

Document Control

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Reviewer	Governance Team Workgroup Team

Change Summary

V1.a	8th May 2014	Original draft with graphs.
V1.b	10th May 2014	Added Optional Comments analysis as Appendix A
V1.c	15th May 2014	Added consultation respondents demographics chart.
V1.0	18th May 2014	Approved by workgroup

Document Summary

This document forms the evidence base of data analysis from the parish wide Consultation Survey 5 which closed on 15th February 2014.

Appendix A records a summary of open comments provided.

Appendix B has original reference to Consultation Survey as distributed.

All responses received up to and including 15th February have been included.

Introduction

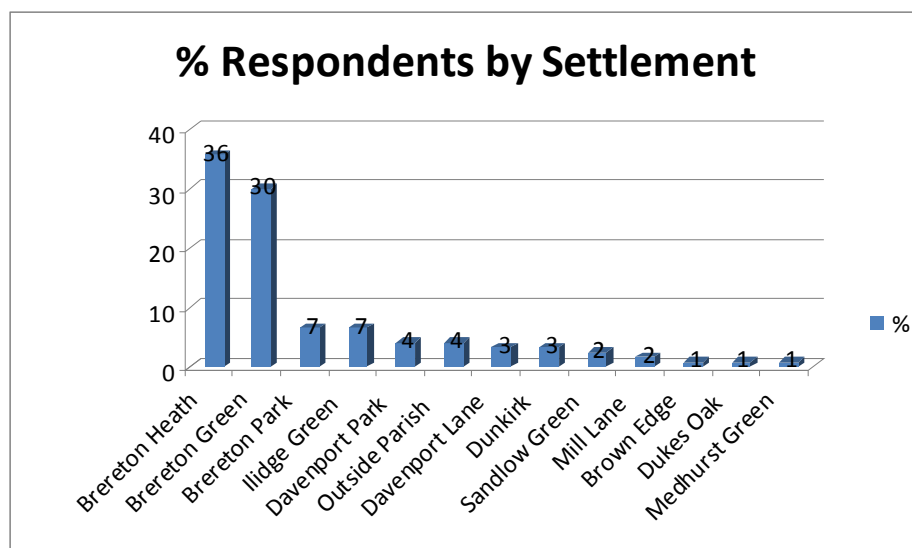
In February 2014 the Brereton Neighbourhood Development Plan Team undertook a consultation exercise to ascertain the level of support from parish residents of the Plan's provisional Vision and Objectives. These had been developed by the team from previous surveys, consultations and fieldwork with a wide range of stakeholders.

Methodology

The consultation document was delivered by hand to all homes in the parish and local businesses, where possible residents were individually briefed by team members on the details of the plan and how their input would shape the plans development. At the conclusion of the consultation a drop in event was held at Brereton School for those seeking greater detail. A total of 630 Consultation packs were distributed. 129 completed documents were returned.

Overall Summary

Responses were received from across all settlements of the parish, providing representative sampling data. The two main population centres of Brereton Heath and Brereton Green represented 66% of all respondents. A small number (5) of respondents were from outside the parish.



The proposals received very strong support across all the 5 objective areas with overall 83% of responses in the "agree" to "strongly agree" range.

The proposals identified as being outside the scope of the neighbourhood plan but of importance to the community were confirmed as such, attracting the majority of respondent's comments.

The proposal that attracted the least support was Objective 1. Proposal 1b, ***"The location of new housing to be on infill sites"*** with 58% "agree" or "strongly agree" and 21% "disagree" or "strongly disagree".

Support for Proposal 2.1 ***"Support the provision of a community centre"*** was not as universal as expected with only 45% "strongly agree" and 14% "disagree" or "strongly disagree".

Objective 3 ***"Strengthen and support economic activity"*** recorded strong support for local farming but weaker support for other economic activity within the parish.

The optional comments received were supportive of the development of the Neighbourhood Plan to date, 'very comprehensive and thorough'.

Analysis by Objective

Key to Charts:	Scale to left is % of respondents selecting an opinion rating	The opinion rating scale for each bar is ">3" = "Agree or Strongly Agree" "3" = "Neither Agree or Disagree" "<3" = "Disagree or Strongly Disagree"
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Objective 1: Deliver a sensitive housing strategy tailored to Brereton's needs, protecting the landscape and in keeping with the distinctive character of the area.

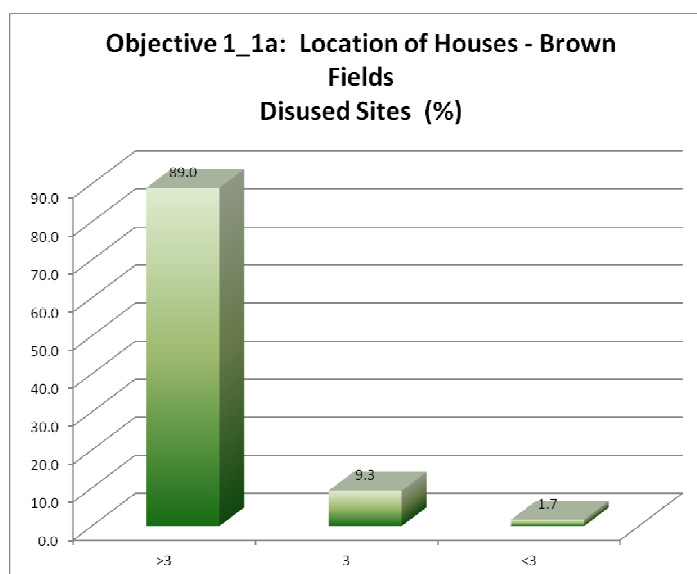
Generally, proposals were strongly supported with over 80% "agree" or "strongly agree" apart from 1.b (Location of new housing to be on infill sites) which had just 58% "strongly agree" but 21% "disagree" or "strongly disagree". Proposal 4 (Development must satisfy local people's needs for balanced housing attractive to all age groups and abilities) was not as strongly supported as the other proposals and this was reflected within respondents optional comments indicating both lower cost housing and no affordable housing were advocated.

We asked:

Objective 1, Proposal 1a

The location of new housing should be on brown field sites or, disused sites

You responded:



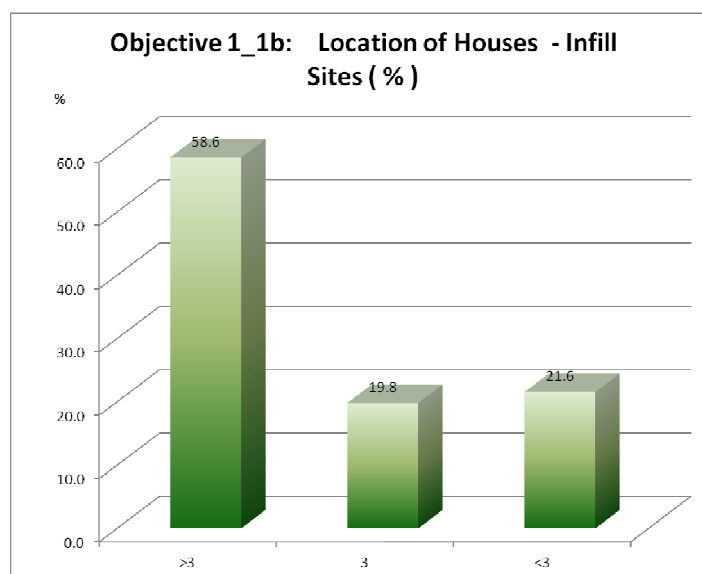
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We asked:

Objective 1, Proposal 1b

The location of new housing should be on infill sites.

You responded:

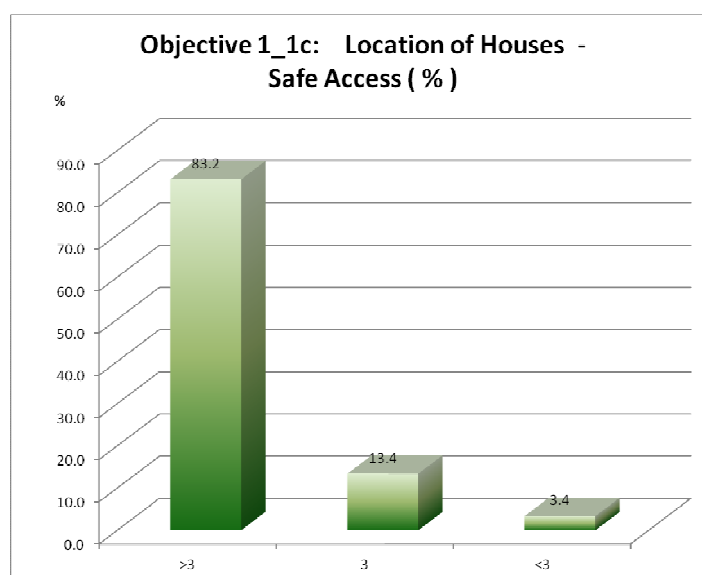


We asked:

Objective 1, Proposal 1c

The location of new housing should have safe access and segregation from main roads.

You responded:



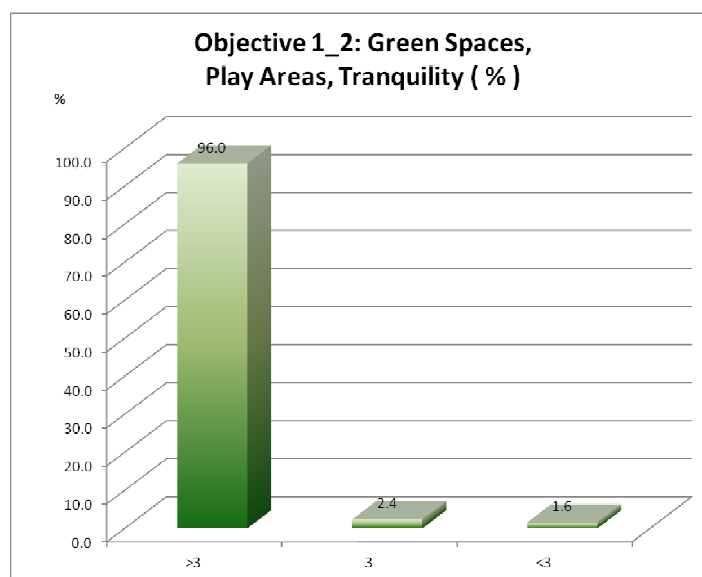
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We asked:

Objective 1, Proposal 2

Housing development must provide green spaces and play areas in keeping with the rural landscape and maintain the existing peace and tranquility of the area.

You responded:

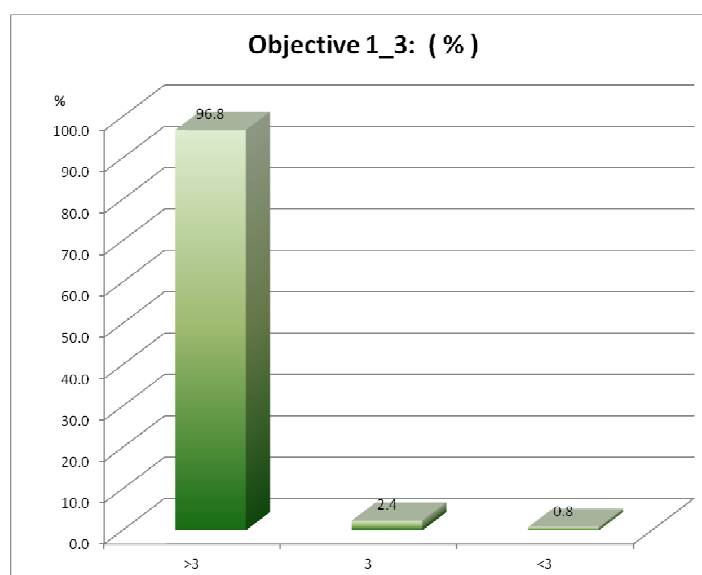


We asked:

Objective 1, Proposal 2

Housing development must preserve existing green spaces which are important to local people and wildlife, preserve existing woodlands and preserve important existing vistas.

You responded:



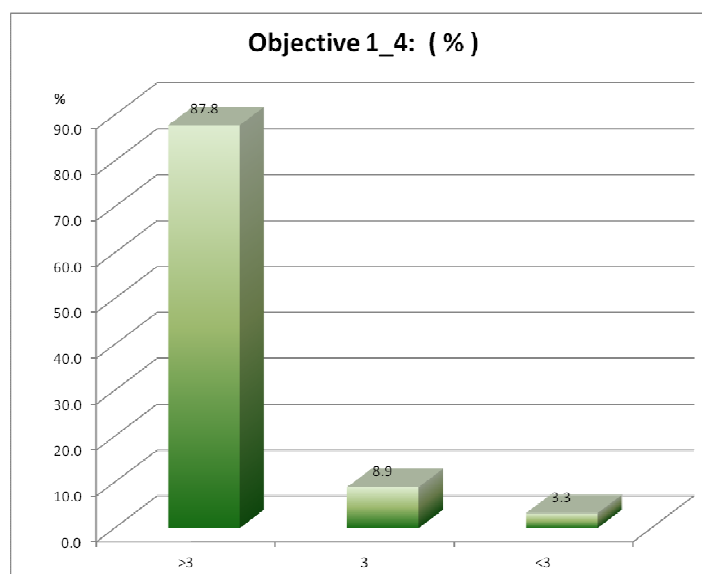
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We asked:

Objective 1, Proposal 4

Housing development must satisfy local people's needs for balanced housing, attractive to all age groups and abilities.

You responded:

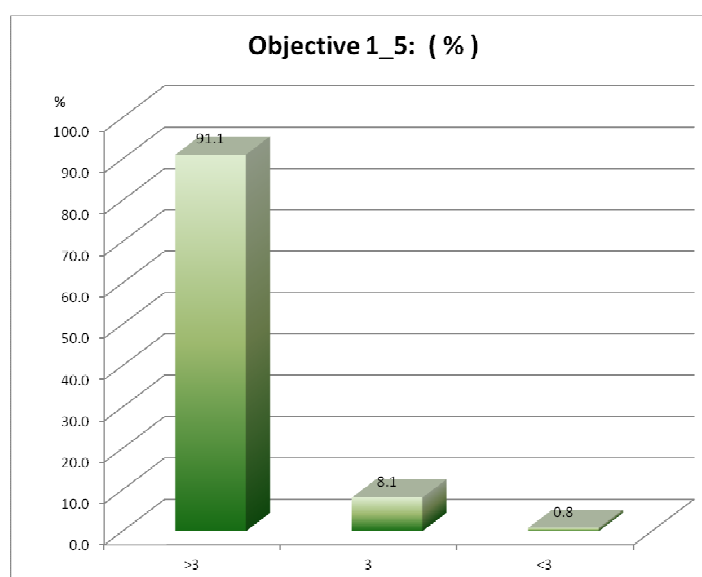


We asked:

Objective 1, Proposal 5

Housing should be ecologically built, flexible and adaptable, with developments limited in size and number and “Building for Life 12” compliant. Building diversity should complement local characteristics.

You responded:



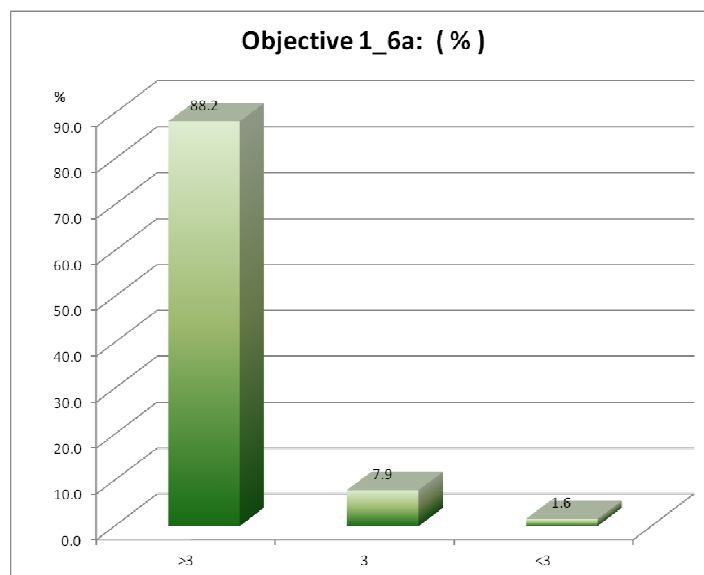
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We asked:

Objective 1, Proposal 6a

New residential developments will not be permitted without the provision of adequate infrastructure in keeping with the rural environment. This includes suitable access to local facilities via footpaths and cycle ways.

You responded:



Objective 2: Provide and improve local facilities to meet local demand.

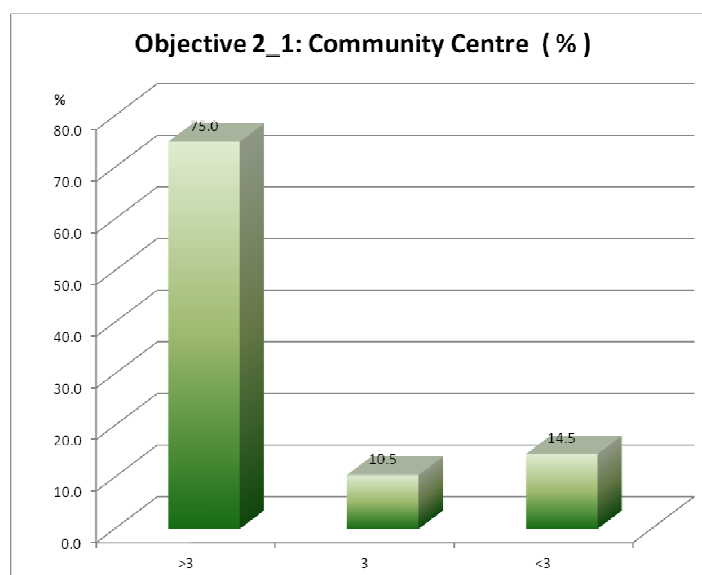
Proposals were strongly supported though there was slightly less support for proposal 1 Provision of a Community Centre with 45% "strongly agree" and 14% "disagree" or "strongly disagree".

We asked:

Objective 2, Proposal 1

Support the provision of a Community Centre with potential for a shop, library, café, internet access, meetings, societies, clubs and training facilities.

You responded:

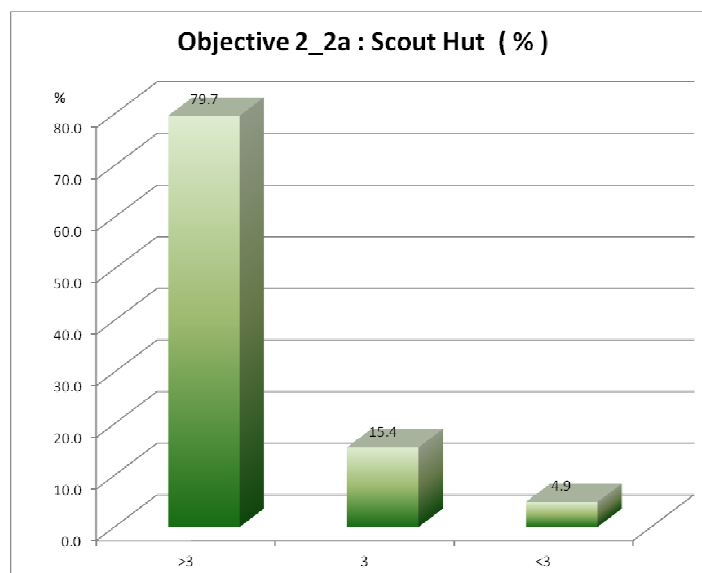


We asked:

Objective 2, Proposal 2b

Integrate, support and strengthen existing facilities, for example: Scout Hut

You responded:



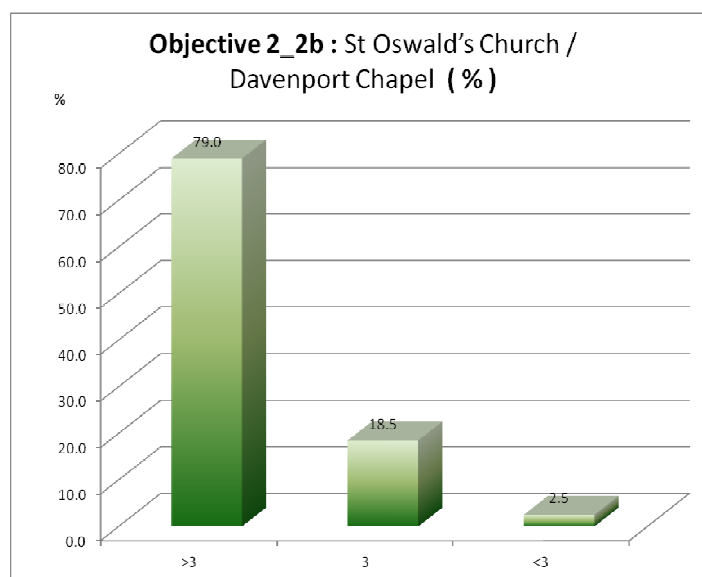
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We asked:

Objective 2, Proposal 2b

Integrate, support and strengthen existing facilities, for example: St Oswald's Church / Davenport Chapel.

You responded:



Objective 3: Strengthen and support local economic activity.

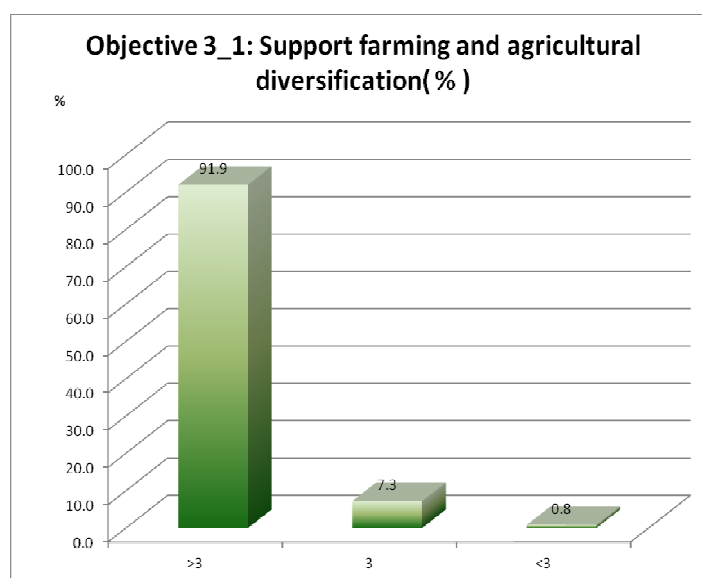
Returns registered strong support for farming and agricultural diversification with over 90% "agree" or "strongly agree". Support for other economic activity whilst still in a majority was not as strong and comments reflected some residents wish to live away from work/business.

We asked:

Objective 3, Proposal 1

Support farming and agricultural diversification.

You responded:

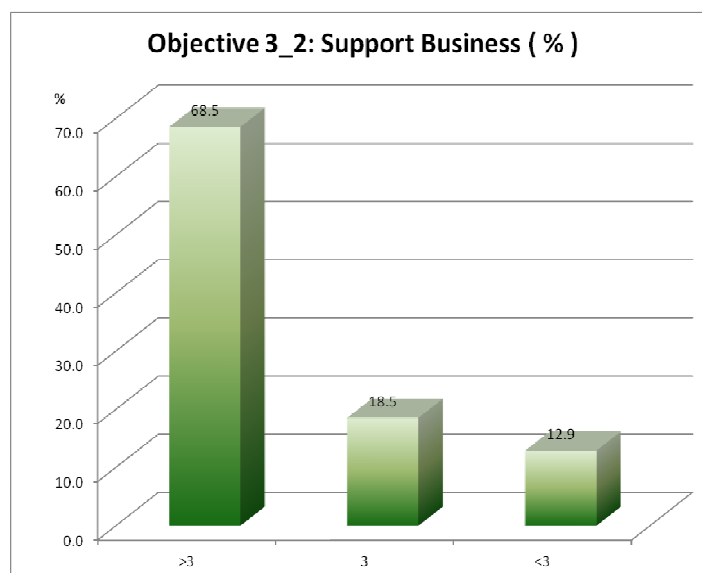


We asked:

Objective 3, Proposal 2

Encourage development of business mini-hubs to encourage and support small local businesses in the countryside.

You responded:



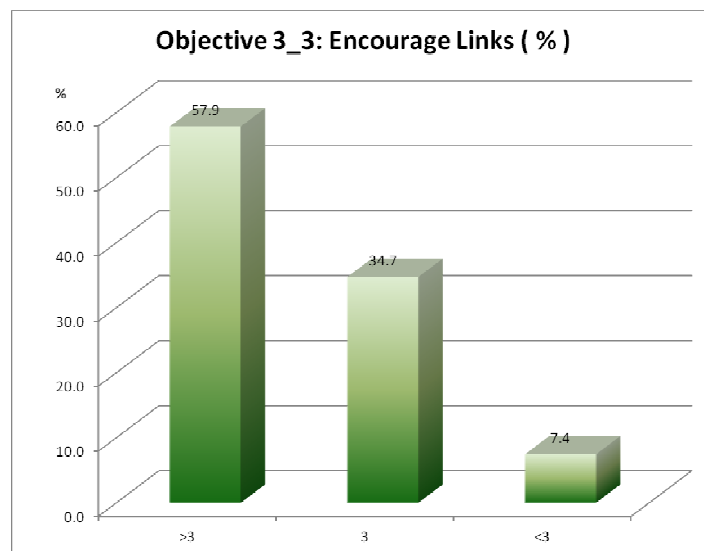
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We asked:

Objective 3, Proposal 3

Encourage links with a local business enterprise centre/alliance.

You responded:

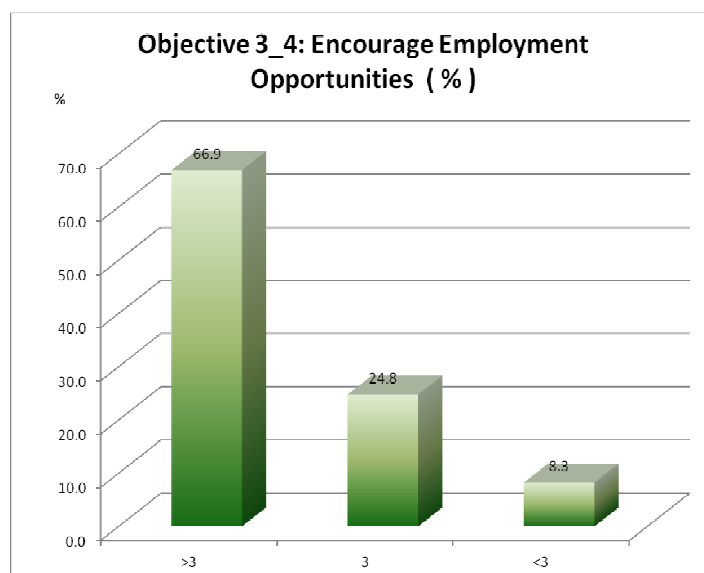


We asked:

Objective 3, Proposal 4

Encourage provision of employment opportunities by supporting and encouraging the development of sustainable rural tourism.

You responded:

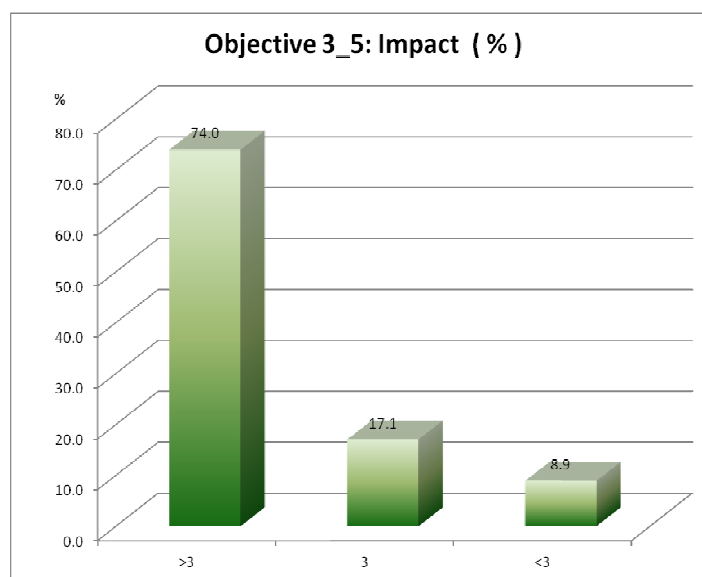


We asked:

Objective 3, Proposal 5

Applications to extend existing/develop new or change the use of existing buildings for commercial, tourism or leisure purposes within the Parish will be supported provided that the proposal has no detrimental impact.

You responded:

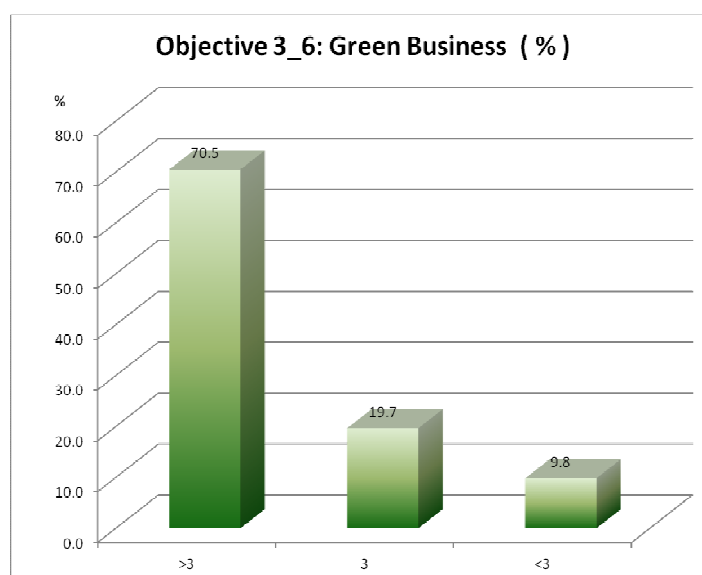


We asked:

Objective 3, Proposal 6

Promote and support “green” businesses.

You responded:



Objective 4: Protect green space, the environment and the landscape; support nature conservation and encourage responsible rural recreation, rural tourism and sustainable modes of transport.

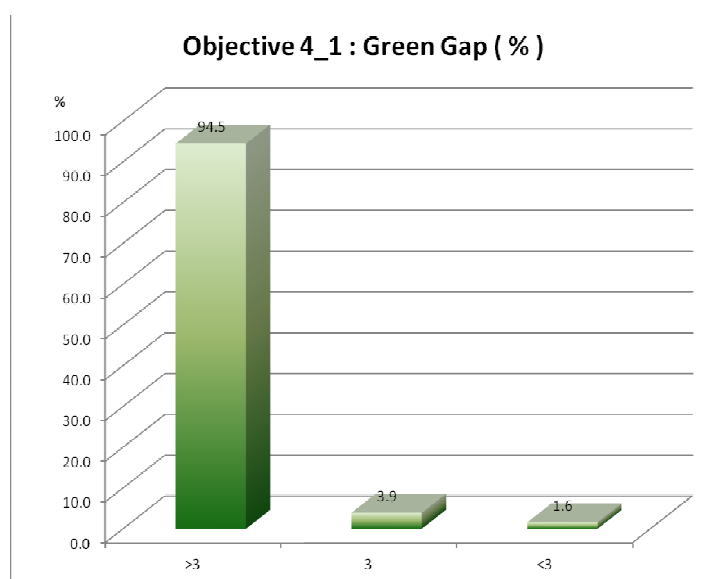
The most strongly supported set of proposals with an average of over 90% "agree" or "strongly agree".

We asked:

Objective 4, Proposal 1

Preserve the rural environment of Brereton Parish and maintain it as a "green gap/lung" not only for the benefit of local residents but also visitors from neighbouring towns and large villages which are becoming increasingly crowded.

You responded:

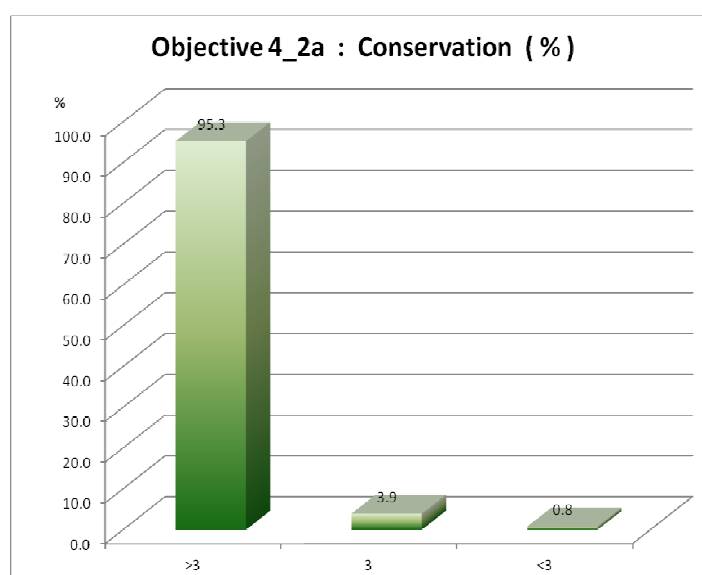


We asked:

Objective 4, Proposal 2a

Conserve woodland, wetland and other wildlife areas to support and Improve nature conservation.

You responded:



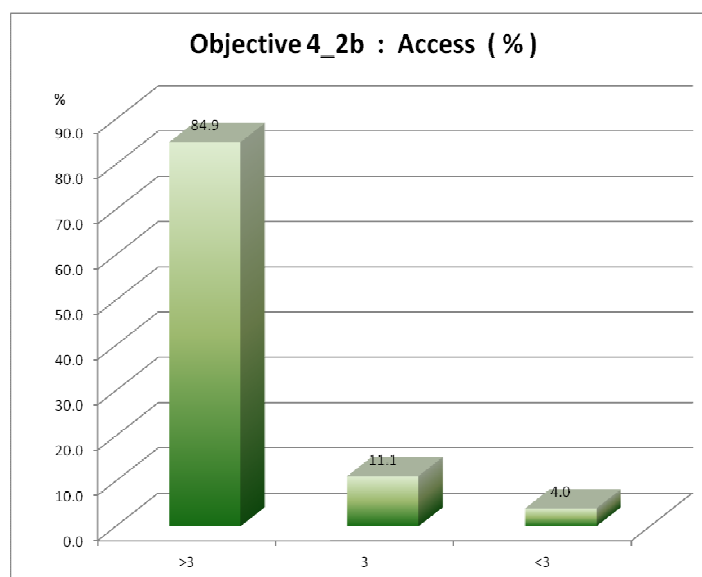
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We asked:

Objective 4, Proposal 2b

Conserve woodland, wetland and other wildlife areas to support and improve public access to these areas where appropriate.

You responded:

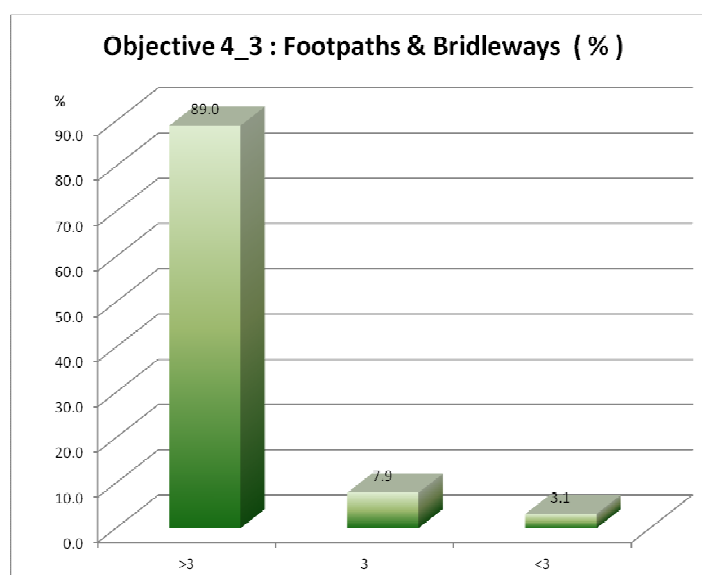


We asked:

Objective 4, Proposal 3

Improve and encourage the use of existing cycle ways, footpaths and bridleways for access between settlements, to local facilities and for leisure purposes.

You responded:

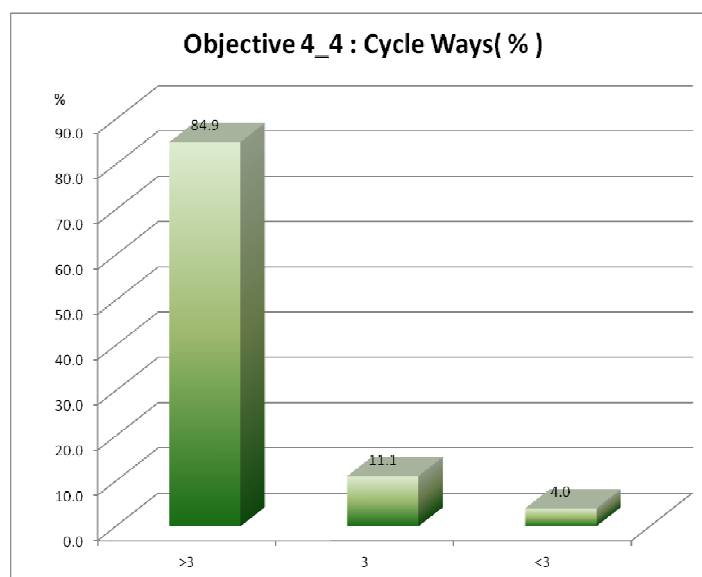


We asked:

Objective 4, Proposal 4

Support the development of new cycle ways to local facilities e.g. to Holmes Chapel via the A50 and the A54.

You responded:

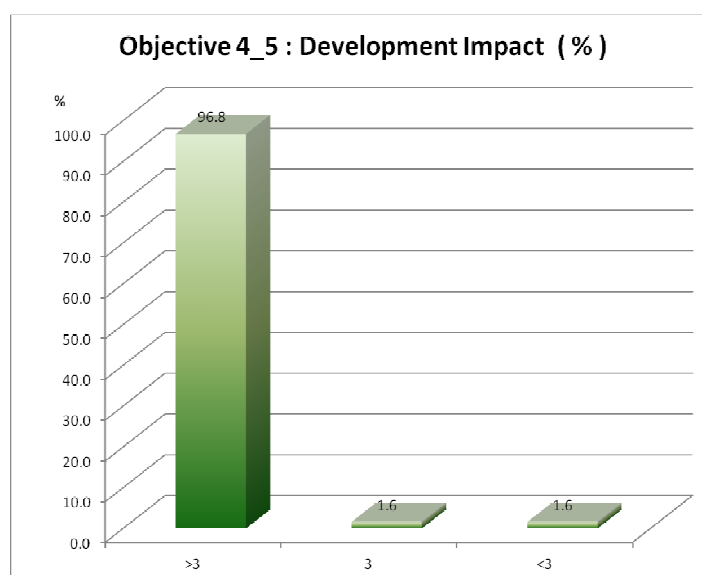


We asked:

Objective 4, Proposal 5

Limit or restrict developments which would have a detrimental impact on the social and environmental infrastructure of the community.

You responded:



Objective 5: Seek ongoing improvements to transport, digital connectivity and utility services.

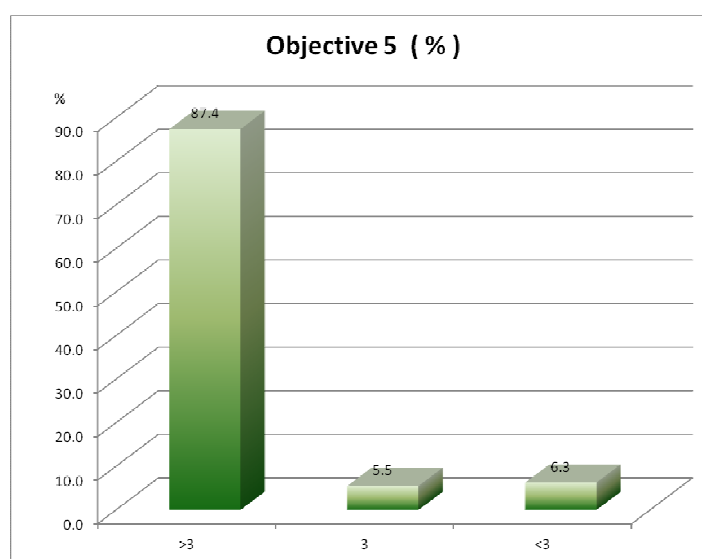
Proposal 1 received 87% "agree" or "strongly agree". The other proposals whilst identified as out of the scope of the plan attracted the overall majority of comments and their relevance to the community justifies the continued inclusion as aspirations to be taken up by other bodies.

We asked:

Objective 5, Proposal 1

Encourage measures to improve traffic safety for all road users. This will encompass lower speed limits, traffic calming, improvement and maintenance of verges.

You responded:

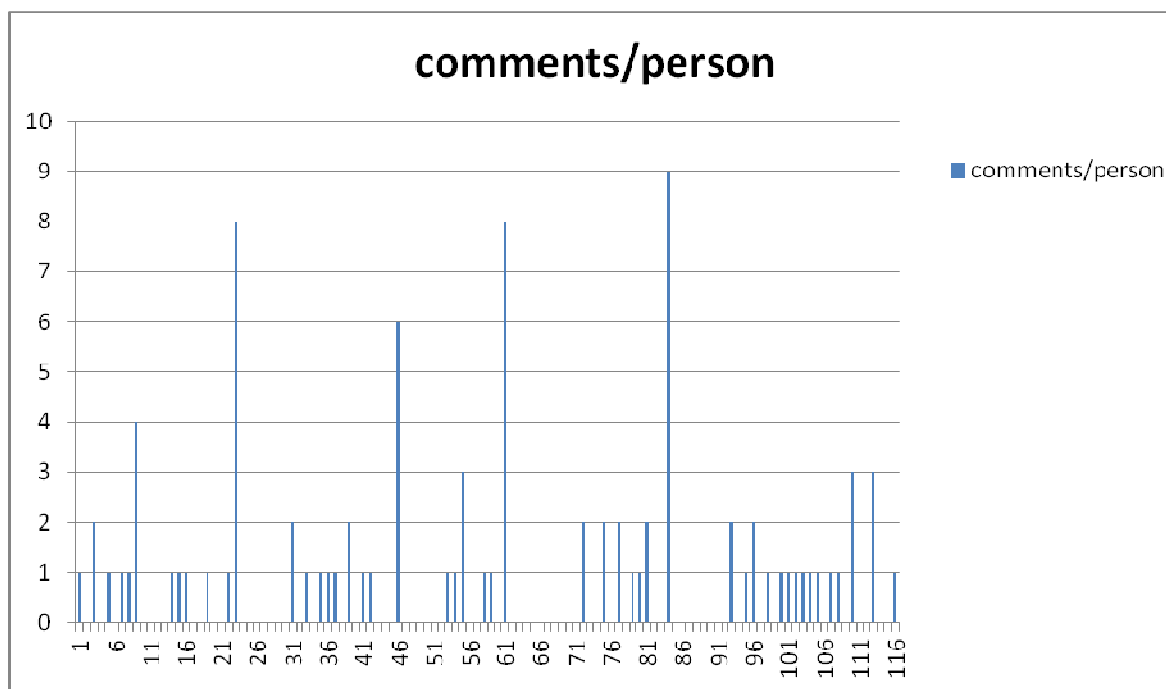


Appendix A - Summary and Analysis of Comments Submitted by Respondents

Overview

49/127 (38.6%) respondents made freehand comments.

There were 94 comments in total ranging from 1-9 comments per person.



The majority (32) of respondents made single comments. 31 comments came from 4 respondents, accounting for 33% of all comments (see following table).

Number of comments	Number of residents making comments
1	32
2	9
3	3
4	1
5	0
6	1
7	0
8	2
9	1

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Comments fell into the following categories:

Category	Number of comments
Objective 1: Housing strategy	16
Objective 2: Local facilities	15
Objective 3: Local economy	7
Objective 4: Environment, landscape	11
Objective 5: Transport, connectivity, utilities	33
General	5
Appreciation/thanks	7
Total	94

A few notable direct quotes are given in *“italics”*

Objective 1: Deliver a sensitive housing strategy tailored to Brereton’s needs, protecting the landscape and in keeping with the distinctive character of the area. (n=16)

Points made were as follows:

- Any housing development must be sympathetic to the situation and well designed and built.
- Housing value should be limited – no need for high value housing.
- No need for affordable housing.
- No more development unless mains gas supplied.
- “safe access” and segregation from main roads” should be scored separately – the latter can be safe.
- Definitions needed for “brownfield”/infill/disused sites.
- Could BPC be a leader in eco-housing?

There was no particular theme to the comments but caution was expressed about the developmental stage of alternative energy sources, need for housing, housing numbers and design of housing.

There were a few comments expressing opinions against development e.g. *“Those that want adequate infrastructure should live in a town. Rural implies simple and primitive and some people like that.”*

Objective 2: Provide and improve local facilities to meet local demand (n=15)

Points made were as follows:

- Infrastructure has already been affected by recent developments - mains drains cannot cope with heavy rainfall: *“We now need the car or wellington boots to cross or leave our property.”*
- Parking difficulties (7/15 comments) : it is inadequate, the yellow line situation in Brereton Heath Lane is confusing, there are particular problems in the vicinity of the school and play space. *“Brereton Heath has parking facilities for those wanting to walk in the wood but they won't pay; they park on the heath and have made it into a slum.”*
- There is a need to improve infrastructure but ... *“care is required that in so doing we remove some of the perceived obstacles to further development.”*

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- Brereton Primary School lacks facilities for expansion. It is... *“A successful, happy, caring community of dedicated staff and the children are known. If it continues to grow it could become a victim of that success and lose some of its special "small-ish" school ethos and atmosphere and individuals known by all.”*
- *“The local nature reserve is a dog exercise area and not a nature reserve”.*

Objective 3: Strengthen and support local economic activity (n=7)

In general comments on this objective were rather negative. The need for further business development (apart from farming) was disputed. There is a feeling that people want to live away from work/business.

- A definition is needed for green agenda. *“Abstract concepts not readily translated into legally enforceable obligations.”*

Objective 4: Protect green space, the environment and the landscape; support nature conservation and encourage responsible rural recreation, rural tourism and sustainable modes of transport. (n=11)

Points made were as follows:

- There has been a detrimental impact of work done on Brereton Heath drainage ditch – this has led to upstream flooding.
- Include bridleways in 4.4.
- Improve footpath between Brereton Heath and Brereton Green (this falls within 4.3).
- Use the term green “oasis” in 4.1.
- *“Any development will have a detrimental impact on someone, even if only during building works.”*
- Need “horse-friendly” gate on bridleway at North Lodge – the present one is potentially dangerous.

Objective 5: Seek ongoing improvements to transport, digital connectivity and utility services (n=33)

This objective attracted by far the most comments indicating that the issues it covers are of great importance to residents despite the fact that it was given the lowest level of priority in the survey. This was because although such proposals are very important, they are not within the sphere of influence of the Neighbourhood Development Plan because either they require external support and finance or are entirely within the responsibility of external agencies/utility companies.

Comments fell into several themes and quite strong views were expressed, as follows:

Speed (and density) of traffic

- Several comments related to the speed of traffic on our country lanes but residents strongly expressed the view that speed humps should not be introduced.
- A54 should have a 50mph limit and the crossing point at Davenport Lane/Davenport Park Lane is particularly dangerous for increasing numbers of walkers, cyclists and horse-riders.
- *“If you have speed limits etc it is easier to gain building permission.”*
- Concern was expressed about the possible impact on the Parish of the proposed Congleton link road.

Parking

- Dangerous parking on Brereton Heath Lane.

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Road maintenance

- Road repairs needed to potholes, damaged lane edges, St Oswald's Crescent.

Poor public transport

- Better public transport needed: *"Transport is very important to me. To get a taxi to Holmes Chapel to catch a train every two weeks costs £8 (I am 73 years old)."*
- A private mini-bus service suggested.

Other

- Support for a domestic fuel bulk-buying arrangement/club
- Poor internet access – information required; could residents fund better internet access?

The view was expressed that there is a need for an official body to represent the community on the above issues.

General comments (n=5)

- There were some rather unflattering comments about B.P.C.
- Items marked * in the survey should be placed on the B.P.C agenda or other working party agenda (3/5 comments).
- Should Brereton Green be highlighted for development because of its village status?

Comments of appreciation/thanks (n=7)

- *"This document is very well constructed and the questionnaire easy to understand. Looking forward to receipt of the results of the consultation in March."*
- *"Very comprehensive and thorough."*
- *"This is an excellent synopsis. Development team deserves much credit for the clear objectives and professional presentation. Thank you on behalf of all residents."*

Appendix B - Consultation 5 Document

Reference: O-0038-V-0-VandO Option Proposals

Accessible at: http://www.mybrereton.com/index.php?pr=BPC_NDP_Consultation

End of Document