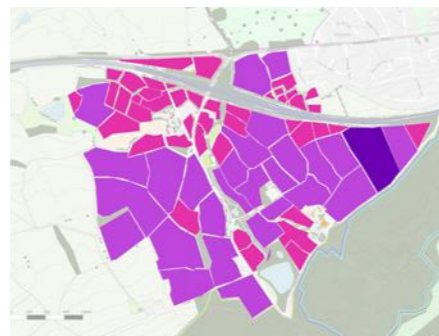
The proposed landscape structure seeks to enhance the green infrastructure network with the reintroduction of removed links and the introduction of new scattered woodland pockets. The woodland pockets will assist in screening / filtering some proposed built elements from the view.

Key Points

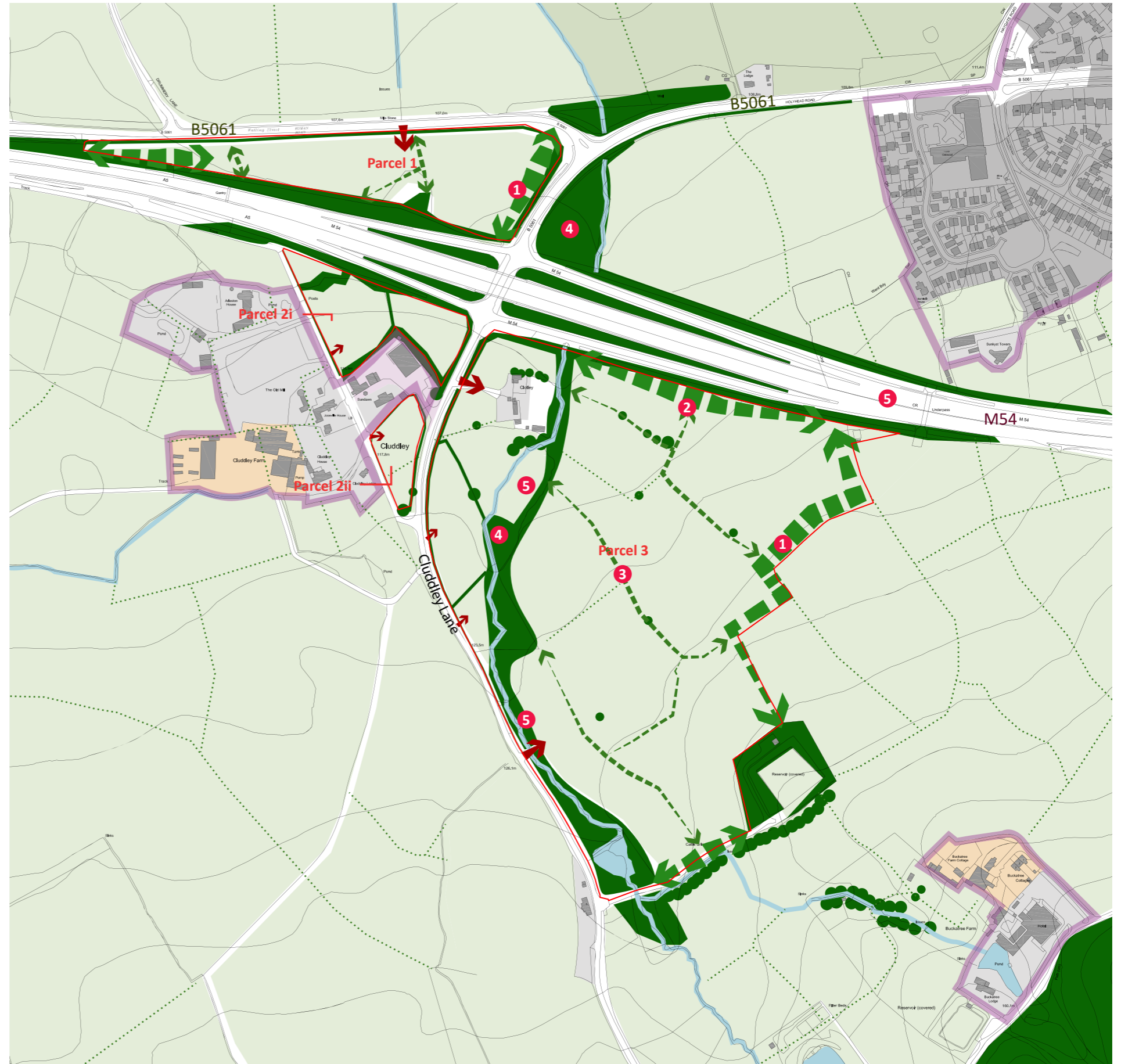
1. Eastern boundary to be reinforced with a belt of broad-leaf woodland providing screening to the lower lying land within the view preceding the Wrekin.
2. Northern boundary to be reinforced with supplementary native planting.
3. Reintroduce field pattern across the site to reduce scale of the landscape and restoring sense of enclosure. (as shown below)
4. Continue Green Infrastructure along corridor northward linking to the woodland belt on the edge of Orleton Hall Estate.
5. Existing north south green Infrastructure to remain a 'Dark Corridor' encouraging Bat foraging.



Current Field Pattern



1882 Field Pattern



Landscape Structure

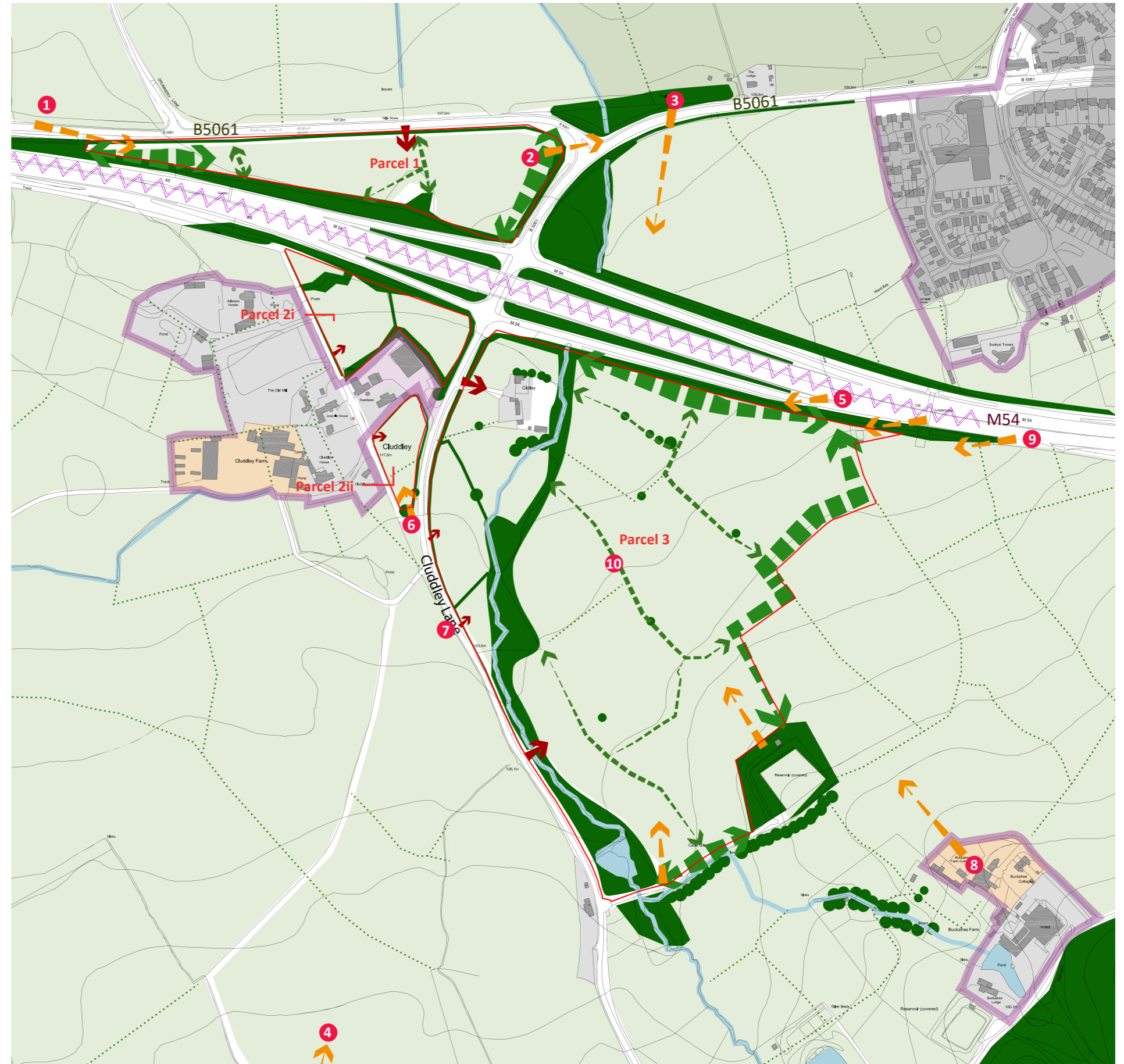
Landscape Structure + Views

There is potential to limit and reduce the potential views into the site by introducing vegetation into the landscape.

The Plan to the right illustrates the opportunities explored in the landscape structure planned how the views from potential receptors are impacted / reduced.

Key Points

1. Short views into and long views across site- to be mitigated with denser woodland/hedgerow cover.
2. View along the B5061 toward the Old Orleton Inn as key vista out from the site.
3. View towards the site obscured by the M54, the Wrekin sits above the site within the view- will successfully screen built form at the base of the site of up to 15-20m from the park and garden at Orleton Hall.
4. Potential views from the Wrekin- can be partially mitigated by using similar materials to the existing built form and potentially introducing green roofs to the larger buildings.
5. Views across the site reduced with the re-introduction of the smaller field pattern.
6. Prospect across site from adjacent land reduced with the re-introduction of the smaller field pattern.
7. Few views into site from road due to heavy vegetation
8. Potential views from the Hotel
9. Views across the site from the elevated position on the M54, the Wrekin sits above the site within the view.
10. Reducing size and scale of field pattern to former 1882 layout.



Landscape Structure & Views 1:2500



Landscape Structure + Movement

The site is bisected by the M54 which is a high speed corridor and provides a transportation link between the West Midlands and Wales.

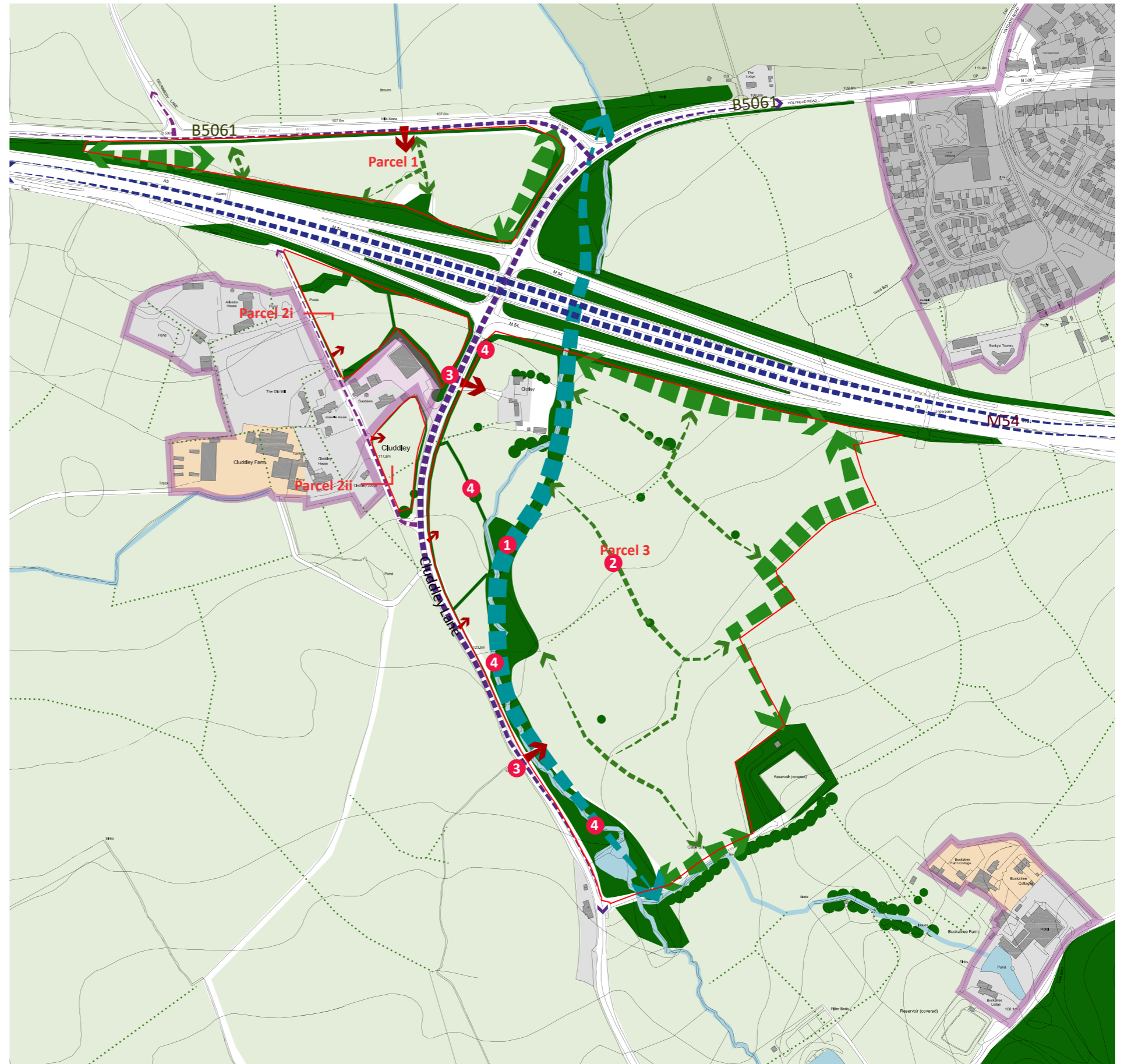
There are two secondary routes that bound the site; the B5061 to the north and Cluddley Lane which bisects the site in a generally north south motion. These will provide out primary access points into the sites with improvements being made to existing entrances.

A tertiary route which provides access to the hamlet of Cluddley, formerly this access used to link through to the B5061 prior to the installation of the motorway. This historic link can be restored in terms of the landscape structure and provide the eastern edge of the woodland block in the northern parcel.

The stream corridor is an important landscape structure providing both natural drainage for field run off but also foraging / roosting corridors for bats and birds.

Key Points

1. Enhance the Stream Corridor with sympathetic channel improvement and supplementary green infrastructure.
2. Improve the Green network across the site with both linking features and point features.
3. Enhance access points to site to improve visual splays along Cluddley Lane.
4. Create pedestrian / cycle link North South along the Stream Corridor that links Wellington to the Wrekin.



Landscape Structure & Movement 1:2500



Concept Masterplan

Working with respect to the assessed landscape sensitivity minimising the effects of development on surrounding receptors. Utilising the existing screening features of the M54 and the surrounding vegetative structures to screen the development, supplementing this where required to minimise impact upon surrounding receptors.

The adjacent option expands the existing settlement within the existing fabric of the landscape utilising combination of both existing mature vegetation and proposed scattered woodland as screening. Proposed buildings could be sympathetically dressed in an agricultural style which could include tiled or green roofs to minimise their overall impact in more sensitive areas. The final design of the employment sites will be determined at planning application stage.

Land Use Budget

Parcel 1 - 3.48Ha

Land Use Type	Area (Ha)
Development Area	2.43
Existing landscape corridor	0.42
Proposed Woodland	0.63

Parcel 2i - 1.41Ha

Land Use Type	Area (Ha)
Development Area	1.15
Existing landscape corridor	0.26

Parcel 2ii - 0.46Ha

Land Use Type	Area (Ha)
Development Area	0.35
Existing landscape	0.11

Parcel 3- 19.75Ha

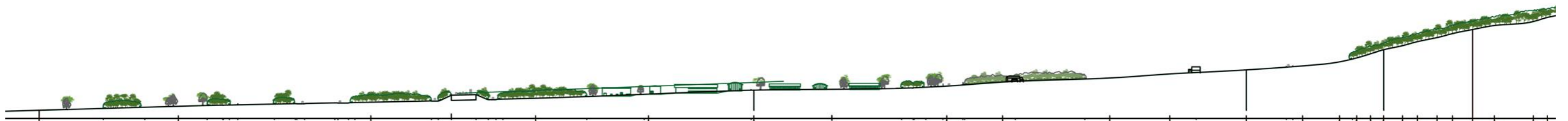
Land Use Type	Area (Ha)
Development Area	7.49
Existing landscape corridor	2.43
Proposed Woodland	3.35
Proposed Open Space	6.23



Concept Master Plan 1:2500



The adjacent images are precedents for the various typologies of buildings that could be used on site to provide Employment uses.





Green Infrastructure & Landscape Strategy

To enhance the existing landscape structure the Landscape Strategy utilises four key strands / areas to create a strong landscape fabric and enhances biodiversity. These seek to work with the natural flow of the landscape working with the land and its setting.

The areas are described as follows;

1. The Village Lane

A new access network could be introduced within the larger southern parcel of land, creating vibrant green lanes that provide vehicular and pedestrian access. These could be tree lined with rain gardens and swales to collect and treat run-off.

2. The Stream Corridor

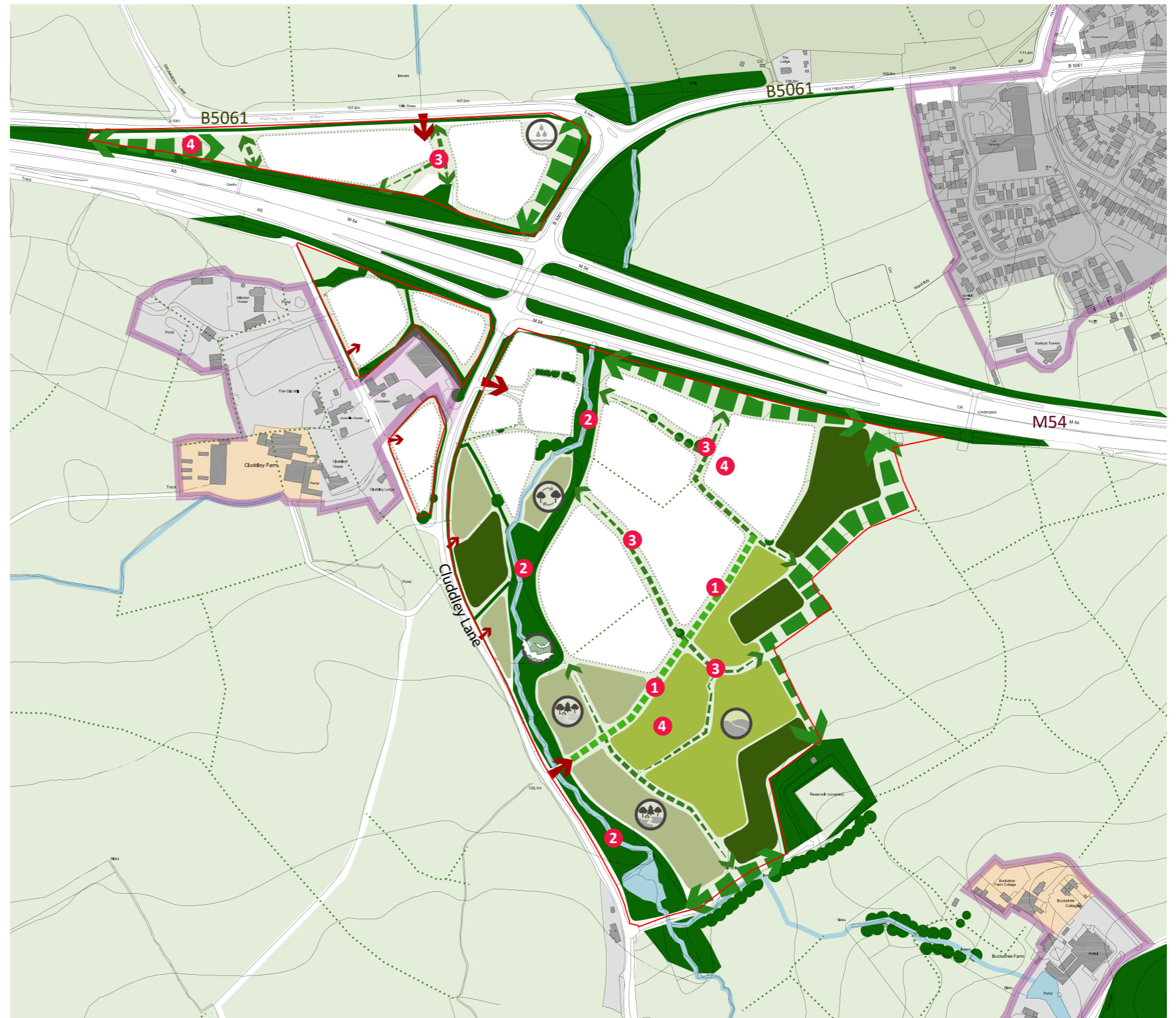
The corridor could be expanded to encompass some of the lower lying areas around the stream, this will provide opportunities to create a new cycle and pedestrian link within the site running north south towards the Wrekin.

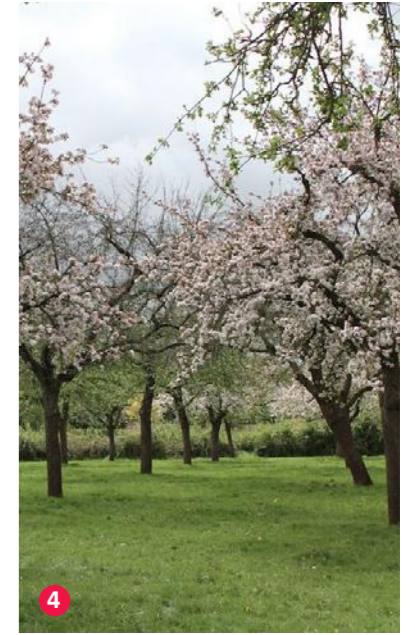
3. The Repaired Fabric

Hedgerows and hedgerow trees will be reintroduced to reduce the scale of the landscape and create a network that will both assist in screening and create space for wildlife.

4. The Wooded Pockets & Meadows

Echoing the areas around the Wrekin, scattered woodland and rolling meadows will replace the arable fields. This will enhance the foraging spaces for bats and birds whilst also creating a link into the foot of the Wrekin Forrest.



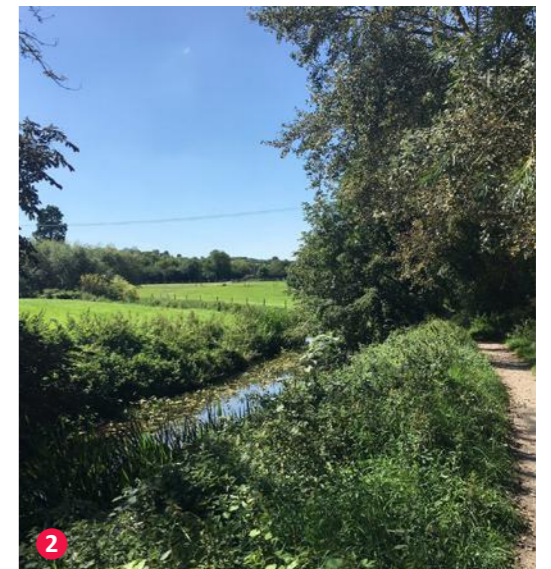


These images represent indicative solutions which will be determined at planning application stage and will be subject to technical and viability considerations.

Green infrastructure:

“A strategically planned network of natural and semi-natural areas with other environmental features designed and managed to deliver a wide range of ecosystem services’

European Environment Agency





Architecture For Life

19 January 2024
Orleton Estate FINAL 220124



Strategic Planning team
Telford & Wrekin Council
PO BOX 457
Southwater One
TF2 2FH

Sian Rees



Dear Sir / Madam,

Orleton Estate proposed employment sites: Land North of Junction 7 M54; Land West of Cluddley Lane Northern Site; and Land West of Cluddley Lane Southern Site

We are instructed by The Orleton Estate to provide commercial property market advice in relation to three sites within their ownership which are proposed employment site allocations within the draft Telford & Wrekin Local Plan 2040:

- Land North of Junction 7, M54;
- Land West of Cluddley Lane Northern Site;
- Land West of Cluddley Lane Southern Site.

We have set out below our views on the likely market attractiveness of the three sites, and the potential role they will play in Telford's employment land portfolio.

1. Site Context

All three sites are located at Junction 7 of the M54, to the south west of Wellington, Telford. All three sites are within the freehold ownership of Orleton Estate and therefore do not require any site assembly to come forward for employment development. The sites are being actively promoted for employment use and are deliverable in the short-medium term, subject to planning.

The immediate context of the sites is shown on the below plan.

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

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Figure 1: Sites Red Line Plan



Source: Promap

356 – Site 1: Land North of Junction 7 M54

As illustrated by the red line plan above, Site 1 (3.45 ha) is located immediately to the north of Junction 7 of the M54, which forms the southern boundary of the site. To the north the site is bound by the B5061 Roman Road, with the B5061 Holyhead Road forming the eastern boundary and providing direct access to the M54. The western boundary of the site comprises an area of vegetation separating the B5061 Roman Road from the M54.

Land adjacent to the site to the east is proposed as a housing site within the Local Plan 2040 (ref. 251 – Land South of Holyhead Road, Wellington). To the east of this proposed housing site is a further two adjoining sites also proposed as housing within the Local Plan 2040 (ref. 601 – Land surrounding Sunkyst Towers, to South of Vesey Court and ref. 378 Land East of Vesey Court and South of Barnfield Road).

362 – Site 2i: Land West of Cluddley Lane Northern Side

Site 2i (1.42 ha) is located immediately to the south of Junction 7 of the M54, which forms the northern boundary of the site. To the east the site is bound by Cluddley Lane, a C-road which provides direct access to the M54. To the west the site is bound by a single track lane. Existing employment is located to the south of the site comprising a warehouse and a number of smaller outbuildings which are occupied Glyn Upton Removals, an independent removal company.

364 – Site 2ii: Land West of Cluddely Lane Southern Side

Site 2ii (0.46 ha) is located to the south of Glyn Upton Removals. The site is bound to the east by Cluddley Lane, which provides direct access to the M54. To the west of the site is a single track lane. At the southern boundary of the site is the junction of the single track lane with Cluddley Lane.

2. Market Assessment

It is important to note that industrial and logistics businesses operate across administrative boundaries and, whilst the focus of demand will likely be from local occupiers, the catchment for the sites, given their highly accessible location, will be sub-regional.

As noted in the Marches LEP Strategy (2019) the sub-region benefits from sectoral strengths in advanced manufacturing with specialisms in metals, machinery and automotive, particularly lightweighting and composites, as well as business and professional services and food and drink, especially in meat and dairy processing. There are also emerging, nationally important strengths in environmental technology, cyber security and resilience, agri-tech, and innovative health and social care.

The freight and logistics industry within the sub-region is principally agricultural nature, with a focus on food and drink production and the processing of agricultural products. The Marches & Mid-Wales Freight Strategy confirms that in general collections are made from highly dispersed locations such as farms for delivery to processing facilities prior to onward distribution to retailers' distribution centres. There are also important clusters of manufacturing activity, particularly related to the automotive and defence sectors, in and around Telford, Shrewsbury and Hereford.

The M54/A5 Corridor is a key transport corridor linking Telford with the West Midlands, Shropshire, and Mid-Wales beyond. As noted within the LEP Strategy "To the west, our economy is intricately connected to Wales through our strategic transport corridors, our supply chains and our role as a strategic logistics gateway for businesses through to the Welsh market." (Marches LEP Strategy, 2019, para 5.7). This is further highlighted by the Marches & Mid Wales Freight Strategy. There are strong concentrations of industrial and logistics businesses in Telford and Shrewsbury but overall, economic activity throughout the sub-region is relatively dispersed as a reflection of the customer and supply chain base that is being served.

The subject sites are ideally situated to serve occupiers seeking to maximise these linkages, occupying a strategic location on the M54 Corridor, immediately adjacent to Junction 7. The sites therefore offer the opportunity to provide high quality employment land in a location with excellent accessibility to both Telford and Shrewsbury via the M54/A5 Corridor, as well as the West Midlands and Mid-Wales markets. Employment development in this location will therefore offer opportunities for a range of occupiers seeking to serve both local and sub-regional markets, and capitalise on existing supply chain linkages in both Telford and Shrewsbury.

Whilst the focus of demand is likely to be from local occupiers, given the limited supply of sites along the M54 corridor, and the location of the sites with direct access to Junction 7, demand could also be seen from sub regional occupiers with links to Shropshire, Wales and the West Midlands. The sites provide the opportunity for rural employment and for smaller local businesses seeking a high quality location from which to serve a range of markets.

The existing employment use to the north and south of Site 2i and 2ii is illustrative of the attractiveness of the location.

3. High Level Review of Proposed Employment Land Sites

It is vital to ensure that the employment land portfolio includes a geographical spread of allocations of different sizes and of different scales to provide a high quality offer within Telford & Wrekin and ensure that suitable opportunities are available to retain and attract businesses and employment.

There are 14 new employment sites proposed, 3 sites proposed which are part of Sustainable Urban Extensions, and 10 existing allocations currently proposed in the Telford and Wrekin Local Plan 2040 (please see enclosed schedule). Together these provide a total of 184.06 ha of employment land. The sites provide a range of employment opportunities with many located north, centrally and to the east of Telford.

With the exception of the subject sites, there are only 3 sites which are directly related to the M54 Corridor:

- Land South of Holyhead Road, ref. 352, 10.59 ha (Junction 5)
- Central Telford allocations ref. EC1, 3.13 ha and 1.16 ha (Junction 5)
- Land East of Dawley Road, Lawley, ref. 473, 20.19 ha (Junction 6)

With the exception of the subject sites, there are 2 sites which are located to the western side of Telford:

- Land North and West of Allscott Meads, ref. 450, 3.29 ha
- Land East of Dawley Road, Lawley, ref. 473, 20.19 ha

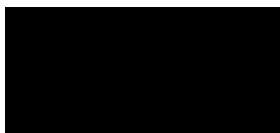
It is therefore clear that the subject sites are fulfilling an important role within the proposed employment land portfolio in providing land with direct links to the M54 Corridor and particularly to the western side of Telford, thereby maximising economic linkages to the wider sub-region including connections to Shrewsbury and Mid Wales. There is only 1 other site which offers a similar opportunity within the portfolio.

4. Conclusions

Overall, the proposed allocations for the subject sites offer a deliverable opportunity (within a single ownership) to provide high quality employment land with excellent accessibility to the M54 Corridor, enabling occupiers to serve a range of local and sub-regional markets including Telford, Shrewsbury, the West Midlands and Mid Wales. We would envisage strong occupier demand predominantly from local occupiers, but also with potential to exploit sub-regional demand given the connectivity benefits of the location.

A choice of sites with Telford & Wrekin is essential to maximise investment and maintain a balanced supply of employment land and the allocation of the sites will support this, ensuring that the employment land portfolio maximises the potential of the M54 Corridor to the west of Telford.

Yours sincerely



Siân Rees
Associate Director

cc. Amy Waddingham, Savills
cc. Jessica Graham, Savills

Enc. Allocations Schedule

Allocations Schedule

Ref.	Site	Size (ha)
356	Site 1 – Land North of Junction 7 M54	3.45
362	Site 2i – Land West of Cluddley Lane Northern Side	1.42
364	Site 2ii – Land West of Cluddley Lane Southern Side	0.46
450	Land North and West of Allscott Meads	3.29
449	Land East of Dawley Road, Lawley	20.19
498	Land at Aga Rangemaster, Waterloo Road	1.67
287	Shropshire Star, Waterloo Road, Keltey	2.11
352	Land South of Holyhead Road	10.59
398	Land at North of A518 Newport	4.47
462	Land Southeast of Newport Town Centre	2.90
399	Land East of A518 Newport	17.53
350	Land at Madeley Court Way	0.32
263	Wheat Leasows, Western and Eastern Site	10.10
535	Land at Hortonwood / Wheat Leasows north A442 (solar farm)	11.53
Proposed Employment Land at Sustainable Urban Extensions		
408, 469, 675	Land at Bratton	3.5
126, 210, 277, 405, 414, 603, 604, 656	Land north of A442 Wheat Leasows (Wappenshall)	44
237, 257, 292, 293, 299, 321, 421, 428, 478, 488	Land north east of Muxton	5.6
Existing Allocations		
EC1	Shawbirch	22.35
EC1	Hortonwood	3.39
		0.86
		1.39
		2.48
EC1	Donnington Wood	2.74
EC1	Central Telford	3.13
		1.16
EC1	Halesfield	1.97
		1.46
TOTAL		184.06