

# BRIDGNORTH TOWN PLAN

Working for the Community's future:

Supporting the  
Market Town  
Image



Enhancing the Riverside

Maintaining Bridgnorth's  
Heritage

Promoting Community  
Welfare



BRIDGNORTH TOWN COUNCIL







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# HISTORY



## 1) BACKGROUND

Bridgnorth can trace its origins back to 1098, when Robert de Bellesme, the local landowner, moved his household one mile north from Quatford to his fortified property on the cliffs overlooking the “Severne fluvius” at BruggeNorthe.

Over the next 60 years, the settlement of Bridgnorth developed along traditional lines with the main “High Street” running northwards from the castle, a central “market place” for the bartering of goods, and a “cattle market” to serve the agricultural market, all situated within the “bailey walls” and protected by dry moats.

Initially, the only connection between the town, castle and the river was by pedestrian steps, but as river trade developed, a “cartway” was established (both still in evidence). **The town was granted its royal charter in 1157**, whilst in 1272 a bridge was built over the river making Bridgnorth the only “dry” crossing between Worcester and



Shrewsbury until 1447. Two churches were built at this time, St Mary Magdelene in 1101 and St Leonard’s in 1200.

## 2) THE MIDDLE AGES

Bridgnorth prospered throughout the Middle Ages until, during the Civil War of 1646, it was occupied by the Parliamentarians. The High Street, the Castle and the Bailey Walls were all destroyed, and the town opened up to street widening and increased building.

Over the next hundred years, Bridgnorth re-established itself as the dominant market town of the area, developing its river trade and exports of “frieze” weaving and malt.

By 1710 Bridgnorth was an important staging post for long distance stage coaches, and in 1786 a new road linking the river to the town was constructed to take this increased traffic.



## 3) INDUSTRIALISATION

The 19th century saw the birth of the Industrial Revolution in the Severn Gorge, eight miles upriver from Bridgnorth; an event that had a major influence on Bridgnorth’s prosperity for the next 150 years.



Royal Charter: 1157





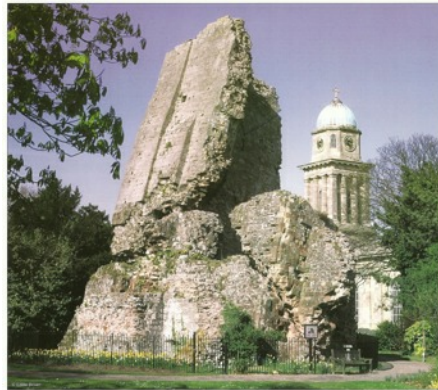
## Key Developments:

**1792** Thomas Telford rebuilt St. Mary Magdalene Church at the end of East Castle Street.

**1800** John Rastrick built Hazeldine Foundry on the East bank of the Severn.

**1808** Richard Trevithick built the first passenger carrying railway engine in Bridgnorth.

**1842** Three major carpet factories were established along the West bank of the river.



**1855** An enclosed market hall was constructed.

**1862** St Leonard's Church was rebuilt.

**1862** The railway came to Bridgnorth, but only as a branch line. The main North / South line ran through Wolverhampton and Birmingham which was to be a major factor in the decline of the town's industrial aspirations.

**1892** A funicular railway was constructed linking "Low Town" to "High Town".



The above investment resulted in a major house-building boom and an increase in the population.

# INTRODUCTION



## CURRENT POSITION

Bridgnorth has a proud and ancient history, but like many other small market towns throughout the country it has struggled in recent years to retain its status and independence against the social and financial pressures of larger neighbours - Wolverhampton, Kidderminster and Telford.

Over the past eighty years both manufacturing and agriculture have introduced automation with the result that whilst productivity has increased, the rural labour force has drastically decreased. This has encouraged firms to concentrate their activities in larger centralised factories, on major transport routes and where there is a large, technically educated work force. This resulted in the loss of the town's major employers in the Carpet, Electronics and Aluminium industries and was instrumental in bringing about major changes in the social fabric of the town.

A) Regional housing policies encouraged major house building in Bridgnorth, where there was little employment to support it and where costs make purchases by local inhabitants difficult.

B) More of the working population now has to commute to surrounding towns for employment with the result that they spend less time (and money) in the town, with increased traffic congestion and pollution.

C) The closure of the adult education facility has meant that youngsters have to travel out of town for their further education and entertainment, with similar results as detailed in item B.

D) Our traditional "agricultural community" who used Bridgnorth as its "market town" is greatly reduced, being replaced by a more mobile "commuter workforce" who work and shop in the larger surrounding towns, having greater choice.

E) Between the 1970's and today, Bridgnorth lost many of its administrative responsibilities to regional Bodies and County & District Authorities, making it difficult for the town to initiate essential change.

## THE FUTURE

Whilst Bridgnorth has suffered from the demise of its industrial heritage, it has survived by its ability to attract tourists from the surrounding urban conurbations because of its location on the cliff top overlooking the river valley, the river Severn, the ancient stepped walkways linking the river with the town and its medieval street pattern, its two iconic churches, the steam and funicular railways, and its avoidance of the worst of the 1960's town centre redevelopments.





In 2009 legislation was introduced by Central Government to make Shropshire a Unitary Authority with the recommendation that the County's market towns be granted additional administrative responsibilities such as the promotion of their own bye-laws, Parking Policies, Infrastructure Maintenance and Enforcement Powers. It was further envisaged that Bridgnorth would become a signatory to the proposed Shropshire Charter.

For a number of years communities have been encouraged to “look at themselves”, analyse what they saw and produce Plans to guide their future development. The implementation of such Plans becomes the responsibility of Councils and other agencies, but their production is to be placed firmly in the hands of the Community – they are to be Community Led Plans.

The proposal to produce a Bridgnorth Town Plan was put forward by the Mayor and Town Clerk at a series of public meetings in September 2009, where the concept of a “Community-Led” Plan was outlined. The Town Plan Steering Committee (the Committee) was formed from volunteers with a variety of backgrounds and involvement in various aspects of community life. Their remit was to seek the views of the residents of Bridgnorth on the immediate and long term development of the town, and to use these views as a basis for a Town Plan.

In line with the “Community Led” concept the Committee was constituted as an independent body, to act with the cooperation of the Town Council in the production of the Bridgnorth Town Plan.

A further outcome of initial meetings was the collection of people's ideas about what is “good, bad and ugly” in Bridgnorth and its surroundings. Analysis of these ideas showed that they could be collated under a series of headings, and thus a list of aspects of the life of Bridgnorth, about which views had been expressed, was produced. The Committee believed that these headings could form the framework for the Questionnaire, and could be used to obtain the data needed to produce the Community-Led Town Plan. Other consultations around the community, over the ensuing months, confirmed this belief and so the Questionnaire, having eleven headings listed in this document, was prepared and posted to all residents.

Thanks should go, to the wider community who made valuable contributions to this process, to the hard working Committee who benefited by consulting other Town / Parish Plans which were in the public domain, and to the Community Council of Shropshire for their advice and support.





# TOWN PLAN 2012

## CONSULTATION

### Setting the Scene:

September 2009

### The Beginning:

The proposal to produce a Town Plan was put forward by the Town Mayor and Town Clerk at a series of Public Meetings in September 2009, where the ethos of the Town / Parish Plan concept was outlined.

### The Committee: October 2009

The Bridgnorth Town Plan Steering Committee was constituted as an independent body, acting with the co-operation of the Town Council.

### Involving Children:

November 2009

The Committee agreed that it needed a logo, and decided that this was something with which primary school children could be involved. A competition was launched in the town's four primary schools. Prizes were offered for the best logo from each school, for the best overall entry and for the school submitting most entries.

### "Big Dream for a Better Bridgnorth" Competition: June 2010

A competition was launched in the primary schools where the pupils were invited to share their "Big Dream for a Better Bridgnorth" either in pictorial or written form. The entry forms asked parents to comment on their children's "Dreams", and reminded them that they would eventually receive a questionnaire which would allow them to have their say. This competition thus served two purposes, involving the children and making parents aware of the Town Plan process.

### Involving Young People: 2010

Secondary school students were contacted through talks to school assemblies and a meeting with one school's student council. They were asked for their views on improving the Bridgnorth environment.

### Town Plan Web-Site:

2010

The Committee launched a web-site, through which people could keep in touch with the progress towards the Town Plan and fill in the "on-line" questionnaire.

### Attendance at "Events" :

2010

In addition to inviting people to come to meetings, members of the committee attended a number of events put on by other organisations to further the process of ensuring that questions were asked about aspects of concern to people.

**Bridgnorth Walk: 31st May**

**Food Festival: 29th August**

Primary Schools  
Logo Artworks



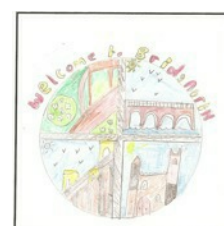
St John's



St Leonard's



St Mary's



Castlefields



# CONSULTATION

## **Contact with Groups / Meetings: 2010**

Invitations were extended to organisations to inform them about the Town Plan and to seek their help in ensuring that the Town Plan Questionnaire was asking relevant questions. Each group was made aware of the proposed subject headings for the Questionnaire, they were invited to modify the list and to suggest questions to which they thought answers should be sought.

## **“Road Shows”:**

The public were invited to meet with the Committee, at a series of meetings held around the town, to talk about the progress towards producing the Plan, and to share their views to help ensure that the questions eventually included in the Questionnaire were relevant.

## **Keeping the Public Informed of the Town Plan Process: 2010**

The Bridgnorth Journal, Shropshire Star, Shropshire Review and What’s What and BBC Radio Shropshire were very helpful in telling the community of the work of the Committee and the progress towards the publication of the Questionnaire.



**Launch of the Questionnaire: October 2010**  
Posted to Bridgnorth area homes.

**Business Questionnaire: November 2010**  
Placed on the Town Plan web-site

**Post-Questionnaire Contact: May 2011**  
After analysis of the returned Questionnaires, an “Open Day” was held in the Castle Hall on 6<sup>th</sup> May. People were invited to come to see the preliminary results and to make further comments about what they saw.

## **Questionnaire for Young People: 2011**

Analysis of the data from the returned Questionnaires showed that there was dissatisfaction with the leisure facilities available amongst young people. A short questionnaire, specifically concerned with young people’s leisure, was produced and distributed to the two Secondary Schools in the town, and to Shropshire Council’s Youth Centre. This questionnaire, shown in appendix C, was placed on the Steering Committee’s web-site.

## **Questionnaire Analysis 2011**

In addition to collecting the questionnaires filled in “on-line” or transferred from the hard copies, the web-site had the facility for analysing the data in the form of Bar Charts, the resulting information is shown on the following pages. Moreover, numerous comments were inspected by members of the committee and their individual precises’ are shown in appendix D. A combination of the Bar Chart statistics together with the Comments analysis form the basis of the Action Plan.

Low Town  
Action Group,  
  
The 55 Club  
  
The Senior  
Citizens Forum  
  
Bridgnorth  
Town Council

[www.bridgnorthtownplan.com](http://www.bridgnorthtownplan.com)

# BRIDGNORTH TOWN PLAN QUESTIONNAIRE

Have your say about Bridgnorth's future.

## TOWN APPEARANCE – CARING FOR YOUR SURROUNDINGS

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q1 How satisfied are you with the way the following are maintained?**

COMMENT – Please make any comment here

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Comment
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## ENVIRONMENTAL ISSUES

THE CASTLE GROUNDS

**Q2 How satisfied are you with the management of the following?**

THE CASTLE WALK

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Comment
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BRIDGNORTH STEPS

CLEARING LITTER THE RIVERSIDE

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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EMPTYING PUBLIC LITTER BINS SEVERN PARK

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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ELIMINATING DOG FOULING THE TOWN CENTRE

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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HOUSEHOLD REFUSE COLLECTIONS

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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STOPPING FLY-TIPPING

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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COMMENT – Please make any comment here

## HEALTH

**Q3 Overall how satisfied are you with the provision of the following?**

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Comment
--	----------------	-----------	--------------	-------------------	------------

BRIDGNORTH MEDICAL PRACTICE

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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BRIDGNORTH HOSPITAL:

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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AN OPERATING THEATRE

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

A MATERNITY UNIT

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

EXISTING A & E SERVICES

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

MEDICAL / SOCIAL CARE IN THE COMMUNITY

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

THE NEED FOR A "DROP-IN" SURGERY

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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NHS DENTAL SERVICES IN THE TOWN

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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COMMENT – Please make any comment here

## SHOPPING AND TOWN FACILITIES

**Q8 How satisfied are you with the following?**

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Comment
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THE VARIETY OF SHOPS

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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NUMBER OF INDEPENDENT SHOPS

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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APPEARANCE OF SHOP FRONTS

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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THE CONTROL OF BUSINESS SIGNAGE

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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THE LIBRARY

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

TOILET FACILITIES

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

THE IDEA OF PEDESTRIANISATION OF THE HIGH STREET

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

THE IDEA OF MARKET DAY PEDESTRIANISATION

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

THE NUMBER OF RESTAURANTS

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

THE NUMBER OF PUBS

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

THE NUMBER OF CHARITY SHOPS

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

SALE OF LOCALLY PRODUCED FOOD

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

THE USE OF A BOARDS

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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AVAILABILITY OF FAIR TRADE PRODUCTS

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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COMMENT – Please make any comment here

## HOUSING

**Q9 How satisfied are you with local provision of the following?**

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Comment
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AFFORDABLE HOUSING

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

RENTED HOUSING

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

FLATS / APARTMENTS

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

SOCIAL HOUSING

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

RETIREMENT HOMES

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

RESIDENTIAL CARE HOMES

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

SHELTERED HOUSING – With Wardens

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

ON SITE SERVICES & SHOP OUTLETS ON NEW HOUSING DEVELOPMENTS

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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COMMENT – Please make any comment here

### SPORTS AND LEISURE

**Q4 How satisfied are you with the following?**

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Comment
AVAILABILITY OF THE SPORTS & LEISURE CENTRE FOR PUBLIC USE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
THEATRE / CONCERT VENUES	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CHILDREN'S PLAY AREAS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LEISURE FACILITIES FOR TEENAGERS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CASTLE HALL / LOW TOWN COMMUNITY CENTRE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LEISURE USE OF THE RIVER SEVERN	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COMMENT – Please make any comment here

### LIFE LONG LEARNING

**Q5 How satisfied are you with the provision of the following?**

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Comment
ADULT EDUCATION	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VOCATIONAL AND SKILLS DEVELOPMENT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COMMENT – Please make any comment here

### EMPLOYMENT/TRAINING FOR WORK

**Q6 How satisfied are you with local provision of the following?**

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Comment
APPRENTICESHIP SCHEMES	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LOCAL COURSES	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LOCAL EMPLOYMENT OPPORTUNITIES	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AVAILABILITY OF SKILLED JOBS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AVAILABILITY OF WORK FOR SCHOOL LEAVERS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COMMENT – Please make any comment here

### TRAFFIC/TRANSPORT

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Comment
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COMMENT – Please make any comment here

### TOURISM

**Q10 How satisfied are you with the following?**

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Comment
PROMOTION OF BRIDGNORTH AS A TOURIST CENTRE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
THE POSITION OF THE TOURIST INFORMATION CENTRE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PRESENTATION OF HISTORIC SITES AND BUILDINGS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VISITOR SIGNAGE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
THE AMOUNT OF TOURIST ACCOMMODATION	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
THE PROVISION OF EVENTS AND FESTIVALS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
THE SUPPORT FOR EVENTS AND FESTIVALS BY LOCAL AUTHORITIES	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COMMENT – Please make any comment here

### CRIME & SAFETY

**Q11 How satisfied are you with the following?**

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Comment
DAYTIME PUBLIC SAFETY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NIGHT TIME PUBLIC SAFETY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
POLICING OF THE TOWN CENTRE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
POLICING OF RESIDENTIAL AREAS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EASE OF COMMUNICATION WITH THE POLICE FORCE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ENFORCEMENT OF SPEED LIMITS WITHIN THE TOWN	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How satisfied are you with the way the following are controlled?**

ANTI SOCIAL BEHAVIOUR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DRUGS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ALCOHOL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CCTV

COMMENT – Please make any comment here

### ABOUT YOU

To complete this Questionnaire please provide the following basic details by ticking the appropriate circle.

GENDER?	MALE <input type="radio"/>	FEMALE <input type="radio"/>			
AGE GROUP?	UNDER 18 <input type="radio"/>	18 – 30 <input type="radio"/>	31 – 60 <input type="radio"/>	61 – 80 <input type="radio"/>	80+ <input type="radio"/>
WHERE DO YOU LIVE?	OLDBURY <input type="radio"/>	DANESFORD / QUATFORD <input type="radio"/>	TASLEY <input type="radio"/>	LOW TOWN <input type="radio"/>	HIGH TOWN <input type="radio"/>
IF YOU DO NOT LIVE IN BRIDGNORTH, TICK HERE:	OTHER <input type="radio"/>				

# STATISTICS

## BRIDGNORTH TOWN PLAN QUESTIONNAIRE STATISTICS

The Questionnaire contained eleven groups of questions relating to various aspects of community life within the Bridgnorth area. Moreover, because of the importance of the Town Centre to those living just outside the town boundary, the Questionnaire was posted to all addresses having a post code WV15 and WV16. In addition, due to the impact tourism has on the area, it was made available to visitors at local stores, and could also be filed “on-line” at the Steering Committee’s web-site, www.bridgnorthtownplan.com.

A subsection was added in order to differentiate between areas of the Town and those outside the Town boundary. As detailed under “OTHER”, 20% of the returns were filled in by non-residents.

The completed questionnaires were posted to an “on line” spreadsheet either directly or by committee members transferring data from the paper document. Of the 1,701 returns about 50% were filled in “on line”, of which 370 were from non-residents.

In order to make an impact, and assist with highlighting priorities the committee decided that a question would have five possible answers, these being common to each group in an attempt to avoid confusion, as follows:-

**Very Satisfied      Satisfied      Dissatisfied      Very Dissatisfied      No Comment**

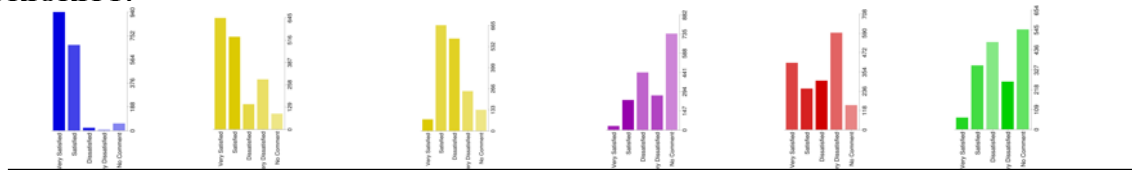
A “Comment” box was included at the end of each question group to allow for participants to add their thoughts. Although space was limited on the paper questionnaire lengthy comments could be made by accessing the “on-line” document, this resulted in a total of 5,341 comments which have been analysed in this report.

The analysis of the returned Town Plan Questionnaires is in two parts:

- a) Statistical analysis of each question.
- b) Analysis of the additional comments. Summaries of each group are shown in appendix D.

The questionnaire statistics are shown in “Bar Chart” form to provide a visual impact and to assist in highlighting possible problem areas, as well as enabling differentiation of priorities. The height of each bar directly relates to the number of answers under that heading. The overall shape of the chart and comparison between charts provides the ability to prioritise. Percentages are shown at the end of each Bar Line and relate to the number of responses to the question as a percentage of the 1,701 replies.

**PRIORITY:**



**LOW**  
(Very Satisfied)

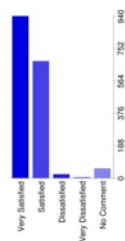
**LOW**

**MEDIUM**

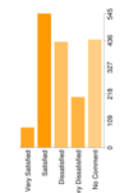
**MEDIUM**

**HIGH**

**HIGH**  
(Very Dissatisfied)



Very Satisfied

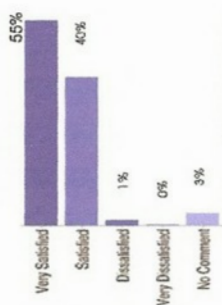


Dissatisfied

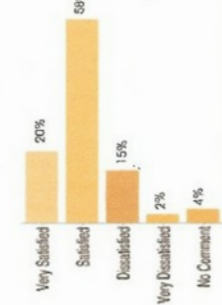


## TOWN APPEARANCE

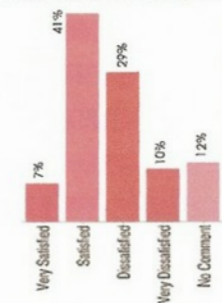
### CASTLE GROUNDS



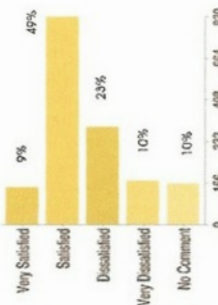
### CASTLE WALK



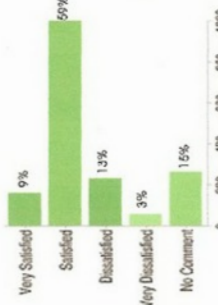
### BRIDGNORTH STEPS



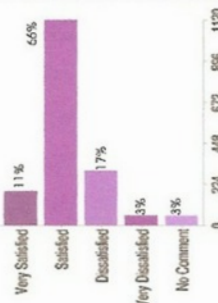
### THE RIVERSIDE



### SEVERN PARK

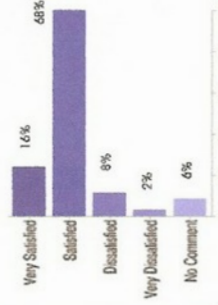


### TOWN CENTRE

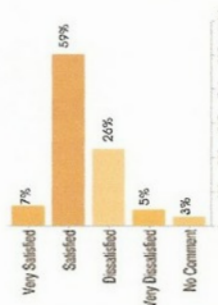


## ENVIRONMENTAL ISSUES

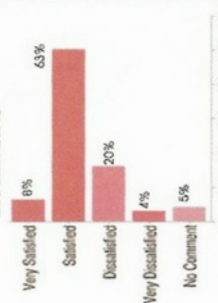
### HISTORIC BUILDINGS



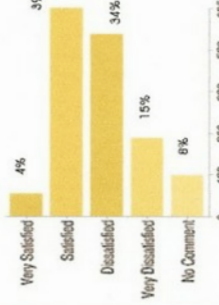
### CLEARING LITTER



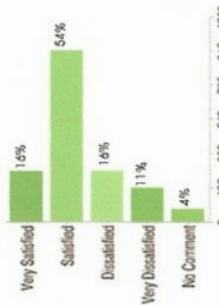
### EMPTYING PUBLIC LITTER BINS



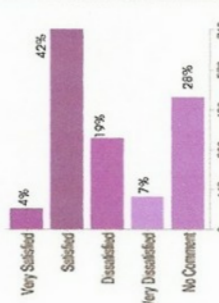
### ELIMINATING DOG FOULING



### HOUSEHOLD REFUSE COLLECTION

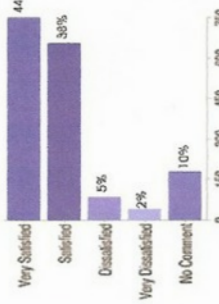


### STOPPING FLY-TIPPING

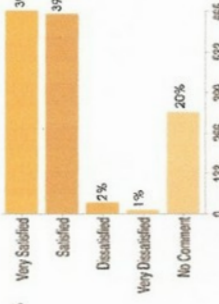


## HEALTH

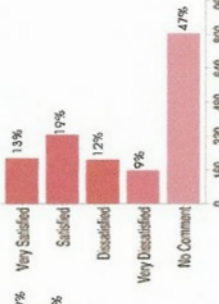
### BRIDGNORTH MEDICAL PRACTICE



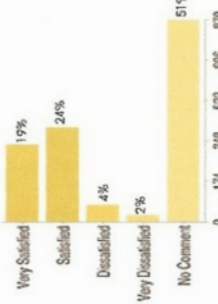
### BRIDGNORTH HOSPITAL



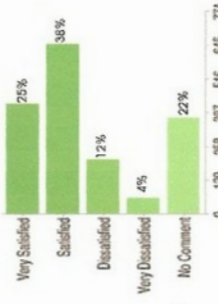
### OPERATING THEATRE



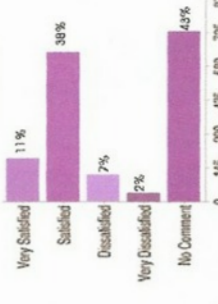
### MATERNITY UNIT



### EXISTING A & E SERVICES

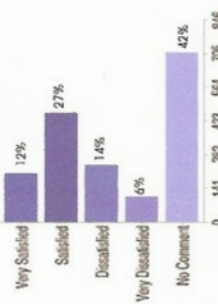


### MEDICAL/SOCIAL CARE IN THE COMMUNITY

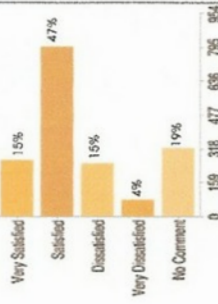


## SPORTS & LEISURE

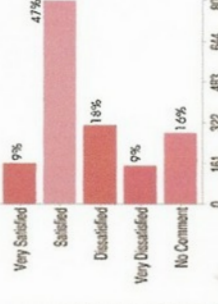
### NEED FOR A DROP-IN SURGERY



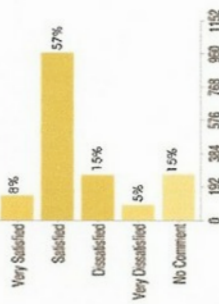
### NHS DENTAL SERVICES IN THE TOWN



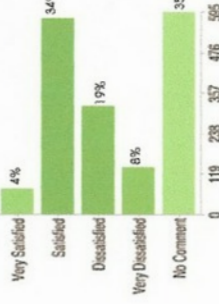
### AVAILABILITY OF SPORTS & LEISURE CENTRE FOR PUBLIC USE



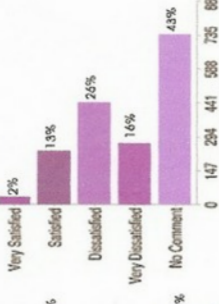
### THEATRE / CONCERT VENUES



### CHILDREN'S PLAY AREAS

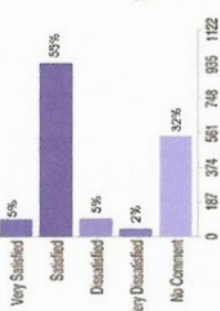


### LEISURE FACILITIES FOR TEENAGERS

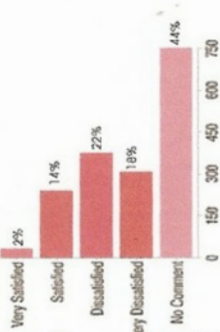


### SPORTS & LEISURE

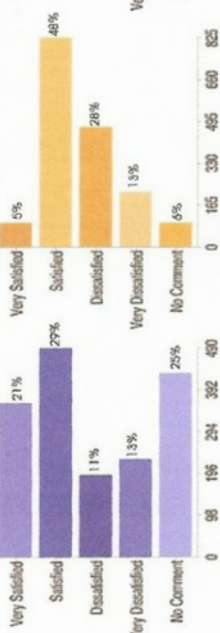
CASTLE HALL / LOW TOWN COMMUNITY CENTRE



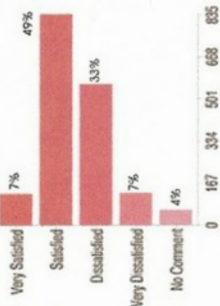
(LIFE LONG LEARNING) ADULT EDUCATION



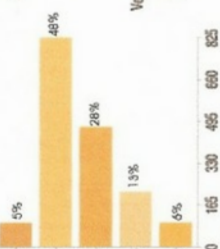
THE IDEA OF A PARK & RIDE SCHEME



THE VARIETY OF SHOPS (SHOPPING & TOWN FACILITIES)

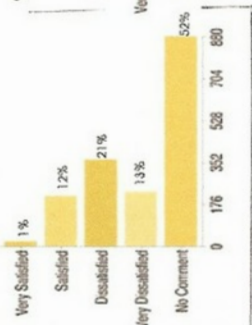


ROAD & PAVEMENT MAINTENANCE

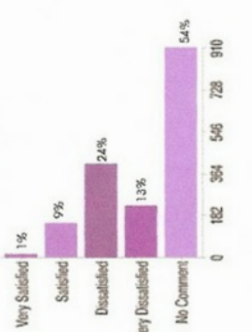


### EMPLOYMENT / TRAINING FOR WORK

VOCATIONAL & SKILLS DEVELOPMENT APPRENTICESHIP SCHEMES

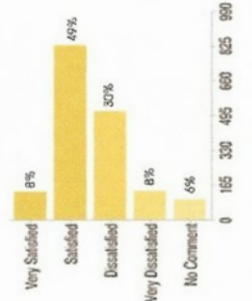


LOCAL COURSES

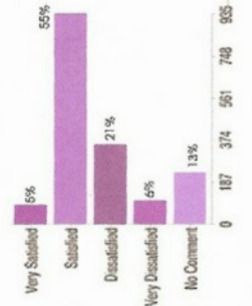


### SHOPPING & TOWN FACILITIES

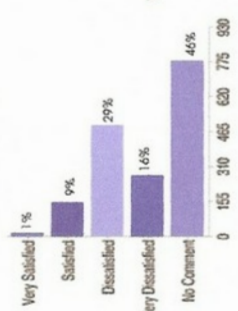
NUMBER OF INDEPENDENT SHOPS



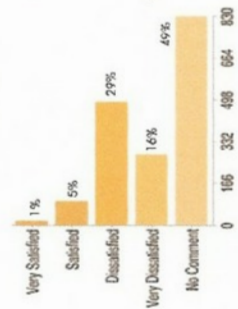
CONTROL OF BUSINESS SIGNAGE



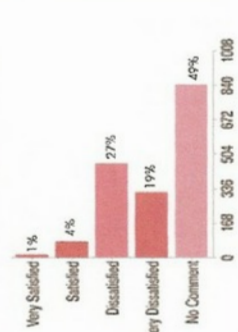
LOCAL EMPLOYMENT OPPORTUNITIES



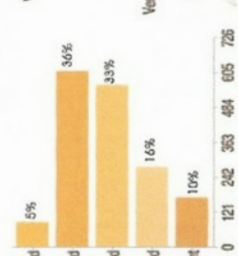
AVAILABILITY OF SKILLED JOBS



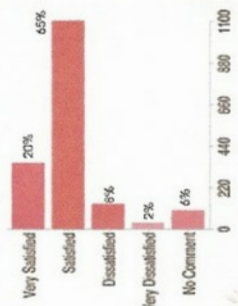
AVAILABILITY OF WORK FOR SCHOOL LEAVERS



TOILET FACILITIES

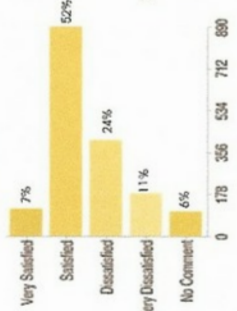


THE NUMBER OF RESTAURANTS

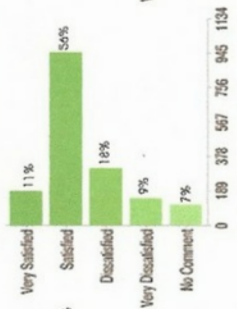


### TRAFFIC & TRANSPORT

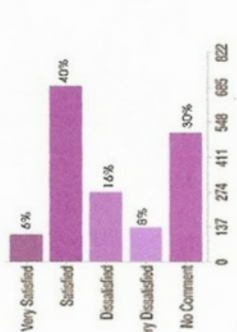
CAR PARKS



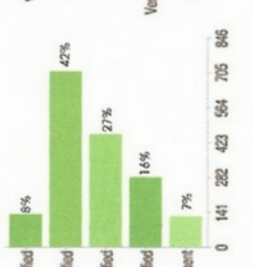
PARKING IN THE HIGH STREET



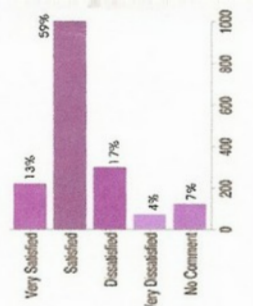
BUS SERVICES



THE NUMBER OF PUBS



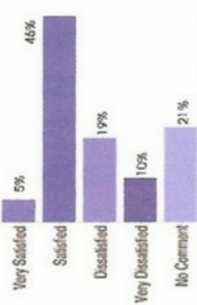
SALE OF LOCALLY PRODUCED FOOD



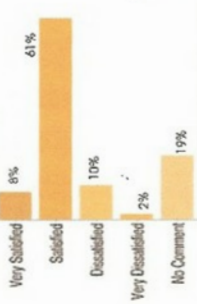


## SHOPPING & TOWN FACILITIES

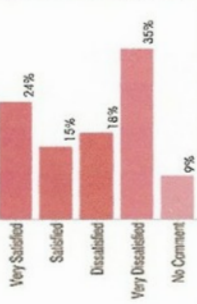
THE USE OF A BOARDS



AVAILABILITY OF FAIR TRADE PRODUCTS

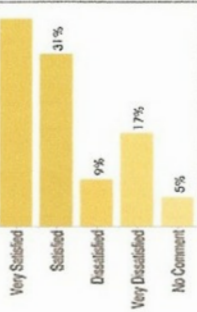


PEDESTRIANISATION OF THE HIGH STREET

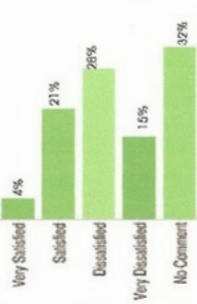


## HOUSING

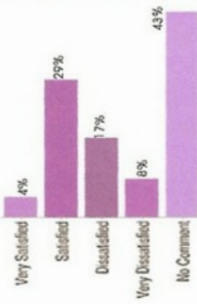
MARKET DAY PEDESTRIANISATION



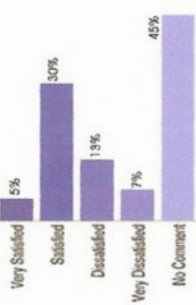
AFFORDABLE HOUSING



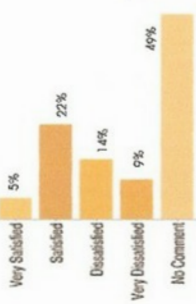
RENTED HOUSING



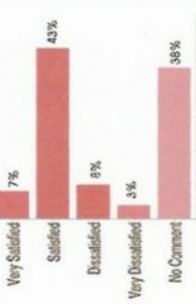
FLATS/APARTMENTS



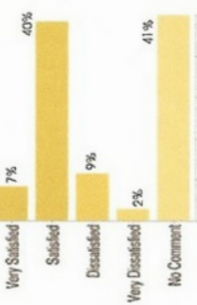
SOCIAL HOUSING



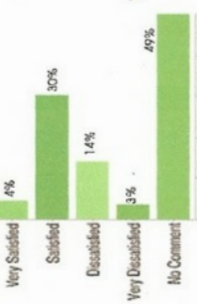
RETIREMENT HOMES



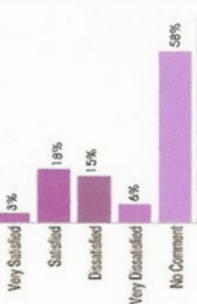
RESIDENTIAL CARE HOMES



SHELTERED HOUSING

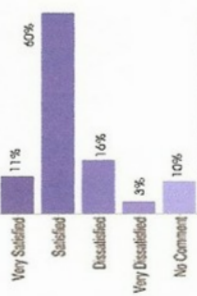


ON-SITE SERVICES & SHOP OUTLETS ON NEW HOUSING DEVELOPMENTS

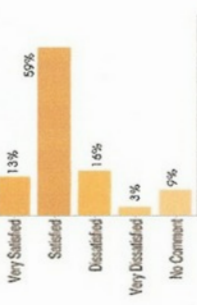


## TOURISM

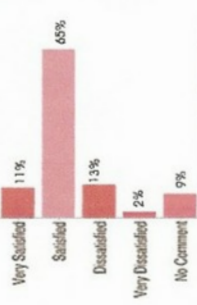
PROMOTION OF BRIDGNORTH AS A TOURIST CENTRE



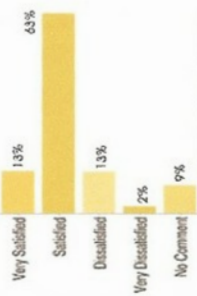
THE POSITION OF THE TOURIST INFORMATION CENTRE



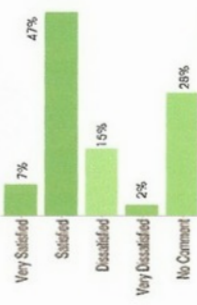
PRESENTATION OF HISTORIC SITES & BUILDINGS



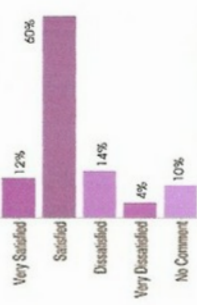
VISITOR SIGNAGE



AMOUNT OF TOURIST ACCOMMODATION

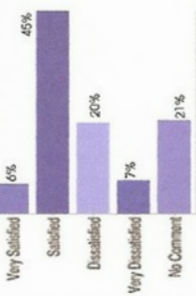


PROVISION OF EVENTS & FESTIVALS

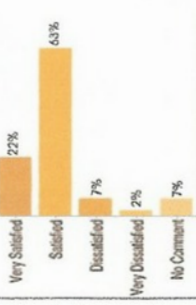


## CRIME & SAFETY

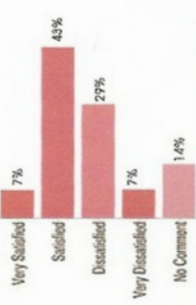
SUPPORT FOR EVENTS & FESTIVALS BY LOCAL AUTHORITIES



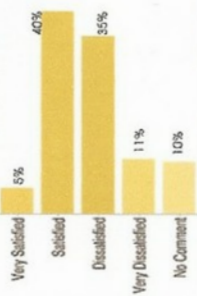
DAYTIME PUBLIC SAFETY



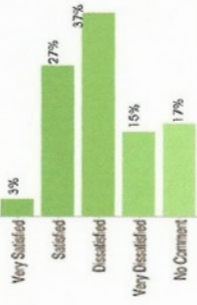
NIGHT TIME PUBLIC SAFETY



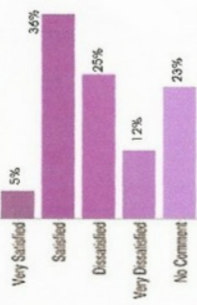
POLICING OF THE TOWN CENTRE



POLICING OF RESIDENTIAL AREAS

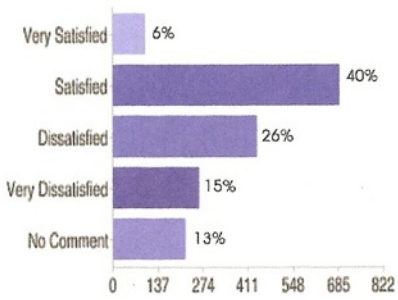


EASE OF COMMUNICATION WITH THE POLICE FORCE

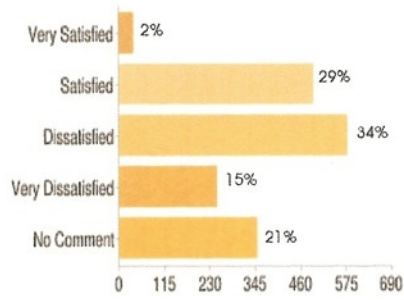


## CRIME & SAFETY

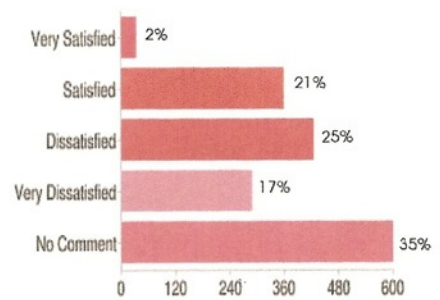
**ENFORCEMENT OF SPEED LIMITS**



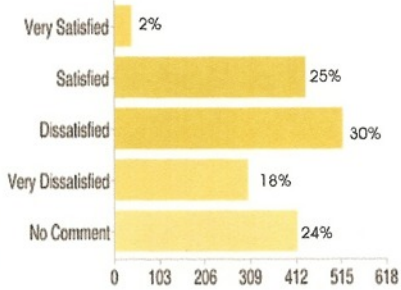
**ANTI SOCIAL BEHAVIOUR**



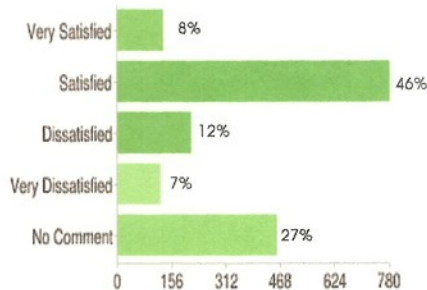
**DRUGS**



**ALCOHOL**

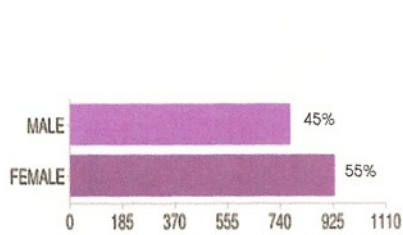


**CCTV**

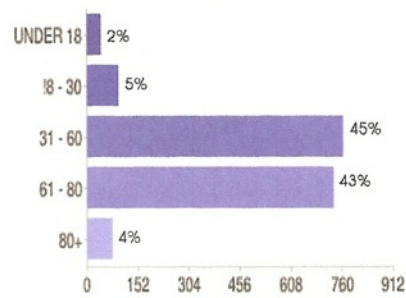


## RESIDENT STATISTICS

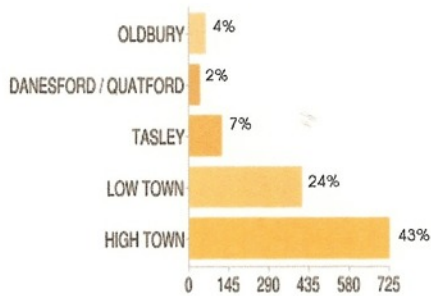
**GENDER**



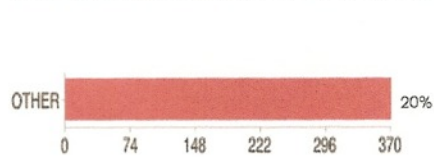
**AGE GROUP**



**LIVING WITHIN TOWN BOUNDARY**



**LIVING OUTSIDE TOWN BOUNDARY**





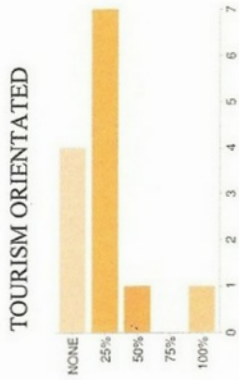
# Business

## BUSINESS STATISTICS

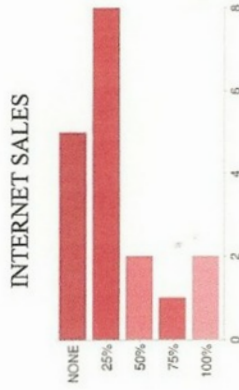
TYPE OF BUSINESS



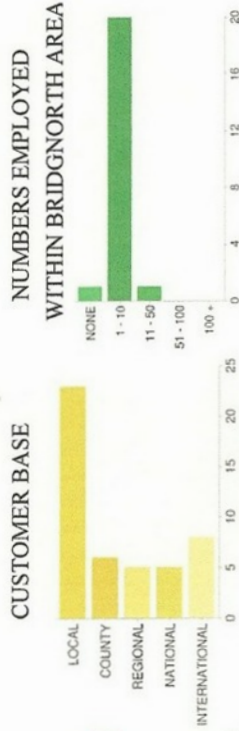
TOURISM ORIENTATED



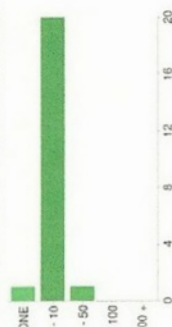
INTERNET SALES



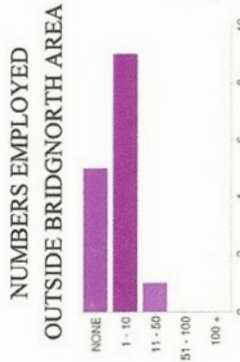
CUSTOMER BASE



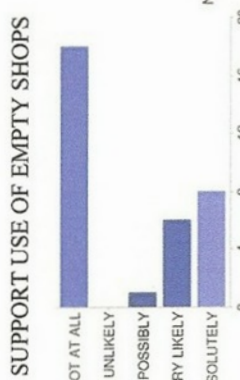
NUMBERS EMPLOYED WITHIN BRIDGNORTH AREA



NUMBERS EMPLOYED OUTSIDE BRIDGNORTH AREA

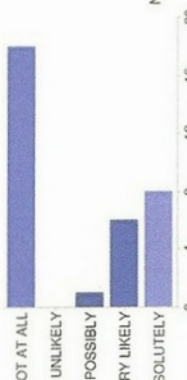


SUPPORT USE OF EMPTY SHOPS

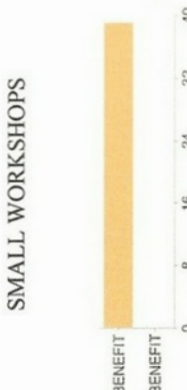


WHAT DEVELOPMENTS OR BUSINESSES BENEFIT THE TOWN?

SMALL WORKSHOPS



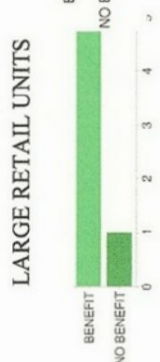
LARGE INDUSTRIAL SITES



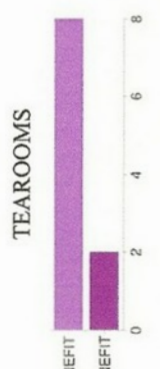
SMALL/MEDIUM RETAIL



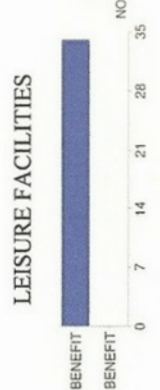
LARGE RETAIL UNITS



TEAROOMS



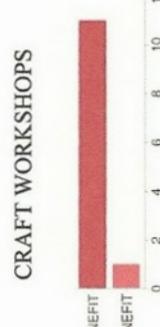
LEISURE FACILITIES



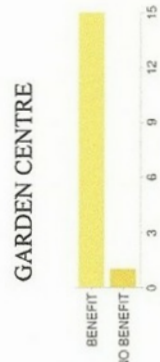
SOCIAL ENTERPRISE



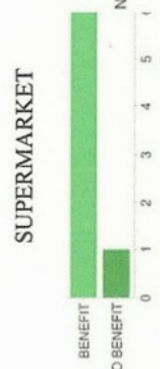
CRAFT WORKSHOPS



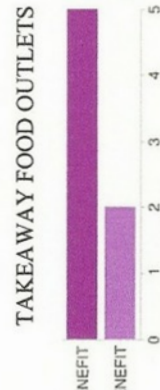
GARDEN CENTRE



SUPERMARKET



TAKEAWAY FOOD OUTLETS



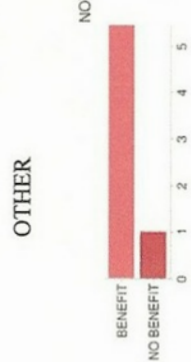
DIY STORES



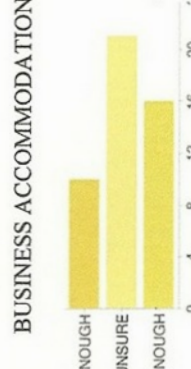
HOTEL-CONFERENCE



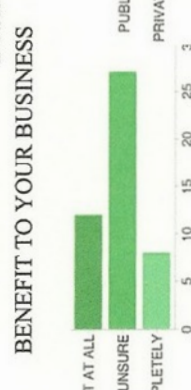
OTHER



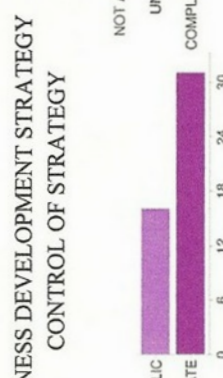
BUSINESS ACCOMMODATION



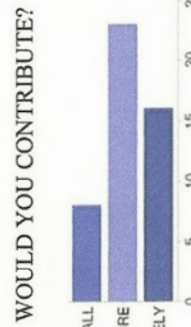
BENEFIT TO YOUR BUSINESS



BUSINESS DEVELOPMENT STRATEGY



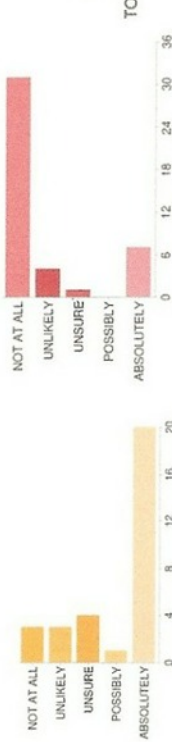
WOULD YOU CONTRIBUTE?



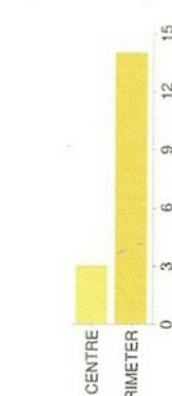
# Business

## BUSINESS STATISTICS

TOWN BENEFIT FROM PUBLICITY? ANOTHER SUPERMARKET?



SITE OF SECOND SUPERMARKET?



PARK & RIDE BENEFICIAL?

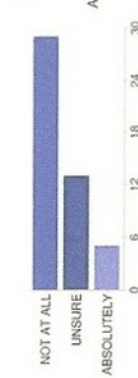


SERVICE SUPPLY DISTANCE



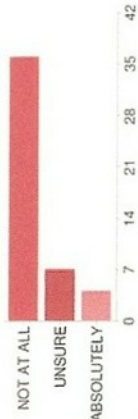
DO NATIONAL RETAILERS HELP TO

RETAIN SPENDING IN TOWN?

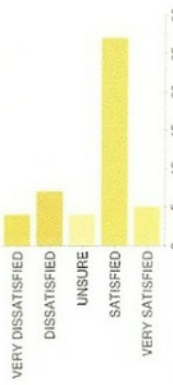


EMPLOYMENT / TRAINING

PROBLEMS RECRUITING?



SATISFIED WITH BROADBAND?



AUTHORITY REQUIRED?



MARKET AUTHORITY

LARGER WEEK-DAY MARKET?



MARKET CORPORATE LOOK?



MARKET DAY PEDESTRIANISED



BENEFICIAL PROMOTION



PARKING POLICY

SHOPS SUFFER IF PARKING CHARGES?



SUPPORT ANTI CHARGE CAMPAIGN?



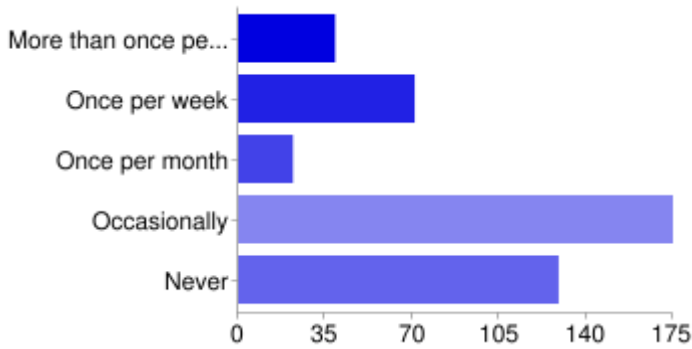
ENVIRONMENT

DISPOSAL AT FARADAY DRIVE? SITE DETER NEW BUSINESS?

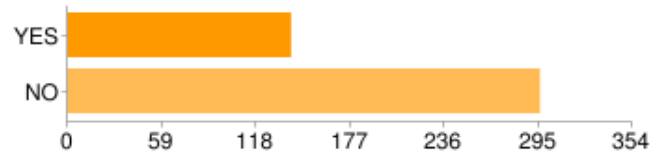


# Youth Leisure

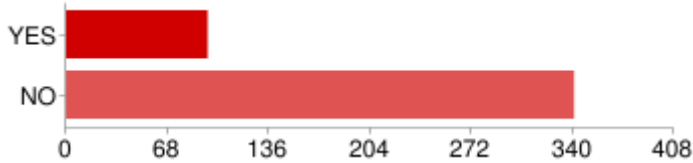
LEISURE CENTRE USE OUTSIDE SCHOOL HOURS



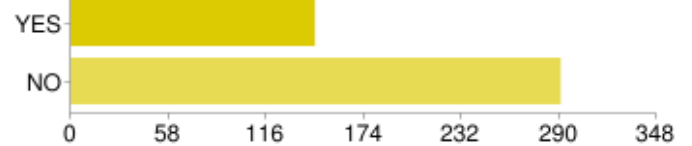
USE OF OTHER TOWN'S FACILITIES?



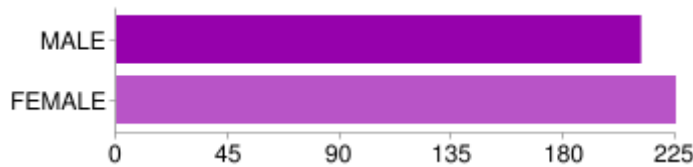
MEMBER OF A LEISURE CLUB?



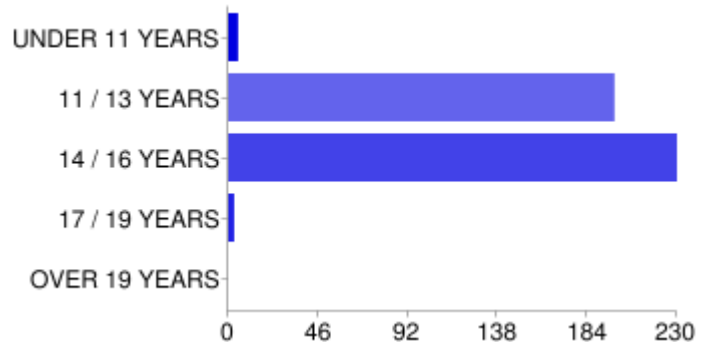
INDEPENDENT LEISURE ACTIVITY?



GENDER



AGE



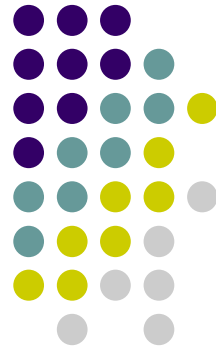


# QUESTIONNAIRE ANALYSIS

## Town Appearance



Bridgnorth is widely appreciated as an attractive market town with many historic buildings and a unique character that attracts many visitors. Positive comments reflect in particular the high standard of presentation and maintenance of the castle grounds of which the town should be proud. However, responses have highlighted concerns about the current state of repair and maintenance of other areas of the town, particularly the steps, castle walk and riverside, and about the prevalence of general litter, chewing gum and dog fouling in the town centre.



*'Bridgnorth is a lovely town and we should all do our best to maintain its historic character'*

### MAIN CONCERNS:

- Bridgnorth Steps - 39% dissatisfied – 126 comments reflecting concerns about the poor state of repair and hazards, such as - litter, broken bottles, rats, handrails and inadequate lighting
- Riverside - 33% dissatisfied – 140 comments related mainly to poor maintenance of the river banks (overgrown and untidy) and the amount of rubbish in the Bylet
- Castle Walk – 78% satisfied but 102 critical comments (overgrown, dog fouling, poor lighting) and requests for more benches
- Severn Park – 68% satisfied – 68 comments reflecting concerns about poor facilities and maintenance (dog fouling) - suggestion for a visitor centre, toilets, more bins and improved play area
- Town centre – 77% satisfied but with 171 comments highlighting poor maintenance, cleaning litter, dog fouling, chewing gum and pigeon droppings from footpaths, and gaudy shop fronts
- Historic buildings – 84% satisfied – some critical comments about the condition of Newmarket buildings, Bishop Percy's House, the town hall and modern shop fronts that are out of character with a market town
- Castle Grounds – almost 100% satisfied – suggestions include more benches with higher seats for the elderly and more events that make use of the bandstand

### RECOMMENDED ACTIONS:

1. Shropshire Council to repair and maintain the Bridgnorth Steps and Riverside Walk - lobby for action with urgent remedial work and a longer term maintenance plan, and source additional funding, as required
2. Castle Walk – investigate responsibility for controlling vegetation on the cliff face and take action to ensure regular maintenance
3. Town Council to review facilities and maintenance of Severn Park
4. Liaise with owners and planning officers regarding presentation and maintenance of historic buildings and shop fronts
5. Town Council to consider requests for improved seating in the castle grounds and investigate the possibilities for more events that make use of the bandstand

*'The Town steps are a disgrace - dangerous and*

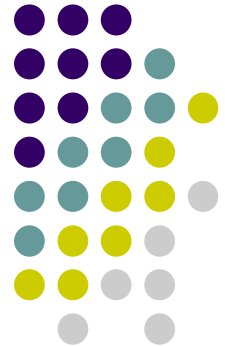
*'The amazing bandstand in the castle grounds could be used for concerts'*

*'Riverside is a mess, very embarrassing for a so-called tourist town'*





## Environment



Questionnaire responses show that a majority of Bridgnorth residents (slightly more than two thirds) are generally satisfied with council services for clearing household refuse and public litter bins although there are several suggestions for how this might be improved. There is strong support for weekly collections, especially of biodegradable material in hot weather, and for door to door collection of plastic for recycling. Comments reflect the well publicised dissatisfaction with Shropshire Council's proposals for a waste distribution and recycling centre in Faraday Drive. There are significant concerns about general litter in the town, especially after market days, and about the extent of dog fouling on footpaths and public spaces.

*'Weekly refuse collections please'*

*'Town Centre litter bins overflowing at peak times & need more frequent emptying'*

*'Better services required to stop fly-tipping'*

*'Dog fouling is a persistent problem around the town'*



### MAIN CONCERNS:

- Dog fouling – 49% dissatisfied and 148 comments – call for enforcement, perhaps by employing a dog warden to Issue fines
- General litter (30% dissatisfied) and emptying of litter bins (24% dissatisfied) 115 comments about particular areas of the town that need attention (these are listed in the appendices)
- Refuse collection – 27% dissatisfied, with 182 comments mainly related to the need for collection, especially for food waste which could be recycled for energy recovery, and for more Recycling, with a suggestion that lids are provided for recycling bins
- Fly tipping – 26% dissatisfied with 26 comments indicating areas where this is a particular problem



### RECOMMENDED ACTIONS:

- 1 Convey concerns to Shropshire Council to be linked with the outcome of this recent survey
- 2 Extend scope of recycling and investigate energy recovery for biodegradable waste
- 3 Ongoing liaison between Town and Shropshire Councils regarding the quality and delegation of services
- 4 Recruit volunteers to help clear litter from residential / public areas
- 5 Display warning signs at known fly-tipping sites and pursue prosecution of offenders
- 6 Shropshire & Town Councils to Investigate funding for the possible appointment of a local dog warden





## Health

Questionnaires indicated a generally high level of satisfaction with local NHS services:-

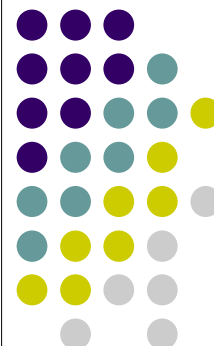
80% satisfaction with Bridgnorth Hospital and Medical Practice

63% satisfaction with local accident and emergency services

62% satisfaction with local NHS dental services

86% (excluding “No Comments”) expressing appreciation of the local maternity unit

40% of respondents expressed an opinion in favour of a ‘drop in’ surgery



*‘We feel privileged to live in an area with such a good GP practice’*

*‘Difficulty getting through to the Medical Practice on the telephone system’*

*‘Need extra parking for Medical Centre and Hospital’*

*‘Minor A & E should be open 24/7 as should a drop-in surgery’*

*‘Increased NHS dental services are required’*

### MAIN CONCERNS:

- Difficulties in getting an appointment to see a doctor quickly, especially if a patient is requesting an appointment with a particular GP (typical waiting times up to two weeks)
- Surgery waiting times frequently too long
- Difficulties in getting through to reception by telephone, especially at busy times
- Poor out of hours service – request for a local 24 hour accident and emergency service
- Shortage of NHS dental health provision in the town

### RECOMMENDED ACTIONS:

- 1 Pass on detailed findings to local health care managers and request a meeting to consider responses and the appropriate way forward
- 2 Support the local ‘health care user group’ with NHS representation. Review progress and focus on improving services



## Sports and Leisure



The balance of responses relating to local provision for sports and leisure was generally positive:

56% satisfied with local sports facilities compared with 27% dissatisfied

64% satisfied with theatre and concert venues compared with 20% dissatisfied



While the bar charts indicated that a majority were satisfied with the availability Of the Bridgnorth Sports and Leisure Centre for public use, only 5 of the 171

Written comments were positive and many indicated that they thought it wrong that the Endowed School should have the 'lion's share' of daytime use of facilities.

There were particularly strong views about limited access to adult swimming time.

Some indicate that the Centre needs improving or enlarging while others call for a new purpose built public sports facility with full day time use and adequate parking. There was a lower level of satisfaction with play and leisure facilities for children and young people:

38% satisfied with play areas for children compared with 27% dissatisfied

15% satisfied with facilities for teenagers compared with 42% dissatisfied (43% no comment)

There were 71 comments about children's play areas calling for better facilities on Crown Meadow, the Grove and Severn Park where the cost of parking is prohibitive for some families.

Only half of the respondents expressing a view about leisure use of the River Severn were satisfied with 151 comments representing a range of opinion, some for more boating and some against, but with a general view that the river banks should be more accessible for walking.

### MAIN CONCERNS:

- Conflict and disparity between school and community use of the Leisure Centre, including parking
- Low availability for daytime adult swimming sessions
- Sports facilities out of date and poorly maintained
- Poor quality and maintenance of play equipment for children – lack of toilets and adequate parking
- Strong feelings that better provision is needed for teenagers

*'We need a new Leisure Centre Independent of the Endowed School'*

*'Sports Centre parking a problem'*

*'Skateboard park and BMX track needed'*

*'Severn park needs Development – a new play area, cycle track and toilets'*



### RECOMMENDED ACTIONS:

- 1 Issues and concerns about access to leisure facilities raised with Shropshire Council
- 2 Campaign for a new purpose-built community leisure facilities in the town, including swimming
- 3 Seek support for more activity centres for teenagers
- 4 Further investigation of the use of the River Severn, including facilities at Severn Park (public toilets)







## Life-long Learning

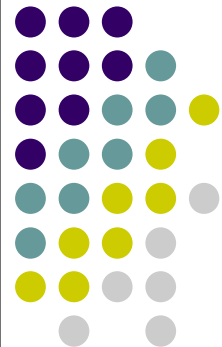
Responses indicate a high level of dissatisfaction with local provision for life long learning and a feeling that the town has been disadvantaged by the closure of the FE College. Less than 20% of respondents indicate that they are satisfied with local provision and 44% returned 'no comment'. Many seem unaware of opportunities provided through the Library, community centres and local secondary schools.

### MAIN CONCERNS:

- Town disadvantaged by loss of the College
- Cost & time involved in travel to other towns to attend courses

### RECOMMENDED ACTIONS:

- 1 Engage local providers (Library, schools, voluntary groups) in discussion about the range and quality of opportunities for adult learning
- 2 Encourage better advertising of local provision for life long learning and adult classes
- 3 Further investigation of specific interests and needs through leafleting



*'What happened to our College?'*

*'Our young people have no option but to look outside the town for their post-school learning/training opportunities'*

## Employment/Training for Work

Responses show a very low level of satisfaction with local opportunities for employment and training (less than 10% satisfied overall). Comments reflect an overall feeling of despondency about this situation and that many are forced to travel to larger towns to find employment or to access appropriate training.

*'Future for school leavers is BLEAK'*



### RECOMMENDED ACTIONS:

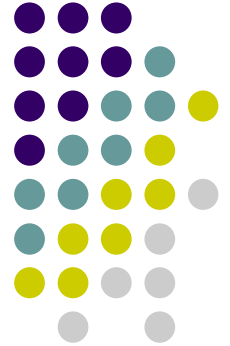
- 1 Working with Shropshire Council and business leaders to explore new ways of stimulating the local economy and promoting new enterprise in the area
- 2 Investigate the possibility of negotiating short term reductions in rent and rates to encourage new businesses to move into the area

### MAIN CONCERNS:

- With the closure of factories like the Aluminium factory there is a lack of local employment opportunities
- Limited scope locally for apprenticeships and training

*'Bridgnorth is a difficult place for the young to find employment; jobs in short supply'*

## Traffic and Transport



The majority of respondents were satisfied with current provision for parking, but about half were dissatisfied with public transport. There was no clear consensus in this section of the questionnaire concerning the possibilities for provision of a new, out of town 'park and ride' facility, with approximately half of the respondents in favour.



*'Some roads need attention for pot-holes and slippery surfaces etc. These need more maintenance. Saturday parking is a nightmare!'*

*'Why no Park & Ride from Severn Park, for example?'*

### RECOMMENDED ACTIONS:

- 1 Further discussions with Shropshire Council about provision for parking in Bridgnorth with possible negotiations to bring about more local control of car parks
- 2 Invite more participation in the local transport liaison group and bring forward new proposals that reflect local needs – involve representatives from voluntary transport groups
- 3 Lobby Shropshire Council for an improved maintenance service - request a copy of a maintenance strategy with clear priority and performance criteria and consider establishing a local liaison group

### MAIN CONCERNS:

- Insufficient parking for the town centre – current provision too expensive with no discount for regular users including people who work in the town
- Car parks are not well signposted
- Local bus service is inadequate and fails to meet needs – requests for more bus shelters
- General dissatisfaction with the maintenance of roads and pavements – particularly potholes

*'Public transport is poor and unreliable – resulting in more private cars on the road'*





## Shopping and Town Facilities



This was a substantial section of the questionnaire covering fourteen aspects of local shopping and facilities. Responses showed a very high level of satisfaction with the local library service (90% satisfied) and with the number of pubs and restaurants in the town (85% satisfied). Approximately three quarters of respondents were satisfied with the availability of locally produced foods, but over 40% indicated dissatisfaction with the variety of shops and facilities, and the number of charity shops. There were 91 comments calling for more variety of shops, with a larger supermarket / DIY store, and 100 asking for more independent shops that might be encouraged through lower rates for small businesses.

A quarter of respondents were dissatisfied with the appearance of shop fronts (24%) and control of business signage (27%). There was a high level of dissatisfaction with the number of charity shops (43%) and this view was supported by 174 written comments. More than half of those expressing an opinion were dissatisfied with toilet facilities. Written comments (82) complained that public toilets are not conveniently located, close too early and are too costly. Some felt that toilets should be free of charge.

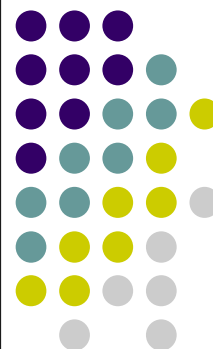
The results showed that although only 39% were in favour of full pedestrianisation of the High Street 69% were in favour of pedestrianisation on market days.

### MAIN CONCERNS:

- Need to encourage more independently owned shops to increase the range of choice and to maintain the image of a vibrant market town – requests to expand the ‘local traders’ market’
- Concern over apparent lack of control of shop front design, and signage that is inconsistent with the image of an historic market town – some concern over ‘A’ boards obstructing pavements
- High level of dissatisfaction with local toilets, with high charges and inadequate facilities for nappy changing

### RECOMMENDED ACTIONS:

- 1 Establish / revitalise a discussion forum for local traders with representation from the Town and Shropshire Councils and other relevant bodies to consider ways to promote local trade, including a review of business rates and other underlying costs that may inhibit the growth and development of locally owned High Street shops and businesses
- 2 Review current use of market stalls with reference to trading legislation and develop a strategy to promote and encourage diversity with an appropriate focus on local trade and produce
- 3 Establish a dialogue with the local planning authority in relation to shop frontage advertising, and set up a local planning group to review planning applications to an agreed design brief
- 4 Engage in discussion with regional managers of national chain stores that are represented in the High Street, and encourage them to adapt shop fronts to better reflect the character of the town
- 5 Lobby the Town Council to consider the findings from the questionnaire so as to facilitate the transfer of control of public toilets from Shropshire Council to the Town Council
- 6 Seek funding for High Street pedestrianisation on market days



*‘Some shop fronts completely out of character for a Market Town’*

*‘Don’t spoil the Town by losing Independent Shops’*



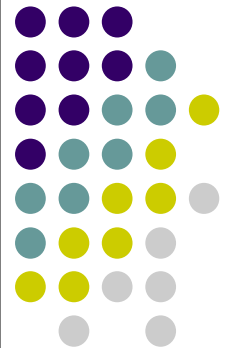
*‘Market day pedestrianisation is a must!’*

*‘Too many pubs and charity shops’*





## Housing



Responses to the questionnaire reflected a generally low level of satisfaction with housing provision, with only a third of respondents expressing satisfaction in relation to most of the questions raised. There were 114 comments highlighting the lack of affordable homes in Bridgnorth with new developments including too many executive houses and not enough starter homes. There is a concern that local people may be moving away from Bridgnorth because of cheaper rented accommodation in nearby towns, and a suggestion that vacant property, including space above shops in the High Street, could be converted into flats. Only 60% of respondents expressed an opinion about retirement and residential care homes, but the significant majority of these (over 80%) indicated that they were satisfied.



*'There will need to be more residential care and sheltered housing for the elderly close to the Town Centre and not just for the rich'*

### MAIN CONCERNS

- Shortage of affordable housing for purchase or rent
- Maintain the distinct historic character of Bridgnorth as a small market town by opposing future major housing or commercial developments



### RECOMMENDED ACTIONS

- 1 Present survey findings to the planning authority with a request for a response, particularly in relation to the proportion of affordable homes in new property developments
- 2 Lobby Shropshire Council for greater local influence on planning decisions through the Town Council and take steps to ensure that new developments reflect the character of Bridgnorth
- 3 Encourage local property owners to consider conversion of surplus space, for example vacant rooms above shops or offices, into low cost accommodation for single people or couples

*'Social housing should be for LOCAL people'*

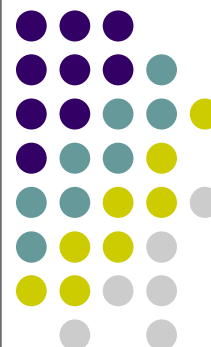
*'Not enough affordable housing for first time buyers'*

# QUESTIONNAIRE ANALYSIS

## Tourism



Most questions in this section drew a positive response, with over 70% expressing satisfaction with the current provision. There were 101 comments reflecting a general feeling that more could be done to promote Bridgnorth as a tourist centre, and there were suggestions that tourist accommodation in the town could be improved, and extended. There was praise for various festivals and events arranged in the town, but one in four respondents were dissatisfied with support for these shown by the local authorities, and several suggested that more grant funding should be made available.



### RECOMMENDED ACTIONS:

- 1 More involvement with a group, having a common interest in promoting Bridgnorth as a tourist centre, including the local tourist association, Severn Valley Railway, voluntary arts groups, local businesses and Council representatives, to work on a tourism development strategy for Bridgnorth
- 2 Liaise with the press over promotion and reporting of events that might attract tourists – possibly producing an occasional tourist supplement in the Bridgnorth Journal
- 3 Review and update signs through liaison with the local Councils



*'Tourist Information Centre needs to be located in High Street and open on Sundays!'*



*'Visitor signage could be improved'*

### MAIN CONCERNS:

- Better advertising and promotion of Bridgnorth as a tourist destination
- Updated and improved signage
- More support from the local authorities and media for local festivals and events
- Better liaison with Severn Valley Railway as one of the main tourist attractions for the town



*'Bridgnorth is so wonderful—why don't we sing it's praises and promote it as a great town'*

*'Not enough tourist accommodation'*

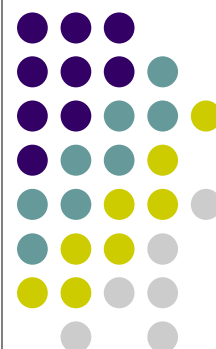




## Crime and Safety



The large majority of respondents (85%) expressed satisfaction with daytime public safety in the town. Fewer (50%) expressed satisfaction with night time public safety, perhaps reflecting concerns about high levels of drinking and other anti-social behaviour that featured in written comments. Approximately half of the respondents indicated dissatisfaction with policing of town and residential areas, and a third expressed dissatisfaction with the ease of communication with the police force, particularly out of hours. There were mixed responses related to CCTV and the effectiveness of police community support officers.



*'Phone Bridgnorth Police and get put through to Telford'*

*'It's a pity we have to have a surveillance society'*

*'Many problems of night-time drinking and noisy streets. Speed enforcement in town needs addressing'*

*'You can't police from a panda car'*

### MAIN CONCERNS:

- High level of anti-social behaviour associated with drink, drugs and speeding
- Lack of 'visible' policing in the town (166 comments)
- Difficulty in contacting the police in the evenings and at weekends – telephone calls directed to a distant call centre and limited opening hours at the local police station (30 comments)
- Need for stronger enforcement of speed limits in and around the town (103 comments)

### RECOMMENDED ACTIONS:

- 1 Pass a detailed report to the local police and policing authorities for response
- 2 Consider ways to improve liaison between the police, local authorities and community groups





# QUESTIONNAIRE ANALYSIS

## Business



Of the 47 responses to the Business Questionnaire most were involved in either Retail or Professional services, each having up to ten local people in their workforce.

55% of the businesses had a supply chain within a 25 miles radius of Bridgnorth, with 19% exceeding 100 miles.

These businesses do not appear to have any problem with staff recruitment locally, only 9% having difficulties. Moreover, 62% were satisfied with employment training facilities.



Bridgnorth is the natural tourist destination for the Birmingham conurbation'



Most employers thought that they would benefit from a town strategy to encourage new business. However, they were "Unsure" about an economic development strategy for the Town. This would only be acceptable with full participation at the planning stage. Moreover, businesses were unaware that the Town Council is the "Market Authority".



### MAIN CONCERNS:

- More supermarkets would have a detrimental effect on small retailers
- High cost of parking for their workforce



'Wouldn't it be beneficial to the local community to attract new small businesses by giving them rent and rate rebates to start up, along with banking support?'



### RECOMMENDED ACTIONS:

- 1 Concentrate on encouraging small retail outlets in the Town centre, with industrial / manufacturing centred on existing estates
- 2 Investigate the possibility of having reduced cost, segregated parking areas for businesses





## Youth

The Questionnaire was sent to the two Secondary Schools and published on the Town Plan Web-site. There were 436 responses of which 52% were female. Only 1% of respondents were in the age range 17 / 19 years with the majority of 53% being aged between 14 to 16 years and 45% aged between 11 to 13 years and 1% under 11 years. The questionnaire focused on leisure activity with the aim of assessing the requirement for youth leisure facilities.



- Archery
- New Leisure Centre with better Gym
- Boxing
- Pool Table
- Performing Arts
- Motorbike & Quad Track
- Skate Boarding Park & BMX
- Ice Rink & Skate Park
- Horse Riding
- Dance Studio
- Climbing Wall
- Cycling Water Slide
- Trampoline
- Fitness Suite open for Teens at certain times.

### 1) Use of Bridgnorth Leisure Centre outside School hours?

“Not including School time, how often do you use the Leisure Centre?”:

Of great concern here is that 32% never used the facility and 39% used it occasionally. Only 9% used the Leisure Centre more than once per week, with 15% using it once per week.

### 2) List of Activities?

“Please list your Leisure Centre activities. (Outside School hours.):”

Swimming: The most popular activity with 61% of the replies.

Football      Hockey      Badminton      Squash      Gym/Fitness

### 3) Use of Leisure Facilities outside Bridgnorth.

“Use of other Town’s facilities?”

“Do you travel out of Bridgnorth for any Leisure Activity?”:

YES: 33%      NO: 67%



### 4) List of Activities in another Town.

“Please list the activities.”

Swimming    Football    Rugby    Golf    Ice Skating    Cricket    Tennis  
                   Dance        Cycling  
 Rock Climbing    Paintball    Karate    Running    Basketball    Skate  
 Park

### 5) Leisure Organisation / Club.

“Membership of a Leisure Club.”

“Are you a member of any organisation / club that caters for leisure activities?”:

YES: 23%      NO: 77%

### 6) List of Leisure Organisation / Club.

“If you are a member of an organisation then please list them here”:

Bridgnorth: Netball      Golf      Rugby      Health & Fitness      Football  
                                   Cricket      Northgate Swimming  
 Highley:      Severn Centre  
 Sedgley:      Football  
 Claverley:      Tennis

### 7) Independent Leisure Activity.

“Not involving a Club or Organisation.”

“Do you take part in independent leisure activity that does not involve an Organisation?”:

YES: 35%      NO: 65%

### 8) Non organised Leisure Activity.

“Please list the type of independent leisure activity.”:

Running      BMX & Skateboard      Badminton      Football      Gym      Swimming      Squash      Rugby  
 Walking      Ice Skating      Tai Chi      Horse Riding

### 9) Availability of Leisure Activities.

“Bridgnorth Leisure Facilities.”

“How satisfied are you of the provision of Leisure Activities in Bridgnorth?”:

(No comments recorded)

### 10) Your choice of Leisure Activity.

“Please list any facility for leisure that you would like to be provided in Bridgnorth.”:

The full list of activities are shown in Appendix C.

Bridgnorth needs to be a lot brighter to be more attractive to tourists. There isn't a lot of space for children to enjoy themselves. I think there should be more child-friendly spaces like skate parks and children's parks. There should be more litter bins scattered across the town.



# ACTION

		BRIDGNORTH TOWN PLAN				
COMMENT ANALYSIS	PRIORITY	ACTION (WHAT NEEDS TO BE DONE)	EXPECTED BENEFIT	DELIVERY BODY LEAD or PARTNER / AGENC	COMPLETION TIME / DATE	POSSIBLE COST
<b>Q1 Town Appearance</b>						
The Castle Grounds	Low	Greater use of the Bandstand. Investigate the possibility of more high seat benches for the elderly	Improved leisure facility and visitor attraction	Town Council Maintenance Dept. Event Organisers	During 2012	£1,200
The Castle Walk	Medium	Implement an improvement programme to maintain views, clear dog fouling, improve lighting, install interpretation panels and encourage the adoption of a management plan	Improved tourist attraction	Town Council, delivery through MTRP project led by Civic Society	2012 Ongoing	£11,000
Bridgnorth Steps	High	Repair and maintain the condition of the Steps and realise their potential as a tourist attraction	Improved community safety, town centre access and visitor attraction	Shropshire & Town Councils, delivery through MTRP project led by the Civic Society with matched funds	2012 Ongoing	£94,320
The Riverside	High	Develop and secure funds to implement a revitalisation programme to clear rubbish and vegetation, improve views and safety, encourage the adoption of a riverside management plan	Improve use for locals & visitors	Town & Shropshire Councils, MTRP project led by the Town Council	During 2012	£50,000 Possible use of CIL
Severn Park	High	Ongoing programme of facility improvement and site management. Develop a Visitor's Centre with Café and Toilets	Increased use by residents and tourists	Town Council. Visitor Centre key project for MTRP	2013 / 2014	£500,000?
The Town Centre	Medium	Standardise shop signs in an appropriate style, and investigate funding opportunities available to support this work. Develop an Investment and Maintenance Plan with accountability. Raise public awareness	Maintain a Market Town image and create an interesting centre for shopping	Shropshire & Town Councils, Property Owners, Civic Society	During 2012	Investigate
Historic Buildings	Medium	More investment in key buildings including the facade and use of Newmarket Buildings. Maintain Bishop Percy's House, Town Hall & Bridgnorth Castle. Apply for funding	Maintain local resources and visitor attractions	Town Council, Shropshire Council & Property Owners, English Heritage & Heritage Lottery Fund	2012 / 2013	Investigate
<b>Q2 Environment</b>						
Clearing Litter	High	Continue to improve services. Recruit litter pick volunteers within the community for key locations. Develop a deep clean schedule for neighbourhoods and an education package with schools	Improved hygiene and town image	Shropshire & Town Councils	Ongoing	Within Council budget & additional funding for extra bins
Emptying Public Bins	Medium	Identify where additional emptying may be required and where additional bins would be beneficial	Improved hygiene and town image	Shropshire & Town Councils	Ongoing	
Dog Fouling	High	Investigate possibility of employing a locally based Warden and implement fines for offending dog owners	Improved hygiene & town image	Shropshire & Town Councils	2012 Ongoing	Investigate
Refuse Collection	Medium	Improve recycling, especially food waste, which could be used in an energy recovery programme.	Improved hygiene and less waste to landfill	Shropshire Council, Shropshire Waste Partnership & Veolia	Ongoing	Within Council budget
Stopping Fly-Tipping	Medium	Shropshire Council to work with landowners to help reduce fly tipping, remove rubbish and to prosecute offenders	Eliminate eyesores, improved public health	Shropshire Council	During 2012	Within Council budget



# ACTION

BRIDGNORTH TOWN PLAN						
COMMENT ANALYSIS	PRIORITY	ACTION (WHAT NEEDS TO BE DONE)	EXPECTED BENEFIT	DELIVERY BODY LEAD or PARTNER / AGENC TIME / DATE	COMPLETION TIME / DATE	POSSIBLE COST
<b>Q3 Health</b>						
Medical Practice	Low	Promote the level of satisfaction with the existing facility and work to ensure the continued level of service	Sustain excellent community resource, health & well being of residents	Bridgnorth Medical Practice & Shropshire Community Health Trust	Ongoing	Investigate
Bridgnorth Hospital	High	Work to ensure the continued level of service and survival of facilities in the town	Sustain excellent community resource, health & well being of residents	Shropshire Community Health Trust & League of Friends, Bridgnorth Medical Practice	Ongoing	Possible use of CIL
An Operating Theatre	High	Provide support to the ongoing work to secure operating facilities in the town	Improved community welfare	Shropshire Community Health Trust & League of Friends	During 2012	Investigate
A Maternity Unit	Medium	Ensure the continued level of service and survival of facilities in the town	Retention of maternity services in Bridgnorth	Shropshire Community Health Trust & League of Friends	Ongoing	Investigate
A & E Services	High	Improve the level of service and survival of facilities in the town	Retention of A & E Services in Bridgnorth	Shropshire Community Health Trust & League of Friends	Ongoing	Investigate
Medical / Social Care	Low	Maintain existing levels of social care and further improvements where needed	Community health	Shropshire Community Health Trust & League of Friends	Ongoing	Investigate
Need for "Drop-In" Surgery	Medium	Investigate potential need for out of hours facilities at the medical practice and the potential of providing outreach services at appropriate venues	Improved accessibility to medical services			
NHS Dental Services	Medium	Convey concerns to the appropriate organisations	Community health	Bridgnorth Medical Practice Shropshire Health Care Trust. & Dental Practices	During 2012	Investigate
<b>Q4 Sport &amp; Leisure</b>						
Leisure Centre facilities and availability	Medium	Ensure that the local community have a greater role in the management of the facility. Raise concerns from the questionnaires and press for development of a new facility	Greater public access for recreation, health and well being	Bridgnorth Leisure Centre. The Endowed School, Shropshire Council & Centre users	Ongoing	Investigate
Theatre / Concert Venues	High	Development of St Leonard's Church as a community resource and improved facility as a Culture / Art's Centre	Improved community leisure & social provision	BTC & Churches Conservation Trust- delivery through MTRP project	May 2012	£200,000
Children's Play Areas	Medium	Improvement of existing facilities and the formation of Park User / Friends groups to enable the community to lead development and management	Elimination of anti-social behaviour	Shropshire & Town Councils, Housing Site Developers	2012	Possible use of CIL
Teenager Leisure Facility	High	Seek support and funding for further activity centres for teenagers	Stimulates healthy activities, reducing anti-social behaviour	Shropshire & Town Councils	2012	Possible use of neighbourhood funds
Castle Hall / Community Centre	Low	Improve facilities and increase awareness of potential use	Increased use of facilities	Town Council & Community Hall Trust.	Ongoing	Investigate
River Severn Leisure Use	Medium	Investigate scope and feasibility of greater leisure use	Improved use of natural resource with increased tourism	Low Town Action Group, existing users, Environment Agency	Ongoing	Investigate



# ACTION

COMMENT ANALYSIS		PRIORITY	ACTION (WHAT NEEDS TO BE DONE)	EXPECTED BENEFIT	DELIVERY BODY LEAD or PARTNER / AGENCY	COMPLETION TIME / DATE	POSSIBLE COST
<b>BRIDGNORTH TOWN PLAN</b>							
<b>Q5 Life Long Learning</b>							
Adult Education	High	Improve communication of existing courses & develop more choice in multiple locations	Increased use of existing provision to safeguard local facilities	Shropshire Council, Oldbury Wells & Endowed Schools	Ongoing		Use of existing budget
Skills Development	High	Working group to develop a programme to meet employer's needs and requirements	Provides a flexible workforce	Shropshire Council	2012 / 2013		Use of existing budget
<b>Q6 Employment / Training for Work</b>							
Apprenticeship Schemes	High	Develop a programme of schemes with key partners and businesses	Provide a skilled workforce	Shropshire Council working with local businesses and FE Colleges	Ongoing		Possible use of neighbourhood funds
Local Courses	High	Develop a programme with key partners and businesses	Reduced cost of training	Shropshire Council, FE Colleges, Schools	Ongoing		Investigate
Employment Opportunity	High	Develop a programme of encouraging businesses to come to the area and assist new start ups	Improve the local economy.	Shropshire Council working with Shropshire Chamber and B & D Business Ass'n	Ongoing		Investigate
Skilled Jobs Availability	High	Work with agencies to encourage businesses with high skill needs to set up locally.	Improve the local economy and employment	Shropshire Council working with Shropshire Chamber and B & D Business Ass'n	Ongoing		Investigate
Work for School Leavers	High	Explore new ways of stimulating the local economy and promoting new jobs in the area	Improve youth employment	Shropshire Council, Businesses, Connexions	2012 / 2013		Investigate
<b>Q7 Traffic/Transport</b>							
Car Parks	Medium	More locally controlled car parks and better signage. Reduced price parking space permits for Town Centre employees	Retention of shoppers and encourage more visitors & businesses	Shropshire & Town Councils	2012		Within existing budget
High Street Parking	Medium	Maintain free short stay parking in the High Street	Retention of shoppers	Shropshire Council	Ongoing		Within existing budget
Bus Services	Low	Press for improvements that provide a service catering to local needs. Liaise with bus companies to provide more shelters	More use of Bus Service, Reduced congestion, free up parking space for visitors and shoppers. Lower pollution	Shropshire Council	Ongoing		Within existing budget
Idea of Park & Ride	Low	Further work by Shropshire Council in relation to a feasibility study	Reduce pollution, congestion and encourage more visitors and longer stays	Shropshire & Town Councils	2012		Possible use of CIL
Road & Pavement Maintenance	High	Improve maintenance of roads and pavements - particularly pot holes	Improved service and public safety	Shropshire Council	Ongoing		Within existing budget
<b>Q8 Shopping &amp; Town Facilities</b>							
The Variety of Shops	High	Campaigns for a more diverse range of shops	Maintain individuality and a Market Town Image to attract visitors	Shropshire & Town Councils, B&D Business Ass'n, Town Plan Group	2012 & Ongoing		
Independent Shops	High	Encourage more independent shops and investigate possibilities of inducement	Maintain individuality and a Market Town Image to attract visitors	Shropshire & Town Councils, B&D Business Ass'n, Town Plan Group	2012 & Ongoing		



# ACTION

COMMENT ANALYSIS		PRIORITY	ACTION (WHAT NEEDS TO BE DONE)	BRIDGNORTH TOWN PLAN		COMPLETION TIME / DATE	POSSIBLE COST
				EXPECTED BENEFIT	DELIVERY BODY LEAD or PARTNER / AGENC		
Shop Fronts Appearance	High	Request owners to improve frontages. Investigate the possibility of an assisting grant scheme	Improved High Street image	Shropshire & Town Councils, B&D Business Ass'n, Town Plan Group	2012 & Ongoing	Investigate	
Business Signs Control	Medium	Ensure that all signs are compliant with planning and set an appropriate system in place to enforce if not compliant	Improved High Street image	Shropshire & Town Councils & Private Businesses.	2012 & Ongoing	Seek funding	
The Library & Information Centre	Low	Maintain, with some improvement to the existing facility	Improved facilities for community and visitors	Shropshire Council & Friends of the Library		Within existing budget	
Toilet Facilities	High	Improve facilities	Improved facilities for community and visitors	Shropshire & Town Councils	2012 & Ongoing	Within existing budget	
Number of Restaurants	Low	Maintain existing facilities	Retain a diverse choice for the community and visitors	Shropshire & Town Councils, B&D Business Ass'n, Town Plan Group	Ongoing		
Number of Pubs	Low	Maintain existing facilities	Provide a range of choices for social interaction	Shropshire & Town Councils, B&D Business Ass'n, Town Plan Group	Ongoing		
Number of Charity Shops	High	Stop further increase and if possible reduce numbers	Provide an opportunity for premises to be used by more diverse shops.	Shropshire & Town Councils, B&D Business Ass'n, Town Plan Group	2012		
Locally Produced Food	Medium	Encourage focus on local trade and produce. Enforce regulation of market stalls	Sustainability of local businesses	Shropshire & Town Councils, B&D Business Ass'n, Town Plan Group	Ongoing		
Use of A Boards	Medium	Take action against shop owners who jeopardize pedestrian safety	Improved High Street safety and appearance	Shropshire Council. Business Owners.	2012		
Fair Trade Products	Low	Maintain Town's Fair Trade Policy and build its role and benefit to the town	Assists the international economy	Shropshire & Town Councils, B&D Business Ass'n, Fair Trade Group, Town Plan Group	Ongoing		
High St. Pedestrianisation	Low	No action. Review at a future date	Larger Market. Improved pedestrian safety. Enhanced tourist attraction	Shropshire & Town Councils	Ongoing		
Market Day Pedestrianisation	High	Modifications to the High Street to facilitate Market Day pedestrianisation.	Provision of adequate housing options for the community	Shropshire & Town Councils, B&D Business Ass'n, Town Plan Group	June 2012	£50,000	
<b>Q9 Housing</b>							
Affordable Housing	High	Work with agencies to increase numbers	Provision of adequate housing options for the community	Shropshire Council Planning Authority & Developers	Ongoing	Possible use of neighbourhood funds	
Rented Housing	Medium	Encourage owners to make properties available to rent and encourage upper floor conversions of shops. Retain council housing stock	More rented accommodation	Shropshire Council Planning Authority & Landlords	Ongoing		
Flats / Apartments	Medium	Encourage owners to make more properties available to rent.	Provision of adequate housing options for the community	Shropshire Council Planning Authority & Landlords	Ongoing		
Social Housing	Low	Concentrate on local needs	Reduction in problems associated with community integration	Shropshire Council Planning Authority & Landlords	Ongoing		
Retirement Homes	Low	Respond to future need	Retain local retirement provision	Private Businesses	Ongoing		
Residential Care Homes	Low	Respond to future need	Maintenance of care in the community	Private Businesses	Ongoing		
Sheltered Housing	Low	Maintain existing schemes	Provision of local community care	Shropshire Council	Ongoing		
New Estate Shops/Service	Low	Ensure sites are appropriate for the existing infrastructure with investment into services and facilities	Provision of adequate facilities for emerging communities	Shropshire & Town Councils, Local Partnerships e.g. Tasley, Private Developers	Ongoing	Possible use of CIL	



# ACTION

COMMENT ANALYSIS		PRIORITY	BRIDGNORTH TOWN PLAN			COMPLETION	POSSIBLE COST
		(WHAT NEEDS TO BE DONE)	ACTION	EXPECTED BENEFIT	DELIVERY BODY LEAD or PARTNER / AGENCY	TIME / DATE	COST
<b>Q10 Tourism</b>							
Promoting Bridgnorth	Medium	Improve advertising and promotion. Commence work on a tourist development strategy		Attract and retain more tourists and increase visitor spend	Shropshire & Town Council, B&D Tourist Association, Festival Organisers	During 2012	Within Precept budget
Tourist Information Centre	Low	Retain the existing facility and provide additional signposting at other locations, for example, within the proposed Severn Park building and the Severn Valley Railway		Attract more tourists	Shropshire & Town Councils	2012 / 2013	
Historic Sites & Buildings	Low	BTC to be more proactive in working in partnership with agencies and owners including key sites such as the Severn Valley Railway		Attract and retain more tourists and increase visitor spend	Shropshire & Town Councils, Severn Valley Railway, English Heritage	Ongoing	
Visitor Signage	Low	Update & improve signage		Increased ease of access to interesting sites	Shropshire & Town Councils	2012	Investigate
Tourist Accommodation	Low	Work with B&D Tourism Association and property owners to investigate location of possible sites		Accommodate more tourists and increase spending	Private Enterprise, Shropshire Council & B&D Tourism Association.	During 2012	Investigate
Events & Festivals	Medium	Promote existing events & festivals		Enhanced community and financial benefit by attracting businesses and tourists	Shropshire & Town Councils, Organisers, B&D Tourism Association, Private Enterprise.	Ongoing	Investigate
Local Authority Support	Medium	Increase support from Shropshire and Town Councils for events & festivals		Attract more businesses & tourists and increase visitor spend	Shropshire & Town Councils	Ongoing	Investigate
<b>Q11 Crime &amp; Safety</b>							
Daytime Public Safety	None	Work with West Midlands Police force to sustain the current provision		Maintain perception of safety	West Mercia Police, Bronze Level tasking group	2012 Ongoing	
Night Time Public Safety	High	Liaise with Police and partners to improve		Improved safety and public perception of safety	West Mercia Police, Bronze Level tasking group	2012 Ongoing	
Town Centre Policing	High	Liaise with Police and partners to improve		Improved safety and public perception of safety	West Mercia Police, Bronze Level tasking group	2012 Ongoing	
Residential Policing	High	Liaise with Police and partners to improve		Improved safety and public perception of safety	West Mercia Police, Bronze Level tasking group	2012 Ongoing	
Police Communication	Medium	Liaise with Police and partners to improve		Faster response to problems	West Mercia Police, Bronze Level tasking group	2012 Ongoing	
Speed Limit Enforcement	High	Liaise with Police and partners to improve		Increased road safety	West Mercia Police, Bronze Level tasking group	2012 Ongoing	
Anti Social Behaviour	High	Liaise with Police and partners to improve		Reduced vandalism	West Mercia Police, Bronze Level tasking group	2012 Ongoing	
Control of Drugs	High	Liaise with Police and partners to improve		Reduced crime and Improved safety and health of users	West Mercia Police, Bronze Level tasking group	2012 Ongoing	
Control of Alcohol	High	Liaise with Police and partners to improve		Reduced vandalism and Improved safety and health of drinkers	West Mercia Police, Shropshire Council	2012 Ongoing	
Control of CCTV	Medium	Monitor effectiveness of the existing facility		Reduction in crime	Town Council Sub Committee and Partners	2012 Ongoing	
Abbreviations:	BTC	Bridgnorth Town Council		SC	Shropshire Council		
	MTRP	Market Town Revitalisation Programme		CIL	Community Interest Levy	B&D	Bridgnorth & District



# Concluding Remarks



Bridgnorth residents made known their views about the town in their replies to the questionnaires. The Bridgnorth Town Plan Steering Committee have carefully considered what was presented to them and this document encapsulates the views of residents.

From analysis of statistical data and comments contained in this report the Steering Committee have generated an “Action Plan” which is set out in the form of a five page spreadsheet detailing 39 actions that we recommend are the focus of the Town Council’s activities over future years.

The results of this Town Plan survey have shown Bridgnorth area residents desire for an improvement in many aspects of the community, ranging from the environment to public safety, which could be assisted by a transfer of resources, both financial and legal, from the Unitary Council to the Town Council.

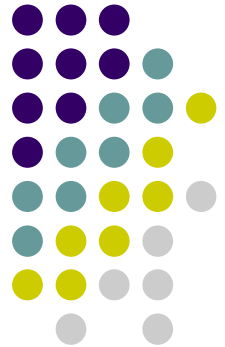
With the current financial difficulties it is seen as even more crucial that funds are secured to enable the Town Council to carry out the “Actions” prioritised in the Town Plan.

Moreover, the analysis suggests that Bridgnorth Town Council should widen its control to have greater influence over, for example local planning matters, bye-laws and tourism, with the implication that housing and business become more suited to local needs.

In addition, the government’s initiative on “localism” should make it easier for the local community, under the Town Council’s leadership, to bring about changes highlighted in this report. We expect to see devolution of responsibility to the Town Council with the necessary funding to allow the wishes of local people to be implemented.

This “Action Plan” should inspire much activity for the Town Council and should be a powerful tool in its hands as it seeks to obtain funding from Shropshire Council and other agencies. The document should provide additional proof that these actions are fully supported by the residents of Bridgnorth in any discussions about possible transfer of services from the Unitary authority or in negotiations for additional funding from other bodies.

This Town Plan is an ongoing process with reviews to be made every two or three years when residents will be able to assess progress and outline further initiatives. It is envisaged that this process will be monitored and assisted by an organisation set up with that specific constitution, with the ability to co-ordinate specific project groups and seek additional funding as required, to support the Town Council in the implementation of the Town Plan.



# QUESTIONNAIRE FORMAT

## Printed on an A3 page



Thank you for taking part in this important survey. PLEASE RETURN IT BEFORE THE END OF NOVEMBER 2010.

Bridgnorth Town Plan Steering Committee acknowledge the voluntary contribution of committee members and the financial support of the following public authorities:-

If you prefer to use this form, please tick (✓) the circle next to your option. Please return even a partially completed Questionnaire as all your views are valuable. Details of where to return the form are shown on the back page.

Please make any further comment here:-

THE EASIEST WAY TO COMPLETE THE SURVEY IS ONLINE. Just go to our website [www.bridgnorthtownplan.com](http://www.bridgnorthtownplan.com), and click on the Questionnaire link.

Do you own or manage a business in Bridgnorth? or Do you run a business elsewhere but live in the town? We need your views. Go to our questionnaire designed specifically for business people at: [www.bridgnorthtownplan.com](http://www.bridgnorthtownplan.com) Just 10 minutes of your time NOW could help decide Bridgnorth's economic future.

It will only take a few minutes to complete. This Questionnaire has been structured by volunteers in the Steering Group who are entirely independent of any Public Authority, although strongly supported by Bridgnorth and Shropshire Council. The group has already carried out consultation with the local community, through forums and events, to produce the question format. The Town Plan will enhance the normal decision-making processes, with community-backed requirements for specific actions by Local Government and other Authorities to incorporate into their Development Plans.

Photographs: Dave Cooper



Stoneway Steps

Severn Valley Railway

Your Town, . . . . . have your say! This is your chance to influence how Bridgnorth develops over the next ten years. This survey will form the basis of the Town Plan, a blueprint for shaping the town's future.

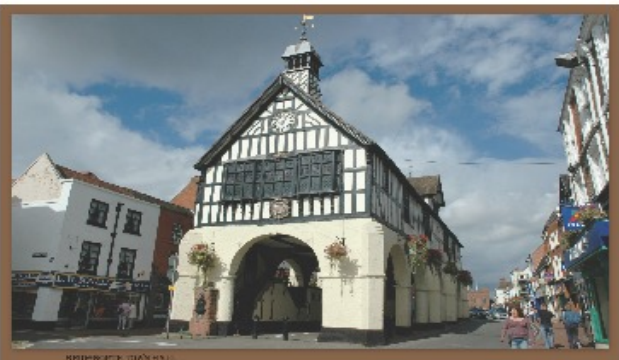
## BRIDGNORTH TOWN PLAN Questionnaire

The easiest way to return the Questionnaire is online at: [www.bridgnorthtownplan.com](http://www.bridgnorthtownplan.com) or ask a friend or relative to access the site for you.

# BRIDGNORTH



Cliff Railway leading to Castle Terrace



The Town Hall

If you prefer, you may deposit your completed Questionnaire in one of the Town Plan collection boxes situated at the following sites:-

- The Library
- Tesco Express (High & Low Town)
- The Co-Op (The Grove & Low Town)
- The Top Shop (Sidney Cottage)
- Nock Deighton Cattle Market
- Severn Valley Railway
- Kev's Fruit & Veg Shop
- Marks & Spencer
- Sainsbury's
- Sports & Leisure Centre
- Westgate Council Office
- Town Council Offices

Or send to: Bridgnorth Town Plan, P.O.Box 6148, Bridgnorth WV16 9BP



# Town Plan Questionnaire

# BRIDGNORTH TOWN PLAN BUSINESS QUESTIONNAIRE

Respondents are asked to graduate their answers dependent upon the context of the question, for example:  
 NOT AT ALL    UNCERTAIN    PERHAPS    VERY LIKELY    ABSOLUTELY  
 Each question group will have a box for further comment should you feel a need to expand on your answers.

**\*Required**

**INTRO \***

What kind of business do you own?

	SERVICE	RETAIL	PROFESSIONAL	INDUSTRIAL	DISTRIBUTION
Type?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**TOURISM \***

How tourism-orientated is your business?

	NONE	25%	50%	75%	100%
Tourist related?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**E-COMMERCE \***

How much of your turnover is internet sales?

	NONE	25%	50%	75%	100%
Turnover?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**CUSTOMERS \***

Where is your main customer base from?

	LOCAL	COUNTY	REGIONAL	NATIONAL	INTERNATIONAL
Customer Base?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**EMPLOYMENT \***

How many people do you employ?

	NONE	1 - 10	11 - 50	51 - 100	100 +
Within the Bridgnorth Area ( 0 - 8 miles)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outside the Bridgnorth Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**DEVELOPMENT \***

Would you support the use of empty shop space for temporary community use, such as Art Gallery space?

	NOT AT ALL	UNLIKELY	POSSIBLY	VERY LIKELY	ABSOLUTELY
Temporary use?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**COMMENT**

Please add any comment here:

**BUSINESS OPPORTUNITY**

What development and business opportunities do you think would benefit the town?

	BENEFIT	NO BENEFIT
Small business workspace units.	<input type="radio"/>	<input type="radio"/>
Large industrial sites.	<input type="radio"/>	<input type="radio"/>
Small to medium retail units.	<input type="radio"/>	<input type="radio"/>
Large retail units.	<input type="radio"/>	<input type="radio"/>
Tearooms.	<input type="radio"/>	<input type="radio"/>
Leisure facilities.	<input type="radio"/>	<input type="radio"/>
Social Enterprise.	<input type="radio"/>	<input type="radio"/>
Craft Workshops.	<input type="radio"/>	<input type="radio"/>
Garden Centre.	<input type="radio"/>	<input type="radio"/>
Supermarket.	<input type="radio"/>	<input type="radio"/>
Takeaway Food Outlets.	<input type="radio"/>	<input type="radio"/>
DIY Store.	<input type="radio"/>	<input type="radio"/>
Hotel - conference facility	<input type="radio"/>	<input type="radio"/>
Other (Please comment)	<input type="radio"/>	<input type="radio"/>

**ACCOMODATION \***

Are there enough business accomodation options available in the town?

	NOT ENOUGH	UNSURE	ENOUGH
Enough accomodation?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**COMMENT**



# APPENDIX B

Please add any comment here:

**DEVELOPMENT STRATEGY \***

How much would your business benefit from an economic development strategy for the Town?

NOT AT ALL      UNSURE      COMPLETELY

Benefit from a strategy?                 

**COMMENT**

Please add any comment here:

**PUBLIC OR PRIVATE SECTOR \***

Should Private Sector businesses have more say in the economic development strategy for Bridgnorth?

PUBLIC      PRIVATE

Who should control the strategy?           

**STRATEGY CONTRIBUTION \***

Would you contribute towards the strategy?

NOT AT ALL      UNSURE      COMPLETELY

Strategic contribution?                 

**PUBLICITY \***

Would the town benefit economically from more publicity to attract other industrial, professional and retail businesses?

NOT AT ALL      UNLIKELY      UNSURE      POSSIBLY      ABSOLUTELY

Benefit from publicity?                             

Do you think Bridgnorth could support another Supermarket?

NOT AT ALL      UNLIKELY      UNSURE      POSSIBLY      ABSOLUTELY

Does the Town need another Supermarket?                             

**COMMENT**

Please add any comment here:

**SUPERMARKET**

If you think another Supermarket is required:

TOWN CENTRE      TOWN PERIMETER

Where should it be sited?           

**PARK & RIDE \***

If large retail developments on the Town's perimeter were forced to provide Park & Ride, would this benefit local traders and residents?

NOT AT ALL      UNLIKELY      UNSURE      POSSIBLY      ABSOLUTELY

Will Park & Ride be beneficial?                             

**SHARING LOCAL BUSINESS \***

Where does most of your service supply come from?

0 - 10 miles      11 - 25 miles      26 - 50 miles      51 - 100 miles      100 + miles

Distance from service supply?                             

**NATIONAL RETAILERS \***

In your opinion, how much do national retailers help retain spending power in the Town?

NOT AT ALL      UNSURE      ABSOLUTELY

Retain spending within the Town?                 

**COMMENT**

# APPENDIX B

Please add your comment here:

**EMPLOYMENT / TRAINING \***

Does your business require better local training facilities?

	NOT AT ALL	UNSURE	ABSOLUTELY
Requires better local facilities?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you have a problem recruiting locally?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**TELECOMS / BROADBAND PROVISION \***

How satisfied are you with Broadband provision to your business?

	VERY DISSATISFIED	DISSATISFIED	UNSURE	SATISFIED	VERY SATISFIED
Are you satisfied?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**MARKET AUTHORITY \***

Would Bridgnorth benefit from a "market authority" to control its street markets?

	NOT AT ALL	UNLIKELY	UNSURE	POSSIBLY	ABSOLUTELY
Is a "market authority" necessary?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Should Bridgnorth invest in a "corporate" look for its street markets?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Should there be a larger week-day market?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Should the High Street be pedestrianised on market days?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, would these measures be beneficial in promoting Bridgnorth as a "shopping destination"?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**COMMENT**

Please add your comment here:

**PARKING POLICY \***

Would Bridgnorth retailers suffer if parking charges were introduced for short term parking in the High Street?

	NOT AT ALL	UNLIKELY	UNSURE	POSSIBLY	ABSOLUTELY
Would retailers suffer?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would you support an anti-charge campaign?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, are parking charges excessive in Bridgnorth?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**COMMENT**

Please make any comment here:

**ENVIRONMENT \***

Do you agree with the proposed Waste Disposal site at Faraday Drive?

	NO	UNSURE	YES
Do you agree?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If implemented would the position of the proposed site deter potential employers from setting up in Bridgnorth?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**COMMENT**

Please make any comment here:

# BRIDGNORTH TOWN PLAN - QUESTIONNAIRE FOR YOUNG PEOPLE

Please make your response by ticking the appropriate answer. If you have not answered one of the required Questions, (marked by a Red Star), you will be prompted to do so.

For this questionnaire Leisure Activity includes any type of Sport and the use of a Computer or Games Console or involvement with Guides or Scouts.

Your answers will help in formulating a Town Plan for Bridgnorth.

**\*Required**

## BRIDGNORTH LEISURE CENTRE \*

Use of the Leisure Centre outside School hours?

	More than once per week	Once per week	Once per month	Occasionally	Never
Not including School time, how often do you use the Leisure Centre?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## LIST OF ACTIVITIES?

Please list your Leisure Centre activities. (Outside School hours.)

## USE OF LEISURE FACILITIES OUTSIDE BRIDGNORTH. \*

Use of other Town's facilities?

	YES	NO
Do you travel out of Bridgnorth for any Leisure Activity?	<input type="radio"/>	<input type="radio"/>

## LIST OF ACTIVITIES IN ANOTHER TOWN.

Please list the activities.

## LEISURE ORGANISATION / CLUB \*

Membership of a Leisure Club.

	YES	NO
Are you a member of any organisation / club that caters for leisure activities?	<input type="radio"/>	<input type="radio"/>

## LIST OF LEISURE ORGANISATION / CLUB

If you are a member of an organisation then please list them here:

## INDEPENDENT LEISURE ACTIVITY. \*

Not involving a Club or Organisation.

	YES	NO
Do you take part in independent leisure activity that does not involve a Club or Leisure Organisation?	<input type="radio"/>	<input type="radio"/>

## NON ORGANISED LEISURE ACTIVITY.

Please list the type of independent leisure activity.

## AVAILABILITY OF LEISURE ACTIVITIES. \*

Bridgnorth Leisure Facilities.

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Comment
How satisfied are you of the provision of Leisure Activities in Bridgnorth?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## YOUR CHOICE OF LEISURE ACTIVITY.

Please list any facility for leisure that you would like to be provided in Bridgnorth.



**GENERAL COMMENT.**

Please make any comment here.

**ABOUT YOU. \***

Please provide the following:

MALE FEMALE

Gender?

**ABOUT YOU. \***

Please provide the following.

UNDER 11 YEARS    11 / 13 YEARS    14 / 16 YEARS    17 / 19 YEARS    OVER 19 YEARS

How old are you?

**ABOUT YOU \***

Do you live in Bridgnorth?

OLDBURY    DANESFORD / QUATFORD    LOW TOWN    HIGH TOWN    OUTSIDE BRIDGNORTH

Where do you live?

# COMMENTS

The following pages present summaries of the comments made on each question, drawn from a total of 5341 comments on the returned Questionnaires. These summaries were generated by members of the Town Plan Steering Committee after reading through each of the comments for a particular question.

## **“Big Dream” Competition:**

Twenty four young people who shared their “Dreams” expressed interest in a variety of aspects of local life. Perhaps it was no surprise that the need for more leisure activities for themselves (and others) featured prominently. The most frequently raised subject was the need for the provision of more child- friendly outdoor fun activities. Several called for a skate park, a bowling alley and a new modern leisure centre/swimming pool. Facilities for more specialist interests including rock-climbing, shooting, horse riding, go-karting and ice skating are mentioned, with more after-school clubs.

## **Children’s thoughts:**

“Make the town brighter”      “More flowers”      “More litter bins”      “A nature reserve”  
 “Make the burned down building on Squirrel Bank into a young children’s park, padlocked so teenagers cannot vandalise it”  
 “A shelter for the homeless”      “Bridgnorth would be better if we got rid of the baddies”

## CREATIVE IDEAS

Listed below is a selection of resident’s more imaginative ideas:

- A Footbridge from Severn Park to Riverside
- An Underground Room - a glass sided tunnel alongside the river showing the riverbed, fish and habitat, as a tourist attraction
- One half of the High Street to have a translucent roof set above adjacent eaves, making it the only one of its type in the Country
- Some form of transport museum on the riverside - a working museum to interest adults and children with a presentation of the “Trevithick Story and the early development of high pressure steam engines”
- A Water Wheel on the river Severn - to generate power and attract tourists
- Restore one or two caves, that were once used as dwellings, in keeping with when they were occupied, in appearance and with fittings, as a tourist attraction
- Construct a new link footpath under the last eastern arch of the Town Bridge
- Construct a dwarf weir across the southern end of the Bylet channel, the resultant lake could be used for summer boating and contain a water feature

**Q1: TOWN APPEARANCE – Caring for your surroundings.****THE CASTLE GROUNDS**

The overwhelming view is that the Grounds are maintained to a very high standard of which the Town should be proud. However there is criticism about poor maintenance and litter within the small fenced off area immediately surrounding the Castle. The ‘amazing’ Band Stand should be renovated and thereafter maintained and used, (i.e. ‘Sunday afternoon Concerts perhaps’). One comment felt ‘the Water Feature is out of place, a bit twee’. More benches were suggested and higher, (21 inches), to cater for the elderly. Mention of ‘illegal drinking by teenagers often apparent’ and there was criticism about the very loose kerb channels along the paved roadway leading to the park gate, adjacent to the Castle and finally, the Castle Ground’s Gate locked too early in the summer.

**THE CASTLE WALK**

Of the 100 comments received only one praised the Castle Walk. General neglect, such as the state of the benches, Litter everywhere, especially thrown over the railings, by the Cliff Railway. Dog fouling, blocked drains and poor street lighting, (i.e. bulbs not replaced) and no lighting at all on the West Castle Street side. Many complained about overgrown shrubs and trees obscuring the panoramic views and when there has been a half hearted attempt to cut back this foliage, the cuttings have just been left laying beyond the railings adding to the overall impression of neglect of such a major tourist attraction. Other comments requested more Litter Bins and Benches, higher for the elderly, and painting of the railings. Lastly the clearing up afterwards of Friday/Saturday night dunks could be improved.

**THE BRIDGNORTH STEPS**

The overwhelming view of comments about all the Bridgnorth Steps is they are an absolute disgrace. Run down, shabby, poorly maintained and in some cases considered dangerous. Litter and glass is highlighted and even rats on Stoneway Steps. Also the need for handrails on some of the steps is mentioned. Ebenezer Steps considered hazardous with overhanging vegetation and poor street lighting. Granary Steps considered to be in an appalling state and dangerously loose bricks on Bank Steps wall. One comment referred to the poor maintenance of the Grove Steps at the Morfe Road/St. Nicolas Road end.

**THE RIVERSIDE**

One comment sums up the majority of opinions about the Riverside. ‘Riverside is a mess, very embarrassing for a so called tourist town’. Litter everywhere, some left by Fishermen, and dog fouling on the banks, rubbish in the river, sometimes including Traffic Cones and Shopping Trolleys. Rats have been seen on the banks. Overgrown foliage on both banks north of the Bridge making it impossible to enjoy the riverside scene in the summer. Lime trees that are so large they obscure views of the town as well as dropping their sticky sap onto parked cars. Even the work done in March 2009, on both banks, was considered a waste of money with alien species of plants being introduced. The east bank approach to the town, used by many visitors from Severn Park, is a disgrace, with overgrown foliage and dilapidated railings. Not a very welcoming sight to visit Bridgnorth. A very poor tourist attraction compared to Bewdley and Shrewsbury, as noted by some comments. Also not enough effort has been made to eradicate invasive Himalayan Balsam and Japanese Knotweed from all the riverside banks, north and south of the Town Bridge. Much criticism has been made of the Bylet Channel, rubbish not cleared out and even suggestions for it to be dredged. Dog fouling on Well Meadow Field and more dog mess bins requested there. Comments were made about the neglect of the remains of the 13<sup>th</sup> cent. Franciscan Friary on Riverside and the need for more benches. Other comments made to improve the riverside were to floodlight the town bridge at night and to build a link on the west bank under the bridge between Quay-side and the tow path behind The Bassa Villa and Quays Tearoom. That will also encourage the tow path there to be kept clear of vegetation, which is badly neglected at present. Some comments would also like to see pleasure craft on the river again. However there was one lone voice of the 140 comments received, ‘the river is a wildlife corridor and should not be touched’.

**SEVERN PARK**

Severn Park is considered run down and poorly maintained, such as the slipway bank area that is long overdue for repair. The park is viewed as a very poor attraction for visitors to Bridgnorth. Purpose built toilets are urgently required and ‘the state of the play area in Severn park is appalling and an embarrassment to the town’, as well as the play equipment itself considered to be outdated. As a consequence some residents take their children to the better play facilities at Stourport or Telford town park. Also the gangs who sometimes congregate there is off putting. The usual comments are made about litter and dog fouling. The single tariff car parking charge is criticised for being far too high and should be flexible, even free to residents. The state of the car park surface is also criticised for being pot holed and rutted. The park gates should be locked at night to reduce the risk of anti social behaviour and vandalism. More improved picnic benches requested as present ones considered a health risk? More ‘attractive’ Litter Bins should be provided and lighting, especially by the park entrance, installed. One comment had doubts about fairs by outsiders with no interest in Bridgnorth. Some comments would like to see a Visitor Centre in the park and further facilities were also suggested such as a Skateboard Park, Basketball/Tennis Court and a Swimming or Paddling Pool.

**THE TOWN CENTRE**

Bridgnorth is recognised as a wonderfully historic market town, the character of which has been ruined by some inappropriate ‘gaudy’ shop fronts and signage, examples given are Tesco Express and the two betting shops. Litter in the High Street, especially after the Saturday Market. Bins not emptied enough, dog fouling and chewing gum on the pavements, are all commented on as contributing to the town centre looking ‘run down’ and ‘shabby’. Numerous comments on the disgusting amount of bird droppings on the pavements outside the Newmarket Buildings and the general mess left on Friday and Saturday nights, makes for an unpleasant environment for residents and tourists alike. Several comments were made about leaking gutters and the plant life growing out of them, with the Newmarket Buildings highlighted again. Some minor criticism of properties in a state of disrepair in Whitburn Street, that spoils the visual aspect of the main route into town and comments about the appalling state of the road surface in East Castle Street that ruins the character of this important street. There were many comments about litter and dog fouling in the surrounding streets that adds to the general ‘drab’ and ‘shabby’ appearance of the town. None of this reflects well on the historic tourist town of Bridgnorth. Also this is not helped by excessive parking charges which also puts off some residents, who reside further out from the town centre. Lastly some comments suggested the addition of a few more benches in the High Street and another toilet.

**HISTORIC BUILDINGS OF BRIDGNORTH**

Many comments highlighted the neglect and disgraceful state of Bishop Percy’s House which should be purchased by The Town Council and opened up for the benefit of the public as a tourist attraction and museum. Our most famous historic building of all, our Town Hall, has also been criticised for looking neglected and tatty. Other historic buildings allowed to deteriorate and reflect badly on the town is the building in front of The Old Mill Antiques Centre in Mill Street, which has been covered in scaffolding for years. The old police and jail house, complete with cells, off Whitburn Street has also been identified and some of the old buildings in Whitburn Street would benefit from a facelift. Newmarket Buildings, again, commented on as a bit of an eyesore with the ever present bird droppings. There were many comments about modern shop fronts in the High Street that have been allowed to ruin the character of the town centre, the exceptions highlighted being Beaman’s Butchers, Tanners and The Toy Emporium. Suggestions have also been made to restore some of the Caves and show their history, and to light up Lavington’s Hole.



## Q2 ENVIRONMENT

### A) Litter:

- 1) Litter needs to be cleared from the following areas:  
Listley St..... Hospital Walk..... High St.....Innage Lane Car Park... River Banks  
Crown Meadow Play Area.... Approach Roads to the Town...Oldbury Wells School  
High Street Market.... Friars Street.....Fox Corner, Low Town.....Hospital Surrounds  
Grove Steps.... Horsegrove Hill..... Nisa Shop, Queensway...Severn Park...Castle Walk  
Rose Lane... New Road.... Well Meadow Field (Fishermen)....All Fast Food Outlets  
Hedgerows.... Endowed School Playing Fields.... Grove Estate.... Mill Street  
Theatre Steps... Outside Public Houses... River-Side, Bylet to the By-Pass (Fishermen)  
Squirrel Bank.... Tasley Bank... Old Worcester Rd.
- 2) Chewing Gum & Cigarette Ends on Footpaths in the Town Centre.  
Educate the Public about dropping Litter, and impose fines. Litter is usually worse at Weekends (visitors). High Town is kept cleaner than Low Town. Litter Bins need emptying more often at Weekends & Bank Holidays. Litter Management is usually good but it doesn't stop a small minority ignoring the available facilities. Street Cleaning needs to be stepped up.

### B) Emptying of Litter Bins.

- 1) Dissatisfaction with the emptying of Public Litter Bins. Bins allowed to get over-full, so need to be emptied more frequently, particularly in Town and Severn Park. The High Street Cigarette Bins are never emptied. Riverside Bins often overflow during Summer months, so more frequent emptying required here and on Well Meadow.  
More Larger Litter Bins to be provided. Bins overflow late at night, especially in Listley St.  
Move the Bins at the Top of the Cartway. Bins at Bank Stepps should be emptied.
- 2) Bins are emptied well after all Festivals. Passing Traders should be banned from emptying their Van Waste into Public Litter Bins. Take-Away Food outlets should be responsible for cleaning up the area outside their property. People are filling Bins with household rubbish.  
Black Bin Liners should be opened out fully to ensure maximum capacity fill.  
  
Bins in Severn Park are Oil Drums which should have Bin Liners and drilled holes to stop the build up of a "gooey mess".  
  
The emptying process would be improved by adopting modern Street Bins with a built-in Compactor, powered by Solar Energy to reduce environmental impact.

### C) Dog Fouling.

Dog Fouling is still a major problem in many parts of the Town. (List enclosed).  
An ongoing problem caused by "phantom dog owners". No policing? Dog Licenses?  
Problems remain on footpaths throughout the Town. Certain Streets should be cleaned before the afternoon School Run. The appearance of Bridgnorth Streets is often spoilt by some selfish Dog Owners allowing their animal to foul the pavement. They should be caught and fined, with zero tolerance for those who do not clear up the mess. There should be more Dog Bins and Wardens should be employed to issue fines, perhaps this role could be combined with a Litter Warden.

### D) Household Refuse.

Faraday Drive is the wrong place for a Recycling Centre.  
Doorstep Collections required for Plastics & Cartons. There is general dissatisfaction with Household Collections due to no Plastic or Cardboard recycling. Weekly Collection is vital in hot weather. Fortnightly collection can be an issue when a 2 week holiday can result in rubbish not being collected for 4 weeks. Also weekly collection is beneficial to residents in properties where Wheely-Bins are not provided. There is large support for weekly collections. Food Waste should always be removed weekly. Collectors should remove all trace of rubbish left for collection and the empty Bin should be returned to the same position on the pavement.  
Why no Black Bin collection between 20<sup>th</sup> December and 6<sup>th</sup> January?  
There is no Re-cycling Collection in Central Court and no storage space in Tudor Court.  
Please provide Lids for boxes in wet weather. Any Food Waste should be sent for energy recovery. Clearly litter and household refuse is a major national issue. Fantastic support from Services, good and quick help if you phone for help.

### E) Fly Tipping.

Fly Tipping is evident on the outskirts of the Town. Cars are dumped at the bottom of Squirrel Bank. Some Tipping possibly created because Councils charge businesses too much to remove rubbish. Old Worcester Road is a very bad area for Fly-Tipping and there has been ongoing tipping, for the past 10 years, on Bernard's Hill. Fly-Tipping on Castle Walk and along the River Banks.  
New Land-Fill site essential in a good location. Lift restriction on Vans & Trailers taking rubbish to the site. The policy of charging for the disposal of Trade Waste is counter productive.

### F) Other.

Action needed on Play Areas and Football Fields.  
Control of Street Weeds.  
Councils are too complacent and leave decisions to Contractors. More action is needed on country roads. It is not environmentally friendly to floodlight Churches & Parks.  
Pigeon Mess is a hazard especially outside Newmarket Building.  
Stop BT removing Red Phone Boxes.  
Get Children & Adults looking after wildlife. (RSPB or RSPCA).

**INTRODUCTION**

The comments recorded have been divided into 6 subsections regarding the provision of Health and Social Care in Bridgnorth. Each one is taken in turn highlighting themes and trends.

**BRIDGNORTH MEDICAL PRACTICE**

There were 125 comments for this section covering a variety of different views about the quality of primary care in the town. Overall approximately a third said services are good or excellent and there was praise for the newly built Bridgnorth Medical Practice and the standard of care generally. However this was offset by feedback from the remaining majority of respondents who, despite this, commented specifically on the lack of patient choice in the present system which is perceived by some as being over stretched and under resourced. The main complaint concerns the difficulty of getting an appointment to see a doctor quickly, most patients having to wait over a week at best and more usually up to 2 weeks. A general theme emerged indicating that many people find the waiting times far too long and quite a few stated that the current system was unacceptable. In fact one respondent said 'You have to know in advance you are going to be ill in order to get an appointment!' Similarly many people thought that the 'out of hours' services were poor and there was bemusement that there was no Drop-In facility as there is in Telford, although it was noted by one respondent that the late night surgery is very good. There were a number of comments regarding reluctance to use Shropdoc Services in an emergency as it was experienced as impersonal. A few respondents had decided to change to a different practice as a result of poor feedback or personal experiences.

There was some concern that it was increasingly difficult to see the same GP when visiting the surgery due to the numbers of doctors available at any one time and that often you were kept waiting for long periods before actually being seen. Similarly a number of respondents had found it difficult to get through to the Practice on the phone which was often engaged or when having got through being told to phone back later. Others perceived the reception staff as unfriendly and impersonal with a lack of privacy offered, although it must be said that such perceptions seem to be in the minority. Other feedback included: the expense incurred for some at having to pay to park in order to visit the BMP; lack of alternative treatments or services available such as a Well Woman Clinic for younger women or preventative services for men such as health screening. A Saturday Clinic would be welcome by many. There is a perception by some that liaison between various services such as Mental Health and those for the Elderly could be improved as well as a more robust, standardised record keeping system.

**BRIDGNORTH HOSPITAL**

Out of the 98 comments many described the hospital as the 'jewel in the crown of Bridgnorth'; an asset that needed to be protected as all costs although a number stated that it was too costly for the size of the town. There was concern expressed that despite the cost of refurbishing there is a perception that the hospital remains half closed and could be more extensively used and hence, is a wasted resource. Also it was observed by a few that the gardens and surrounding site needed tidying up, that there needed to be clearer signage for evening visitors and that it was hard to access the wards at night in terms of out of hours parking.

Many respondents praised the Accident and Emergency Services and stressed the need for them to be available around the clock. The majority of commentators stated that the Operating Theatre should continue to remain open as it is very much valued. In its absence, there was concern about travelling long distances for treatment especially for serious illness. The maternity unit was universally praised as 'excellent', 'impressive', 'brilliant' although there was a comment that it needed to have a doctor available there on call. Somebody suggested the provision of a ward for children.

**MEDICAL/SOCIAL CARE IN THE COMMUNITY**

There were 4 comments only for this section and so it is difficult to know whether this reflects general satisfaction or lack of awareness as such provision may only apply to certain specialised groups particularly the elderly and those with disabilities or chronic illness. Of those comments made there was dissatisfaction with meals on wheels provision which is being cut, and home care and district nurse follow up were seen as poor.

**DROP IN SURGERY**

This question was perceived as somewhat misleading and caused some confusion as respondents were unable to comment on a facility which did not exist but which the majority of the 85 who did comment, felt strongly should do so particularly at weekends. One respondent thought this 'would free up the general doctor's surgery for other priorities' Another stated that it was important to establish what the need was locally and to find out from the Telford Drop in how many people used it from Bridgnorth. There were 12 respondents who disagreed with the concept of a 'drop in' stating that a lot of appointments were being wasted because a growing number of people failed to keep them. Nor was it seen by some as a solution to the poor response times generally to emergencies or the need for same day appointments at the Medical Centre.

**NHS DENTAL SERVICES**

Out of the 45 comments in this section the majority stated that there were not enough dentists in the town and in particular NHS dentists. There were a variety of views regarding the existing provision. A number of respondents believed dentists should be available outside working hours and particularly more accessible in an emergency. Somebody observed that there was no orthodontist in the town and somebody else stated that NHS patients no longer get sent out reminders through the post for check ups, perhaps as a ploy for lapsing NHS patients to be lured into the private sector. There is an impression that NHS dental facilities are discouraged in Bridgnorth.

**OTHER**

Out of the 13 miscellaneous comments 2 thought that services for the elderly could be improved; there was a suggestion that there should be a chemist in Low Town. Generally there was praise for overall provision considering the size of the town and a plea that it remains protected.

**CONCLUSION**

This range of comments offers a snapshot of local views regarding provision of Primary Care in Bridgnorth. Clearly national policies are to some extent going to impact on what is happening locally. However the analysis of the comments for this section seem to suggest that the main preoccupations people have concern the challenges involved in maintain a valued NHS provision on the door step with an anxiety that it is becoming increasingly overstretched, inaccessible and under resourced. With an ageing population and the location of the town itself some distance from larger centres of healthcare provision, it would be important that any town plan is able to articulate these specifically local issues in a coherent manner.



## Q4: SPORTS & LEISURE

### How satisfied are you with the availability of the Sports & Leisure Centre for public use?

One hundred and seventy one people wrote a comment on this question, and while the “tick box” responses showed that 56% of respondents were satisfied or very satisfied only five of the comments were positive. Statements of dissatisfaction with the availability were largely related to the fact that the Endowed School is perceived to have the lion’s share of the facility. “The Endowed School has too much say in the running of the Leisure Centre” is a typical comment. People want to be able to use the Centre throughout the day and not to be restricted to certain generally inconvenient times. “The availability of adult swimming sessions is completely unsatisfactory. There are not many sessions and the ones provided are not very convenient for working people i.e. 9 and 9:30 in the evening is too late.”

People feel forced to seek their leisure out of town – “My boys travel outside Bridgnorth to gain sport/leisure. Not good”. Problems with vehicular access to the centre and the difficulties with parking are other causes of discontent.

While the question posed was about the availability of the Sports & Leisure Centre for public use numerous comments have been made about the Centre itself. The following are examples of what has been said: “Tired”, “in need of updating”, “The facilities and services at the Leisure Centre are stuck in the 80’s”, “Bridgnorth Leisure Centre is very poorly maintained and a disgrace to a town like Bridgnorth”, “The town Leisure Centre is the most un-welcoming I have ever come across.”

Some have written about updating, improving or enlarging the current Centre while others have gone further and stated that a completely new, purpose built facility with adequate parking available 364 days in the year is called for.

### How satisfied are you with theatre/concert venues?

The “tick box” responses showed that 65% of the respondents were either satisfied or very satisfied. Thirty one people wrote comments.

There was just one totally positive comment - “For Bridgnorth to have an independent cinema and small theatre is excellent”. While other complimentary things were said, they always had caveats. “What concert venues?” is the most extreme of the negative comments made, but the spirit of the comment is shared by a number who feel that the provision of such venues is inadequate.

Appreciation is shown for The Theatre on the Steps and the volunteers who run it, but lack of Council support is pointed out. Access, particularly for elderly and disabled people is very poor. It is felt that the Theatre could be “better promoted”, and that more “direct support for the arts” should be provided. The following comment sums up the general view expressed by the respondents: “Cultural activities are limited within the town and I feel that more investment should go into providing a wider range of cultural opportunities for the whole community”.

### How satisfied are you with children’s play areas?

Seventy-four people wrote a comment on this question.

“Tick box” responses showed that 34% of respondents were satisfied and 4% very satisfied, while 19% were dissatisfied and 8% very dissatisfied. The 74 people who made comments were generally critical of the play areas for children.

Facilities compare very unfavourably with other places both in terms of availability of equipment and its quality – “a disgrace”, “appalling”, “poor quality”, “limited”, “unimaginative” are typical comments. One comment says “Look at Tenbury Wells” while others even compare Bridgnorth facilities unfavourably with those of nearby villages. Facilities are said to be spoiled by litter, while dog fouling is a recurring problem.

Sixteen people think that a new play area is needed in Crown Meadow, and while delight has been expressed at the new equipment in Lodge Lane this is countered by concerns about vandalism and graffiti-writing by teenagers.

While expensive car-parking and the lack of toilet facilities limit the usefulness of Severn Park to some people it is the one area about which positive comments were written. A number of comments asked for the provision of more play areas in addition to the existing, inadequate ones, and in particular Wenlock Rise is mentioned as an area without provision.

### How satisfied are you with leisure facilities for teenagers?

Seventy people wrote a comment on this question.

“Tick box” responses showed that 2% were very satisfied and 13% were satisfied, while 26% were dissatisfied and 16% very dissatisfied. 43% of respondents had “no comment”. The message is VERY clear, there is widespread dissatisfaction with the provision of leisure facilities for teenagers. Fifty-four respondents say that MORE facilities are needed. A number of respondents specifically mention the need for a skate park.

Three organisations involved with young people are specifically mentioned: “Bridgnorth Dry Bar could be open more with financial support. Surely!” “What about the registered charity Bridgnorth Boys Club/Bridgnorth Club for Young People? It has a building and lots of cash, but has been dormant for about 10 years. This is criminal. What are the trustees doing?”

“The Bridgnorth Youth Club is excellent but what else is there for teenagers?”

The link is made between the lack of facilities for young people and the numbers of who “hang around” on the streets. The availability of alcohol to young people is also seen as a cause of problems. A final specific comment seems to suggest a way forward:

“There are no leisure facilities for teenagers and what activities are available have not taken into account what they need. Perhaps the Local Authority should ask them what they want.”

### How satisfied are you with Castle Hall and the Low Town Community Hall?

Eighteen people wrote a comment on this question. “Tick box” responses showed that 55% of respondents were satisfied and 5% were very satisfied, while 5% were dissatisfied and 2% very dissatisfied. Comments suggest that the two venues could be used more frequently and that their pricing structures and publicity could have an effect on usage. Each venue received one comment critical of the quality of provision, and the lack of parking at Castle Hall was mentioned. Two complements were made about Low Town Community Centre.

### Q4: How satisfied are you with the leisure use of the River Severn?

The “tick box” responses showed that opinion was divided, 37% were satisfied or very satisfied and 37% were dissatisfied or very dissatisfied. One hundred and fifty people wrote comments. Seven respondents think there is “no leisure use”, “the river is not utilised at all”. Thirty five respondents, without being specific, thought the use of the river could be improved - it is “potentially a big asset” a “most underdeveloped tourist resource”. The Council was criticised for “talking about opening up the river for tourist purposes, but not doing anything about it”. One commented: “the use of the river is a joke. Bridgnorth wake up!”. Another quoted Stratford and London as places that made good use of their rivers.

Opinion was divided on the subject of increasing the navigability of the river and thus making it possible for larger boats to use it. Nineteen people would like boat trips to be possible, one respondent would like to be able to sail a canal boat and one pointed out that dredging the river would help prevent flooding. Thirteen respondents would be against such change. A number of those who were against the idea of increasing the navigability did not want Bridgnorth to become like Stourport, and one thought it would be “a disaster” if it did. Twelve respondents thought that nothing needed doing, let it “stay the same,” said one, “don’t ruin it,” said another. Twenty four respondents thought that the use of the river was impaired by the lack of adequate maintenance of the river banks. The banks should be made “properly walkable”; “weed growth” should be controlled. One respondent commented, “What a mess, embarrassing!”.

### Q5: LIFE LONG LEARNING

There are very few positive responses to the issues highlighted in this section of the questionnaire. Rather, there is an overwhelming sense of loss and even betrayal at the closure of the college in Bridgnorth and the demise of further education and adult education opportunities. By implication, or direct response, the need for a new college to be the centre for the full range of lifelong learning - adult educational opportunities as well as vocational and skill development, is evident as there are currently perceived to be none or very little of these.

Adverse reference is made to the need for people to travel in or out of county sites; the distance this involves, the time taken and the cost factor as well as the problem of no public transport for those wishing to find evening activities and courses. Publicity about what is available at the library, Westgate, Oldbury and local secondary schools is obviously not reaching the great majority of local people because of the number of ‘is there any adult education in Bridgnorth?’ Responses.

Past provision of crafts and hobbies classes, foreign language groups and computer courses linked to the old college are made, with a desire for these to be available in the future.

The sense of the town being disadvantaged by the loss of a college permeates these replies.

One response suggests introducing workers education as they would provide courses where local education authorities don't. Another suggestion is for a more imaginative use of the library services for delivery of adult education to cover for the loss of a college in Bridgnorth. Overall residents are frustrated by the lack of provision for lifelong learning locally in Bridgnorth and feel at a disadvantage to other towns. However, when looking at the age profile of the respondents one has to be careful in the conclusions being drawn. Of the 231 responses, 36% came from the over 61 age groups, 60% came from the 31 to 60 age group but only 4% came from the under 31 age group. Could there be an historic yearning for what had been influencing the responses? Many of the comments on the college closure seem to be looking through ‘others' eyes’ rather than personal impact. There could be a demand for leisure/educational activities for people who have retired showing in the responses.

### Q6: EMPLOYMENT/TRAINING FOR WORK

#### APPRENTICESHIP SCHEMES

Everyone reported that there are no apprenticeships available in Bridgnorth. Interesting to note that ‘no comments’ were received from people aged under 30 but there were comments from 2 people aged 80+!

#### LOCAL COURSES

Following the closure of Bridgnorth College some years ago anyone seeking further education has to travel to a town which is large enough to support a college of further education. Many respondents regretted the closure of Bridgnorth College. Absence of adult courses was also mentioned.

#### LOCAL EMPLOYMENT OPPORTUNITIES AND AVAILABILITY OF SKILLED JOBS

There were a lot of comments under these two headings many saying that there are very few opportunities to obtain skilled jobs in Bridgnorth. Thus many people have to travel to nearby large towns to obtain suitable employment – some travel as far as 50/60 miles to work. There were comments on high business rates and rents. Some school-leavers have poor literacy and numeracy skills.

#### WORK FOR SCHOOL LEAVERS

Most comments emphasise the lack of opportunities in Bridgnorth to get a decent job. This is not helped by the absence of a technical college and apprenticeships.

#### SUMMARY OF COMMENTS

The overall feeling expressed by the respondents to the questionnaire is one of gloom and despondency. The closure of Bridgnorth College some years ago and the decline in the number of large employers who can stand the cost of apprenticeships have had an adverse effect on the town’s job market. No wonder Bridgnorth has become a commuter town. It is noted that half the respondents to Question 6 had no comment to make but a lot of people are dissatisfied with the jobs situation. Only one per cent said that they were satisfied. Some people criticised the Job Centre and University of the Third Age..



## Q 7: TRAFFIC / TRANSPORT

### Car Parks

The responses to this section reflect the dilemmas and frustrations of fitting modern day life styles into a traditional market town that

was never designed for cars and which is constrained to some extent by its geography. However, the overwhelming consensus appears to be that there is insufficient parking which is too expensive compared to other similar market towns. Many responses stated that car parks are badly sign posted and a disincentive in attracting visitors and hence income to Bridgnorth. Some consider there to be inadequate parking for the disabled. A number of other comments also suggest that if you work in the town, car parks are too expensive and there should be some sort of discount scheme applied. One person stated "Parking for a small town like this is always going to be a problem, and I understood this when I moved here. I feel that having FREE parking on the high street is a great benefit to the town and am glad that it has continued" Another view stated "... we shouldn't moan about the price of parking - we should all walk into town more often".

Some local residents object to having to pay for 2 hour minimum parking when they need to visit the doctor or have business in town that may only take 10 to 15 minutes. Cheaper costs for shorter periods would be an improvement. On the other hand for others, a limit of 40 minutes in other parking facilities around the town is considered too limited an amount of time. One trader was incensed when fined for parking in an area that had previously had a waiver for builders/tradesmen but which had subsequently been scrapped but which nobody knew about or had informed him about. There were a number of requests for affordable or free parking within easy access of the town centre with parking bays big enough for modern vehicles. There was also a concern about the impact that new housing has had in Low Town on the already congested roads there especially around Hospital Street and a plea that this is taken on board by planners in future.

Lack of parity regarding parking along Riverside continues to be an issue between residents who have and those who have not their own off street parking and the perceived unfairness this has on the distribution of visitors' permits. It was thought by a number that there is a problem with some visitors who park illegally in residential areas rather than car parks.

### High Street Parking

Generally speaking there was little support for metered parking in the High Street although somebody stated that "There should be no parking whatsoever between Northgate and Cartway on the Tesco side of High Street, keeping it clear for delivery vehicles and buses".

There were mixed views about whether or not the High Street should be pedestrianised. Some thought being traffic free (apart from some disabled parking) would attract tourism and visitors as well as ease congestion while others wanted to retain the present scheme of limited free parking but with street closure on Friday and Saturday to coincide with Market Day.

Improvements in the policing of short stay parking in recent times was noted and appreciated ensuring that drivers did not abuse the system.

### Bus Services

There was a general wish for more diverse bus routes running more often especially on Sundays, current provision being seen as irregular and costly. One commentator stated "Unfortunately, the scarcity and limited breadth of the public transport for the area exacerbates the problems faced by those seeking work. People really can become 'trapped' in Bridgnorth." Some body else thought Bridgnorth was a "... forgotten part of Shropshire". More bus shelters and bus stops were requested by a number of people and also somebody suggested that bus companies need to liaise about re-routing and make clear when bus stops are changed.

### Park and Ride

There were contrasting views about the desirability of a Park and Ride scheme with many people seeing this as a good solution to the increasing congestion in the town and a draw for attracting visitors. Nevertheless, an equal number of people thought it would be too costly and impractical for the size of the town and there was a danger that it would be introduced at the expense of improved car parking facilities.

### Road and Pavement Maintenance

Many people thought the recent re-paving in Whitburn was a waste of money which could have been better spent improving the generally poorly maintained roads, pavements and footpaths around the town. A number of individuals reported injuries due to uneven pavements and a few respondents required replacement windscreens on their cars because they had been damaged as a result of dangerous potholes caused by the bad weather. There was an observation that road and pavement maintenance is inconsistent and does not appear to follow an organised plan. Somebody thought that "General Signposts are in need of updating since the Relief Road was built".

**Q8: SHOPPING & TOWN FACILITIES**

This group of fourteen questions focuses on Bridgnorth's Town Centre. The statistical data in Bar Chart form, showing the range of responses, provides a basis for highlighting residents discontent or satisfaction with an aspect of High Street facilities. This data is supported by a number of individual comments of which this question group, on Shopping & Town Facilities, received the greatest number, 660 in total.

With the current debate on "cut backs" it is very obvious that Bridgnorth's Library is massively supported, with 90% of respondents being either "Satisfied" or "Very Satisfied" with this service. Residents also appear to be happy with "The Availability of Fair Trade Products" and the "Sale of Locally Produced Food", although here there were elements of "Dissatisfaction", of 12% and 21% respectively, with requests to increase the size of the Local Trader's Market.

The "Variety of Shops" and "Number of Independent Shops" show a remarkable similarity in responses, probably because residents feel, from their comments, that more independently owned shops, as opposed to national chains, are required, not only to provide "variety" but also to maintain the image of a vibrant market town. On this issue there are 144 comments stating that there are too many Charity Shops, with 43% of responses showing dissatisfaction at their dominance in the High Street. Moreover, whilst results for "Number of Pubs" and "Number of Restaurants" give the impression, backed by comments, that a majority of residents are happy with existing businesses, the feeling is that the limit on numbers has been reached and more focus should be on access by families.

In addition, "The Appearance of Shop Fronts" and "Control of Business Signage" show an element of dissatisfaction particularly with national chain stores who appear not to care about conforming to a market town image. In particular, of the 66 comments, a majority complained about Tesco's signage and shop front, Bet Fred's unsuitably large sign and the Factory Shop. The suggestion was made there there should be more control over shop fronts and signage to provide some continuity more in keeping with a market town. Also the "Use of A Boards" was a controversial issue, with responses split 50/50, satisfied/dissatisfied, of which 21% made "No Comment". The main objection related to obstruction of pavements and creating a hazard for elderly or disabled shoppers, in particular those with poor or no sight.

There was a great deal of dissatisfaction with the lack of provision of toilets, with 16% being very dissatisfied. Of the 68 comments a number objected to the charge, or inadequate facilities for nappy changing, with some suggesting sighting a toilet somewhere in the High Street. Only 41% of respondents were satisfied with existing facilities.

Of all the questions in this group pedestrianisation was the one that polarised replies with 220 comments giving either support or strong objection. On the subject of "High Street Pedestrianisation" there was overall dissatisfaction with 35% objecting strongly and providing comments like "pedestrianisation will kill the Town Centre". However, remarkably, shown in comments as well as the Bar Chart, there was a majority support of 68% in favour of market day or weekend pedestrianisation. The main objection was associated with the quick access to shops by being able to park in the High Street. For pedestrianisation to be implemented in full this suggests the need for additional parking spaces in close proximity to the High Street.

**Q9: HOUSING****INTRODUCTION**

The Bridgnorth Questionnaire generated 270 responses to the above question of which the overwhelming majority referred to problems concerning 'affordable housing' and 'social housing'. The majority of replies came from the 31 to 60 age group, of which 60% were female.

**AFFORDABLE HOUSING**

The majority of responses under this heading were concerned over the apparent shortage of affordable housing in Bridgnorth, and the cost of the same. An appreciable number referred to the lack of employment opportunities and the need to travel out of the town to earn sufficient money to afford to live here. Concerns were also raised about the visual quality of recent housing and its failure to acknowledge the existing character of this small market town.

**SOCIAL HOUSING**

From the questionnaire, there appears to be very little support in Bridgnorth for 'social housing'. The vast majority of respondents expressing concerns over the apparent policy of relocating problem families from Telford to Bridgnorth where we have neither the expertise nor staff to deal with them. An appreciable number of respondents expressed a nostalgic wish for the Council controlled housing of yesteryear.

**CONCLUSIONS**

From the answers to our Question 9 of the Questionnaire, it is apparent that the majority of respondents believe that Bridgnorth has grown too much in recent years and lost its traditional 'market town' character. (they are also concerned that there is already consent granted for a further 500 houses in the town). All future new housing should be small scale infill schemes. It is unfortunately true with Telford being so close, and having all the modern facilities and employment opportunities, this is where all future major development should take place, and Bridgnorth should concentrate its energies on developing, maintaining and improving its existing 'character' and 'tourism'.

## Q10: TOURISM

The comments received fall into 5 sections. 290 comments were made some of which were multi comments covering various aspects of the tourism questionnaire.

### Festivals and funding

There were 83 comments covering festivals or funding. The predominant criticism was the loss of the Folk Festival to Shrewsbury and many people would like to see its return. There was praise for the Haydn, Children's, Jazz, Food, Music and Arts and Beer Festival, the Bridgnorth Walk, Party in the Park. There were requests for more events more professionally organised and the suggestion was for more use of Severn Park, the Quay-Side and Castle Gardens. Some of the events suggested were Farmers Markets, Antique Fair/Flea Market, Firework Displays and Summer Activities for Children also a German Market close to Christmas. Funding was mentioned by 18 people, who thought the Local Authority should give more support to Festivals and other events and they should also realise that not all events were self funding and would need some sort of support from grants, despite being successful. There were 2 comments where people did not think that the Councils should financially support festivals or events. Other comments were made about the Council's reluctance to implement temporary road closures. Advertising was mentioned as being poor and also that the local press could be more helpful in giving information in advance of events and then reporting on them afterwards.

### Tourist Information (correct name Bridgnorth Visitor Centre) and Sign Posting

There were 36 comments about Tourist Information and Sign Posting. 6 people said they did not know where Tourist Information was sited and 12 people suggested it should be sited on the High Street, a further suggestion was to put it in St Leonard's Church. There was criticism that it was shut on a Sunday and Bank Holidays. Otherwise there was praise for the service it offered. A feeling was expressed that Bridgnorth was not being advertised successfully further afield and that this should be looked at. The new display boards set up around the Town are a big improvement on what was available previously. However the general sign posting and Finger posting around the Town needs bringing up to date and some items need removing (Children's Museum) whilst other areas could be improved. In particular, signage from the Severn Valley Railway to the Town Centre. The signs to the Toilets could do with improvement, in both Low and High Town. Also car park signage could be improved. The signage pointing to the Tourist Information Centre was considered to be very poor.

### Hotels and Bed and Breakfasts

There were 21 comments criticising the current hotels and bed & breakfasts in the Town. The main criticism being too noisy or a lack of parking and too expensive for the services on offer. When events are being held in the Town or at the Severn Valley Railway there is a scarcity of accommodation to be found in the area. The suggestions to improve this situation are to encourage one of the hotel chains (Travel Lodge or Premier Inns) to open a hotel in the Town, also to set up a town camping site and to encourage the existing hotels and BB's to apply for star ratings. We are unable to encourage tour operators to include Bridgnorth in their tours with overnight stops here, because there is nowhere large enough to accommodate the passengers and there is no coach park for the coach overnight.

### Car and Coach Parking and Park and Ride

Traffic congestion is bad in the Town particularly at weekends, why has a Park and Ride scheme not been introduced? This should be aimed at tourists, town centre workers and school children. It is not easy to differentiate between long and short stay car parking and generally car park signage could be made clearer. There is no coach or HGV overnight parking close to the town centre.

### Promotion and Historic Sights

We have two schools of thought concerning promotion. The first says should the Councils be spending tax payer's money marketing the Town at the expense of neglecting the infrastructure of the Town and services to residents. The other school of thought goes, that we have the assets of the river, the castle and gardens, interesting buildings round the Town, markets, caves, the Cliff Railway, Bishop Percy's House and Town Museum which is run by volunteers. Big national stores and chains should not be welcomed, we have enough of them and we should concentrate on encouraging the independent shops and other services, some of which we already have in the shape of fantastic butchers, bakers, cafes and restaurants. However it was pointed out that the Town has little to offer tourists on a Sunday as many places were shut and if it was a wet day this made it worse. Also the Town has very little to entertain children. Another missed opportunity in the Town is the lack of marked souvenirs with the Town's name on it. It was pointed out that there must be retired marketing people in the town who could be encouraged to come out of retirement and assist in drawing up a promotion strategy for the Town. The main attraction Bridgnorth is known for is the Severn Valley Railway. The people marketing the Town should talk to the Severn Valley Railway to draw up some sort of integrated plan that is beneficial to both parties. One suggestion was an integrated ticket available from Kidderminster and Bewdley entitling the passenger to the train ride and a tour of the Town by the Town Guide. We have no blue plaques in the Town to commemorate sites of historic interest or people involved with them; Richard Trevithick is mentioned in this respect. Why not?

### Summary

The Town appears to be successfully attracting tourists but it needs to sharpen up the marketing of itself outside the County. Children appear to be under catered for and more attractions for this age group need to be planned for. Changes in some of the features and roads in the Town mean that we need to change and amend all the different sign posting in the Town including long and short stay car parks and a park and ride scheme should be under consideration. The Tourist Information Office could be more centrally sited and better sign posted. From the comments it is obvious that a quality hotel needs to be attracted to the Town with all the services this would supply. The current level of festivals and events seem to satisfy most people and draws people to the Town, although better advertising and more professional organisation was suggested. Better liaison with the Severn Valley Railway to introduce better integrated deals with the Town and the Railway.



## Q11 CRIME &amp; SAFETY

Although the replies to the questionnaire include praise for the police and the work they do with their (limited) resources, many residents are concerned at the lack of visible policing. Availability of the service is also questioned when the opening hours of the town's Police Station is limited. The main concerns raised by residents are the anti-social behaviour associated with drink and drugs, and speeding.

There is some frustration that police are seen in cars and responding to incidents but not walking the streets. Both rural and residential areas are mentioned in this regard. Residents would like to see more policemen on foot as increased police presence would instil public confidence and act as a preventative measure. The High Town and adjacent areas gets particular mention because of weekend drinking.

Some replies mentioned a feeling of safety and lack of awareness of problems with drugs or anti-social behaviour that leads them to think the situation is either under control or not a great problem. However, many residents are concerned at the drink and drug culture in the town and the associated anti-social behaviour. Some will avoid the High Town on Friday and Saturday evenings because drunken rowdiness makes them feel intimidated. There are also comments that it is unattractive for tourism. Castle Walk also gets several mentions both for drinking and drugs. Residents in the High Street area and adjacent streets mention anti-social behaviour including vandalism and noise pollution.

Drinking is described by one respondent as 'not just a local problem'; licensing laws, availability of alcohol and licensee responsibility in respect of under-age drinking are mentioned by other residents.

Drug dealing and drug taking is a known problem to many residents. Not all are satisfied that enough is being done to deal with offenders.

Speed of traffic concerns many residents particularly on main routes through the town. Enforcement of speed limits is questioned by some respondents. 'Boy racers' driving around the town centre car parks on weekends is also seen to be a nuisance.

Many residents are bothered about the 'difficulties of getting through to the local police'. Contact at night is indirect, and frustrations include explaining to someone miles away about the local area. Not being able to get through to local police out of hours has been raised as a source of dissatisfaction.

There are mixed comments about the post of CSO's, although there is praise for their work there are also reservations expressed about their status. CCTV also gets mixed remarks – some think extended usage would benefit residents and local business though others question its effectiveness and intrusiveness.

Following up of incidents by the police is questioned by several respondents. Incidents of burglary, theft, vandalism and anti-social behaviour are included within this context. Additional comments highlight the behaviour of schoolchildren in the afternoon, the need for outlets for young people in general and the inefficient enforcement of parking.

Overall residents are concerned at the levels of policing. Comments include concern at the prospect of potential cuts and 'you can't police from a panda car'.

# Youth Leisure Activity

Q2: LIST OF ACTIVITIES	Q4: LIST OF ACTIVITIES IN ANOTHER TOWN	Q6: LIST OF LEISURE ORGANISATION	Q8: NON ORGANISED ACTIVITY	Q10: YOUR CHOICE OF ACTIVITY	Q10: YOUR CHOICE OF ACTIVITY
astro	athletics	Aerobics	horseriding cricket tennis	tennis courts open all day	monster trucking
athletics	Basketball	Air Training Corps	Badminton and football	3g pitch	motor cross
Athletics and swimming.	Boxing Bridgnorth Spartans Football club	Aspire Audree School of Dance and Drama	badminton, trampolining, swimming, cross-training	5 a side football	Motorbike and Quad track
Badminton	cheerleading swimming	B.T.F.C. football for Bridgnorth.	Basketball.	A better and bigger gym.	Oudoor basketball court
Squash	Cricket and football cricket, badminton, table tennis, squash, hockey, football	Boxing	Biking	A better swimming pool	paintballing go karting water slide
football	Hockey, Biking dance gym	BRFC, CCFC Bridgnorth athletics and Oakengates leisure centre.	Boxing in my shed, (punchbags, speedball etc.,)	A go-caring track. A gym available for people under 16. Certain times for the fitness suite open to teens.	Paintballing, maze, wave machine for pool
basket ball	Dancing in Wombourne Football, biking snooker football, tennis, swimming cricket football, tennis, gym, basketball golf Horseriding, gymnastics, dance	Bridgnorth Golf Club	Bridgnorth Health and Fitness	Advertise sports and club more.	Park
BHC Hockey	Ice skating	Brookes academy of dance	Crazy Golf cricket basketball	archery and shooting range	Permanent slides in pool
cheerleading	karate in shifnal Kidderminster for swimming	cheerleading	basketball	better football pitches	Play area for teenagers
Table tennis	swimming	Cricknet fitness first, Bridgnorth hockey, football and cricket clubs	Cycling and walking Cycling swimming and basketball	Better Gym! Girls Rugby Bigger swimming pool (olympic size preferably)	Pool/snooker club
Fitness suite	Paintball Patshull leisure centre for swimming.	Football.	Dance and horse riding. Drumming and guitar	Rounders Rugby changing rooms shooting range	rock climbing, go-karting Roller blading daily
gym			Football and squash.	Boxing or any other fighting clubs, (MMA UFC)	
Hockey			golf	Boxing, pool table	Skate boarding park and BMX
ju-jitsu			Gym	calf press at gym	Skateboard park.
netball			Horse Riding	changing rooms	Skating park
Swimming and circuit training.			Ice skating	chin up bar	spa
swimming			Jogging.	climbing wall	Street Dancing
aerobics					
squash					
Taekwando					
toning					
Water aerobics, fun swim					

# Youth Leisure Activity

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zumba	PQA - Pauline Quirke Academy Rock climbing. Rugby and air cadets running walking Scrambler tracks at Kinver.	Golf GTI and PC Gym and hockey Kickboxing Breakdancing Snowboarding Lee Matthews black belt academy	netball Play guitar and keyboard. Riding a bike and walking  Riding dirtbikes  rounders, swimming running tennis rollerblading  Running, biking and trampolining  Running, skipping Skateboarding, trampoline,boarding, darts, rugby and basketball. Tae Kwon Do tai chi  Tennis  walking  walking, swimming, archery Wii Fit!  wii fit, walking to school  X Box Connect  zumba	Crazy Golf Cycling Dance studio  decent toilets  Diving boards or water flume  Fencing, laser tag, paintballing  Fishing pools.  fitness classes for young adults  Football free swimming again for under 16's free tennis gym for years 7,8 & 9 Climbing wall Gym membership & Age limits Crazy golf  Gymnastics Hall hardcore gaming sessions  Ice rink and skate park ice rink, bowling alley somewhere like the Pioneer Centre in Cleobury Ice rink, Indoor ski slope Snooker martial arts	talking teenage gym Toilets and swimming pool  Trampolining  under 16 gym and bowercise  wave machine Youth Club Job/Career Testing for Teenagers
	Scuba Diving, Professional Wrestling Severn Centre - gym and pool shropshire hockey  skate park spartans Swimming and cricket  Swimming and cycling  Swimming and hockey. Swimming and some training at William Brooks School. swimming at wombourne Kidderminster swimming Ballet in Cradlet Heath Swimming,Athletics Sailing, biathlons  swimming, cheer-leading Table Tennis, Cricket Trampolining  walking and archery  wall climbing Wolverhampton rugby.	Netball.  northgate swimming club PADI Scuba Dive Shop (Stourbridge)  Patchull Park Patshull. RDA  RU  rugby club, spartans, gym  Sedgely football club and Claverley tennis club. Severn Centre Severn valley school of dance  shun poo khan aikido  squash, five-a-side street dance telford tigers Wombourne leisure centre. Hockey at Wolverhampton. Wreken Sports Centre and TCAT.			



# Bridgnorth Market Town Profile

## Age Group spread of Respondents Compared to Official Statistics:

It is difficult to make direct comparisons of the age group spread of the respondents with the official data shown here, because ages have not been banded in quite the same way. However, some general trends can be observed.

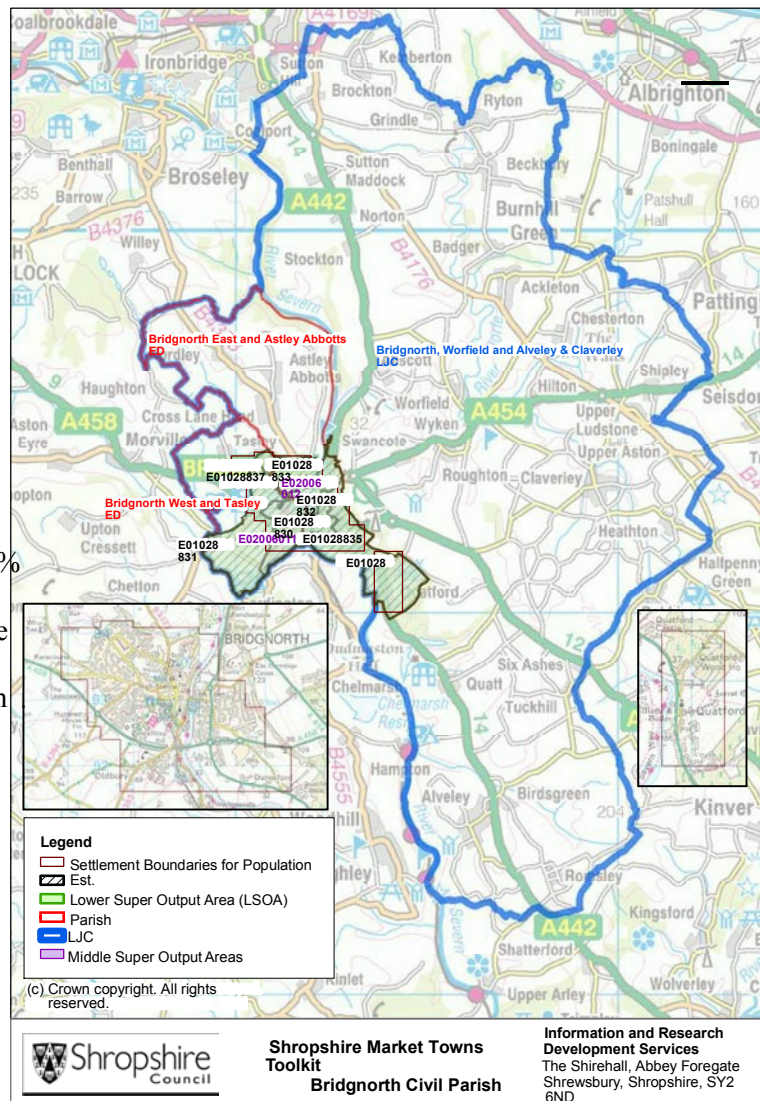
It is clear that the number of responses from “younger” people is not in line with the statistics. According to these statistics 29% of the population are under 30, but the responses from this age group accounted for only 7% of the total returns. While these statistics have 27% of the population over “retirement” age (60 for women, 65 for men) the responses from the over 60s accounted for 47% of the totals. Responses from females comprised 55% of the total while the statistics show that the population has 51% females.

## Comparison of Data for Respondents in Town with those out of Town:

It was said elsewhere in the plan that, because of their importance to the Bridgnorth economy, the views of people from out of town were sought. These people were invited to tick the “Other” box on the questionnaire.

When the responses of these two groups are compared it is interesting to note that they are remarkably similar, with just a few exceptions.

If the Very Satisfied % and the Satisfied % for a question are added together responses of the two groups are usually very close. There are just eleven questions when there is a difference of 10% or more and when this happens the “Other” people are generally more satisfied than the residents. Town people are only more satisfied in relation to household refuse collection and Bridgnorth Medical Practice. In the latter case there was a much greater percent of “No Comment” from the out of town people, presumably because these people do not use the facility.



## Social & Demographic Characteristics

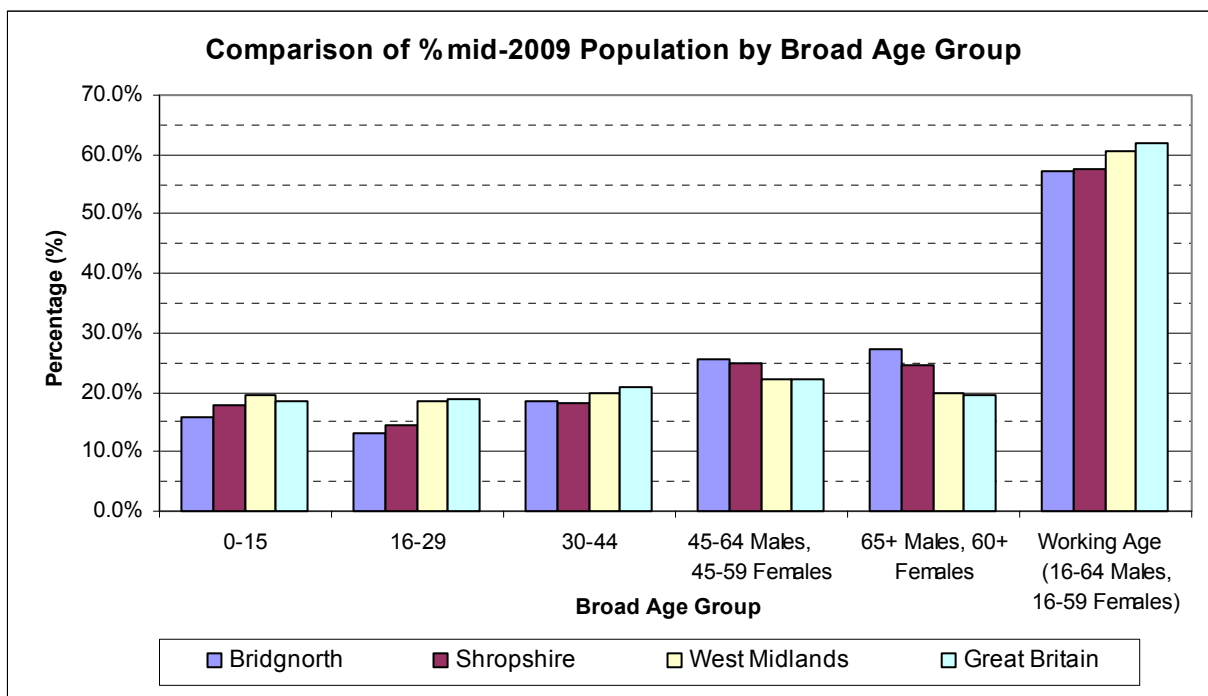
### Demographics

	Mid-2009 Population Estimates		29-44		45-Retirement Age (45-64 Males, 45-59 Females)		Retirement Age + (65+ Males, 60+ Females)		Working Age (16-RA)	
	All Ages	Estimate	29	44	Males	Females	Males	Females	Males	Females
<b>Males</b>	5,600	900	700	1,100	1,700		1,200		3,500	
<b>Females</b>	5,900	900	800	1,100	1,200		1,900		3,000	
<b>Total</b>	11,500	1,800	1,500	2,100	2,900	3,100	6,500			

Source: Mid-2009 Population Estimates for Lower Layer Super Output Areas in England and Wales by Broad Age Group and Sex, Office for National Statistics, © Crown Copyright 2011.

Notes: Population estimates have been made for the market town by combining the statistics of LSOAs that cover the area. Estimates have been rounded to the nearest 100.

**Market town, county, regional and national comparison of mid-2009 population by Broad Age Group**



Source: Mid-2009 Population Estimates, Office for National Statistics, © Crown Copyright 2011.

**The Economy**

**Structure of the Economy 2008 (ABI, 2003 Standard Industrial Classification)**

	Bridgnorth % of units	Shropshire % of units
1 : Agriculture and fishing (SIC A,B)	*	2.9
2 : Energy and water (SIC C,E)	*	0.2
3 : Manufacturing (SIC D)	6.6	6.7
4 : Construction (SIC F)	9.8	11.9
5 : Distribution, hotels and restaurants (SIC G,H)	30.7	29.4
6 : Transport and communications (SIC I)	3.6	4.8
7 : Banking, finance and insurance, etc (SIC J,K)	33.1	27.3
8 : Public administration, education & health (SIC L,M,N)	7.8	9.3
9 : Other services (SIC O,P,Q)	7.5	7.7
Total	100.0	100.0

Source: Annual Business Inquiry Workplace Analysis 2008, Office for National Statistics, © Crown Copyright 2011.

**Breakdown of Employment by Sector 2008 (ABI, 2003 Standard Industrial Classification)**

	Bridgnorth % of Employees	Shropshire % of Employees
1 : Agriculture and fishing (SIC A,B)	*	0.6
2 : Energy and water (SIC C,E)	*	0.8
3 : Manufacturing (SIC D)	18.2	11.1
4 : Construction (SIC F)	4.8	6.0
5 : Distribution, hotels and restaurants (SIC G,H)	30.7	26.8
6 : Transport and communications (SIC I)	3.1	5.4
7 : Banking, finance and insurance, etc (SIC J,K)	13.1	12.2
8 : Public administration, education & health (SIC L,M,N)	24.2	31.3
9 : Other services (SIC O,P,Q)	5.7	5.9
Total	100.0	100.0

Source: Annual Business Inquiry Employee Analysis 2008, Office for National Statistics, © Crown Copyright 2011.

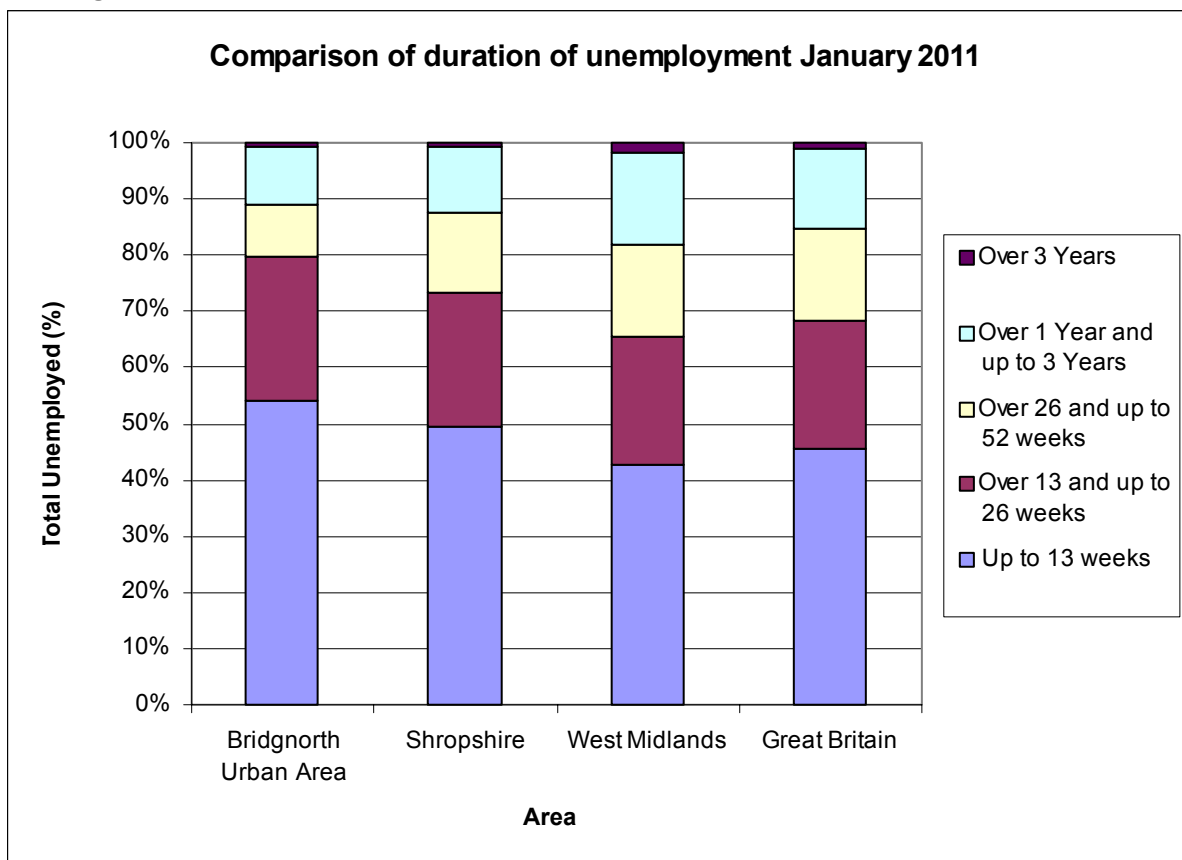
**Total unemployment number and rate for Bridgnorth (January 2011) compared to county, regional and national averages**

	<b>Bridgnorth</b>	<b>Shropshire</b>	<b>West Midlands</b>	<b>Great Britain</b>
<b>Unemployment (Number)</b>	172	4,929	161,566	1,445,379
<b>Unemployment Rate (%)</b>	-	2.7	4.7	3.7

Source: Claimant Count with Rates and Proportions, Office for National Statistics, © Crown Copyright 2011.

Note: The county, regional and national rates are the number of claimants as a percentage of the mid-2009 resident population aged 16-64.

**Duration of unemployment in Bridgnorth (% and numbers) compared to county, regional and national figures**

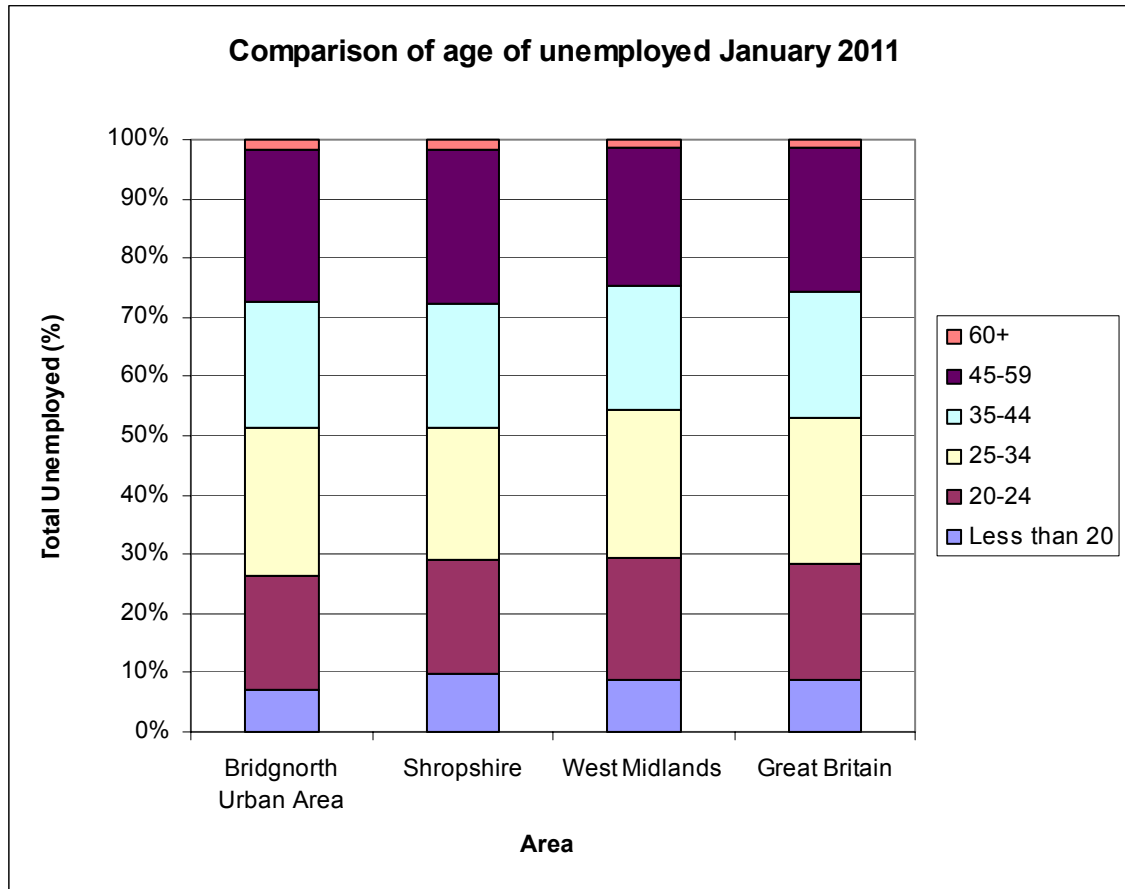


	<b>Up to 13 weeks</b>		<b>Over 13 and up to 26 weeks</b>		<b>Over 26 and up to 52 weeks</b>		<b>Over 1 year and up to 3 years</b>		<b>Over 3 years</b>		
	No.	%	No.	%	No.	%	No.	%	No.	%	
<b>Bridgnorth Urban Area</b> 9554.1	4525.6	47.5	1593.2	16.7	105.0	1.1	0.6				
<b>Shropshire</b>	2,435	49.5	1,170	23.8	710	14.4	575	11.7	30	0.6	
<b>West Midlands</b>	68,755	42.6	36,965	22.9	26,065	16.2	26,785	16.6	2,730	1.7	
<b>Great Britain</b>	656,585	45.6	329,740	22.9	235,210	16.3	204,275	14.2	14,080	1.0	

Source: Claimant Count – Age and Duration, January 2011, Office for National Statistics, © Crown Copyright 2011.



**Age of unemployed in Bridgnorth (% and numbers) compared to county, regional and national figures**



	Less than 20		20-24		25-34		35-44	
	No.	%	No.	%	No.	%	No.	%
<b>Bridgnorth Urban Area</b>	107	7.0	35	19.2	45	25.0	35	21.5
<b>Shropshire</b>	480	9.8	955	19.4	1,090	22.2	1,025	20.8
<b>West Midlands</b>	14,230	8.8	33,250	20.6	40,065	24.8	33,865	21.0
<b>Great Britain</b>	125,905	8.7	280,590	19.5	355,820	24.7	306,975	21.3

	45-59		60+	
	No.	%	No.	%
<b>Bridgnorth Urban Area</b>	45	25.6	5	1.7
<b>Shropshire</b>	1,285	26.1	85	1.7
<b>West Midlands</b>	37,895	23.5	1,990	1.2
<b>Great Britain</b>	352,050	24.4	18,550	1.3

Source: Claimant Count – Age and Duration, January 2011, Office for National Statistics, © Crown Copyright 2011.

## Housing and Households

Total number, type and size of dwellings/households in Bridgnorth Urban Area.

### Tenure

	Owner Occupied (owned outright)	Owner occupied (owned with a mortgage or loan)	Privately rented	Rented from a Housing Association/ Registered Social Landlord	Rented from other
Bridgnorth no.	1,750	2,143	424	141	156
Bridgnorth % total households	34.0	41.6	8.2	2.7	3.0
Shropshire % total households	35.2	37.0	9.1	3.8	4.4

Source: Table E01 Tenure, 2001 Census, Office for National Statistics, © Crown Copyright 2011.

### Type and Size

	Detached	Semi-detached	Terraced	Purpose built block of flats or tenement	Flats, maisonettes or apartments in commercial buildings	Part of a converted or shared house (incl bedsits)	Caravan or other mobile or temporary structure	Total Dwellings
Bridgnorth no.	1,610	1,899	1,147	398	107	119	9	5,289
Bridgnorth % total households	30.4	35.9	21.7	7.5	2.0	2.2	0.2	100.0
Shropshire % total households	40.7	34.0	16.4	5.1	1.2	2.0	0.6	100.0

Source: Table D01 Dwellings, 2001 Census, Office for National Statistics, © Crown Copyright 2011.

### Bridgnorth House prices (Land Registry 2007-2009, rounded to the nearest whole number)

Figures in £	Average (Mean) Price Paid	Median Price Paid	Lower Quartile Price Paid	Upper Quartile Price Paid
2007	184000	184000	152000	249975
2008	206723	185721	165000	227000
2009	204042	179000	150000	242500

Source: Price Paid Data, Land Registry, © Crown Copyright 2011.

### Monthly rental cost 2009 (Rightmove dataset, rounded to the nearest whole number)

Figures in £	Average (Mean) Rent Per Month	Median Rent Per Month	Lower Quartile Rent Per Month	Upper Quartile Rent Per Month
Bridgnorth	535	525	438	595

Source: © 2011 Rightmove.co.uk

### Bridgnorth Household income levels (Income X Dataset, rounded to the nearest whole number)

Figures in £	Average Income	Median Income	Lower Quartile Income	Upper Quartile Income
2009	34710	31817	19000	45168
2010	37336	36841	19625	55671

Source: Income X, © 2011 Acxiom Corporation.

**Transport & Infrastructure  
Journey to Work**

	% of people aged 16-74 in employment	
	Bridgnorth Urban Area	Shropshire
All People Aged 16-74 in Employment	100.0	100.0
People Who Work Mainly at or From Home	10.6	13.4
Underground; Metro; Light Rail; Tram	0.1	0.1
Train	0.5	0.8
Bus; Mini Bus or Coach		1.5
2.6 Motorcycle; Scooter; Moped		0.5
0.9		
Driving a Car or Van	62.2	
	59.0	
Passenger in a Car or Van	6.7	6.3
Taxi or Minicab	0.2	0.3
Bicycle	0.9	3.5
On Foot	16.4	
	12.6	
Other	0.4	0.6

Public Transport 2.1 3.5  
Motor Vehicle 69.7 66.5

Source: Table T01 Journey to Work, 2001 Census, Office for National Statistics, © Crown Copyright 2011.

Notes:

1. Includes Train, Underground; metro; light rail; tram, bus; Mini Bus or coach
2. Includes Motorcycle; Scooter; moped, Driving a car or van, Passenger in a car or van, Taxi or minicab

Car Ownership (Percentage of Total Households)					
Percentage of cars or vans in Bridgnorth Urban Area.					
	No car	One car	Two cars	Three cars	Four or more cars
%					
Bridgnorth	17.7	44.3	29.4	6.5	2.1
Shropshire					
Total Households					

Source: Table C01 Cars or Vans, 2001 Census, Office for National Statistics, © Crown Copyright 2011.

**Description of transport within Bridgnorth**

Transport	Number	Name (Roads/Routes/Stations etc)
Main Roads		Include A442; A458; B4363; B4364; B4373
National Cycle Network	7	Include Bridgnorth; Mercian Way
All Shropshire Cycle Routes	7	Include Bridgnorth; Mercian Way

Source: Shropshire Council GIS Layers.



## ADOPTION OF THE BRIDGNORTH TOWN PLAN



BIDGNORTH TOWN COUNCIL

At its meeting on the 20th December 2011, Bridgnorth Town Council adopted this Town Plan and thus committed itself to playing a vital role in the implementation of the Plan.



In line with Shropshire Council's stated policy it is expected that this Town Plan will be used to provide information about Bridgnorth in the formulation of the Shropshire Place Plan.

## ACKNOWLEDGEMENTS

The Town Plan Steering Committee acknowledge the work done and support by the following people and organisations during the two year period leading up to the production of this Town Plan:

Ian Wellings:	Past Chairman
Ray Gill:	Chairman
Lindy Macdonald:	Secretary
Mike Proudman:	Treasurer



Bridgnorth Schools

Committee:

Lawrence Banbury :	Promotion Activities
Ann Clarke:	Promotion Activities
Martin Edwards:	Town Plan Sub Group
Sue Morris:	Promotion Activities
Sharon Morris:	Questionnaire Sub Group
Heather Poole-Gleed:	Questionnaire Sub Group
Tammy Ratoff:	Analysis Group
David Richardson:	Questionnaire Sub Group
Sally Themans:	Publicity
Vanessa Voysey:	Web Site Group
Brian Davies:	Town Centre Management Partnership
Mike Rainsford:	Civic Society
Mike Pead :	Civic Society
Mike Grocock:	Low Town Action Group
Nick Bunn	Planning Advice

Town Council Reps: Norman Cottrell. Don Gibbons. Brian Jones.

Support Members:

Shropshire Council: Tom Brettell. Vicky Turner.

Bridgnorth Locum Town Clerk: Anne Wilson

Assisting Groups:

Bridgnorth Town Council

The Community Council of Shropshire

Shropshire Council

Edward Marshall: Chairman, Low Town Action Group

Peter Miller: Director, Bewdley Development Trust

Chris Dimond: Chairman, Cleobury Country Ltd

Photographs: David Cooper. Eddie Brown.

Project funded by: **Bridgnorth Town Council.** **Shropshire LJC**

**The Community Council of Shropshire**



