



The Apley Plan

Delivering a Sustainable Vision



APLEY

The Apley Plan sets out to develop the Apley Estate as a long term commercial enterprise while fostering strong communities, improving the local & wider environment & cherishing its distinctive landscape & historical heritage.

Lord Hamilton of Dalziel



At the Apley Estate, our vision is to create and sustain a modern, thriving community for everyone that lives, works and visits here.

The Apley Estate has been present since the Domesday Book and is located in the county of Shropshire close to the historic market town of Bridgnorth.

As a trusted custodian of over 8,500 acres of land we are passionate about retaining and preserving both its natural beauty and historical value.

Our long-standing relationship with the land, its people and the rural way of life gives us a unique perspective, enabling us to invest wisely for a future that reflects our long-held traditional values, while embracing all that modern technology has to offer.

The Apley Plan covers every aspect of life on the estate. The following pages outline just some of the exciting ideas we are putting into practice. We are convinced that by working together with the estate community, we can make this bold vision a reality for generations to come.

The estate team is always ready to listen to suggestions and new ideas so please get in touch – we would be delighted to hear from you.



Apley life

Apley is home to some 800 people. We own and manage 300 properties across the Estate from affordable homes and cottages through to detached, family country properties.

The estate provides homes, creates job opportunities and gives a lifetime commitment to its tenants.

In our rapidly changing world, Apley is committed to reducing our carbon footprint and targeting net zero. We will continue to invest in greener energy, improve water, soil and air quality and encourage greater biodiversity.

Our rolling programme of refurbishment ensures that all homes are maintained to very high standards and we are actively upgrading each one to improve energy efficiency and cut carbon.

We are also aware of the changing needs of our tenants and are taking steps to ensure that we can cater for as wide a cross section as possible. We are adapting our existing properties for 21st Century living and creating new homes to meet the diverse needs of our community from those starting out with their first home to those in later life.

We will deliver high quality development across the Estate that reflects its special landscape and rural heritage. We will build homes that support the continued long-term success of Apley, Bridgnorth and Shropshire as a whole.

Working together, we will foster stronger communities by creating jobs, encouraging and facilitating healthy living and making Apley a place where people feel not only at home but also that they belong.





Properties to be proud of, homes for life

Our tenants matter to us. **Many have lived with us all of their lives.** They are our partners; the long-term custodians of our beautiful houses.

We are working with parish councils and communities across the estate to **identify housing needs and locate potential sites** where these can be met sustainably.

In the last 15 years, we have fully renovated over 100 homes and are working with specialist builders to improve the energy performance of every property. This has the double benefit of making the homes significantly cheaper to run while substantially cutting our carbon emissions. By 2025, all our homes will have energy performance assessments that exceed government standards.

With significant housing need in Bridgnorth and wider Shropshire, we are working with the local authority and other agencies to bring **high-quality, desirable and affordable homes across the estate.** Our aim is to provide **homes for the whole community – young and old; first-time occupants and families** to ensure a long-term future for us all.

In Norton, we are building **four semi-detached Lifetime Standard Homes** for the local people that need them most.

Apley at work

Apley thrives thanks to the passion, skills and commitment of the people who work here.

A dynamic rural economy can be home to a vast range of businesses, support a diverse range of employment opportunities and a wide range of skills and specialisms.

Each year, we invest more than £1million to support commercial ventures across the Estate.

The Estate is currently home to 40 businesses from start-ups, farmers, manufacturers, independent retailers, hospitality companies through to craft ale brewers.

We want to see these businesses thrive. We are already investing in many of them as well as in the infrastructure to support them. We will continue to do this as well as encourage new enterprises appropriate to our local heritage.

We are committed to:

- Developing the skills of our people and providing opportunities and training for career progression.
- Extending our long-standing apprenticeship programme that provides vocational training for local people across a range of skilled roles – from carpentry to catering.
- Providing good quality commercial space suitable for a range of business needs to attract new companies and investors to the area.
- Working with existing tenant businesses to realise their commercial plans by making investments to help them flourish.





Driving the local economy

Through a partnership with specialist provider, Airband and Switch on Shropshire, we have delivered the potential for all businesses on the estate to access wireless high-speed broadband.

With one of our tenants, we're investing in a local business providing Free Range eggs to supermarkets and the Apley Farm Shop.

Apley Farm Shop courtyard is home to six independent retailers. The Farm Shop cafe provides local jobs and supplied local produce keeping food miles to a minimum. Meat sourced from the Estate is expertly prepared by the resident Apley Butcher.

We have refurbished farm buildings in Crowgreaves to provide new, high-quality office space for Imperial Brick Ltd – a business that has grown on the estate from five to 50 employees.

We employ 75 people across the estate in jobs ranging from catering and butchery to carpentry and gamekeeping.

Apley has always had a strong community focus supporting a number of small businesses and start-ups and assisting with their growth.

Apley & our environment

Caring for the environment is a crucial part of ensuring a better future for everyone.

We look after the parkland, farmland and forestry across the estate responsibly and with a keen focus on the ecological impact of our activities.

On the 2500 acres of land which we farm we preserve and improve the long term fertility of our soils using a traditional mixed farming system ensuring a continuous cycle of returning organic matter to the soils.

We are committed to improving biodiversity. We have maintained hedges and grass margins over time and plant crops for wildlife including birdseed and pollen mixes to enable our local wildlife to flourish alongside modern farming operations. Our historic parkland boasts numerous veteran trees, traditional grasses and other flora.

As well as reducing our carbon footprint, we are actively improving soil health and water quality and are trialling new crops across the estate that reduce soil erosion and require fewer fertilisers.

Our 1,000 acres of woodland captures large amounts of carbon, and is carefully managed through a ten-year rolling management plan developed with and approved by Forestry England. We operate a ten-year Higher Level Stewardship Agreement to improve the quality and diversity of this woodland which brings added benefits to both flora and fauna.

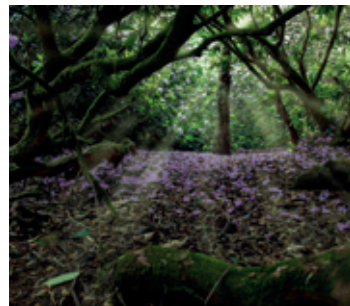
Given its long and illustrious history, it is no surprise that the Estate is home to a number of important historical sites and buildings. We work closely with heritage experts to manage these important elements of Bridgnorth's past.

We actively look for ways to re-purpose our redundant buildings without changing their original design. This means that farm and other buildings are effectively recycled and put to productive use while retaining their character and external appearance.

Our commitments:

- Improve ecological standards across the estate and increasing natural capital.
- Increase the quality, quantity and diversity of flora and fauna.
- Reduce waste and target net zero carbon.
- Improve air and water quality for residents and business.
- Improve soil quality across our farmland.





Caring for the natural world

We will enhance biodiversity across the estate through a range of measures including a new forestry management plan which will see the replacement dense plantations with managed woodlands of native species.

By using animal manure from our own farms, we cut down on the amount of chemical fertilisers we use on the land. Waste from Apley Free Range Eggs provides an excellent nutrient for the soil and keeps transport and road mileage down to a minimum.

We are actively exploring ways to improve and extend wildlife habitats throughout Apley. We are working with ecological organisations to improve biodiversity across the Estate.

We are committed to improving soil quality. We are trialling new crops across our estate which reduce soil erosion and require fewer fertilisers.

Apley has always pioneered the reuse and recycling of materials including building waste and plastic.

In 2006, together with Shropshire Council, we re-opened the old Bridgnorth to Coalport railway line as a bridlepath with fantastic views of the River Severn. This also forms part of National Cycle Route 45 and is another example of how Apley uses its land for the wider benefit of the community.

Apley Farm Shop is seeking to reduce plastic use in packaging. By sourcing from trusted local suppliers, we are significantly reducing food miles and helping to cut carbon.

Preserving our historic landscape

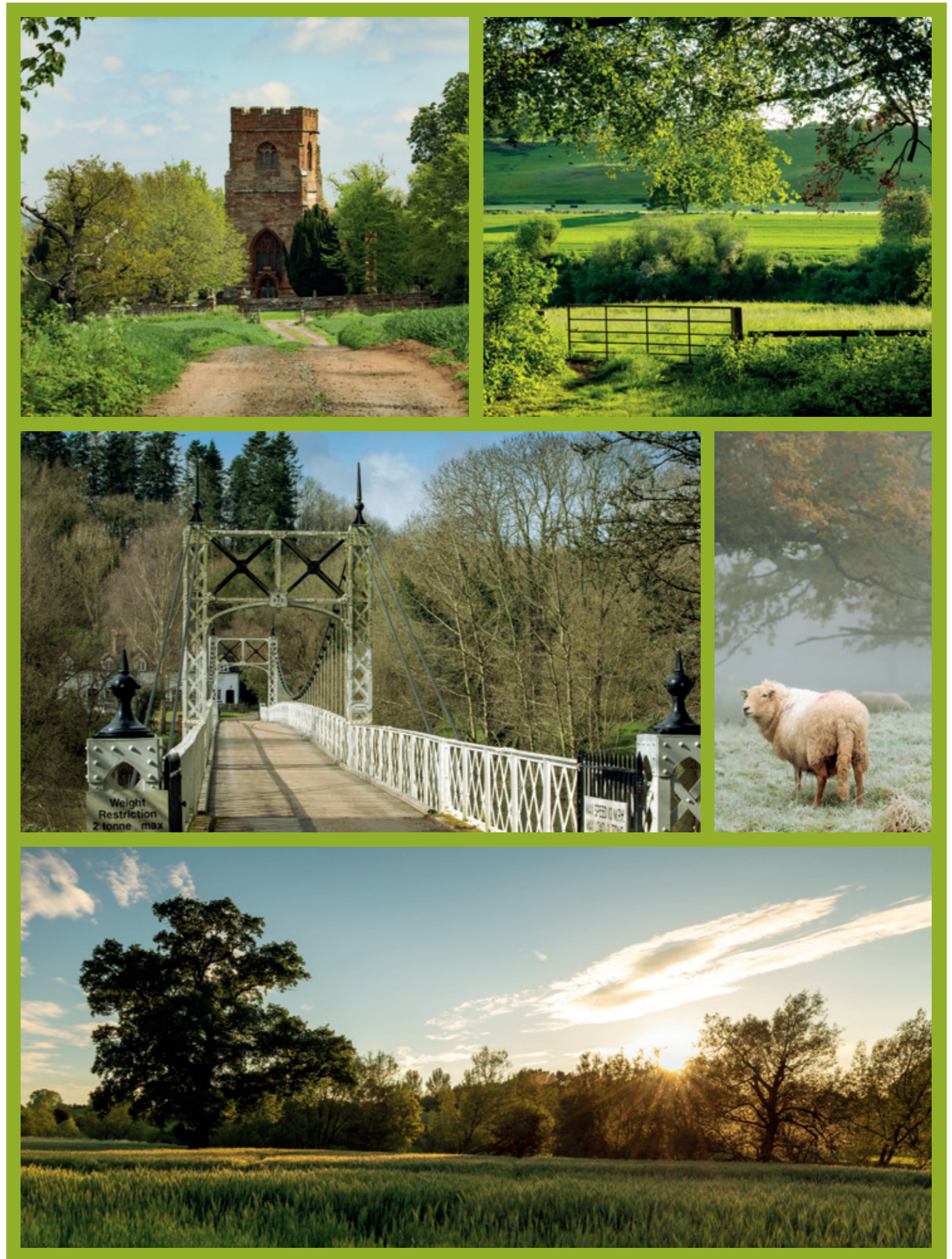
Apley has plans to **sympathetically and sustainably restore all of its historic buildings** and put them back into use.

Tree Planting in Apley Park using native species will maintain the special character of the landscaped parkland, representing a continuous cycle of renewal and enhancing biodiversity.

We are carefully restoring the parkland across the estate to reflect original 18th century designs.

Apley has been home to seven generations of the same family. **A programme of preserving and archiving historical records and important artworks is underway.** We will share interesting findings with the community to enrich our understanding of Apley and its rural way of life down through the centuries.

We are working to build a social archive by interviewing our older, longer standing tenants to record their experiences and knowledge of the estate that would otherwise be lost.





Apley at leisure

Apley's success owes much to its attraction as a leisure destination and its location near the River Severn and bustling Georgian town of Bridgnorth.

Quality of life, health and wellbeing are part and parcel of the Apley way of life, from the trails that we have opened up along the Severn and through the Estate, to the many clubs and teams that are based on Apley land.

The Apley Farm Shop attracts visitors from all over Shropshire to Telford, Wolverhampton and beyond. As well as selling the very best in locally sourced produce, it is a vibrant home for independent retailers, a popular café and offers a wide range of indoor and outdoor family activities.

At the heart of the community:

- Apley Farm Shop Village is home to nature trails, a seasonal maize maze, a children's playbarn, a café, a farm animal park, a dog park and Apley equestrian arena and many other local independent attractions. The annual Spookley pumpkin festival is one of many creative family events that take place here.
- There are miles of well-maintained footpaths running along the River Severn and through the estate.
- The Skylark Nature Trail at Apley Farm Shop gives visitors the opportunity to take a stroll in the beautiful Shropshire countryside.
- We actively support local community events and activities and are looking to expand this in the coming years.
- We are landlord and friends to Bridgnorth Cricket, Bowls, Golf, Tennis and Hockey clubs and Norton Bowls club.
- The Apley Challenge raised £10,000 over three years for Stockton Church.
- The allotments we provide across the Estate are much in demand and a positive, creative activity for community wellbeing.



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