

Kelvin Hall  
Shropshire Council  
Shirehall  
Abbey Foregate  
SHREWSBURY  
SY2 6ND

Your Ref: 13/04831/FUL  
Our Ref: ph\_181213\_13.04831.FUL

18 December 2013

Dear Kelvin

**13/04831/FUL Application under Section 73a of the Town and Country Planning Act 1990 for the erection of a 3m high broadband communication network mast with perimeter fencing (Retrospective) Blackhurst Farm, Longnor, Shrewsbury, SY5 7QJ**

**The Shropshire Hills AONB Partnership objects to this application.** The hilltops and ridges of the AONB are its most iconic features and the very foundation of the national designation of the Shropshire Hills as an Area of Outstanding Natural Beauty. The Lawley is prominent and important among these hills, and hugely popular with walkers, whether from Church Stretton (a Walkers Are Welcome town), nearby Shrewsbury, or visitors to the area. The nature of the north ridge of the Lawley is a smooth, gentle, open ridge and as such it offers a very unique kind of near-natural experience. The communication mast and fencing therefore, although modest in size, are a very significant intrusion into this rare and wonderful space, enjoyed by many, whose unspoilt quality is of enormous value. It is wholly different to the established pole on the summit of the hill.

The explanation to Shropshire's Core Strategy policy CS5 states *"proposals which would result in isolated, sporadic, out of scale, badly designed or otherwise unacceptable development, or which may either individually or cumulatively erode the character of the countryside, will not be acceptable. Whilst these considerations will apply generally, there will be areas where development will need to pay particular regard to landscape character, biodiversity or other environmental considerations including in the Shropshire Hills Area of Outstanding Natural Beauty."* (emphasis added)

Shropshire Council's approved Policy 3 of the Shropshire Hills AONB Management Plan 2009-14 states: *"Even with small structures not requiring planning permission, care should be taken to avoid loss of wildness. On many hills and in more secluded valleys, especially where there are few man-made objects, this will mean a preference for no structures at all. In cases where structures are essential, their location and design may need to be modified to reduce the impact on wildness."*

From recent figures, tourism in the Shropshire Hills AONB was worth £126.9m and supported approximately 2,780 jobs in total, representing 23% of the value of tourism to the whole of Shropshire (Shropshire Hills AONB Area Tourism Economic Impact Assessment 2005 Final Report, Heart of England Tourist Board, 2007). This depends crucially on maintaining the high quality of landscape which visitors come to enjoy. We consider that this application does not comply with Shropshire Council's policies and urge you strongly to reject it.

Yours sincerely

Phil Holden  
AONB Partnership Manager