

Draft Local Nature Recovery Strategy Consultation

Feedback Report

February 2026



1 Background

Shropshire Council, in partnership with Telford & Wrekin Council and other local specialists, launched a consultation on a draft Local Nature Recovery Strategy (LNRS) on 6th August 2025. The consultation ran until the 15th October 2025.

Shropshire and Telford & Wrekin LNRS is one of 48 strategies being developed in England that aims to map, plan and deliver nature recovery across the region. It identifies the most important areas for wildlife and habitats and sets out how they can be restored and connected. The LNRS will also help to deliver national and local targets for biodiversity, climate change and public health.

The draft strategy was presented for public feedback alongside the LNRS opportunity map. The interactive map was produced to highlight the habitat priorities and actions across the area. Comments could be added to the map alongside a survey to gather responses on the draft LNRS.

The consultation was promoted very widely with public information presented on Shropshire Council's newsroom and an article within the Shropshire Star. Appendix 1 summarises the promotional activity relating to the development and consultation of the LNRS. Targeted communications were also undertaken to engage stakeholder groups. Examples include work with Shropshire Association of Local Councils (SALC) to promote the engagement opportunity with town and parish councils, work with farmer group facilitators, attendance at numerous livestock markets, community meetings and drop-in sessions to support people to make comments on the map. Engagement sessions were well attended with numbers of participants ranging from 11 to over 70. Communications took place over the 10 weeks of the consultation period and this resulted in 3,782 consultation responses.

This report brings together as much of the feedback obtained as possible to summarise the view of local residents and landowners and inform the completion of the final version of the Local Nature Recovery Strategy. This report describes the consultation findings within 7 main sections:

- **Section 1: Background** (this section) provides an overview of the survey and how it was promoted.
- **Section 2: Respondents** covers those engaged within the consultation survey to provide context to the feedback and understand whether the response is representative of the wider community.
- **Section 3: LNRS feedback** presents the core feedback provided on the Strategy content.
- **Section 4 Species** explores the information gathered when views were sought on the species list, species prioritization and biodiversity opportunity areas.
- **Section 5: LNRS map** considers an overview of survey feedback on the Local Habitat Map, and a summary of the map comments.
- **Section 6: Map and written consultation responses** presents a summary of the comments placed on the online map and the emails provided as consultation responses.
- **Section 7: Overall views** considers whether any gaps exist within the draft LNRS and suggestions for the final version.
- **Section 8: Summary and conclusion** provides a brief summary and conclusion based on the overall analysis of the feedback received.

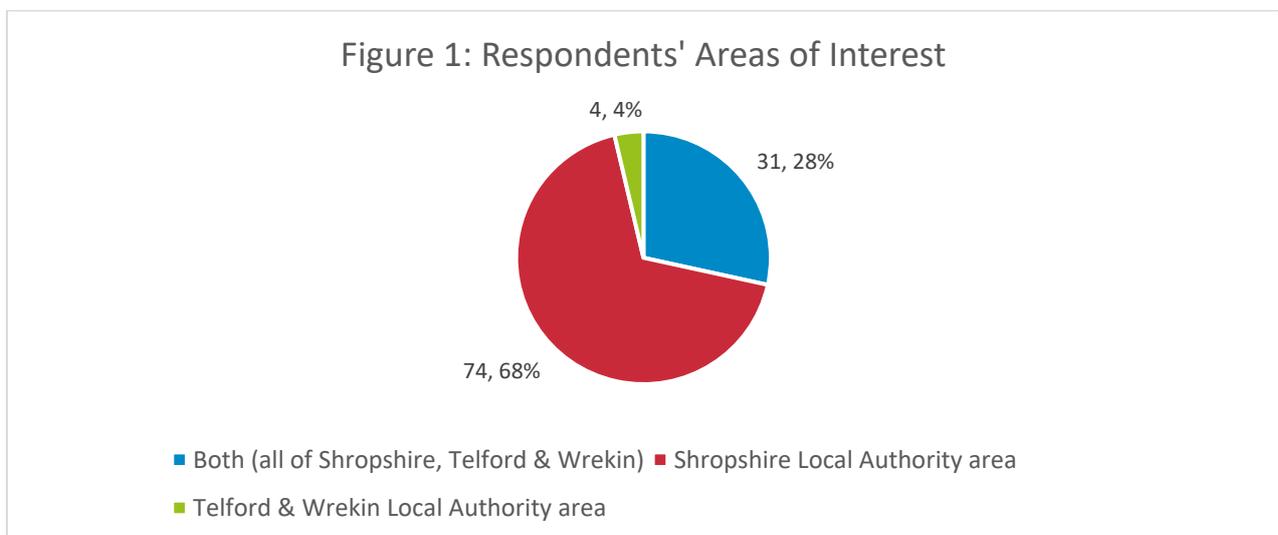
2 Respondents

In total number, 3,782 comments were received. Comments were received through numerous different mechanisms:

- Point comments on map – 1,450
- Area comments on map – 1,951
- LNRS consultation survey respondents – 170
- Emails received – 211

There were 843 different respondents in total. Given that land managers play a key role in shaping future land use, engaging this group was a priority. It was therefore encouraging that 55% of responses came from landowners or their representatives, such as agents. Most of the remaining responses were from local residents and community groups, with a smaller number from other sectors, including developers.

The consultation survey was completed by 170 people and gathered information on the nature of the respondents to determine if the feedback sample is representative of the wider community. Although a range of other feedback was also gathered through the consultation period (such as written responses and emails) it wasn't possible to gather information about the respondents in the same way. Figure 1 shows the geographical areas each survey respondent has an interest in.



Other areas of interest were more specific and some survey respondents specified smaller geographical areas such as Shrewsbury, the Clun Catchment, Onny Valley, the Welsh borders and North Shropshire.

There were more male survey respondents than usual for the LNRS consultation. Often female survey respondents are dominant (research suggests women often respond to surveys on behalf of their households). The higher proportion of males may possibly reflect the fact that men are more likely to work in land ownership and management roles (in the UK for example 84% of agricultural holders are men and 16% are women). Figure 2 displays the response and highlights that, of those who responded, 54% of respondents were male and 36% female. 1% are non-binary and the remainder preferred not to say.

Figure 2: Gender of survey respondents

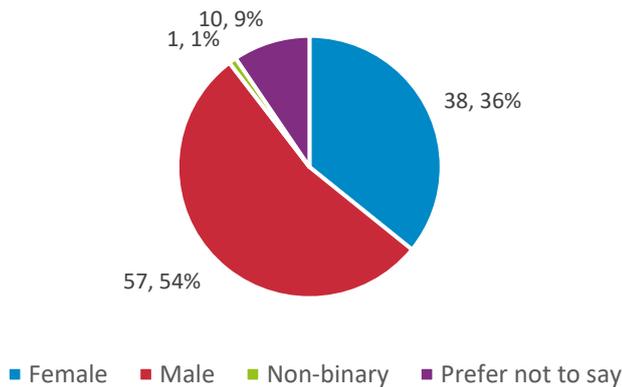
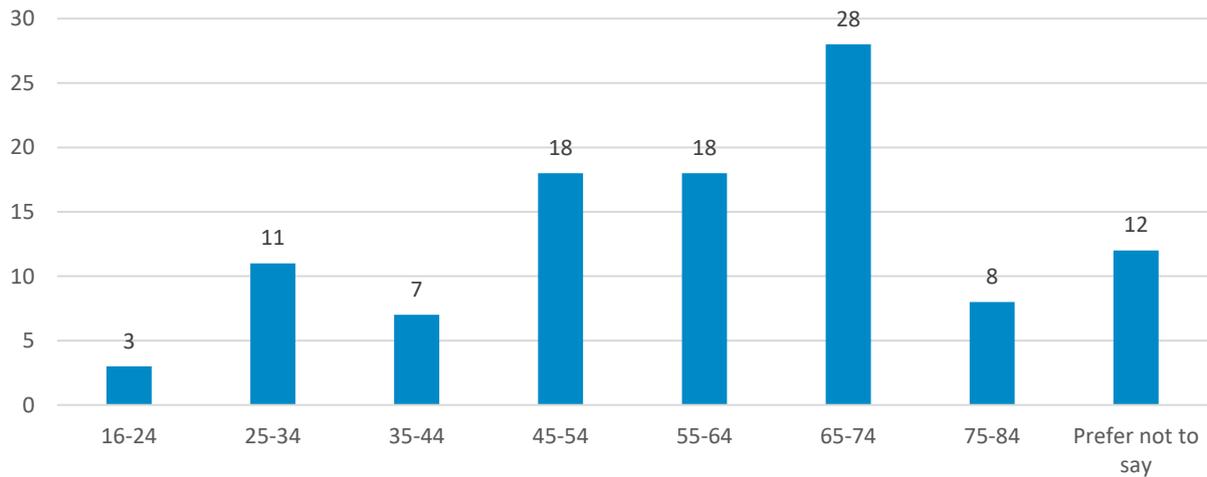


Figure 3 shows that there was a good spread of responses across different age groups. The 65-74 year old age group was better represented than others (16.5% of responses) and the 34-44 year age group was less well represented than usual for a Shropshire Council led survey (4.1%), However, overall, it was encouraging to see a spread of age groups participating within the consultation.

Figure 3: Survey Respondents by Age Group



The equality and demographic questions asked within surveys to determine whether responses are representative also included questions on ethnic group and disability. Figure 4 shows that there was very limited representation from people of a non-White British background and only 2 respondents selected an ethnic group that was not White British, Irish or Welsh.

Figure 4: Survey Respondents by Ethnic Group

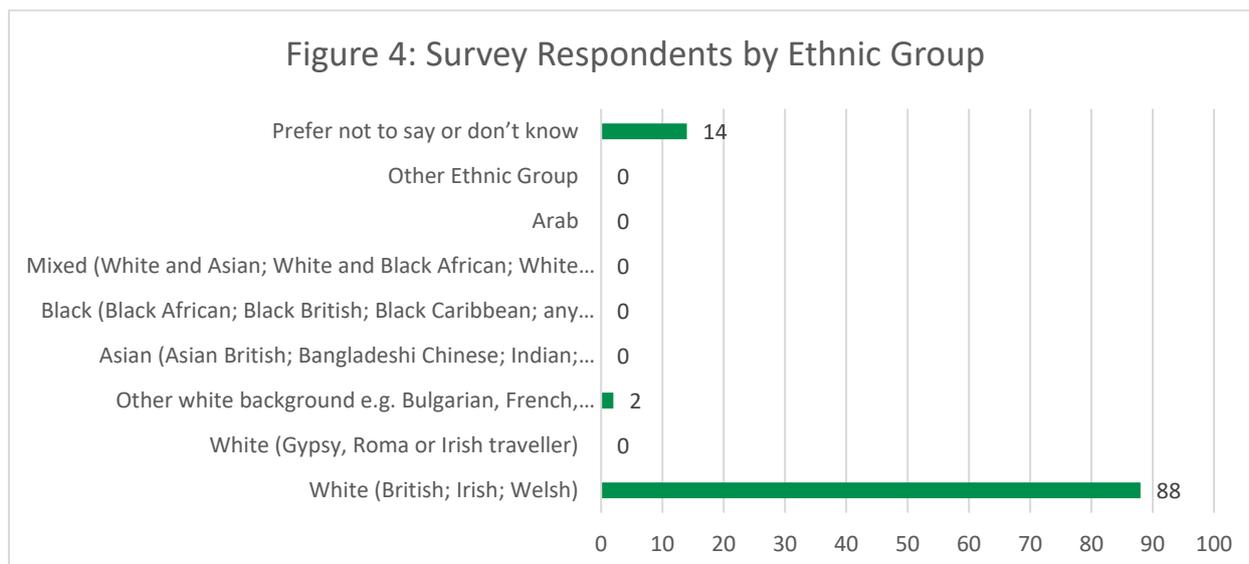
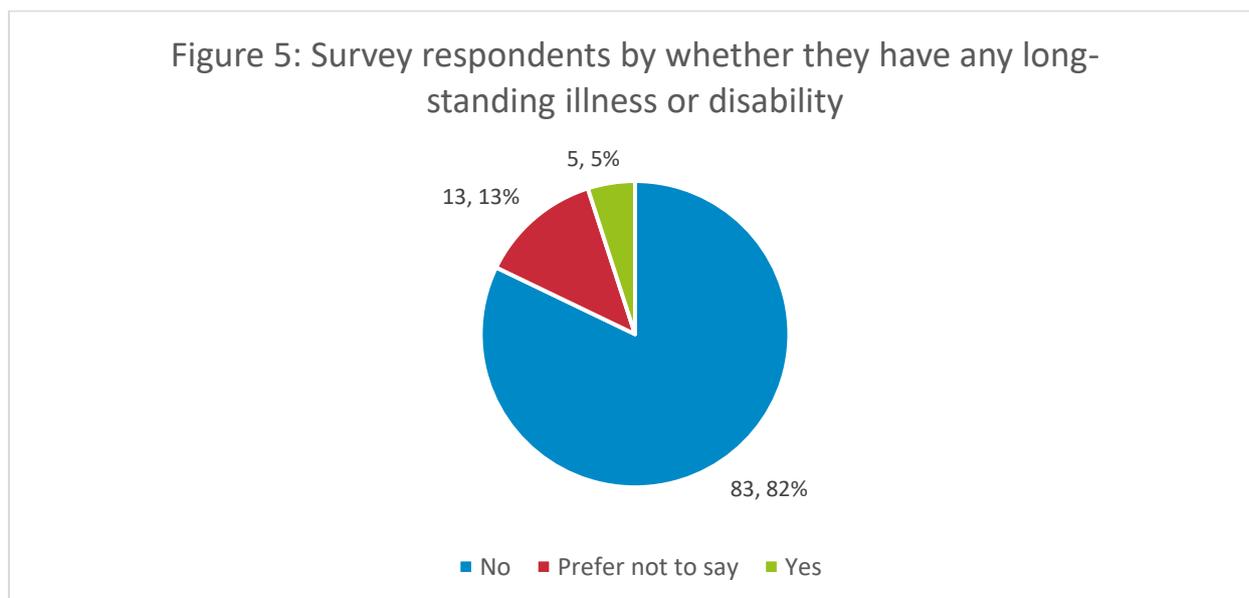


Figure 5 shows that there was some representation within the survey sample from people with a disability, but it was limited. This can be taken into consideration when considering the feedback and planning future engagement. Only 5 people with a long standing illness or disability were represented.

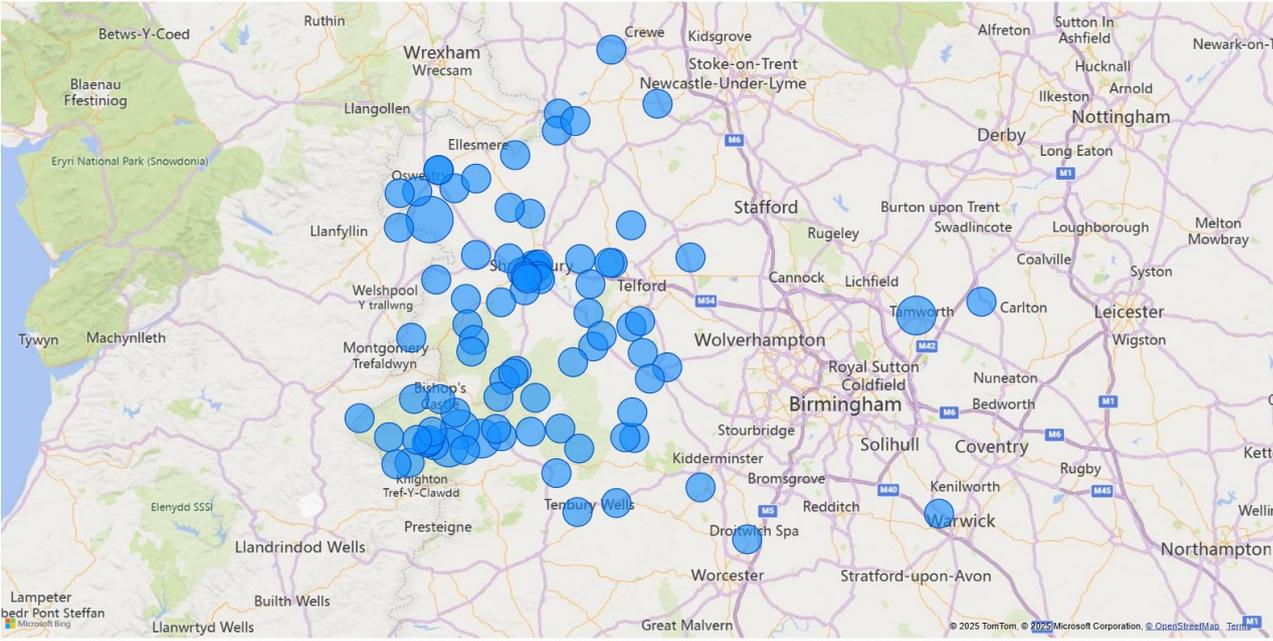
Figure 5: Survey respondents by whether they have any long-standing illness or disability



Understanding more about the survey respondents can be helpful and a question was included to understand working status. Figure 8 displays the response to the question and highlights that 25.9% of survey respondents work full time or part time and 12.9% are self employed. 14.7% are retired and there was minimal representation from those in other groups such as those in education/training and the unemployed. It is accepted that those working in land-based employment will have been more likely to wish to feedback their thoughts on the draft Local Nature Recovery Strategy.

Importantly, a final question was included within the 'About You' section of the survey. The survey was used to capture the postcode of respondents to check that communities throughout the area had had the opportunity to participate. Map 1 highlights a very good distribution of responses across Shropshire, Telford & Wrekin and beyond. One location in the South of England is not shown. Locations are approximate to avoid identification of individuals.

Map 1: Survey respondents by location

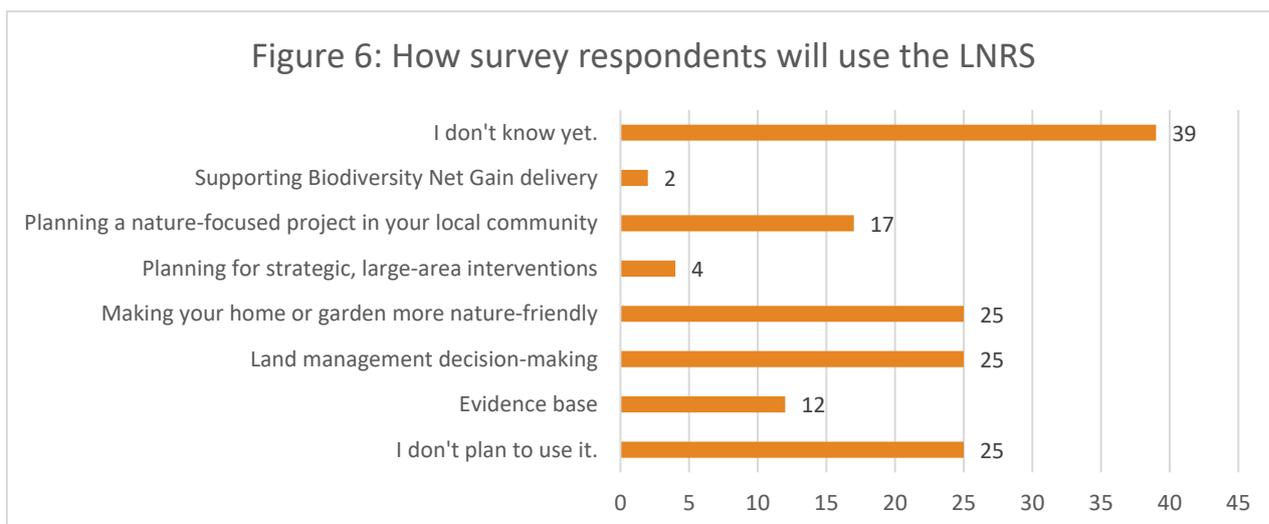


3 LNRS Feedback

The survey included a key question designed to find out more about how the LNRS will be mainly used by respondents. Examples were given for use including:

- Evidence base – e.g. for grant applications or research projects.
- Land management decision-making – e.g. seeking advice on how to take action for nature alongside farming.
- Making your home or garden more nature-friendly – for individual actions that support biodiversity.
- Planning a landscape-scale nature-focused project for strategic, large-area interventions.
- Planning a nature-focused project in your local community – such as habitat restoration or green space enhancement.
- Supporting Biodiversity Net Gain delivery – e.g. when buying/selling Biodiversity Credits or designing masterplans for development sites.

A summary is shown in Figure 6 with the responses. This highlights a good spread of anticipated uses of the LNRS. Although more survey respondents don't know yet (26.2%) many others do have planned uses including for land management decision making (16.8%), making a home or garden more nature-friendly (16.8%) and planning a nature focused project within the community (11.4%).



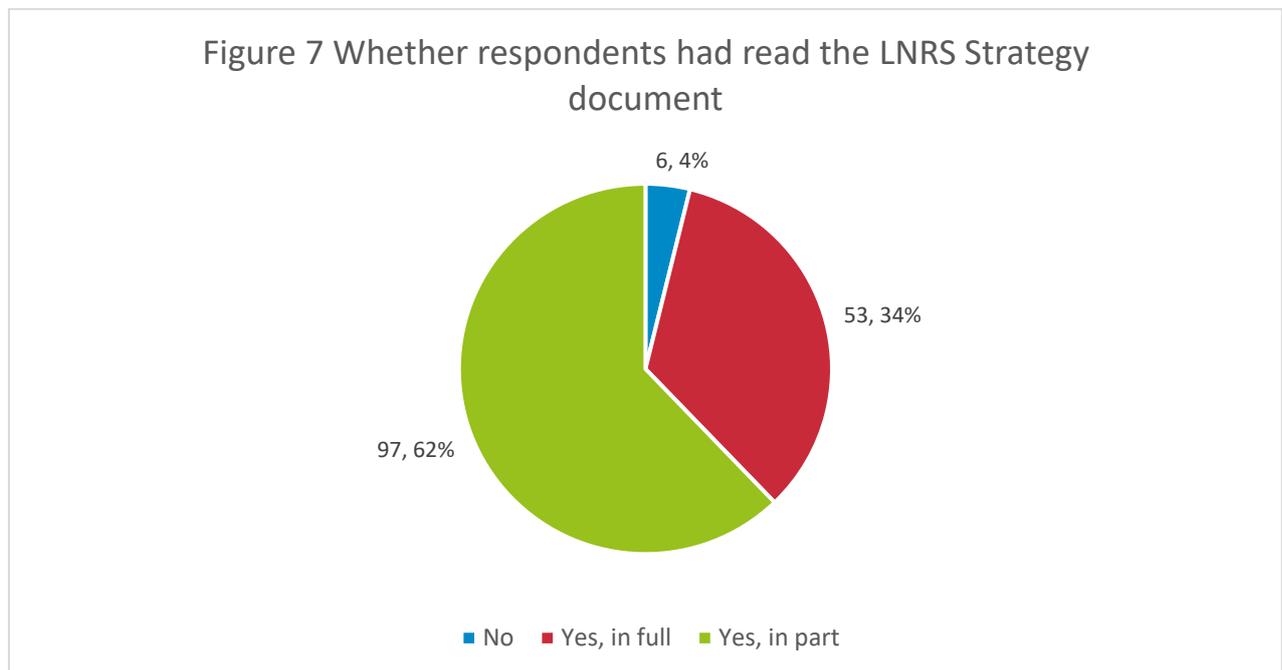
23 other suggestions for uses were included within the comments. A small number of comments suggested more work would be required before application but others suggested a range of uses and although only asked for main use, some suggested they would be apply to apply the strategy across many of the suggestions. Some examples are shown below:

- *“As part of my involvement with organisations and projects concerned with the environment, the natural landscape, the enhancement of biodiversity and human wellbeing.”*
- *“Encouraging members / local residents / parish council to undertake nature focused projects. Ensuring biodiversity gains as part of any development proposals.”*
- *“In my role as a local parish councilor I will look at planning applications from the point of view of the strategy.”*
- *“Managing a parcel of land identified on the map.”*
- *“Probably will try to link it to our biodiversity policy and actions.”*
- *“To assist development proposals. Development and nature preservation/ enhancement can go hand in hand and assist in adding value - not just financially but also, environmentally. The*

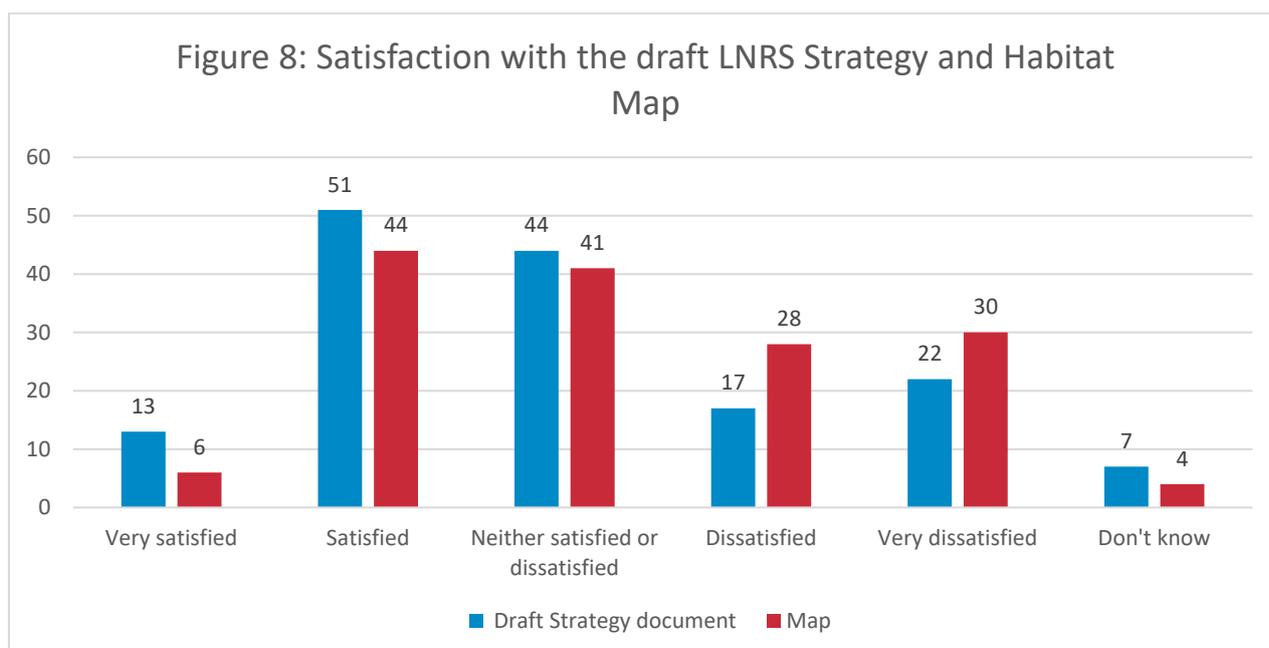
LNRS should not therefore be used as a document or tool to resist development, rather as guidance as there is clear evidence and links of proposals being able to deliver connectivity benefits and create corridors through the retention and enhancement of hedgerows for example. There are other benefits too: through ensuring that developments can manage water flows especially via the delivery of SuDs, swales and alleviation ponds that can also increase and diversify nature.”

- *“Where the published LNRS acknowledges and integrates the historic environment as a shared vision for nature, the document would be used as a key reference document to ensure heritage is considered from the outset to avoid conflict, reduce delays and secure better environmental public goods and a more sustainable strategy.”*

For context, each survey respondent was asked if they had read the draft LNRS document. Figure 7 shows that 34% had read the whole document and 62% had considered it in part. Only 6 survey respondents had not read the LNRS before providing feedback on it.



Survey respondents were asked how satisfied they were with the draft LNRS and map. Figure 8 shows that there were a range of responses with similar levels of satisfaction for the strategy document and map (slightly fewer were satisfied with the map compared to the LNRS document). Combining both, 34% are very satisfied or satisfied and 29% are very dissatisfied or dissatisfied.



To understand the feedback an open comment question was included within the survey. There were 88 responses from the 170 survey respondents and some of the respondents made more than one main point within the feedback they provided. Table 1 summarises the main themes from the survey comments. The top theme within the comments related to concerns about the accuracy of the online map, both in terms of land boundaries and in the way the land had been classified (35%). The second top theme included positive comments about the work that has been undertaken (11%) followed by comments highlighting the importance of public education and additional engagement. Some landowners felt they should have been consulted prior to this public consultation and have the opportunity to specify how their land was classified on the map. There were 6 comments highlighting concerns for farmers and whether the classifications would prevent farming practices and the production of crops and livestock farming. Another theme within the comments included concerns about a lack of 'weight' and funding behind the LNRS.

Table 1 Comments on the draft LNRS and Map

Theme	Count	%
Map accuracy concerns	36	35
Positive feedback	11	11
Importance of public education and further engagement	10	10
Examples of damage to the environment	8	8
Negative feedback (concern over land being included in the map)	7	7
Concern about impact on farming and production	6	6
Lack of funding and support for implementation	6	6
Request for white areas of the map to be added	3	3
Request for focus on historic environment and trails (e.g. Offa's Dyke)	2	2
Request for focus on watercourses (e.g. canals, rivers, reservoirs).	2	2
Concern about lack of link to planning	1	1
Other comments	10	10
Total	102	100

Example comments:

- *“Overall, i think this is a very robust and comprehensive document and I feel the main document is a very good start to ensuring the recovery in nature within the county. The map is*

very useful and is hopefully clear to those that are not used to using such software.“

- *“It would be helpful to have an explicit pointer from the 'Summary of LNRS priorities and actions' on page 13 to the much more detailed section beginning on page 70. I suspect that some readers may otherwise give up before reaching what is the heart of the strategy.”*
- *“Could have had a summary report which would be more beneficial to residents who are primarily concerned with their own village. Lots of great information but maybe too much to take in.”*
- *“The map is complex and conveys difficult concepts - that of future opportunities. It is hard for landowners to understand how to interpret the map.”*
- *“Areas of productive arable land are identified as opportunities for new woodland and grassland. This reduces food productivity. Equally areas of opportunity for nature recovery appear to have been ignored.”*
- *“The analysis of land should have been by permission of the landowner.”*
- *“The draft strategy as a whole is to be applauded, but it is unclear how local interest groups can influence the larger strategy concerning the excessive housing development proposals. Developers must still be required to enhance and improve the biodiversity on development land.”*
- *“I live in the rural area outside of Newport, surrounded by increasingly intensive arable farming. Many farmland species (not just birds) rely not on permanent alterations to the landscape but to an annual farming cycle that is wildlife-friendly e.g. providing weedy over-winter stubbles. My first impression of the strategy, especially when looking at the map, was that this had not been prioritised. When I read more carefully about the 'unmapped' priorities I was reassured but could there perhaps be a brief comment under the legend of the map directing the reader to sections that can still apply to unshaded areas of the map.”*
- *“I am most interested in the woodland section and mapping. The woodland priorities miss the very big point that the greatest nature recovery benefit will be to increase biodiversity value of all woodlands. There is too much focus on ancient woodlands, which are not generally threatened. Most of our woodland is Secondary and owners of which should be encouraged positively. This is missing. Also, there is insufficient focus on finding markets for our timber.”*
- *“Feel that there need to be additions to the target butterfly and moth species listed. In particular Pearl-bordered Fritillary and Wood White for which Shropshire is a regional and national priority plus Silver-studded Blue and Large Heath which are confined to Shropshire locations in all of the Midlands. The Kentish Glory moth is subject to a reintroduction into the Wyre Forest as part of a partnership project between Forest England, Natural England and Twycross Zoo and should be included as it already has been for Worcestershire.”*
- *“There is still lots of "white space" on the map, which needs to be recognised as important to nature. E.g. farmland and grassland in and around Bicton Village.”*
- *“We have submitted comments in respect of an area of land that is under our control and one in which we are looking to develop on behalf of the landowner. It has been designated as grassland when it is actually in use for arable agricultural purposes - this should be noted and the map amended. It is also incorrect that the areas of hedgerow have not been identified - these areas form a key design component of the emerging, landscape-led proposals and will be retained and enhanced. These should be recognised on the map.”*
- *“It doesn't go far enough in mitigating loss of nature particularly from intensification of farming.”*
- *“This "strategy" just shows yet again how out of touch council/gov officials are with farmers and farming. It seems to be assumed that farmers don't care about the environment and need to be told what to do. Yet we probably do more for it than most people on a daily basis already. We're planting and reestablishing more hedges, we're planting more trees, in hedgerows and in corners of fields, we're leaving margins around arable fields, we're adopting more sustainable farming techniques, and the list goes on. You don't need to take large swathes of land out of food production for rewilding to improve the environment and natural habitat, its already there, some of the best in the world, and its only improving.”*
- *“It reads like everything is just fine. There are wide stretches of species depleted rye grass under nature recovery highlights. Entire sheep ranches under nature zones and heavily*

embellished woodland and scrub sites everywhere. I've lived in Shropshire most of my life and there are species rich sites. But most the landscape is dead and dying under current management. There is no point hiding the problems here."

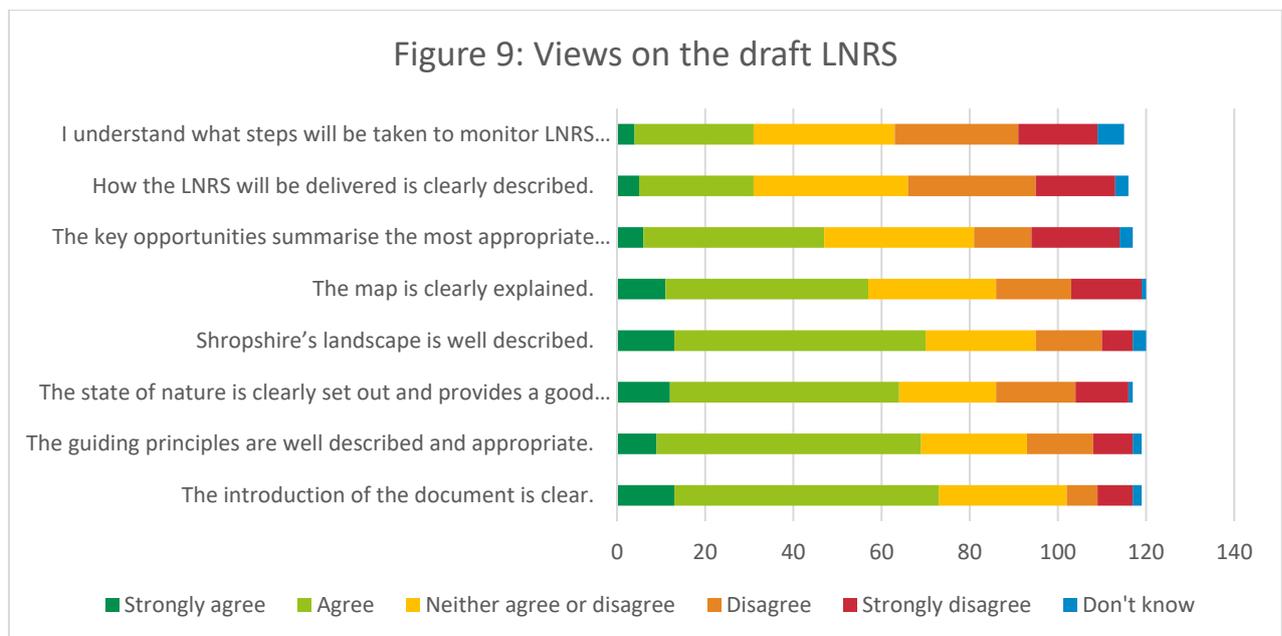
- *"Nature recovery happens without interference from people. Wildlife benefit from less people on the land and especially on public footpaths which disturbs the habitats."*
- *"It is very hard to understand how to best contribute my local knowledge of existing biodiversity or how my actions can help."*

The example comments are chosen to represent all of the main themes within the survey comments with some examples of 'other' comments in addition.

The next question within the consultation survey sought to understand a little more about respondents' views on the way the LNRS is formed and its content. Respondents were asked to provide a view on the following statements:

- The introduction of the document is clear.
- The guiding principles are well described and appropriate.
- The state of nature is clearly set out and provides a good summary.
- Shropshire's landscape is well described.
- The map is clearly explained.
- The key opportunities summarise the most appropriate opportunities for the county.
- How the LNRS will be delivered is clearly described.
- I understand what steps will be taken to monitor LNRS delivery.

Figure 9 highlights that there was generally positive feedback about the introduction to the LNRS, the guiding principles, and the description of Shropshire's landscape. Few disagree with these sections (20 people disagree or strongly disagree on average with an average of 71 people agreeing or strongly agreeing). There is less positive feedback on some of the other areas of the LNRS. The concerns mainly relate to monitoring of the LNRS and delivery. The previous comments also touched on these concerns suggesting that there are implementation concerns linked to a lack of funding/resources and powers/influence.



To understand this further, survey respondents were asked to add a comment to explain. 44 people provided a comment, and these are summarised in Table 2. The themes were very similar to those expressed within the previous question with the exception of the top theme which 8

people commented on from the 44 responses. This top theme related to the importance of robust timescales, measures and monitoring of LNRS implementation. Map accuracy concerns were also listed followed by concerns over a lack of funding for implementation. The example comments shown below help to illustrate the feedback more clearly.

Table 2 Comments on the content of the LNRS and implementation

Theme	Count	%
Timescales, measures and detail of implementation necessary	8	18
Map accuracy concerns	7	16
Lack of funding for implementation	6	14
Positive feedback	4	9
Examples of damage to the environment	4	9
Request for focus on watercourses (e.g. canals, rivers, reservoirs).	3	7
Request that white areas of the map are completed	3	7
Negative feedback (concern over allocated uses)	1	2
Concern about lack of link to planning	1	2
Concern about impact on farming and production	1	2
Request for focus on historic environment and trails (e.g. Offa's Dyke)	1	2
Importance of public education and further engagement	1	2
Other	4	9
Total	44	100

Example comments:

- *“As a farm conservation adviser and farmer, my view is that adopting the outdated Lawson 30 by 30 approach is not appropriate to SW Shropshire. Being part of a National Landscape though important and appreciated by us does not “protect” biodiversity. Most of our important wildlife is on farms so it is advice and support for the farming system which matters most.”*
- *“It’s not clear how LNRS will be delivered. This is not SC’s fault but a government issue.”*
- *“As someone who lives in an essentially arable farming area of NE Shropshire, the designation of some fields as key opportunities and not others seems, at first sight, fairly arbitrary. After a second, more careful read, I understand the message that nature-friendly action can also take place in those areas not designated. However, I haven’t found a reference to these ‘unmapped’ areas until P 70. Couldn’t this point be made earlier in the text and couldn’t some indication be added to the map legend to indicate that all areas have the potential for measures to improve. In my area, over-winter weedy stubbles and wilder field margins in any of the fields would provide the most significant short-term boost for bio-diversity - and not just for birds.”*
- *“The maps and online documents are lengthy and difficult to navigate. Busy farmers and landowners will find it difficult to find time to engage in a meaningful way.”*
- *“If application of the LNRS adds administration to an already top heavy system it could have a negative effect on woodland management and creation. Concerned that productive woodland would be (incorrectly) considered as having little biodiversity value and not considered as a carbon store both growing and as forest products. Seems to be a focus on agroforestry as being desirable although the capability of the system to provide real opportunities for business not proven.”*
- *“Landowners should have been informed prior to surveys being completed. And explicitly asked if they want their land included.”*
- *“Landowners feel threatened by interference and uncertainty about the future. The LNRS adds to these ‘threats’ even though the purpose is helpful.”*
- *“I’m not sure exactly how reluctant participants will follow suggested actions.”*
- *“Monitoring is very light on detail - talks of hopes for funding to do it, and reviewing every 3 - 10 years, which all seems broad and vague. No KPI’s in place yet, so it all looks incomplete.”*

- *“The key to the strategy working is having regular reviews of its progress, not on a 3-10 timeframe. A report on progress needs to be produced annually or the strategy will fail to meet the 30 by 30 as timescales are now short.”*
- *“The one area of concern is the timeframes that are to be put in place to secure/implement the LNRS.”*
- *“If it's voluntary- what's the point? If it's compulsory it's a land grab. Who on earth is going to deliver all this magical stuff and where is the money coming from?”*
- *“The strategy is clear and well-structured overall, particularly in its introduction and guiding principles, which I found easy to follow. However, I feel that the section on delivery and monitoring is less robust than the earlier parts of the document. It would benefit from a clearer roadmap with defined milestones, resources, and measurable indicators of success. The map is useful but could be better explained, especially regarding how prioritisation was determined and how connectivity between habitats will be addressed.”*
- *“Availability of appropriate funding to deliver and monitor the LNRS will of course be critical to enable aims to be met. Funding should be long-term and ring-fenced, irrespective of changes in Government etc.”*
- *“I fail to understand how the LNRS fits with the forthcoming new draft Local Plan, which will undoubtedly be adding lots more housing targets than the previous (discarded) draft Local Plan, and therefore will be putting even more pressure on Shropshire's natural habitats.”*
- *“The document(s) is/are well produced. They just fail to reflect reality.”*

The survey used as part of the consultation included 2 important questions:

- Is there anything you don't like? Please add comments if you are dissatisfied with the draft LNRS overall, or if you selected disagree/strongly disagree.
- Is there anything you particularly like about the draft LNRS? Please add any feedback below.

The responses to these 2 key questions are summarised below.

Negative Feedback

There were 50 comments expressing concerns about the draft LNRS with a few people making more than one main point within their comment. Table 3 summarises the main themes from the feedback. A top theme was formed from the concerns expressed by landowners that use of their land, including farming practices, would be negatively impacted by the LNRS. Lack of funding and concerns about viability and implementation formed a second main theme. Map accuracy was also mentioned as it had been within previous comments.

Table 3 Negative comments on the draft LNRS

Theme	Count	%
Negative impact on landowners/ lack of landowner agreement	11	21
Lack of funding/ implementation concerns	9	17
Concerns about map accuracy	6	12
Objections to land designations	5	10
Specific concerns and page references to suggest changes	4	8
Concerns about influence/ planning and enforcement	3	6
Concerns about undesignated 'white' areas	3	6
Other	8	15
Total	52	100

Example comments:

- *“As per the submitted representations, it is not clear as to how the LNRS would be applied by decision makers and it is not clear as to how (or if) viability has been considered. Turley on*

behalf of Vistry Group, disagree with how the LNRS introduces and sets out the purpose of the document, and request that further clarity is provided on the LNRS' role as a guidance document. Further to this and as set out within our representations, sites within private ownership will likely propose to deliver opportunities aligned with the LNRS by bringing the site forward for development. The Council should therefore consider the LNRS when producing the new Local Plan."

- *"This survey has been conducted without the knowledge of landowners and I totally disagree with it. I will object every step of the way unless proper consultation with landowners takes place."*
- *"There is a long history of third parties imposing their preferred "vision" on other people's land - and there is a risk that the LNRS does just that. Many farmers will simply take their land out of the LNRS to avoid any future complications - as a consequence, you will end up with an understated assessment of Shropshire's nature efforts. Why didn't you simply consult with the owners of the land?"*
- *"Consulting farmers/landowners online and on maps is wholly inadequate. The majority of us in our area are skilled livestock rearers and managers, not computer specialists. Paper responses should have been allowed. Far too much emphasis on sites. Farmland wildlife exists across whole farms and landscapes and therefore needs appropriate sympathetic management throughout."*
- *"Farming is hard to make a living without turning more of your land into a nature reserve."*
- *"Suggesting priorities and actions by map can be restrictive as some agencies use them without question. The EIA process which many woodland schemes are now subjected to have found existing base information to be inaccurate. Any area regardless of its colour on a map should be reviewed for its potential and considered on evidence-based standards."*
- *"I feel there are many inaccuracies on the map which need to be identified and amended. I also feel, people should have been better informed about the long-term implications of the LNRS so that they could make decisions about opting out should they wish. Currently there is a lot of information available, but the key points are hard to find, and so it is tricky to fully understand what is being proposed."*
- *"Delivery is key, we have seen decline in nature over the last 30 years despite numerous strategies and government schemes. I don't have much faith that this strategy is going to be any better than previous ones. As always it is our natural environment which suffers, as I feel that there are so many other aspects of our lives that people feel are more important for funding that our natural environment. Therefore, the level of funding needed to address the decline in nature just will not be forthcoming and nature will continue to decline and be degraded."*
- *"My main concern is that the strategy feels aspirational but lacks sufficient detail on funding, landowner incentives, and delivery capacity. Without these, there is a real risk that the ambitious objectives will not be realised. Monitoring and adaptive management also seem underdeveloped, making it difficult to understand how progress will be measured and what will happen if outcomes are not achieved. The interactive map, while welcome, is not always intuitive and does not always make clear why specific areas were selected as priorities."*
- *"The survey naturally focuses on established habitats but there is a lot of white space on the map where it seems nothing specific is planned. Notwithstanding the Buglife initiative there could be more attention given to maintaining, enhancing and developing new wildlife corridors ("highways") in critical locations within the "white" areas. Such corridors are essential to enable migration of invertebrate and plant species."*
- *"Most of Shropshire is not well managed farmland. Most of Shropshire is very badly managed sheep ranches/ pheasant shoots/ dairies/ chicken farms/ drained fields/ ploughed fields/ sprayed land/ depleted soils and poisoned waterways. The small fragments of nature left live in spite of most land management practices not due to them."*
- *"There needs to be joined up thinking on Biodiversity net gain, planning and enforcement also the net gains agreed during the planning application need monitoring and following up to ensure the actions agreed to enhance BNG are achieved and maintained Also there is considerable damage done to nature during developments and there needs to be some*

monitoring of developers and sites to ensure they are living up to their mitigation plans that were signed off as conditions- this would reduce damage and the need to put it right.”

Positive Feedback

When survey respondents were asked what they like about the draft LNRS, 36 survey respondents provided comments to explain the positive aspects of the draft LNRS and a few included more than one main point within their comment. Table 4 summarises the feedback received.

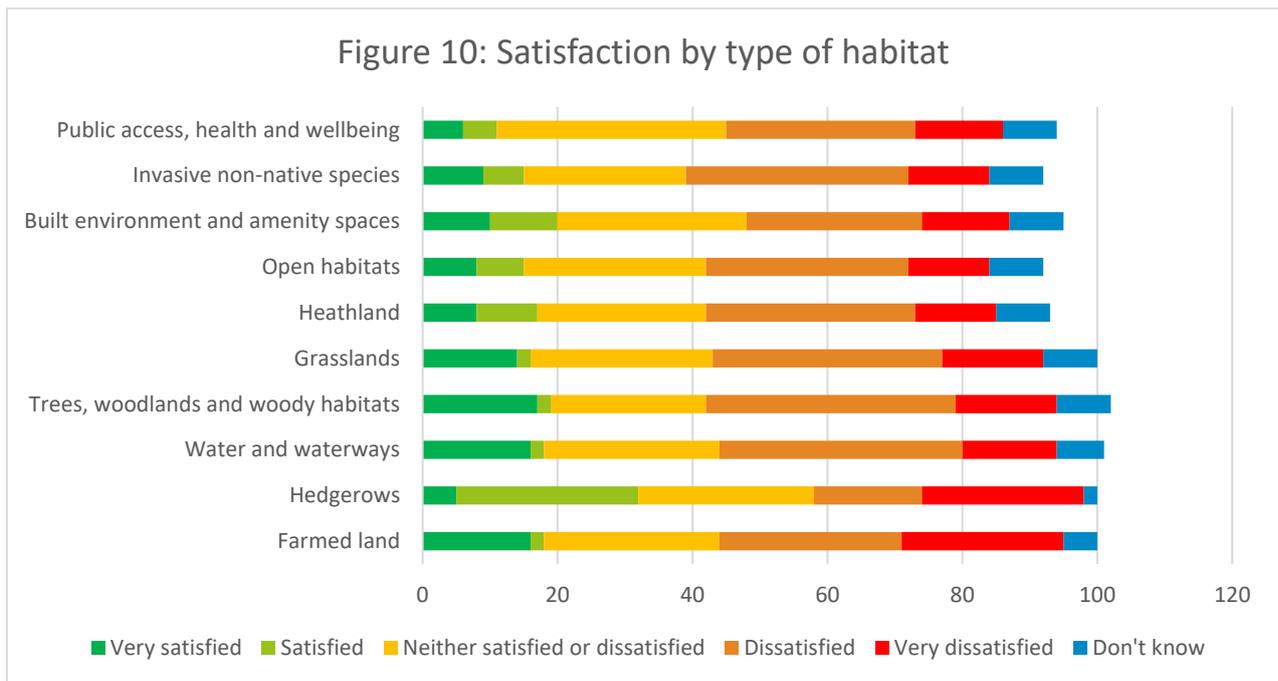
Table 4 Positive comments on the draft LNRS

Theme	Count	%
Ease of use/ well presented	8	21
Recognition of the importance of nature	6	15
Content, guidance and can be used by others	12	31
Recognises health of agricultural land and role of farmers	3	8
The map	2	5
Focus on connectivity and creating space for nature	3	8
Covers all environments including urban and semi-urban	3	8
Other comments	2	5
Total	39	100

Example comments:

- *“Easy to use.”*
- *“Very informative.”*
- *“Very clear. Superb presentation.”*
- *“Good knowledge, sections are clear and I hope achievable.”*
- *“The fact of its existence, that is the recognition of the need for action, which is acute in my opinion.”*
- *“The possibility that there are people who really are committed to protecting nature for the generations to come.”*
- *“The idea of giving priority to nature in certain areas is good to serve as a buffer to the increasing number of built up areas/housing.”*
- *“I feel it adequately sets out the goals and aspirations for nature recovery in the county in both a technical manner but also digestible manner for those that are perhaps not completely in the know with regards to planning and legislative requirements.”*
- *“I appreciate the comprehensive approach and the clear description of Shropshire’s landscapes. The inclusion of guiding principles and the recognition of multiple habitats (from farmed land to built environments) show an understanding that nature recovery must happen across the whole landscape, not just in isolated sites. The strong emphasis on biodiversity, species, and habitat connectivity is very positive. I also welcome the attempt to provide an interactive map, as this has great potential to engage the public and landowners.”*
- *“Inclusion of agroforestry and trees in the farmed landscape to combat climate change, improve connectivity and create space for nature.”*

To gauge satisfaction with the priorities for each type of environment/habitat, survey respondents were asked how satisfied they were with the priorities and actions for nature in each type of habitat Figure 10 display the responses. The feedback highlights greater dissatisfaction than satisfaction with every type of habitat. To understand this the survey respondents were asked to add comments.



45 comments were received to explain the comments provided. Table 5 displays the summary. Top themes within the comments (other than many respondents referring back to their previous answers) included concerns about the impact of local development on nature and biodiversity, concerns that landowners are being dictated to, the need for funding and support for landowners/farmers to implement improvements and concerns that hedgerows may not feature as strongly within the draft LNRS as they should. Many comments were unique and quite specific. Examples are shown below.

Table 5 Explanatory comments on views concerning the draft LNRS Habitats

Theme	Count	%
No comment/ covered in previous comments	7	15
Concerns about local development and impact	5	11
Landowners being dictated to	5	11
Need for funding and support for farmland biodiversity	5	11
Importance of hedgerows	5	11
Impact of hunting and shooting	3	7
Importance of funding and implementation	3	7
Grassland concerns (e.g. species poor)	2	4
Importance of woodland	1	2
Request recognition of local good practice in farming	1	2
Other comments	9	20
Total	46	100

Example comments:

- *“More attention to local flood alleviation which does not rely on developers. More protection is needed on a local level to ensure that the paltry amount of amenity space available on local levels is funded and enhanced without recourse to major development.”*
- *“The proof of all this will be can we even achieve any significant change in the decline in our natural environment. The problems faced by the natural environment are like turning round a super-tanker which is about to crash, issues being seen now needed to be addressed 25 years ago in order to have had a meaningful effect on the decline. The time-scales involved*

in turning round the natural environment decline will take decades to achieve and I do not believe we have that luxury of time anymore.”

- *“Farmers are more than capable of managing their own land rather than being dictated by government.”*
- *“Not possible for local farmers to feed their livestock if this much area planted with trees.”*
- *“No recognition of existing regenerative farms that are already providing a lot for nature.”*
- *“Mature hedgerows and trees are not protected enough.”*
- *“Little mention of hedgerows as far as I could see. Farmed land should just be designated by agricultural usefulness to ensure future food security along side nature recovery.”*
- *“Not enough emphasis on how this is to change in time to improve biodiversity.”*
- *“Strategies for wildlife management and conservation must be fully integrated with appropriate farm management since it is farmland biodiversity which has declined the most.”*
- *“I have two main concerns. The first is that there is no mention of the devastating impact of the shooting industry. Every year, millions of non-native, captive-bred birds are released into the countryside to be shot. Their presence has a catastrophic effect on the ecosystem. Any nature recovery strategy should include a plan to phase out shooting activities. Secondly, there is also no mention of the livestock industry. Again, this has a massive effect on the environment, causing pollution, disease spread and antibiotic resistance to mention a few. Any nature recovery strategy should include support for farmers to move away from livestock production.”*
- *“Not actually said in any cases who is going to do all this marvelous stuff and where the money is coming from....unrealistic aims in the current economic climate. The county is broke, the country is broke...”*
- *“Grassland is very species poor in Shropshire as numerous surveys have shown. Many grasses are reseeded by farmers. Others are finely cropped by sheep allowing for almost no biodiversity or nature to flourish. Vast areas are so intensively farmed as to be considered industrial land and it would be a good idea to keep the areas away from the public for health reasons.”*

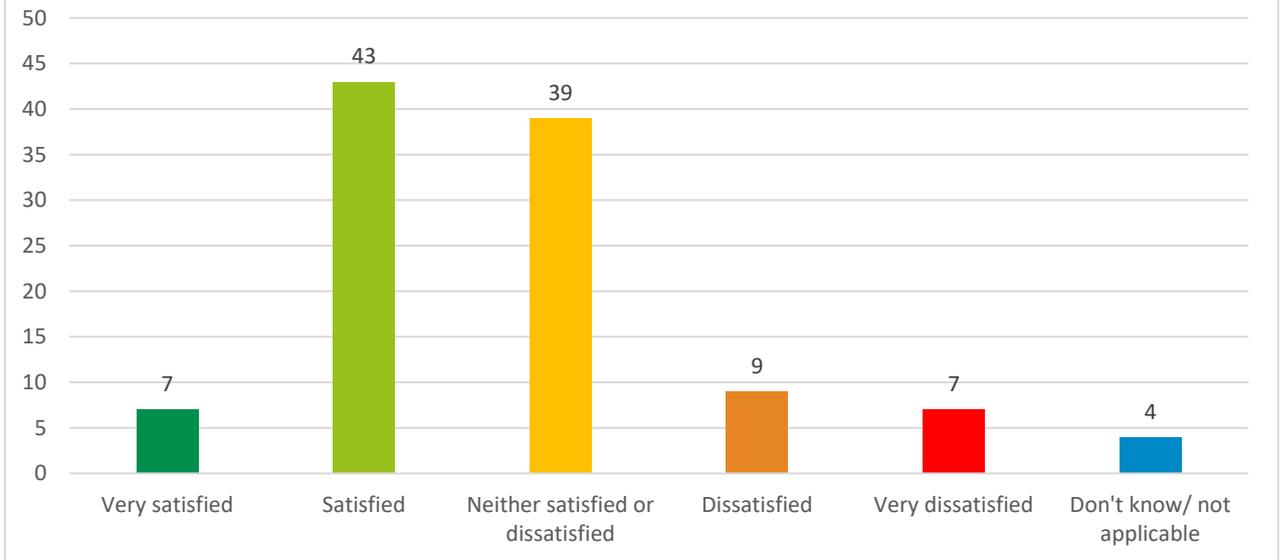
The next section of the report looks more closely at feedback in relation to the species list and prioritisation. Biodiversity opportunity areas are also covered.

4 Species

The Shropshire Local Nature Recovery Strategy (LNRS) aims to address the decline of various species and their habitats. The strategy includes priority species that require specific actions to reverse their decline and remove the threat of local extinction. These species are listed on the SOS Red or Amber Lists of Breeding Birds of Conservation Concern in Shropshire. The LNRS also identifies several groups of species that depend on specific habitats, such as Linnet and Skylark (Farmland and Grassland) and House Sparrow (Built Environment). To obtain feedback on the species identified within the draft LNRS a series of questions were included within the survey. This section of the report considers a summary of the feedback provided through the questions.

The first question asked ‘Are you satisfied that species information is shown clearly?’ Figure 11 displays the response. In total 16 survey respondents expressed some level of dissatisfaction (9.4% of all respondents) whilst 29.4% of respondents were satisfied or very satisfied. Significant proportions of respondents did not have an opinion, didn’t know or did not respond to the question.

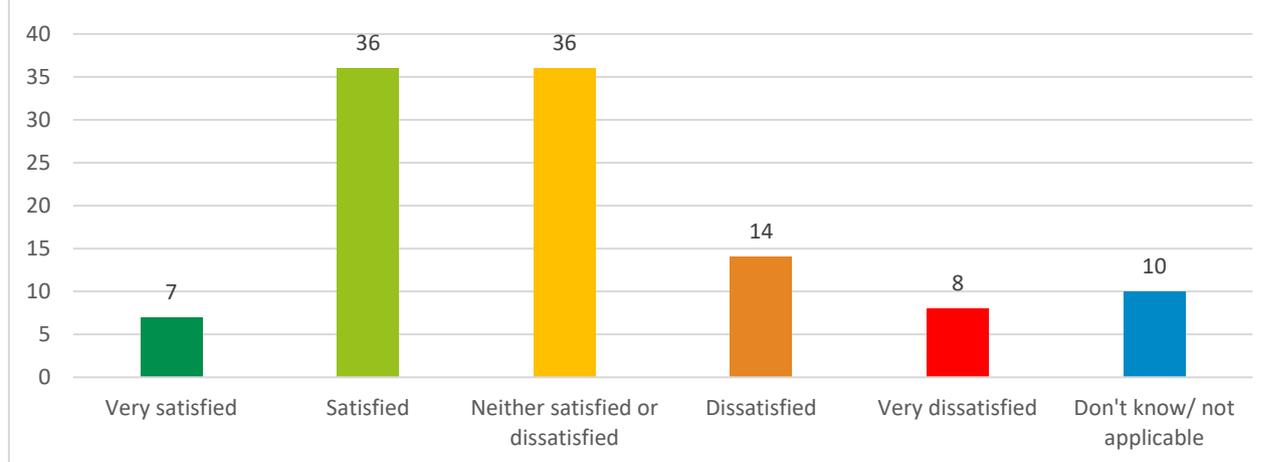
Figure 11: Satisfaction with the species information provided



When asked 'To the best of your knowledge, are you satisfied that the species selected are those that are of highest importance for Shropshire and Telford & Wrekin's nature recovery?' 25.3% were satisfied or very satisfied and 12.9% dissatisfied or very dissatisfied. 21/2% had a neutral view and the remainder did not know or did not answer the question. To understand these views all survey respondents were asked an open question and asked whether there is a species that is present within the county that wasn't included within the draft species list and needs to be included. Actions for that species were also requested to understand people's views further. There were 23 comments in total. Of those comments 16 mentioned species. All comments are shown on the following page.



Figure 12: Satisfaction that the selected species are of greatest importance for Shropshire, Telford & Wrekin



General comments

- *“As a farmer I have a fairly diverse and rich species of wildlife on my farm and set land aside for wildlife to use and have corridors to move across areas. However there are species I do not welcome. Mink were released into our country some years ago and are a menace to many of our wildlife and also to poultry. Beavers are an unwelcome reintroduction in my view. I would not welcome harmful creatures released into the wild.”*
- *“Owls - are losing habitat, are killed by rodenticide on farms.”*
- *“Let Nature take its course.”*
- *“If the whole environment improves it will be good for the number of species.....all the detail is good but doesn't address the big change in land use that is needed.”*
- *“The current list is okay, others can always be added in future.”*
- *“You could be adding and adding to cover everything, but the broad range covered.”*
- *“The species list appears comprehensive and well thought through. However, I would like to see more detail on how climate change projections may affect the suitability of the county for some of the selected species in the future, as this could alter priorities for recovery.”*
- *“There is good representation of many taxons and species, but there are other taxons with either limited species or none that have not been included at all. I know that all the lists are based on DEFRA guidance, but for some of these under represented taxon the information about their distribution and abundance is not available as there are so few people studying them. For example lichens and many invertebrates. Hopefully many of the species will be protected in a habitat scale assemblages, so long as consideration is taken into their requirements within that habitat.”*

Comments naming species of importance

- *“Atlantic salmon (*Salmo salar*) is a keystone species and indicator species which spawns within Shropshire. All actions within rivers should be done with this species in mind. They come under a wide range of legislative protections, and with their new IUCN listing of endangered in Britain, urgent action must be taken to protect the species. The actions outlined specifically within priority 3 of water and waterways are satisfactory for Atlantic salmon, but they should be of the highest importances for Shropshire and Telford & Wrekin's nature recovery.”*
- *“Bats - none mentioned.”*
- *“Beaver - needs waterways and margins.”*
- *“Grey partridge.”*

- *“House martins and birds of prey, especially barn owls as their homes and habitat are at high risk.”*
- *“House martins (Red Listed on Birds on Conservation Concern List) - house martin nest cups (see House Martin Conservation website). They are insectivorous so will benefit from habitat improvements such as woodland planting, meadows, ponds.”*
- *“I don’t know how the species were selected. Otters are mentioned in the words but not in the list. We have otters here. We also have brook lamprey, brown trout, and water vole.”*
- *“I’m not sure how the assemblage lists reflect importance of individual species, but Common Clubtail Gomphus vulgatissimus should potentially be named in the river assemblage as it is GB Red List. Golden-ringed Dragonfly Cordulegaster boltonii is also reliant on fast flowing streams and is the subject of a Stepping Stones SAP. Blue-tailed Damselfly Ischnura pumilio has been named under river assemblage, but small streams is more appropriate and often random still water habitats like wheel ruts.”*
- *“Kentish Glory moth (Endromis versicolora) - Working with key partners (Natural England, Forestry England, butterfly Conservation) reintroduce to identified sites within the Wyre Forest - conduct habitat management work to allow expansion of the reintroduced population into the wider landscape.”*
- *“Moth species not included that are UK BAP species (common and widespread, but rapidly declining moths): Grey Dagger Brindled Beauty Brown-spot Pinion September Thorn Centre-barred Sallow Knot Grass Dusky Thorn Blood-vein.”*
- *“Pearl mussels will require all the farmland above their current survival site at Leintwardine to be sympathetically managed e.g. no pesticides, reduced sediment.”*
- *“I don’t agree with Blackcap being included as a key 'Farmland species' (it is a woodland/woodland edge species and in any case, has been increasing in numbers). I would replace with Corn Bunting, Yellow Wagtail and Linnet as more typical farmland species, all in need of action to support. I think Grey Partridge should be added to the 'Ground nesting species' list. I certainly think that consideration should be given to including Corn Bunting in the specific species section as they have been in previous schemes and they do appear to respond to ...practical measures such as the provision of winter stubbles.”*
- *“Silver-studded Blue butterfly. Prees Heath Common is the sole remaining site for this species. It used to be present on other sites, e.g. Cardingmill Valley on the Long Mynd. Only half of Prees Heath Common is in nature conservation management, with much of the remainder still being used to grow crops of potatoes, maize and oats. Priority should be given to acquiring and restoring the whole of Prees Heath Common. At Prees Heath Common Reserve Butterfly Conservation has carried out cutting edge heathland re-creation work on former intensively farmed land with to date good results - challenging and ambitious work that has been journal published and elements of which can inform other heathland restorations. The Plan makes much reference to the need to expand and enhance heathland, referencing the Mose Farm project (Prees Heath Common Reserve will be a donor site for this project) and this presents an ideal opportunity to consider translocating this species to increase its distribution so that it exists on more than one site. It is the emblematic butterfly of heathland in England.”*
- *“Swallows - a species of farmland and most likely will be Amber or Red Listed alongside swifts and house martins shortly. Swallow nest sites are being lost due to redevelopment of barns. They are insectivorous so will benefit from habitat improvements such as woodland planting, meadows, ponds.”*
- *“While we welcome those species listed we feel that it overlooks those species for which Shropshire has particular regional and national importance. The Telford & Wrekin area has a particular responsibility for the conservation of the Dingy Skipper butterfly which occurs on a number of brownfield sites in this area.”*

An additional section was included within the survey to allow respondents to list more species. The list below brings together all of the different species listed.

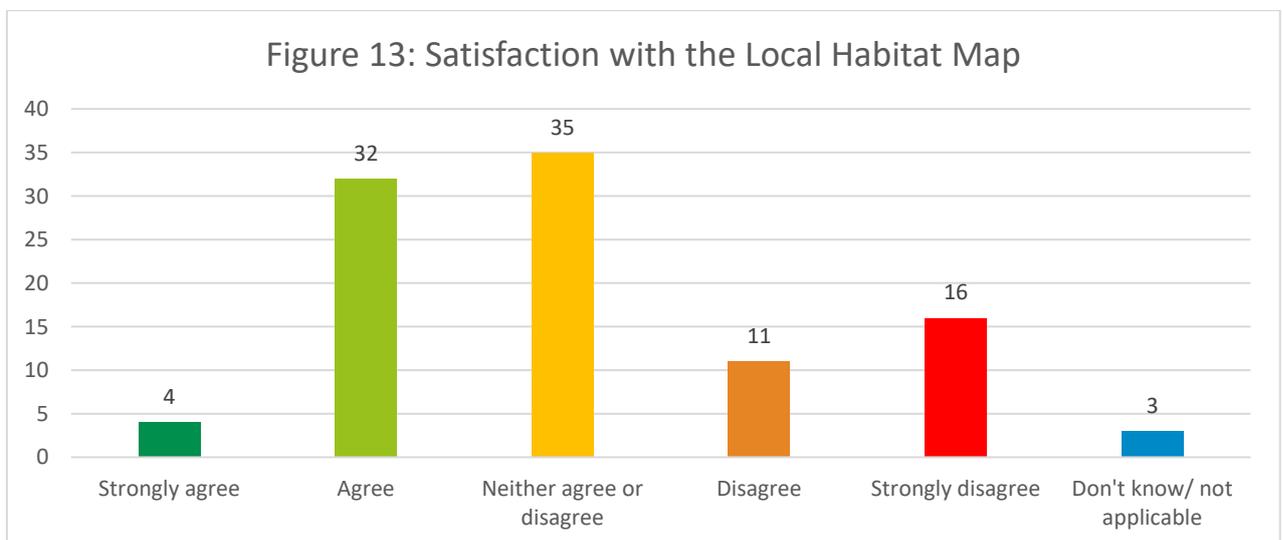
Species highlighted by survey respondents

Atlantic salmon
Bats
Beaver
Birds of prey
Blood-vein moth
Blue-tailed Damselfly *Ischnura pumilio*
Brindled Beauty moth
brook lamprey
brown trout
Brown-spot Pinion moth
Centre-barred Sallow moth
Corn Bunting
Corn Bunting
Dingy Skipper butterfly
Dusky Thorn moth
Eels
Golden-ringed Dragonfly (*Cordulegaster boltonii*)
Grey Dagger moth
Grey partridge
House Martins
Kentish Glory moth
Kentish Glory moth (*Endromis versicolora*)
Knot Grass moth
Large Heath
Linnet
Lynx
Otters
Owls
Pearl mussels
Pearl-bordered Fritillary and Small Pearl-bordered Fritillary
Raptors
September Thorn moth
Silver-studded Blue butterfly
Stoats and
Swallow
water vole
weasels
Wood White
Yellow Wagtail



5 LNRS Local Habitat Map

The survey was used to gather views on the Local Habitat Map. The first question read 'The Local Habitat Map may be used by community groups, landowners, developers, planners and others areas across Shropshire and Telford & Wrekin to help guide what action to take to enhance nature. Do you agree that the map is clear to view and use? A map showing all the areas with the same proposed actions is in development to support strategic partners in their work.' Figure 13 displays the response to the question and highlights that 21.2% agree or strongly agree with the map and 15.9% disagree or strongly disagree. Many of the survey respondents have a neutral view (20.6%).



Comments had been made earlier in the survey in addition to the specific comments below. More than 30 people commented and these are shown under some main themes below.

Map accessibility and presentation concerns

- *"It is easy to use if you are familiar with GIS."*
- *"Those of us who regularly use maps, of most types, expect that a map will show real objects (e.g. buildings, trees, roads, soil types) and if you visit a place on the map you would see evidence of what the map shows. But the LNRS map is different. It is about something which MIGHT exist, COULD exist or even SHOULD exist in the future - based on the many datasets which underpin it. The conceptual difference between the LNRS and most commonly used maps (OS, planning maps, building plans etc.) has led to widespread misunderstanding about the LNRS map - a common reaction being that a Zone 2 Nature Recovery Network colour "is wrong" for a particular place. Once made, this incorrect interpretation of the map quickly leads to the conclusion that the map, and by extension the strategy "is rubbish". As someone who is very keen that wildlife and habitat renewal is prioritised by decision-makers and landowners, I'm worried that the laudable objectives of the LNRS will be consigned to the long grass (pun intended!) unless many 'non-believers' can be persuaded otherwise."*
- *"The map is a valuable tool and generally clear, but its usability could be improved. Some layers overlap in a way that can be confusing, and the legends could be simplified or made more interactive. Providing clearer toggles and filters would help different users (e.g. landowners vs planners) to focus only on the information most relevant to them. The interactive map is an excellent step forward and will be useful for engaging communities and decision-makers. However, improvements would make it more accessible: Allow different user types (community, developer, land manager) to see tailored layers relevant to their needs. Provide clearer explanations of what each colour or symbol represents, ideally with a pop-up or "info" tool. Show connectivity corridors more explicitly, since ecological links between habitats are just as important as the areas themselves. Include optional overlays of threats or pressures (e.g., pollution sources, major roads, development pressure) to help prioritise action where risks are highest."*
- *"I found the contrast of colours poor."*
- *"It does not work."*
- *"Like many interactive maps it is very fiddly and frustrating to use."*
- *"Not easy to use."*

Concerns over ownership and land use allocations

- *"Landowners should have been informed and given the opportunity to correct your terribly inaccurate map."*
- *"Landowner input is essential I would say, but who will cover the cost of their time dealing with this.....?"*
- *"Restrict the comments and suggestions to the owners of the land."*
- *"Stop this now and actually consult with individual landowners."*

Accuracy concerns

- *"If the map is to be used by other agency it needs to be more accurate to start."*
- *"It seems to be inaccurate at least in relation to areas I own, so I have to question how useful it will be."*
- *"Land should be designated properly."*
- *"The field boundaries are sometimes not followed."*
- *"The map works well, though is not complete."*
- *"Too many curves and part curves, indicating use of a computer model rather than careful and considered mapping."*
- *"You have significant work to do to ensure this map is accurate and land is classified correctly, land owners with one eye on development will be ensuring their land looks as low value for biodiversity as possible, when this is not the case."*
- *"Zone 2 does include part of my residential garden so perhaps a review of residential*

boundaries would be beneficial to ensure that opportunities for biodiversity does not overlap such boundaries where there would be an unreasonable expectation of improvements being made (woodland in this case)."

- *"The map seems to indicate opportunities within existing sites and habitats rather than identifying new areas that could link or buffer."*

Process of adding comments

- *"Map is clear but the functional process of submitting comments requires re-inputting of name & email on every comment submission - long winded & off-putting / frustrating when doing multiple entries. Could it not remember those details?"*
- *"Might be helpful if users could be given a signal that their comment has been made and received."*
- *"Paper copy should have been sent to every affected landowner for starters! Complicated and unclear how to use it- should have just been click on a patch and comment keep or remove."*
- *"The map itself and the guides on how to use it are good, but it is resource intensive for a computer so even after loading the full map, I struggled to interact with it. I'm not sure if there is a less resource intensive other option that could be presented as an alternative for the future."*
- *"Zoom and print options are terrible. Loss of comments once input is clearly a mistake."*
- *"The video is good but confused on how the land was categorised."*

Other comments

- *"Useful guide."*
- *"Those of us who regularly use maps, of most types, expect that a map will show real objects (e.g. buildings, trees, roads, soil types) and if you visit a place on the map you would see evidence of what the map shows. But the LNRS map is different. It is about something which MIGHT exist, COULD exist or even SHOULD exist in the future - based on the many datasets which underpin it. The conceptual difference between the LNRS and most commonly used maps (OS, planning maps, building plans etc.) has led to widespread misunderstanding about the LNRS map - a common reaction being that a Zone 2 Nature Recovery Network colour "is wrong" for a particular place. Once made, this incorrect interpretation of the map quickly leads to the conclusion that the map, and by extension the strategy "is rubbish". As someone who is very keen that wildlife and habitat renewal is prioritised by decision-makers and landowners, I'm worried that the laudable objectives of the LNRS will be consigned to the long grass (pun intended!) unless many 'non-believers' can be persuaded otherwise."*
- *"We have other sites that may be of use and would be happy to chat to officers."*

As shown above, the comments related to the map largely fall into some clear themes:

- Concerns over allocations, particularly from landowners
- Concerns over map accuracy
- Map accessibility and presentation concerns
- Challenges concerning the process of adding comments

The comments made in response to other questions earlier within the report also referred to the map. More feedback was received on the map than the strategy document. The next section focuses on the feedback that was obtained from comments made on the map and by email rather than within the consultation survey.

6 Map and email consultation responses

The map allowed comments to be made by location, either point or area. Broad types of comments were to:

- Add land to the map
- Change the suggested action that had been mapped
- Remove land from the map
- Observations of interest / action already being done
- Suggestions on changes to content in the strategy
- Comment on elements of the LNRS such as how LNRS will be used in future (e.g. landowners concerned they would be made to carry out the mapped action, how the consultation was carried out etc.)

Each will be reviewed individually and any changes made on a comment-by-comment basis comments. Due to the specific nature of many of the locations and comments these are not included within this report in order to retain confidentiality and prevent comments being attributed directly to individuals.

Examples of the comments received from email submissions are shown below. There were generally 3 main themes within comments; positive comments appreciating the work that had taken place to develop the draft LNRS, concerns about the LNRS and suggestions for changes.

Example positive comments

- *“It is an amazing plan and I want to congratulate you and the team for achieving it.”*
- *“LNRS map is a useful indicator and catalyst for discussions about what is desirable for nature recovery in any location and what is possible given the constraints of landowner objectives and resources. Need to build understanding about map.”*
- *“It was really interesting to read and a brilliant achievement, congratulations.”*
- *“It’s very comprehensive and outlines the issues and need for action in an accessible way. The LNRS field scale mapping is excellent and that level of detail is very welcome.”*
- *“This document is a superb achievement and has involved a huge collaborative effort by many individuals across the county. The layout and used of headings and photos is superb and this makes the LNRS such a readable and an accessible document. You and the whole of the LNRS team and the steering group have done a really excellent job. Please pass on my congratulations to all concerned.”*
- *“It’s very wide ranging and comprehensive, easy to read and looks good!!!. Well done to everyone who was involved in its writing, design and production. Please pass on my congratulations to everyone who contributed.”*
- *“This is a great piece of work that reflects the habitats and species of Shropshire and actions that will benefit biodiversity, people and the environment.”*
- *“Wow, you have done a huge amount of work which is all very impressive. Hopefully lots of people will now engage with the principles and the detailed subjects that they are involved with or hopefully now want to get involved with! It’s a credit to all of you.”*
- *“What a great piece of work, thank you. The Strategy clearly shows the current position, the future needs and aspirations regarding nature recovery and identifies the key partners who will have a vital role to play in carrying out this approach and the required interventions that are needed There is a need for a dedicated Officer to make the strategy come alive and ensure it is not just a reference document.”*

Example concerns

- *“Despite your best efforts to publicise the Strategy, many in the farming community remain unaware of its existence and significance there are errors in the mapping and whilst there is the mechanism to correct them, there will be many that remain uncorrected.”*
- *“We have worked incredibly hard for years and years to improve biodiversity, hedgerows, species rich grassland, water retention, soil structure, increasing carbon sequestration, limiting livestock access to woodlands and streams, encouraging natural regeneration of woodlands and much more. To see this work undermined by the desire of the LNRS to convert over 90% of our remaining rotationally grazed and permanent pasture to ffridd and*

woodland is frankly mind blowing.”

- *“We have strong concerns that the document does not appear to reflect an understanding of the historic environment - both in terms of its specific needs and the potential opportunities that effective management could unlock. We are concerned that there is no mention of Shropshire’s designated heritage assets, other than a brief mention of Ironbridge, despite the significance of many of these heritage assets including the significance derived through their relationship with the landscape.”*
- *“I am very concerned about the process, the mapping and the content of the draft strategy. Many landowners are not aware of the draft strategy The mapping having been done remotely with no knowledge of the land concerned the map identifies half the area as white, which suggests that it is not of priority habitat.”*
- *“Lack of balance between conservation and agriculture. Threat to autonomy and decision making on private land Impact of rewilding and landscape restoration agenda. Conflicting pressures of public access and environmental regulation.”*
- *“LNRS should take a pragmatic tone and approach and recognise the importance of delivering economic growth and the role this can then play in delivering nature recovery. The LNRS must therefore not stifle economic growth in the first instance as this will harm the delivery of ecological enhancements across the county.”*
- *“Farms in Shropshire should be encouraged to produce food in a sustainable way, to produce food locally so not having to rely on as many imports. There are many places in the county which are not farmed already, if people cared to look, we should not be reducing the farmed areas.”*

Example suggestions

- *“For farmers, landowners and land managers, an implementation plan for the LNRS should be based on...Local Wildlife Sites, indicators of success.”*
- *“More info on veteran trees on map. Identify church yards on map..”*
- *“Essential to INTEGRATE nature conservation with, and throughout, farm management. For this reason, I feel strongly that far more reference is needed within the Strategy to the way in which farms are run in order to provide for both food production and nature.”*
- *“Of particular concern would be: re-naturalising water courses causing reduced flows at times of flooding. Wetland creation reducing the capacity of low areas to store water.”*
- *“Species rich grassland restoration is at best difficult in the flood plain.”*
- *“The LNRS should emphasise that restoring headwaters is often more cost-effective than focusing restoration efforts on larger downstream water bodies.”*
- *“Concerned that some peat areas have woodland mapped. My suggestion would be that where deep peat occurs anywhere, with whatever current land cover/land use, peatland restoration is assigned as the priority action. Without this, the mapping is misleading and could in the best case scenario, lead to disappointed landowners who aren’t able to do woodland stuff despite what the map shows, and in the worst case, people will restock, further damaging the peatland, when they think they’re doing the right thing.”*
- *“We’d encourage integration of the Ancient Woodland Inventory (AWI) and Ancient Tree Inventory (ATI) into your mapping and delivery frameworks where possible.”*
- *“The document has a really strong section on woodland creation, restoration, and wood pasture. The breadth of actions is impressive — but we think the strategy would benefit from being a bit more targeted and spatial in approach. Specifically: Highlight areas of low canopy cover and fragmented woodland, where connecting or buffering existing habitats could make a real difference. Prioritise natural regeneration wherever site conditions allow — particularly near existing seed sources or on less productive land. Promote riparian woodland creation as part of your flood and water quality priorities.”*

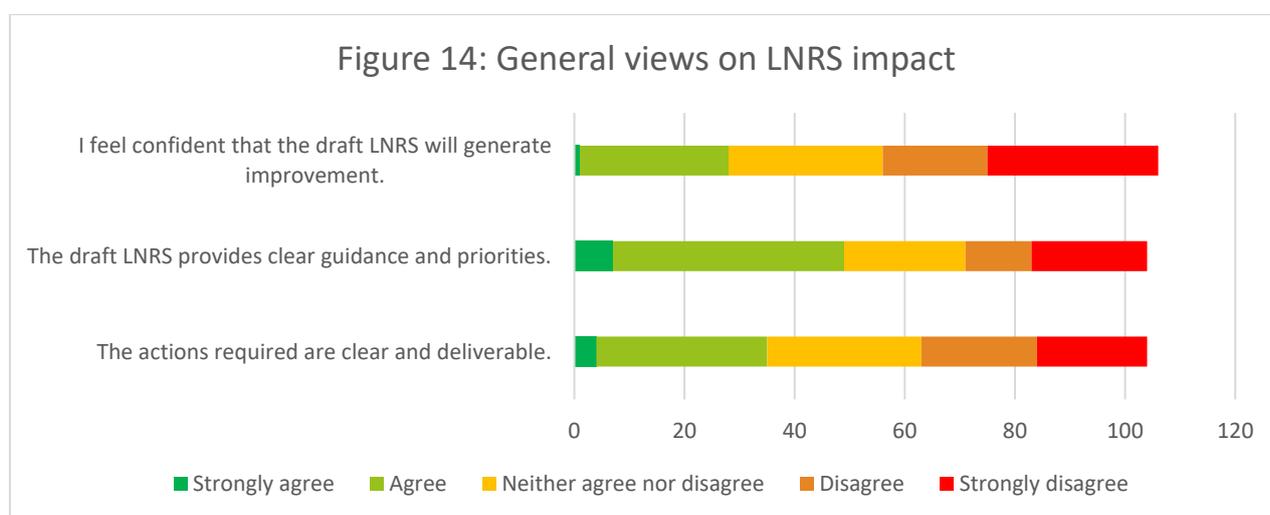
The next section of the report looks more closely at some final overall feedback which will also help to inform changes before the LNRS is finalised.

7 Overall views

The consultation survey was designed to also obtain some more overarching feedback relating to the draft LNRS. Survey respondents were asked to provide a view on the following statements:

- The actions required are clear and deliverable.
- The draft LNRS provides clear guidance and priorities.
- I feel confident that the draft LNRS will generate improvement.

Figure 14 displays the responses received. The feedback was very mixed overall with 35 people (20.6%) believing the actions required are clear and deliverable and 41 disagreeing (24.1%). 49 people (28.8%) believe the draft LNRS provides clear guidance and priorities, whilst 33 (19.4%) disagree. The greatest level of disagreement is that the draft LNRS will generate improvement, 50 (29.4%) disagree that improvement will be generated and 28 (16.5%) are satisfied there will be a positive impact.



To understand this further, survey respondents were asked if the draft LNRS has any gaps. 5 people referred to their previous answers presented earlier in the report and 30 included a comment. The comments are all shown under the key themes.

Gaps

General satisfaction: no gaps identified

- *“It is an awful lot to read through and take in, but I assume that there will be very few gaps.”*

Farming and food security

- *“Farming and reducing importing food.”*
- *“How are we supposed to maintain food security?”*
- *“Where all the money and people to do it are coming from! Also an awareness that the population of the county needs food as well as nature.”*
- *“No consideration for agriculture in the plan.”*

Biodiversity and wildlife corridors

- *“Lead development of the strategy lacks clarity. If it is focused on local and unitary authorities then different priorities may make effective management of national rural support programmes very difficult.”*
- *“Identify land that would act to connect or buffer existing habitats and sites.”*
- *“I don’t recall anything about surrounding car parks with trees and verges so that they are less depressing and offer more opportunities for biodiversity.”*

- *“Creating corridors for meta-populations of water voles in and around Whitchurch.”*
- *“More attention to small scale improvements for local urban areas and quality of life through natural spaces.”*
- *“...the Offa’s Dyke Path National Trail should be mentioned throughout your LNRS. As internationally recognised and publicly funded access routes designated from the same 1949 National Parks and Access to the Countryside Act as the National Parks and National Landscapes, the National Trails should be recognised in their ability to connect people with nature and in their potential as ecological corridors.”*

Environmental impact

- *“I have two main concerns. The first is that there is no mention of the devastating impact of the shooting industry. Every year, millions of non-native, captive-bred birds are released into the countryside to be shot. Their presence has a catastrophic effect on the ecosystem. Any nature recovery strategy should include a plan to phase out shooting activities. Secondly, there is also no mention of the livestock industry. Again, this has a massive effect on the environment, causing pollution, disease spread and antibiotic resistance to mention a few. Any nature recovery strategy should include support for farmers to move away from livestock production.”*
- *“...maximise the benefits shooting provides for nature recovery efforts which your LNRS could adopt...”*
- *“Clarity of the unintended consequences of land management actions in particular.”*
- *“Less erosion of soils will require less ploughing and large riparian boundaries (30m plus) of shrubs and trees along all rivers and streams to prevent sediment entering the water. None of this is even mentioned.”*
- *“Rejection of massive development on greenfield sites.”*

Clarity on funding and implementation

- *“Lead development of the strategy lacks clarity. If it is focused on local and unitary authorities then different priorities may make effective management of national rural support programmes very difficult.”*
- *“Finance to make it work.”*
- *“Yes, there are a few areas where the draft could be strengthened: Funding and resources: The strategy sets out ambitious goals, but lacks detail on how delivery will be resourced and funded in the long term. Monitoring and adaptive management: More clarity is needed on how progress will be measured, reviewed, and adapted if outcomes fall short. Climate change resilience: The strategy would benefit from a stronger focus on future-proofing habitats and species in light of projected climate shifts. Engagement with farmers and landowners: More detail is needed on how private landholders will be incentivised to contribute (e.g., payments for ecosystem services, stewardship support). Social engagement: Stronger emphasis could be placed on education, community involvement, and the role of local champions in ensuring success.”*

Influence and ownership

- *“How will you ensure action is taken, how are you ensuring developers aren’t influencing the classification of land now during your consultation exercise?”*
- *“As per the submitted representations, it is not clear as to how the LNRS would be applied by decision makers and it is not clear as to how (or if) viability has been considered.”*
- *“Real issues of monitoring of developers and their obligations is missing.”*

Landowner agreement

- *“The strategy does not seem to grasp that if you want farmers and landowners to do things for nature, you should encourage them to do so - by trying to impose suggestions from above and by allowing external third parties to enter their preferred "vision" on your map, you will instantly put off the actual owner of the land. The draft map should have been accessible only by the owner of the land and should not have been prepopulated with comments and*

suggestions without first having the landowner's consent."

- *"Yes landowners consent to have made this survey."*

Other comments

- *"Correct designations."*
- *"Yes, all those white spaces on the map."*
- *"If the land is not owned privately or farmed then do what you want with it?"*
- *"See comments ...regarding the missed opportunity to bring landowners and non-landowners together to develop a common visions etc."*
- *"It's grossly unambitious."*
- *"Decision to make about inclusion of health and wellbeing actions in here or not and if including them please do so fully."*
- *"Integrating Historic Environment Early in Nature Recovery Planning. The co-benefits to heritage and nature, as well as the potential for risks and constraints, highlight the critical need for early engagement with the historic environment, drawing on both data and expert advice. This proactive approach supports the LNRS's guiding principle of ensuring the 'right habitat in the right place', safeguarding both the natural environment and cultural heritage. Heritage Professionals are Key Delivery Partners (p48, p51-53)..."*

The comments above highlight some main themes. There are some comments repeated from previous sections of the report but in terms of gaps the feedback suggests that consideration could be given to:

- Recognising landowner concerns relating to impact on farming and the importance of agriculture for food security.
- Emphasising the importance of wildlife corridors and use of land in more urban areas to connect nature and promote biodiversity.
- Recognising and emphasising concerns related to the environmental impact of some land uses and practices.
- Queries on LNRS effectiveness, influence and implementation without funding.
- Requests by landowners to have more of a say in the LNRS to address concerns and misunderstandings that others will make decisions concerning how their land is used.

The consultation survey asked respondents whether they had any suggestions for actions or solutions that are not included in the daft LNRS. Suggestions included:

- Take action to ban loose dogs from some sites.
- Use contour and flooding information to implement natural solutions for flood alleviation.
- Reduce development across the county
- Deal with predators
- Explicit support for some species re-introduction
- Funding to be made available for delivery
- Parish Councils to be added to farm clusters as part of the team.

A final question was included within the online consultation survey for any other comments respondents wanted to share. 22 people added a comment. Most survey respondents repeated the points they had emphasized earlier within the survey. The comments are shown below. Political comments and information that could identify individuals have been removed while attempting to retain the overall sentiment within each comment.

Landowner and stakeholder engagement

- *"As a landowner... I should not have found out about this by word of mouth. I am on the land registry and should have this information sent to me."*
- *"I am commenting on this on the last day of the consultation from my holiday. As an informed resident, I believe I should have been contacted previously. I suspect the responses will largely be from those involved in the process. Far more effort should have been made to get*

beyond the usual suspects. Having read the section that I am most informed about, Trees and woodlands, I found it to be rather lacklustre and lacking imaginative solutions. Disappointed."

- *"This survey should not have been conducted without the consent of land owners."*
- *"It would make more sense to work with existing interest groups and support them than try to implement a council initiative."*
- *"Why have landowners and people who live and work in affected designated areas not been contacted/informed properly? A....councillor posting on social media is the first time I had heard of it - not long before the end date. Who can wade through 125 pages and what has been the cost of preparing all this?"*
- *"The Council is also encouraged to engage with other bodies and Trusts who own or manage non-Canal and River Trust canal assets, where relevant."*
- *"Building Control at Shropshire Council did not know anything about the LNRS which suggests that a lot of work is required to actually get this strategy into the public domain and to the relevant organisations so that it is referred to as a matter of course."*

Landowner actions and challenges

- *"The need for biodiversity is all very well, but we still need food production for an ever growing population, and the key thing for farmers and landowners is how much they will be paid for turning their land into areas of biodiversity."*
- *"A great disappointment. Lots of farmers/landowners already do an enormous amount for nature - what they don't need is overreach from third parties imposing their views on the owner's land. A good example is beavers - plenty of references to them - but many farmers, legitimately, do not want them on their farms (beavers destroy trees, prevent the migration of wild fish and can cause unnecessary flooding) - why not come up with a sensible recommendation on how to address that, by saying that if a landowner doesn't want beavers on their land and one appears, they can ask an approved body (Beaver Trust?) to come and remove it within, say, 30 days and if they don't remove it, the farmer can lethally control it."*

Map accuracy and accessibility

- *"Our comments on the mapping website ... indicate that the mapping may lack accuracy, and we have heard those comments from others too. Our comments made on the mapping website were necessarily restricted by the 255 character limit in the boxes."*
- *"This strategy consultation process has alienated many farmers because of the requirement for computer responses and complex online mapping procedures. So sad."*
- *"To be honest this whole process will discourage many practical people from getting involved which is unfortunate and I am not sure how you could have done things any differently, but it is a good effort."*

Importance of Woodland

- *"The restoration of habitat should not result in any net loss of productive woodland. Designed approach to thinning, restructuring or supplementary planting to improve bio-diversity rather than removal."*
- *"Woodland creation will be undergone at [name removed] Farm - could this be added to the map?"*

Positive feedback

- *"The draft strategy is a strong and comprehensive foundation, but to succeed it must move beyond being aspirational to being truly deliverable. Clearer funding pathways, stronger monitoring, and a commitment to adaptive management will give the plan credibility. I welcome the recognition of diverse habitats and species, and the attempt to engage the public through mapping tools. With greater emphasis on practical delivery mechanisms, community engagement and nature connection, the LNRS could provide a leading example of county-wide nature recovery."*
- *"I do hope that this strategy delivers sustainable improvement in our natural environment before it is too late."*

- *“I warmly welcome the initiative, but as I've made comments to earlier in this survey, the intentions are good but the reality will be quite different, once the government's top-down arbitrary and short-term housing targets become the priority for Shropshire Council to try and achieve. ...If a true nature-first priority is chosen (along with a move towards slow- to no-growth), countless Shropshire generations will thank you...”*

Other comments

- *“Access is very important, please strongly discourage landowners from closing well used paths that are not official rights of way and stop them fanning off rights of way.”*
- *“I recently attended an event concerning the opportunity and potential, with examples, for local action to create wildflower meadows on verges alongside roads. The event included an impressive presentation on the Shropshire LNRS. I've unfortunately not had chance as yet to study the strategy in any depth...”*
- *“Please address farming as the biggest issue facing nature currently. This can and should change. But avoiding the elephant in the room seems silly.”*
- *“I think Parish councils could be used to monitor sites and developments and provide resources.”*

The comments above highlight a range of different responses but the dominant theme relates, again, to concerns from landowners in relation to the LNRS engagement, accessibility of the map to make comments on land designations and concerns about lack of funding and support to introduce environmental and biodiversity focused action. There was also some positive feedback and it is clear that non-landowners appear to feel more positive about the draft Local Nature Recovery Strategy. Comments suggest they see the potential positive impact of protecting and enhancing the local environment. The last section of the report provides a summary of all the consultation feedback provided.



8 Summary and Conclusion

This report presents the findings from a public consultation held between 6th August and 15th October 2025. The LNRS, developed in partnership with Telford & Wrekin Council, Natural England and local specialists, is part of a national initiative to map, plan, and deliver nature recovery across England. The strategy aims to identify key areas for wildlife and habitats, set out restoration and connectivity plans, and support national and local targets for biodiversity, climate change, and public health.

The consultation was widely promoted through various channels, including council communications, local media, newsletters, and targeted outreach to stakeholder groups such as landowners, town and parish councils and community groups. A total of 3,782 comments were received, including 1,450 point comments on the LNRS map, 1,951 area comments, 211 emailed responses and 170 survey responses were received, alongside informal feedback from a broad range of stakeholders and the public.

Respondents represented a mix of local residents, farmers, landowners, organisations, and interest groups, with a good geographical spread across Shropshire and Telford & Wrekin. Demographic analysis showed a higher proportion of male respondents, reflecting the predominance of men in land management roles. The survey captured a range of ages, but saw limited representation from non-White British backgrounds and people with disabilities. Most respondents were either working, retired, or self-employed.

Use and Value of the LNRS

Respondents anticipated using the LNRS for land management decisions, making homes and gardens more nature-friendly, planning community projects, and as an evidence base for grants and research. While some were unsure of its application, others saw potential for broad use, provided further work was done to address concerns.

Satisfaction and Concerns

Feedback on the draft LNRS and its interactive habitat map was mixed. While 34% of respondents were satisfied or very satisfied, 29% expressed dissatisfaction. Positive comments highlighted the strategy's comprehensive approach and clear presentation, while concerns centred on map accuracy, land boundary classifications, and the impact on farming practices. Many landowners felt insufficiently consulted and worried about the implications for land use and food production.

Other recurring themes included the need for robust monitoring, clear delivery plans, adequate funding, and stronger engagement with landowners. Respondents also emphasised the importance of public education, historic environment integration, and the need for practical, achievable actions.

Species and Habitats

The species list and prioritisation received generally positive feedback, though some respondents suggested additions (e.g. barn owls, butterflies, moths, and salmon) and called for more detail on climate change impacts and underrepresented taxa. Concerns about habitat priorities reflected dissatisfaction with actions for farmed land, hedgerows, and grasslands, and highlighted the need for funding and support for farmers.

Map and Landowner Engagement

The interactive map was a focal point for feedback, with many comments about its accuracy, accessibility, and the process for submitting comments. Landowners expressed frustration over how the land had been mapped, lack of direct consultation, and the potential impact on their livelihoods. Suggestions included improving map usability, providing clearer guidance, and obtaining landowner consent for land to appear on the map.

Overall Views and Suggestions

Respondents identified gaps in the draft LNRS, particularly regarding food security, funding, monitoring, and engagement with landowners. Suggestions for improvement included more attention to wildlife corridors, resilience to flooding, species recovery, and integration of the historic environment. Calls for practical support, funding, and closer engagement with landowners were frequent. Many consultation respondents repeated their views throughout the survey with many also adding comments by email.

Despite concerns, many respondents praised the strategy's ambition, comprehensive scope, and collaborative development.

The report acknowledges the contributions of numerous organisations, parish councils, and individuals who participated in the consultation.

Conclusion

The LNRS Draft Strategy Consultation Report reveals a community deeply invested in nature recovery, with a wide range of perspectives and expertise. The consultation process successfully engaged a diverse cross-section of stakeholders, though it also highlighted areas for improvement in outreach, engagement, and communication—especially with landowners.

Key strengths of the draft LNRS include its comprehensive vision, clear presentation, and recognition of the need for action across all landscapes. The interactive map and detailed habitat priorities are valuable tools for guiding future work.

However, the feedback underscores the need for:

- Greater accuracy and transparency in mapping
- Robust, well-resourced implementation and monitoring frameworks
- Clearer integration of food security, farming, and historic environment concerns
- Stronger engagement and support for landowners and farmers
- Practical, achievable actions with defined funding and delivery mechanisms

With some further refinement the LNRS can provide a strong foundation for nature recovery in Shropshire and Telford & Wrekin. Addressing the concerns and suggestions raised in the consultation as appropriate, will ensure the strategy is both effective and widely supported. The collaborative spirit evident throughout the process offers a promising path forward for delivering meaningful improvements to biodiversity, climate resilience, and nature recovery across Shropshire, Telford & Wrekin.

Acknowledgements

Special thanks are extended to all those who participated within the consultation process and contributed helpful feedback and information to assist with the finalisation of the LNRS including:

Bayston Hill Parish Council
Canal and River Trust
CPRE Shropshire
Frances Potter
GP & DM Jones
Haycop Conservation Group
J & H Maclean
Kinnerley Parish Council
Lovell Strategic Land
Much Wenlock Tree Forum and Friends of the Old Cemetery
National Trails UK
Raby Estates
River Clun monitoring group
Royal Forestry Society - North West Midlands
Shrewsbury Town Council
Stephenson Halliday on behalf of FCC Environment
Strine Internal Drainage Board
T H Nicholas & Son
The Gorge Parish Council
Trefonen Rural Protection Group
Turley, on behalf of Vistry Group
Twycross Zoo
V Evans and partners
West Midlands Butterfly and Moth Society (WM-BAMS)
Whitchurch Rural Parish council
Woore Parish Council
WRPC

Appendix 1: Summary of promotional activity relating to the development and consultation

Our starting point was to work closely with delivery partners and, in particular, with landowners, recognising the significant control and influence they would have on the successful delivery of the LNRS. Initially, the LNRS team intended to write directly to all landowners to inform them that the strategy was being developed, followed by a second communication at the launch of the consultation. However, the team was unable to obtain the farm business dataset (approximately 3,600 records) and did not have sufficient funds to contact all households across the area (around 216,000). As a result, the team had to rely on promoting the LNRS through the media, existing networks, groups, and other established channels.

The following information sets out the promotional activity and engagement events during the development of the LNRS and during the consultation.

Engagement during LNRS development:

- Bi-weekly meetings between Responsible Authority and Supportive Authorities
- Cross sector membership of Steering Group to help guide its development – members engaged and supportive. Meetings held monthly
- Public survey in Summer 2024 including specific surveys for landowners and town & parish councils
- Attendance at Burwarton and Minsterley Shows Summer 2024
- Steering Group and wider key partner workshop August 2024
- Parish and town council nature recovery conference Dec 2024
- Series of public workshops and a separate series of landowner focused workshops in January 2025 to share draft priorities and maps, promoted through networks and via a press release. Events were well attended and some over subscribed. An additional online workshop aimed at land agents and farm advisors. Agricultural advisors appointed to help promote the LNRS and events within the farming community
- Council officer workshops
- Councillor briefings
- Co-ordinator has engaged with all the known interested parties across the county including facilitated farming groups, catchment based groups, Telford Green Spaces Partnership, Community Wildlife Groups, CLA, NFU, National Trust, Harper Adams, Severn Valley Water Management Scheme, peatland partnership – attending meetings, providing information, sharing progress.

Engagement during LNRS public consultation:

- Direct email list of those who have registered interest (450 recipients)
- Commissioned Agri PR company to help raise awareness
- Press releases
- Attendance at Burwarton and Minsterley Shows August 2025
- Briefed agents at shows and gave them promotional postcards to share with clients
- Email pack to land agents and consultants
- Catchment Sensitive Farming sent a direct email sent to 3,848 landowners across the Shropshire catchments
- Comms pack and social media posts for councils and project partners. Newsletter wording and social media posts shared with those who had registered their interest
- Promotional postcards - given to agents, farm advisors, NFU, handed out at Shows
- Councillor briefings
- Email pack to MPs
- Comms pack for internal councillors/council colleagues
- Comms to Young Farmers Clubs
- Social media posts for council and partners
- Shropshire Association of Local Councils sent numerous emails, newsletter wording was shared in an aim to get pieces into parish magazines.
- Parish and town council nature recovery conference 3 Oct 2025.
- CLA and NFU networks, farmer groups, catchment partnerships.
- In an attempt to achieve a broader reach the CofE Diocese, the Women's Institute and local breweries were also contacted to request assistance in spreading word of the consultation.

Drop-In Clinic Dates and Locations:

- Wednesday 24 September: Oswestry Livestock Market, 9am – 12pm
- Friday 26 September: Ludlow Livestock Market, 8am – 12pm
- Monday 29 September: NFU Agriculture House, Telford, 10am – 4pm

- Tuesday 30 September: Shrewsbury Livestock Market, 8am – 12pm
- Wednesday 1 October: Market Drayton Livestock Market, 9.30am – 1.30pm
- Wednesday 1 October: Newcastle Community Centre, 7pm – 9pm
- Thursday 2 October: Online event, 1pm – 2pm
- Friday 3 October: Bridgnorth Livestock Market, 8am – 12pm
- Saturday 4 October: Bishop’s Castle Ewe Sale, 8am – 12pm
- Wednesday 8 October: Clun Fire Station, 12pm – 4pm
- Friday 10 October: The Guildhall, Shrewsbury, 10:30am – 4pm

Additional meetings:

- Shropshire Councillors briefing session Wednesday 3 September, 10am – 11am
- Conference – biodiversity and highways, Saturday 5 September, 10am – 1pm
- Telford and Wrekin Councillor briefing session Monday 8 September, 6pm – 7pm
- Clun farmer meeting, Tuesday 9 September, 7pm – 9pm
- CLA AGM, Thursday 11 September, 10am – 2pm
- Telford Green Spaces Partnership, Wednesday 17 September, 7pm – 9pm
- Teme Catchment Based meeting, Thursday 18 September, 10am – 12pm
- Welshampton Parish Council farmer meeting, Thursday 18 September, 7pm – 9pm
- Town and parish council nature recovery conference, Ellesmere, 3 October, 10am – 4pm

Shropshire LNRS consultation launch coverage

Please note: list not exhaustive

Media

Outlet	Link
Shropshire Live	https://www.shropshirelive.com/news/2025/08/08/consultation-opens-on-nature-recovery-map-for-shropshire-and-telford-wrekin/
Ludlow Advertiser	https://www.ludlowadvertiser.co.uk/news/25371972.residents-encouraged-help-shape-new-nature-strategy/
Shropshire Star	https://www.shropshirestar.com/news/environment/2025/08/07/public-invited-to-shape-new-local-nature-recovery-strategy-across-shropshire-telford-and-wrekin/
Shropshire Star Facebook	https://www.facebook.com/ShropshireStar/posts/residents-landowners-businesses-and-environmental-groups-across-shropshire-are-b/1313527954111622/
Public Now	https://www.publicnow.com/view/B7504D9748BECB48C6C959B085F22D174430FB95?1754498865

Partners

Org	Link
Telford & Wrekin Council	https://newsroom.telford.gov.uk/news/public-consultation-opens-on-new-nature-recovery-map-for-shropshire-and-telford-and-wrekin
Shropshire	https://newsroom.shropshire.gov.uk/2025/08/public-consultation-opens-on-new-nature-recovery-map-for-shropshire-and-telford-wrekin/

Council	
Shropshire Hills	https://www.shropshirehills-nl.org.uk/news/have-your-say-new-nature-recovery-map-now-open-for-consultation
Edmond Wildlife Group	https://www.facebook.com/groups/edmondwildlifegroup/posts/4274150919508971/
Albrighton and Donnington Parish	https://www.facebook.com/AlbrightonandDonningtonParishCouncilandLibrary/posts/-have-your-say-on-natures-future-the-shropshire-telford-wrekin-local-nature-reco/761205499763073/
Pontesbury Parish	https://www.pontesbury-pc.gov.uk/news/2025
CPRE Shropshire	https://www.instagram.com/p/DN5UFE3DBId/
Stuart Anderson MP	https://www.facebook.com/StuartAndersonMP/posts/pfbid0Aku9zkm8G2Y7G1PrpDQKcLeAu2g2KAA9iu4sSixSyegZ8Jn2fSjtRaH4MCB3BeZBI

Drop-in clinics coverage

Org	Link
NFU x 2	https://www.nfuonline.com/updates-and-information/shropshire-local-nature-recovery-strategy-drop-in-session/ https://www.nfuonline.com/updates-and-information/shropshire-local-nature-recovery-strategy-events/
Carolyn Healy Facebook	https://www.facebook.com/cllrcarolynhealy/posts/1220068366829187/
Shropshire Hills newsletter	https://content.govdelivery.com/accounts/UKSHROPSHIRE/bulletins/3f1084d#link_7
Wem Parish Council	https://www.wemrural-pc.gov.uk/shropshire-and-telford-wrekin-local-nature-recovery-strategy/
Telford & Wrekin Council Facebook	https://www.facebook.com/TelfordWrekin/posts/-are-you-a-farmer-or-landowner-have-your-say-on-the-local-nature-recovery-strate/1200430088785222/
Oswestry Town Council Facebook	https://www.facebook.com/OswestryTownCouncil/posts/draft-local-nature-recovery-strategy-out-for-consultation-still-time-to-have-you/1096964242613120/



February 2026

Analysis and reporting by:
Feedback and Insight Team, Shropshire Council
Email: TellUs@shropshire.gov.uk

Shropshire Council Lead:
Local Nature Recovery Strategy Coordinator • Regulatory Services