

urban imprint

Consultation Report

for the delivery of

Elford Neighbourhood Development Plan

on behalf of:

Elford Parish Council

April 2018



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1. Introduction

- 1.1. The Lichfield District Parish of Elford is currently in the process of writing a Neighbourhood Plan in response to the UK Government's localism agenda and empowering communities to have more influence in planning decisions in their local area. This Consultation Report summarises the consultation activities undertaken throughout the preparation of the Neighbourhood Plan.
- 1.2. The formal consultation stages of the project began in January 2016 and since then a team of consultants from Urban Imprint (formerly known as BPUD*) have been working closely with local residents, the Parish Council and the Neighbourhood Plan steering group to consider and agree the scope and purpose of the Neighbourhood Plan. The steering group is made up of a combination of local residents and parish councillors. The first stage of the consultation strategy has been to engage local residents in the process of collecting their thoughts, opinions, ideas and suggestions on what they value Elford, and aspects that they think might be improved. Consultation of local residents has taken a number of forms, in order to engage as wide and as representative a sample as possible. A series of meetings and community events have so far been undertaken.

**Note: During the process of working with the Elford Neighbourhood Plan, BPUD changed company name to Urban Imprint on 26 June 2016:*

- Consultation work done on the Neighbourhood Plan before this date uses the name BPUD within this document and the relative additional materials which support this report.
- Consultation work done on the Neighbourhood Plan after this date uses the name Urban Imprint within this document and the relative additional materials which support this report.

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2. Timetable of sessions

- 2.1. The approach to consultation throughout the Neighbourhood Plan process has comprised several methods, ensuring that different age groups and social backgrounds could partake in development of the plan.
- 2.2. These methods have ranged from inviting local residents to meet for open discussions, face-to-face meetings with key groups and local businesses, and surveys.
- 2.3. The table below provides the schedule of these meetings and sessions:

Time	Details
Introduction to Neighbourhood Planning / Thinking About Elford	
	<p>Evening of Wednesday 3rd February 2016, Elford Village Hall</p> <p>This session was publicised and run as: "An opportunity to talk about all aspects of Elford - good and bad, problems and opportunities. BPUD will provide a broad introduction to Neighbourhood Plans - how they work, what is involved, and what they can achieve."</p> <p>A presentation was given by BPUD on Neighbourhood Planning, followed by a 'Thinking Hats' session on Elford. This was followed by an extensive Q&A about Neighbourhood Development Plans. Residents were then asked to consider life in Elford from a variety of angles, in order to stimulate a thorough discussion about what they might want to address through the planning system, working in groups. Notes were recorded in each group and summarised by BPUD staff assisting with the sessions. The notes are summarised in section 3 of this document.</p> <p>Attended by approximately 45 local residents.</p>
Schools Workshops	
	<p>Afternoon of Wednesday 17th February 2016, Elford Village Hall</p> <p>This session was publicised and run as: "Open to all Elford children to talk about their experience of life in the village, and to share their opinions and ideas. Primary school pupils between 2pm and 3.30pm, secondary school pupils between 4pm and 5.30pm."</p> <p>The sessions were held at Elford Village Hall in February half-term week, and were attended by children from four primary schools, four secondary school and college students. The students that attended represented about half of the people of their age living in the village.</p> <p>The primary school session was designed to help the children think about their local area, to begin to engage with their own environment. This involved four activities:</p>

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'Draw your perfect house; what is in it, who is in it, what is around it?', followed by discussion.

Think about and discuss your journey to school; what do you see, what do you like and dislike? The children were asked to note or draw these onto a large, simplified map of the village.

'Cool Wall'; the children were given a selection of photos of buildings, urban scenes, and phenomena, and asked to decide whether they thought they were cool or uncool, to stick them to a wall under corresponding labels, and to then discuss their responses.

Finally, the children were asked to think about how they would like Elford to have changed when they grow up, and to draw their ideas onto the village map. The ideas were mainly imaginative and fantastical, including sweetshops, flower gardens, unicorns, and a rollercoaster, but some more grounded ideas included a doctor's surgery and cycle paths. The children were asked to explain why they thought their suggestions would make the village a better place to live.

The **session with older students** was designed to be more consultative. BPUD took the opportunity to briefly introduce the group to concepts and practice of town planning, to set the context for the Neighbourhood Plan and the session itself. The cool wall exercise was repeated, with extensive discussion that mainly focussed on architectural styles and building character. The group generally expressed a preference for architecture in keeping with the established character of the village.

A broad discussion was then held to establish the students' views of Elford, to explore what they liked and disliked, what they would wish to protect, and how they would like the village to change.

The session was finished by asking the students to think about the long-term future of the village, by challenging them to write a postcard from their future self to their present-day self, explaining how Elford would have changed over the next 20-30 years. These postcards are transcribed at section 4 of this document.

Vision and Objectives Workshop

Evening of Wednesday 17th February 2016, Elford Village Hall *"Following on from the first session, we will decide exactly what our objectives for the plan should be, and what our vision is for the future of Elford."*

Participants were asked to consider what the specific vision and practical objectives that the Neighbourhood Plan should achieve.

The output from the previous session had been summarised and organised into a number of themes, with specific issues amongst these themes noted.

The themes were:

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	<ul style="list-style-type: none"> • Our Assets and Strengths, • Development concerns, • Our changing village – the future, • Services we need – now and in the future, • and Protecting our environment. <p>Participants were divided into groups and asked to attempt to draft a plan objective which, if achieved, would address their concerns and aspirations for each theme. Group members noted their ideas and suggested draft objectives on large sheets, on which were printed the themes and key issues. The groups were advised to attempt to devise objectives that began with the phrase “<i>By the end of the plan period, Elford will be...</i>” Each group rotated around each table to consider the themes in turn, spending around ten minutes on each. At the end of the session, each group was asked to sum up the input that all the groups had contributed to the final theme they had arrived at.</p> <p>The comments from this session are summarised in section 5 of this document.</p>
Neighbourhood Plan Theme Groups Workshop	

	<p>Evening of Wednesday 2nd March 2016, Elford Village Hall</p> <p><i>“Groups will be formed to focus on the specific themes that we will address in the plan. If there’s a particular issue you’re concerned about, join in!”</i></p> <p>The purpose of the session was to confirm the vision and objectives for the Neighbourhood Plan and to begin thinking about specific policies that might address these. Using the feedback from the Vision and Objectives session (17th February 2016), BPUD prepared five suggested objectives that were considered to address the broad themes that arose at the first session, and an overall vision which summed these up. These themes were:</p> <ol style="list-style-type: none"> 1. Local Services; 2. Housing; 3. Building design, local character, and heritage; 4. The natural environment and the rural economy; 5. Managing development.
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	<p>The suggested vision was:</p> <p><i>“The residents of Elford Parish want their village to become a place that supports a stronger, safer and more sustainable community.</i></p> <p><i>In achieving this, Elford will become better connected, offer a wider range of services for residents and visitors, and provide the right housing to support the viability of the community.</i></p> <p><i>This will be achieved while protecting Elford’s unique character and distinct qualities. This will include preserving and enhancing the character of the village’s buildings and streets and protecting the natural features and landscape.”</i></p> <p>The suggested objectives were printed on large blank sheets of paper, set out on separate tables. Participants were organised into five groups, and asked to review the objective at their table, discussing amongst themselves whether they agreed with the suggestions, and noting any disagreements, or suggestions for changes or additions.</p> <p>A brief presentation was then given about planning policy, setting out how they should be written to be effective, how they function, and how planning policy documents are typically structured.</p> <p>The groups were then invited to consider ideas for draft planning policies that would help to achieve each objective, freely circulating around each ‘theme table’ and adding their comments. The suggested policies for each theme were then recapped and discussed amongst the wider group.</p> <p>Approximately 35 residents attended the session.</p> <p>The modified objectives and policy suggestions are noted in section 6.</p>
Community Walkover	
	<p>Morning of Saturday 12th March 2016</p> <p><i>“We will take a tour of the village to look at issues and opportunities ‘on the ground’”</i></p> <p>Attended by 16 residents. Residents were led in three groups on three walking routes in and around the village, with discussion on various planning issues. Participants were asked to make notes on a themed worksheet (themed along the draft plan objectives). A summary of these points is provided in section 7.</p>

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Planning Training	
	<p>Evening of Wednesday 23rd March 2016</p> <p>The consultants held a training session to inform the Steering Group of the basics of planning and the planning system. This covered some general topics such as planning legislation, decision making, and how sustainability is applied within the planning system</p>
Neighbourhood Plan Survey	
	<p>May 2016</p> <p>A Residents Survey was sent out to all households in Elford to seek the views, comments, and suggestions of residents on a range of local issues. Feedback received would be used to steer the preparation of the Elford Neighbourhood Plan.</p> <p>Respondents could return surveys either by post or at a drop off point throughout the 6-week consultation period.</p> <p>83 responses in total were received.</p>
Housing Survey	
	<p>February 2017</p> <p>A Housing Survey was sent out to residents to clarify some gaps which the Resident's Survey had not covered with concerns to housing requirements in the village.</p> <p>Respondents could return surveys either by post or at a drop off point throughout the 6-week consultation period.</p> <p>79 responses in total were received.</p>
Regulation 14 Consultation	
	<p>September - October 2017</p> <p>A six week consultation period on the draft neighbourhood plan was held between 5th September and 17th October. Prior to this, a consultation strategy was drawn up and agreed upon with the group.</p> <p>Respondents could respond through a variety of ways; exhibition events, returning a survey, written response, and online.</p> <p>A total of 53 responses were received.</p>

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3. Community Meeting, 3rd February 2016

- 3.1. In January 2016, the Parish Council distributed a leaflet to all houses in the Parish, introducing the Neighbourhood Plan, and publicising the six initial consultation events. The first of these was a community meeting held the evening of 3rd February 2016 at the village hall. The meeting was well attended, with around 40 residents, most of whom left contact details to receive updates about the NDP project, and a number expressing interest in joining a potential steering group.
- 3.2. The meeting began with a presentation by BPUD on the purposes, scope, and possibilities of Neighbourhood Planning. BPUD took an extensive and robust range of questions on these matters.
- 3.3. The session then proceeded to a 'thinking hats' workshop, where attendees were asked to think about Elford in a number of different ways. The outcome of these discussions are summarised on the following page.

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	White Hat “What do we know about the Parish” Facts and figures	Red Hat “What should the NP do?” Your emotional gut reaction	Black Hat – “Barriers to achieving the vision” Risks, Drawbacks and Constraints	Yellow Hat - “What assets can help achieve the Vision?” - Opportunities, Benefits, Rewards	Green Hat “What policies and strategies can we put in place?” Ideas, Solutions, Policies	Blue Hat “What can we do to make this happen?” Summary and Next Steps
Residents response	<ul style="list-style-type: none"> - 650 people - 240 houses - Pub - Bus service – hourly and daily to Tamworth - 6 buses per day (no Sunday service) (45 minute return journey) - Morning Post Office/Coffee shop - Village hall - Church/Church house groups - Walled garden - Primary School - Cricket Field - Football ground - Children’s playground - Social club - Lessons; French, art, yoga, palates, salsa, drumming - Community events - Social club - Football/cricket club - No shop 	<ul style="list-style-type: none"> - Sense of community - Ambience - Environment - Beauty - Security - Fears; possible quarrying, lagoon/odour/traffic , Loss of services/amenities - Hopes; mains gas, broadband, shop. - Not enough young families in village/availability of affordable housing. - Smaller housing required – downsizing - Concerns about school - Keeping facilities e.g. Walled garden, cricket field as they are. - Traffic concerns – lagoon traffic 	<ul style="list-style-type: none"> - Areas becoming a giant water disposal site. - Encourage mixed development - Specifically encourage affordable housing for young families and residents to downsize. - Flood plan - Public perception - Very restricted – conservation area - Perceived attractiveness to outsiders (especially young families) - Balance requirements 	<ul style="list-style-type: none"> - Walled Garden - Well-kept Church - Community Spirit - Improving school - Thriving pub – good food - The environment - Village hall 	<ul style="list-style-type: none"> - Allocating sites for housing - Controlled development - Wider engagement with the local community – widen the core group of the village - A lot of people outside the village come to enjoy the facilities - Flood map modelling – to-date with the EA. 	<ul style="list-style-type: none"> - Lagoon action plan – encourage villagers to inform Local Council of every complaint. - Review tenancy agreement. - Assess what benefits will be gained from allocating a certain quantum of housing. Research into what is putting people off from moving into the village when houses are available. - Aim to get more residents to the next meeting. - Comprehensive questionnaire to all residents - Find out who the landowners are? - Fibre optic broadband – support local business

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	<ul style="list-style-type: none"> - No pre-school - No facilities for older residents - Regular community events held - Well-kept village - Community police man - Neighbourhood Watch - Conservation Area - Listed Buildings – 2 - Playground - River and flood plain - Few footpaths - Bypass - Areas owned by Birmingham council - Poor Broadband - Playing fields - Mobile Library - River Tame - Open green spaces - Allotments - Picnic Area - Pumping station - Close to Ventura Park (Tamworth) - Commuting (easy access to motorways/airways) 	<ul style="list-style-type: none"> - Concerns about large amount of housing - Keeping village individual - Peaceful/quite - Grown or decline - Stay much as it is without the dump - Preserve village centre – traffic - Home farm traffic - Type of housing required - Maintain amenities - Improve flood river management 				
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	<ul style="list-style-type: none"> - No through road - Aging population 					
Interpretation of responses		<p><i>Hopes;</i></p> <ul style="list-style-type: none"> - Preserve character and community belonging. - Controlled/manged growth to accommodate changing population of young and old. - Preserve greenspaces and wildlife (including sports/recreation). - Positive traffic management. <p><i>Fears</i></p> <ul style="list-style-type: none"> - Impact from sewage lagoon. - Declining community. - Impacts of heavy vehicles. - Not enough young families. - Concerns over loosing local amenities. 	<ul style="list-style-type: none"> - The shadow of the lagoon may undermine positive improvements. - There is a restriction of heritage assets. - View of living here is different to reality. - (over) Development – would development offer a solution and where would development be located. Potentially introduce a settlement boundary. - Poor use of facilities - Physical access – roads and Bridges. 	<ul style="list-style-type: none"> - The ‘off’ road nature - Intimacy and belonging of the village. - River frontage and conservation area. - School improvements. - Architecture 	<ul style="list-style-type: none"> - Allocating sites for housing. - Flood map and modelling. - Succession planning – accommodate older and attract ‘middle’ (families). - Support village amenities – pub and social club - Demographic evidence planning. 	<ul style="list-style-type: none"> - Allocate a single site and seek to ensure the benefits are delivered. - Opportunity to tackle the lagoon. - Employ a consultant to assess flooding. - Seek to achieve a higher attendance at meetings. - Involve housing associations. - Carefully consider housing mix. - Socio-economic profiling - A community questionnaire.

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4. Schools Workshops, 17th February 2016

- 4.1. In February 2016, a workshop was held with the school in Elford, where pupils were given a task **“Postcards from your future self”**. The purpose of the task was to see how the pupils would like to see the village look in the future. A selection of responses are seen below:

Elford 2036

As I grown up I have noticed many benefits occurring in the village such as, the new playground put up for the youths which includes a skate park. This is particularly good because in the summer you see all the children of the village out in the sun socialising rather than in their room ‘slobbing out’ and watching TV. However, I have noticed that the river is still prone to flooding, this really isn’t good because it often floods into the elderly homes and they often can’t move houses due to their strong bond with the village.

Dear Future Self,

How Elford has changed:

- *There is now a shop*
- *Still lots of Greenland*
- *There is lots more things to do for all ages: youth club, skatepark, coffee mornings, clubs, fairs, and festivals.*
- *The primary school is still amazing.*
- *There is more regular buses to go to more places.*

Elford in 2036:

There is a large area for the youth of the village to spend their time. There is many more young people in the village you can socialise well. There are improvements to flood defences so the elderly do not need to worry about flooding. There is still a sense of belonging in the village and you are still able to go out of the house and know everyone you meet. There is a reduction in crime. The cricket club hasn’t been broken into for years. There is a really good village shop that provides everything you need.

Dear me!

There will be more people and a skatepark.

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5. Visions and Objectives Workshop, 17th February 2016

5.1. Also, in February 2016, a workshop on the Vision and Objectives was held. The tables below summarise the comments and suggestions given in response to the proposed plan themes.

Our changing village - the future

Suggested objective

- Preserve rural character and village community with sympathetic controlled development
- Provision for aging and younger populations but meeting 21st century aspirations

Other comments

- Are there enough young families in the village?
- Informed decision-making (on development)
- Retain character
- What is the village behaviour?
- Proper agricultural use of farmland
- Villagers retain control of the plan
- Is the current use of housing wrong?
- Starter homes and retirement homes.

Our Assets and Strengths

Suggested objectives:

To maintain and develop the sense of community, ambience, feeling of village life, facilities

Other comments

- Other assets – Boat house, oil club, locally sourced supplies (meat, veg, logs)
- Ratify current proposed Conservation Area extension

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- It is a village – Midsomer without the murders!
- Secure and protect
- Prioritise the people element and develop new generation
- Succession planning
- Maintain funding
- Don't fix what's not broken
- Cul de sac village
- Outside spaces – views and landscapes
- Size – small and compact

Development concerns

Suggested objectives

- To positively plan for new controlled development that is evidence based to ensure the needs of a sustainable community is maintained/achieved.
- To ensure agricultural development is limited and controlled to avoid conflict with residents.

Other comments

- Village Hall car park more accessible to public when hall not in use – school times
- Willingness of public transport to service the village
- Development to sustain – not to change
- Evidence and metrics to understand change
- Development which does not further nuisance issues at Home Farm
- Protect existing assets
- How effective is the NP in controlling/influencing development?

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- Development needs to be absorbed into the village gradually e.g. infrastructure (sewage, roads, water etc).
- Defensible boundaries for housing to control development

Protecting our Environment

Suggested objectives

- We want to protect our village environment, keeping our green spaces, enhancing footpaths, managing the river and its location.
- We need to keep our village security and improve if necessary. Keep our roads safe. And keep our village attractive to us who live here and anyone who visits it.

Other comments

- Farmland to be used (for) agricultural processes only.
- Managing/restricting traffic flow through heart of village (chicane)
- Manage and protect woodland areas
- Protect Conservation Area
- Create and preserve network of footpaths
- Create more green open space
- Develop to expand sports including tennis/hockey/AstroTurf – but more land around
- Reinstate land drainage
- Security of the village
- Neighbourhood Watch – are we still in it?

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Services we need - now and in the future?

Suggested objectives

- To develop and understand a plan whether we are looking to maintain and protect only – or develop and improve and change.
- Protect and maintain the services and facilities we have
- Provide the services and facilities the whole community (young and old) and visitors need

Other comments

- Railway station? A) Not practical! B) Very important!
- Need circular footpath routes
- No facilities for older children
- Maintain and expand school
- Medical services
- 21st century and beyond communications
- Public services
- Petrol station and minimart on outskirts?
- Bus to Burton and Lichfield. Quick bus to/from Tamworth
- Broadband speed
- Better maintained footpaths
- Extra class for pre-school
- Mains gas

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6. Theme Groups Workshop, 2nd March 2016

6.1. A Theme Group workshop was held in March 2016. From the workshop, the suggested vision, and draft objectives (and modifications suggested by participants), and the possible policies suggested to achieve them, are noted below.

Vision

“The residents of Elford Parish want their village to become a place that supports a stronger, safer and more sustainable community.

In achieving this, Elford will become better connected, offer a wider range of suitable services for residents and visitors, and provide the right housing to support the viability of the community.

This will be achieved while protecting Elford’s unique character and distinct qualities. This will include preserving and enhancing the character of the village (including by controlling and restricting traffic flow, type and timings), and protecting the natural features and landscape.”

(Alternations and additions suggested in the session are shown underlined)

Objective 1: Local Services

To sustain the village’s existing services and to provide new ones, in order to improve the quality of life enjoyed by existing and future residents.

Policy ideas

- A policy that supports the improvements of access to technology/ main utilities.
- A policy that supports improvements of transport links.
- Create understanding of public/footpath links.
- A policy that protects existing services – pubs, school etc. and protects against change of life of those services.

Objective 2: Housing

To ensure that the village’s population is sustainable by providing the right housing, in terms of type and tenure, to accommodate all ages, needs and lifestyles.

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Policy ideas

- A policy to encourage development of homes that meet resident's specific needs i.e. young family & downsize retirement homes.
- A policy to support division of houses to provide additional units.
- A policy that supports a development that is of a style that is sympathetic to the style of homes in the village.
- A policy which allows for housing but stops spread of development. Controlled policy.
- Policy to support housing that will ensure services/facilities will be delivered – shoot for the stars in terms of numbers and what we can achieve out of that.

Objective 3: Building design, local character, and heritage

To ensure that any new development achieves a high standard of design, respecting Elford's established character, rural location, and heritage assets.

Policy ideas

- Ensure open space is included in developments
- Mix of houses designed on any development – not rows of similar houses!
- In all cases, not to significantly increase traffic through village
- Variety is important
- Sympathetic development
- Self-build plots
- Building new houses to reflect rural older properties.

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Objective 4: The natural environment and the rural economy

To protect the local natural landscape and open spaces, to manage flood risk and to support appropriate use of farming land in the surrounding countryside which does not conflict with the quality of life enjoyed by local residents.

Policy ideas

- To support small farm shops/enterprises that support the village ethos (not towns/district centres).
- To support local businesses that in size are commensurate with the size of the village.
- To encourage ecological diversity.
- Happy to support 'normal' farming practice but understand this is difficult to administer so that 'traditional' farming is not affected. (Accepting we live in a rural environment).

Objective 5: Managing Development

To ensure that the quality of life enjoyed by the residents of Elford, and the character of the village and surrounding countryside, are not harmed by new development proposals, including in terms of residential amenity and traffic impact.

Policy ideas

- Manage acceptability of agricultural development.
- No development of conservation area land/open green spaces.
- No development of protected open space/protected views.
- Limits on size of developments (so village not 'swamped')
- Limit developments which increase traffic on existing village roads.
- Parking spaces etc. Specifically, for any new developments.
- Developments not to risk flooding or drainage problems.
- To match the proposed Conservation Plan as defined by Lichfield District Council – this will be the control process.

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7. Community Walkover, 12th March 2016

- 7.1. A summary of the notes made by residents on the community walkover is provided below.
- 7.2. Where more than one participant noted the same or similar issue, these are noted by a multiplier (x).

Main Objective: A Sustainable future for Elford

"Don't want village to become a town"

How many new houses are needed to sustain a shop?

Ensure school/pub/gardens/church etc are sustainable – need new blood and children for school

Local Services

Protect local school and support expansion

Enhance existing services

Somewhere for bikers/tourists – cup of tea

What type of shop would be supported here?

Money towards school

Balance of deliverability – not asking too much from developers, which may undermine our other objectives

Teenagers play/other facilities in new development

Sports and Social Club – underused, occasional functions (auction) – big site behind

Walled garden

Church / Walled Garden / Village Hall (package for functions)

More joined-up thinking – making better uses of the cricket club/village hall/walled garden/church facilities (x3) – e.g. offering services, whilst the football club is being used, offering tea and coffee, food etc

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Housing provision

Types – bungalows needed (x2). 2/3 bed family homes. (x2)

Identifying sites for housing - large area behind Sports and Social Club

What mix of affordable provision?

Solar panels (on new homes?)

Webbs Farm – not particularly attractive open space. A previous application for housing development was refused.

Sensitive development of “The Green” and Burton Hill?

Building to east of A513 would seem to split village in half

Affordable provision – first time buyers and down-scaling for older adults

A small development for people to downsize to and a few starter homes in a location that does not impact on traffic in the village

0.6 primary school places per houses

Starter homes (x2) – 2 beds

Entrance areas of village

Retirement homes – type of people – want 2/3 beds

Building design, local character and heritage

Retain character and eclectic mix

Visual impact of renewables – solar

Renovate and improve exterior of social club – external cedar cladding?

Variety is not a bad thing but needs to be consistent with character of village

To limit ultra-modern development in other areas of the village. To avoid uniform-building development.

Any development to be sympathetic/ in keeping with the village style (x2)

Houses along Shrubbery would not be suitable

Sympathetic (x2) – not new designs!

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The natural environment and the rural economy

Severn Trent – sewerage plant – needs better access as 6 wheel lorries have to back out onto Shrubberies

Managing development

Traffic resulting from football matches on Saturdays

Very large new development would risk creating ‘old’ and ‘new’ parts of Elford

Roads in front of Elford are wide enough for 2 cars passing – this is the area where development should be – instead of in centre of village – single track roads

Other issues

More footpaths needed (x2) – along river (x2) and the bridge

CIL (x3) Money back on (?) development – 25% back on Neighbourhood Plan

River – using as an asset – Water Taxi from picnic area to gardens

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8. Residents Survey, April 2016

- 8.1. Following the consultation workshops and meetings in February and March 2016, a detailed residents survey was produced and sent out to all households within the parish in May 2016. Residents were given a 6-week period to respond. This survey can be seen in Appendix 1. The following is a broad summary of the responses from that survey:
- 8.2. For some questions, residents were asked to give a rating of how they felt their importance should be seen, with 1 being 'not at all' and 5 being 'very important'.

Demographic of those answering survey:

- Total responses to date (22/06/16): 93 of which 85 Were from different households
- Gender: 51% Female, 44% Male, 5% unanswered
- Age: 51-65 most common age bracket (28%), followed by 66-75 (22%)
- Lack of responses from those aged 17-30

Responses regarding Local Facilities and Services:

8.3. Importance of services/facilities in rank order:

1. Crown Pub
2. Village Hall
3. Walled Garden
4. Howard Primary School
5. St Peter's Church
6. Playground
7. Cricket club/Football field/Picnic area

8.4. Facilities/services which residents most want improved:

- Pavilion for cricket club
- Picnic area
- Football pitch
- Tennis courts
- Pavements to improve access around the village
- Improve visual appearance of the sports and social club

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- Leisure facilities for older children

8.5. Difficulty in accessing services (in order of highest rated):

1. Convenience shopping/Public transport connections
2. Regular Post Office services
3. Banking
4. Supermarket/weekly shop
5. Doctors
6. Chemist/Dentist
7. Optician

8.6. Additional Comments received on accessing facilities/services:

- *"These facilities are generally only accessible to residents via transportation"*

8.7. Importance to improve/support/provide services in Elford (those that rated highly between 3-5) in order of highest ratings:

1. Broadband speed
2. A village shop
3. Social and leisure opportunities for teenagers and young adults
4. Improvement and promotion of the walled garden
5. Mains gas
6. Improve footpath provision and the pedestrian environment
7. Manage and promote village facilities
8. More bus routes and more frequent services
9. Play provision for children
10. Car parking for the school/cricket ground/football field/church
11. Social and leisure opportunities for older people

8.8. Summary of comments for additional facilities that Elford could do with:

- Possibly explore using the river to generate power
- More events should be organised within the village
- Better maintenance of hedgerows, pavements, and roads
- CCTV in the village
- Coffee shop in the Walled Garden
- Traffic calming measures
- More waste bins
- Laundry/dry cleaning services
- Newspaper delivery

8.9. Howards Primary School attendance:

- 49% of children were not of Primary School age

Consultation Report

8.10. Comments on reasons for choosing alternative schools:

- Concerns about the quality of education

8.11. Schools viability was a high concern to residents (68% scoring a 4 or 5)

Housing

8.12. Tenure

- 93% own their home

8.13. Type of dwelling

- 90% of dwellings were houses

8.14. Home size

- 62% of homes had 4+ bedrooms
- 30% of homes had 3 bedrooms
- 8% of homes had 1-2 bedrooms

8.15. Age range in household

- 31% 41-60
- 27% 61-75
- 12% 26-40

8.16. Will you remain in Elford in the next 10 years

- Yes 78%
- No 22%

8.17. Summary of comments for those who said 'No':

- No homes available to downsize to
- No sheltered housing in the village
- Lack of public transport
- Lack of social amenities for teenagers and young adults
- Want to relocate to an area with more accessible facilities

8.18. Tenure in 10 years' time

- 91% said they would still be looking at living in owned dwellings.

8.19. Type of dwelling sought in the future

- 34% Retirement / Downsized homes
- 34% Larger Family homes

Consultation Report

- 7% Bungalow
- 6% Starter homes

8.20. Size of dwelling sought in the future

- 3 Bedroom properties were the most sought after for residents to move to in the future (41%) with 4+ bedrooms (36%) next, followed by 2 bedrooms (21%)

8.21. Children's future housing needs

- Type of homes desired for resident's children's future are primarily owned starter homes of a 2-bedroom size

8.22. Other housing needs

- 29% 1-2 bed owned starter homes
- 20% 3-4 bed owned family houses
- 16% Retirement homes and sheltered accommodation
- 9% Social rented homes

8.23. Summary of comments for suggestions of other types of housing needs:

- Homes needed for younger couples and the elderly
- Need homes which will attract young couples to the village so the village can grow as a community
- There is a need for more affordable housing for all age groups, as the current homes are too expensive
- There is a need for downsized homes
- Having more family homes would help support the Primary School
- Need for housing to cater for the elderly, particularly to allow them to remain in the village.

8.24. Do you think that any additional new houses should be built in Elford?

- 61% Yes
- 28% No
- 11% Not answered

8.25. Summary of 'Yes' Comments:

- To ensure the village continues to progress and develop
- Limited growth is needed which will ensure sustainability but which would not change the character of Elford.
- More people in the village would keep amenities and facilities running.
- Good quality lower price homes would assist younger people to get started and older people to downsize so they can remain in the village.
- Without expansion, the village could stagnate.

8.26. Summary of 'No' Comments

- The village is an ideal size, and its character and community spirit would be lost if the village increased
- There is a lack of amenities to support more housing
- Elford is one of the few villages that has not been spoilt by over-development.
- Result in a loss of green space

Consultation Report

8.27. How many new homes do you think should be built in Elford over the next 10 years?

1. 16-20 (22%)
2. 6-10 (14%)
3. 11-15 (12%)
4. 35-50 (11%)

Building design, local character, and heritage

8.28. Important in maintaining and improving the quality of life in Elford (highest rated):

1. Community spirit, community activities and groups
2. The rural and historic character of the village
3. Protecting the open countryside around the village.
4. The relatively small size of the village
5. Preservation of the church and monuments

8.29. Summary of comments on improvements to the villages' character:

- Cut down on traffic passing through the middle of the village.
- Improve appearance of social club
- More street lighting to make village safer to walk in the dark
- Weight and size restrictions on the roads around the village.

8.30. Comments on good building design:

- Common answers - The Walled Gardens; the area around the Church; Elford Lodge; the Old Rectory; black and white cottages; the Pub; and Bagot House.

8.31. Comments on architecture to be avoided:

- Flats
- Modern buildings that are not in character
- Avoid high rise
- Avoid housing estates

Natural environment and the rural economy

8.32. Natural environment considerations – those considered very important (rated 5)

- Flood risk 87%
- Protecting open spaces 57%
- Protect important views of the village and of the surrounding countryside 55%

Consultation Report

8.34. Comments on other environmental issues:

- Hedges need to be maintained by their owners to maximise footways
- New development could provide new green space
- Prevent large farm traffic coming through the village

8.35. Common responses to most important open areas in the village:

- Walled Gardens
- The church and its surrounding area
- The Shrubbery
- Cricket pitch
- Football pitch
- The Avenue
- The River

8.36. The importance of issues relating to the rural economy (all of these were seen as very important, with over 70% rating them a 5):

- The effects on residents of non-agricultural activities on farmland around Elford
- Restricting economic activity in the surrounding farming landscape to agricultural operations
- Preserving farmland for sustainable agricultural use
- Achieving a reasonable balance of the needs of agricultural businesses and the quality of life of residents and other businesses

8.37. Do you own a business in Elford

1. 90% No
2. 10% yes

8.38. Is it important to provide better employment opportunities in Elford?

- 80% of responses gave a rating between 1-3, and this was backed by 72% people saying 'No' there was no need for additional business premises in Elford.

8.39. Type of employment needed

- Retail was the most sought after, with over 55%

8.40. Comments on employment

- No need to spoil the quiet nature of the village with new businesses and industrial buildings
- A general store/post office/hair dressers/dry cleaning were some of the suggested amenities that could be introduced to provide employment opportunities.

Consultation Report

6. Managing new development:

6.1 Important issues raised which relate to potential new development (% rated a 5):

1. 92% Movement of lorries and heavy goods vehicles
2. 84% Highway safety on narrow roads e.g. Church Road, Brickhouse Lane
3. 73% Speed of traffic within the village
4. 71% Volume of cars passing through the village

Comments:

- Restrictions on size of vehicles to avoid more damage to roads and properties.
- Noise pollution is a disruption to village life
- Footpaths are not wide enough to take large Lorries that go up to farms.

7. Summary of 'Other Issues'

- Majority of residents wrote in favour of a Neighbourhood Plan to assist in Elford's future development to prevent it going into decline.
- Village facilities and events require regeneration/ better maintenance; many have been lost due to being unsustainable as too few people live in or visit Elford.
- There is a need to encourage and increase younger families in the village.
- Many village roads are currently too narrow.
- Some footpaths/pavements in the village are seen as unsafe.
- Traffic calming/speed restrictions are required on particular roads around the village, notably; The Shrubbery, Church Road, The Beck, Peggs Lane, Haselour Lane.
- A wish to control the use of farmland for purely agricultural purposes around the village.
- New developments should not significantly increase traffic volumes through the village.
- New developments should not significantly alter the identity/character of the village or take away its community spirit.
- Plan should support and work alongside the flood prevention strategies made by the EA in the area.
- Residents desire a village shop.
- A footbridge across the Tame has been suggested so that villages could access walks around the fishing lakes.
- Some residents believe that the village should be left as it is, and that its current state is what attracted them to Elford in the first place.
- A desire for new developments to reflect the current styles seen in the village and not be small box housing.
- A suggestion to have a youth club in the village, and that there are too few facilities/activities for children/teenagers.

Consultation Report

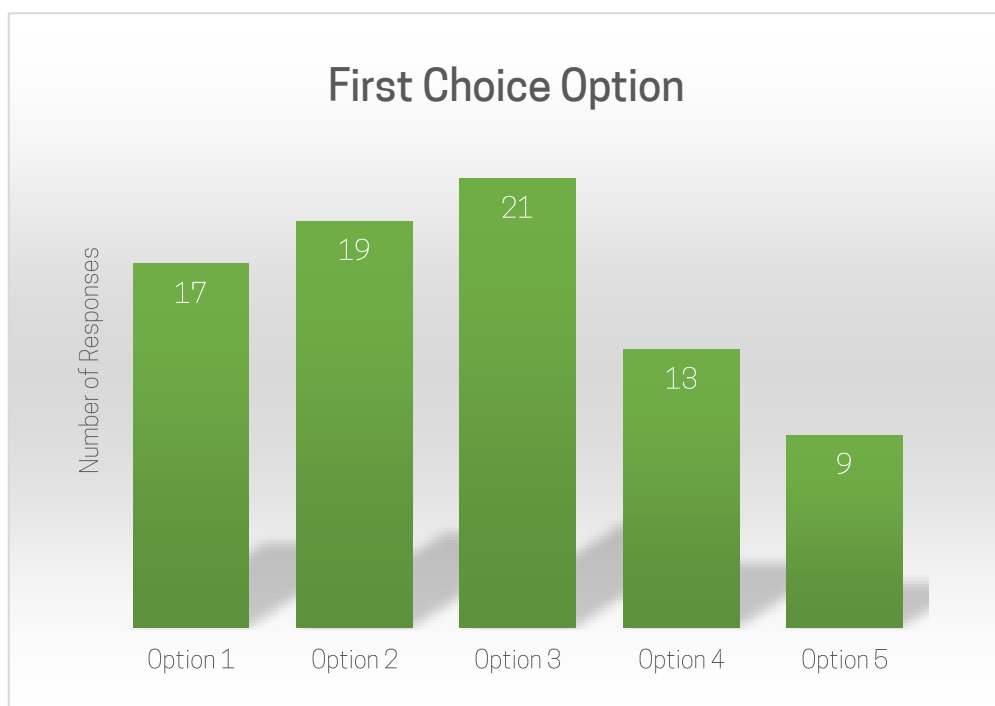
9. Housing Survey, February 2017

- 9.1. Following the Residents Survey, several gaps were apparent in terms of housing for the parish and the housing strategy which the Neighbourhood Plan should adopt. After a meeting between the Steering Group and Urban Imprint, a number of housing options were devised. These were presented to residents in a Housing Survey (which can be viewed in Appendix 2 to this report) and was sent out to all homes in Elford in February 2017 to obtain the views of residents' preferred housing strategy for the parish.
- 9.2. Options for housing in the Parish were discussed during meetings of the Steering Group, with the most sustainable and suitable locations put forward.
- 9.3. Five Options were devised during these meetings and were presented in the Housing Survey. Respondents were asked to declare their preferred First and Second Choice of the Options. The results would be used to inform the Neighbourhood Plan upon the preferred housing strategy that would be taken.
- 9.4. The five options presented in the survey were as follows:
- **Option 1** – Deliver around 12 homes to 2029 which lie **within the village boundary**. These would be delivered as infill plots, conversions, and limited development with no more than 4 on any one site.
 - **Option 2** – Deliver 10-20 homes to 2029 to the **North of the village and west of the A513**, adjacent to the existing village boundary arranged along the A513. Sites will all be larger than 10 dwellings to allow the plan to request contributions, starter homes and other benefits. Limited infill development would also be permitted within the settlement boundary.
 - **Option 3** – Deliver 20-30 homes to 2029 to the **North of the village and west of the A513**, adjacent to the existing village boundary arranged along the A513. Sites will all be larger than 10 dwellings to allow the plan to request contributions, starter homes and other benefits. Limited infill development would also be permitted within the settlement boundary.
 - **Option 4** – Same as Option 3 but **also allocate sites for potential future growth** of the village past the 2029 time horizon. This will allow some control over the future growth of the village.
 - **Option 5** – The Neighbourhood Plan would **not allocate any housing** within or adjoining the village boundary. National and Local planning policy would be used to control housing development in the parish.
- 9.5. A total of 79 completed surveys were received from approximately 250 sent out to all households in Elford. This represents a 31.6% response rate. The table below shows the total responses for the First and Second choices for each of the five Options given in the survey. The total for each Option is also shown:

Consultation Report

	Option1	Option2	Option3	Option4	Option5
First Choice	17	19	21	13	9
Second Choice	13	14	20	15	10
Total	30	33	41	28	19

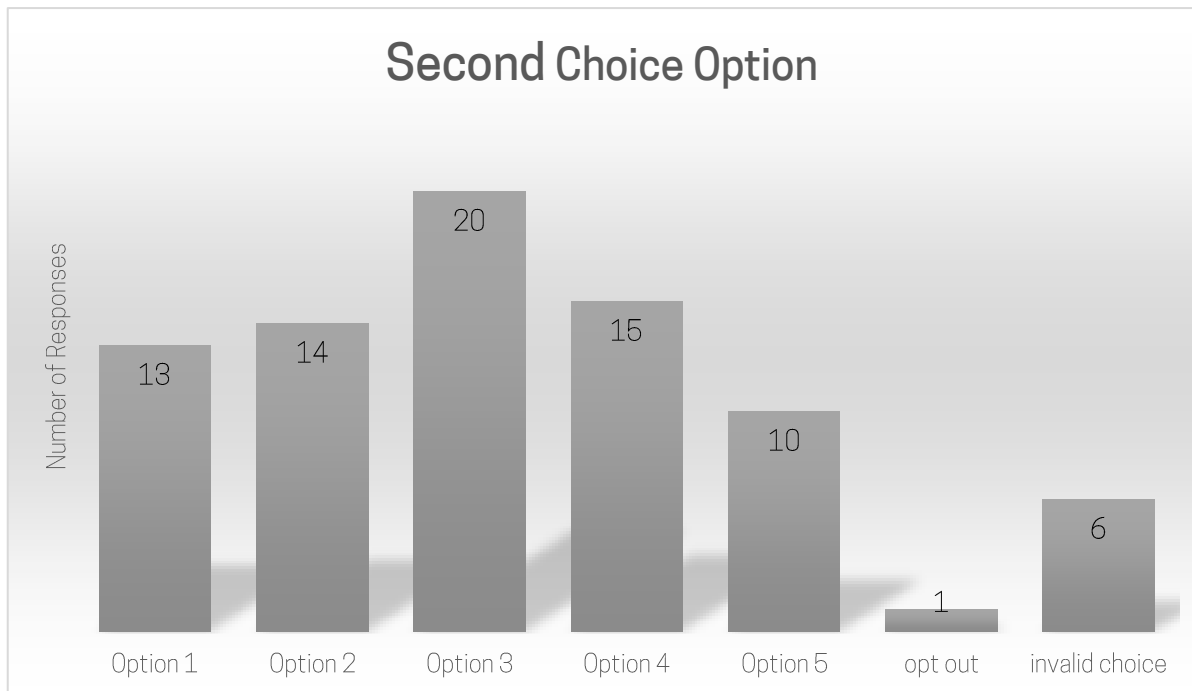
First Choice totals:



The most popular in the first choice responses was Option 3 with 21 votes, closely followed by Option 2 and then Option 1 respectively. It was clear that Option 4 and Option 5 were the least favourable strategies for the First Choice. It should also be noted here that 88% of respondents voted for Options 1-4 (those options which offered up a strategy) and therefore it should be incumbent that the Neighbourhood Plan has a housing strategy of some form.

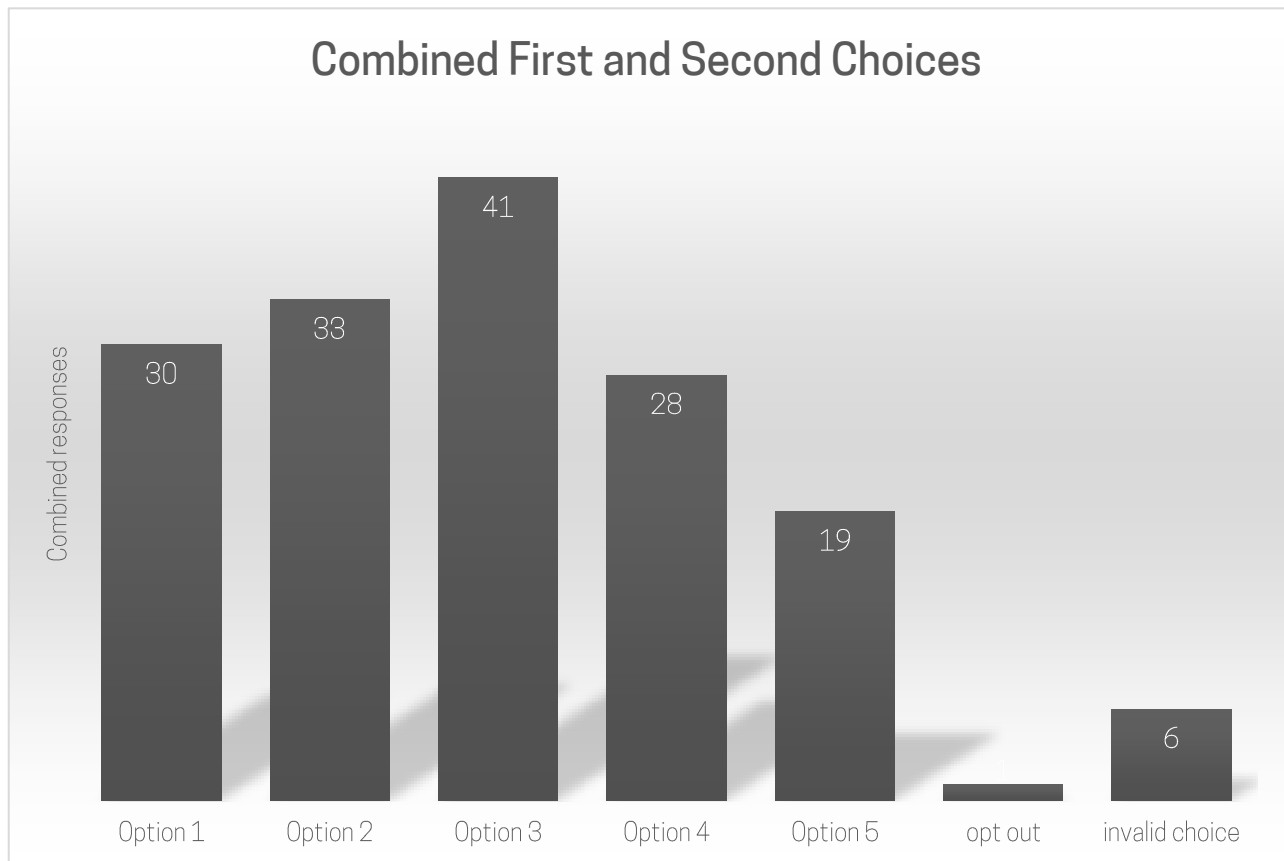
Consultation Report

Second Choice totals:



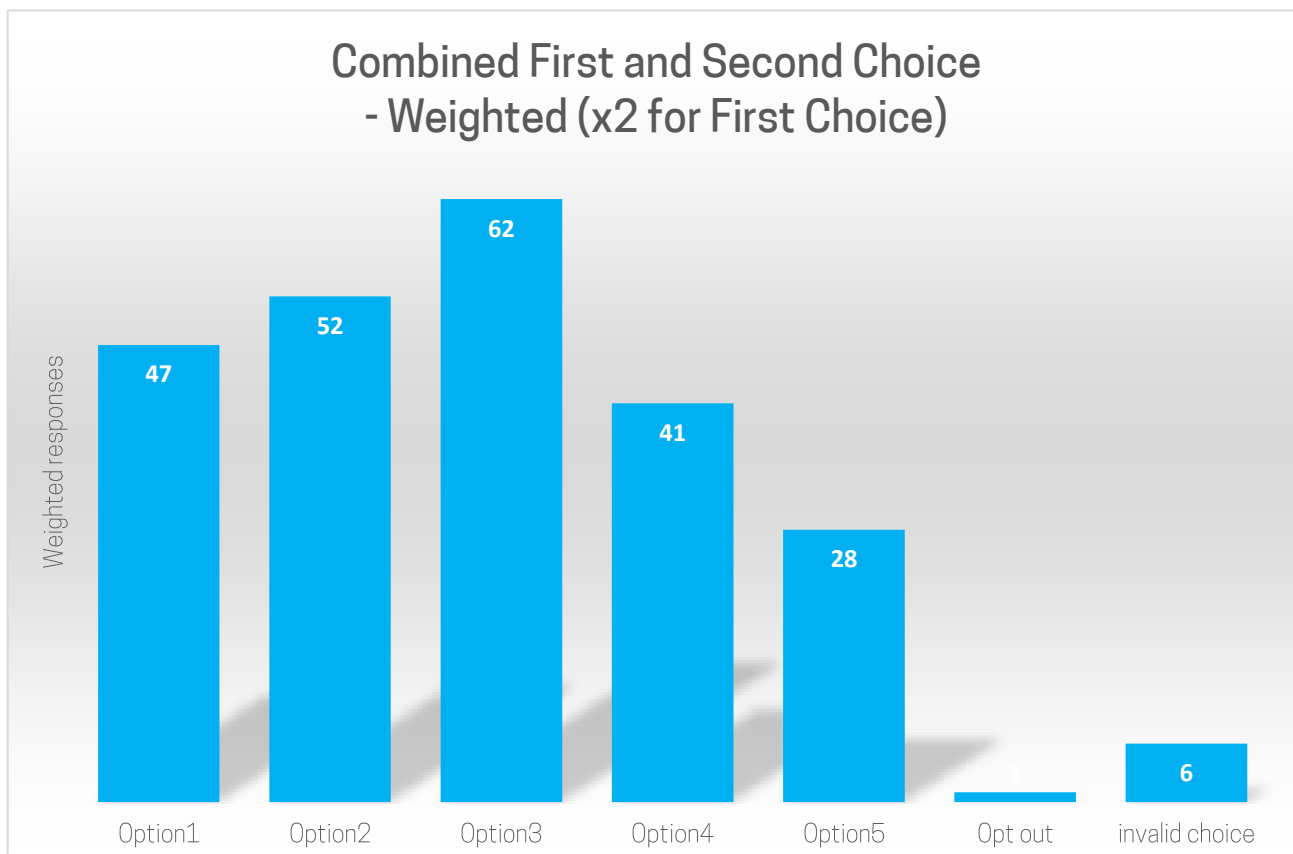
- 9.6. The most popular Second Choice for respondents was clearly Option 3 with a total of 20 votes. Options 1, 2 and 4 were separated by just 2 votes, making it hard to distinguish between them. Option 5 again came in a clear last place.
- 9.7. The graph for Second Choice options also shows those responses which were considered invalid. Under the Second Choice on the survey, several respondents chose the same option as they had done for their First Choice. In these cases, the Second Choice was discounted and marked as an 'invalid choice', however, the First Choice for these respondents were still counted as valid and included in the results. One respondent did not declare a Second Choice in the survey and is shown on the graph above.
- 9.8. In conclusion of the above graphs, Option 3 can be declared as the most popular housing strategy, as it came out top for both the First and Second Choice. To further examine this statement, the combined First and Second Choice results are shown in the Graph on the following page:

Consultation Report



- 9.9. It is clear from this graph that Option 3 was the most popular of the combined First and Second choices. Options 1, 2 and 4 should be noted for their significant response numbers. Option 5 again showed that it was clearly the least favourable.
- 9.10. It could again be concluded here that Option 3 would be the straight out preferred strategy which should be adopted through the Neighbourhood Plan. However, the results need to be considered also in context of their 'weight'. As the first choice answers were obviously the preferred option by respondents, these should be afforded slightly more 'weight' when combined with Second Choice answers.
- 9.11. In the graph on the following page, the First and Second Choice responses have again been combined, yet this time, the first choice responses have been given double the weight (a times 2 multiplier) over the Second Choice responses:

Consultation Report



9.12. When the figures are presented in this way, Option 3 still comes out the clear winner, yet Option 2 is significantly closer (as it was represented highly under the First Choice). Option 1 lies in the middle, and so should not be considered a prime contender for the strategy. Option 5 demonstrates again that it is the least preferred strategy and so should hold no consideration. Option 4 falls further behind Options 1, 2 and 3 in this weighted graph, and as such, should be discounted in the consideration of the preferred strategy.

9.13. In conclusion, the two 'outer' options - Option 4 of allocating housing now and for future sites / Option 5 of not allocating any housing - were the least favourable by residents. Therefore, the strategy should come from somewhere in between these. Based on the analysis of the survey in this document, the final housing strategy should come primarily from Option 3 whilst also paying reasonable consideration to Option 2. There are several similarities between Options 2 and 3 which can be agreed upon at this point as being definite inclusions in the strategy. These are:

- That between 10 – 30 homes should be delivered to 2029
- The homes should be delivered to the North of the village and west of the A513, adjacent to the existing village boundary arranged along the A513.
- Sites will all be larger than 10 dwellings to allow the plan to request contributions, starter homes and other benefits.
- Limited infill development would also be permitted within the settlement boundary.

Consultation Report

- 9.14. The question remains over how many homes should be delivered. Option 3 (delivering 20-30 homes) was clearly preferred more than Option 2 (delivering 10-20 homes), so it would make sense to weight the final housing numbers in the direction of the 30 limit.
- 9.15. However, the balance could likewise be shifted in the opposite direction towards the figure of 10 homes if Option 1 is taken into account. While Option 1 was not considered as desirable as Options 2 and 3, it was still represented significantly by responses in the First Choice.
- 9.16. The location of new homes in Option 1 can, however be ignored (i.e. new homes would only be within the village boundary), as the principle of where the new homes should go has been explained previously. What can be considered in the overall strategy is the figure of around 12 homes stated in Option 1, which clearly a significant number of people felt was a more appropriate housing figure for the parish.
- 9.17. Taking the above points into account, we suggest a middling figure of around 20 homes would be appropriate for the housing strategy. This respectfully satisfies the outcome of the results for both Options 2 and 3 as the most popular, whilst also giving consideration to the housing figure in Option 1.
- 9.18. Therefore, the revised proposed housing strategy for Elford was re-written as such:

“Deliver approximately 20 homes to 2029 to the North of the village and west of the A513, adjacent to the existing village boundary arranged abutting the A513. The site (or sites) will all be 10 dwellings or larger to allow the plan to request contributions, starter homes and other benefits. Limited infill development would also be permitted within the settlement boundary.”

Consultation Report

10. Regulation 14 Consultation, Sept/Oct 2017

10.1. A six week period was held between 5th September and 17th October 2017 to consult on the draft neighbourhood plan for Regulation 14.

10.2. A consultation strategy was drawn up by Urban Imprint and approved by the Steering Group. This full consultation strategy can be seen below:

	Consultation Method	Summary	What the Steering Group can do	How Urban Imprint can help
1	Launch Event EVENT	<p>This acts as an opening event to the consultation period and should be highly publicised with flyers and posters.</p> <p>The event should include a presentation to introduce the Draft Neighbourhood Plan and the role of the Regulation 14 Consultation.</p> <p>This should be followed by and Q&A session to address any questions from attendees.</p>	<ul style="list-style-type: none"> - Printing and distributing flyers and posters (see Publicity method 2) - Short introduction to the presentation and Urban Imprint. 	<ul style="list-style-type: none"> - Design flyers and posters to be provided digitally to the Steering Group - A short introductory presentation - 6 Exhibition Boards (see method 3) - Feedback box and questionnaires
2	Publicity ADVERTISING THE EVENT	<p>It is important that the Launch Event is highly publicised to obtain the maximum number of respondents.</p> <p>Advertising via leaflets, flyers, newsletter articles and banners are relatively cost-effective methods of publicising.</p>	<ul style="list-style-type: none"> - Decide on the preferred form of publicity and instruct Urban Imprint. - Printing and distributing advertisements. 	<ul style="list-style-type: none"> - Urban Imprint can design publicity material, including a newsletter article or summary flyer for distribution.

Consultation Report

3	Exhibition Boards MATERIAL	<p>These boards will be used at the Launch Event to summarise all policies in plain English style.</p> <p>The boards can then be displayed at key public locations so that they can continue to be accessed throughout the consultation period.</p>	<ul style="list-style-type: none"> - Approve the cost of the exhibition boards. 	<ul style="list-style-type: none"> - Write the context and design the boards - Collect the boards from the printing supplier - Urban Imprint recommend obtaining 6 exhibition boards at A1 size.
4	Availability of Information (General) ADVERTISING THE PLAN	<p>The Thrussington Draft Neighbourhood Plan should be accessible to all members of the community.</p> <p>It is advised that a link to the Plan is provided on the Elford Parish Village Website alongside the Consultation report. This should also include the exhibition boards.</p> <p>Hard copies of the Draft Neighbourhood Plan should be supplied at key public locations within Elford (such as the church, public houses and schools).</p>	<ul style="list-style-type: none"> - Provide links to the Draft Neighbourhood Plan and Exhibition Boards on the Thrussington Parish Village Website. - Provide hard copies of the Plan at key locations 	
5	Survey MATERIAL	<p>A short hardcopy and online survey should be produced to collate feedback.</p> <p>Questions would focus on obtaining opinions about the Draft Neighbourhood Plan policies and Exhibition Boards.</p>	<ul style="list-style-type: none"> - Steering Group to advise on collection points for hardcopy surveys. 	<ul style="list-style-type: none"> - Devise a short survey that would provide clear results, which can be easily analysed.

Consultation Report

6	Written Feedback Responses MATERIAL	Written feedback will form qualitative responses on a policy by policy basis. The feedback must include the respondent's full name and address or contact email.		- Urban Imprint will accept written feedback responses to our office address or by email.
7	Consultation Analysis ANALYSIS	All consultation results will be analysed in-depth and presented to the Steering Group. These might include: - Comments from Q&A at the Launch Event - Survey Responses - Written Feedback Specific comments must be attributed to individuals for Regulation 14 so that the examiner can contact respondents for clarification.	- Make decisions about amendments to the Plan based on consultation results from Urban Imprint.	- Analyse results from the consultation on a policy-by-policy basis. - Write-up results in report form.
8	Additional Support	The methods mentioned in this table should be sufficient, however, additional support from Urban Imprint is available. This might include: - An information sheet regarding the consultation to be distributed by the Steering Group - Responding to specific questions by telephone or email at a time-charge basis - Additional sessions with the community aside from the initial Launch Event	- Steering Group to make decisions on whether they require additional support.	- Urban Imprint are happy to agree a price should the Steering Group require additional support.

Consultation Report

10.3. Those items which were agreed upon and the responsibility for each is set out below:

- Urban Imprint designed and prepared a questionnaire/survey that residents could fill out (see Appendix 3). The survey set out each policy with a simple 'agree' or 'disagree' tick box options, and left space for further comments to be made. The Steering group handled printing and distribution of the questionnaire to each house in the village
- The Steering Group contacted the statutory consultees (provided by Lichfield District) to inform them of the consultation period
- The Steering Group wrote a Newsletter informing residents of the upcoming Neighbourhood Plan consultation period and dates of exhibitions
- Urban Imprint designed an A4 leaflet specifically informing residents of the upcoming Neighbourhood Plan consultation, setting out dates and places where the plan could be viewed and commented on (see Appendix 4). The Steering Group printed and distributed these leaflets
- Urban Imprint designed exhibition boards (A1 size x4) that would be utilised for the events (see Appendix 5). These showed the policies on them and provide space for residents to place stickers to show their support/non-support for each. The stickers would provide a broad 'exit poll' scope of those people who visited the events. The Steering Group would arrange the printing and management of these boards.
- Two events (5th and 12th September) were held by the Steering Group, where the boards were displayed, along with copies of the questionnaire and Draft Neighbourhood Plan. The Steering Group to organise and run these events, as well as print copies of questionnaire and Draft Plan. The Steering group photographed the boards with responses on and sent them to Urban Imprint afterwards. The Steering group collated all written responses (with names and addresses) and sent them to Urban Imprint.
- Any additional responses were collected by the Steering Group and sent to Urban Imprint following the end of 6 week consultation period.
- Urban Imprint could then begin to gather all the information and analyse the responses.

Consultation Report

10.4. In analysing the responses, the tick box 'agree' or 'disagree' were tallied up and are shown below:

Policy:	Agree	Disagree	Abstain	Total:
SP1	50	1	2	53
LS1	51	1	1	53
LS2	45	8		53
LS3	53			53
LS4	45	8		53
H1	42	10	1	53
H2	38	14	1	53
H3	42	11		53
H4	50	3		53
DH1	52	1		53
DH2	53			53
DH3	45	8		53
DH4	53			53
E1	53			53
E2	45	8		53
E3	53			53
E4	53			53
MD1	53			53
MD2	45	8		53
MD3	53			53
MD4	53			53
MD5	45	8		53

10.5. Those policies which were most disagreed with concerned the Housing Policies, H1, H2 and H3. However, there was still a significant majority of respondents who supported these policies. All the written comments from the responses were collated and individually addressed. It was then decided if to alter the Neighbourhood Plan accordingly. This comments and actions taken can be found under Appendix 6.

10.6. Following Regulation 14, the neighbourhood plan was amended and a submission version for Regulation 15 was then produced, along with all the required supporting documents which was prepared by March 2018..

Post Amendments

10.7. It should be noted that during the final weeks of finalising the plan for submission to the LPA in spring 2018, an application for 25 homes were approved in the village on a site that had been identified in the draft as a Local Green Space and against the housing strategy proposed. This has necessitated changes to a number of policies to reflect the matters of fact as a result of the permission granted.

Consultation Report

10.8. These changes do not reflect the community's aspirations and have not been the subject of community consultation, but simply reflect the changes circumstances as a result of the planning permission. These changes were completed in April 2018.

Elford Neighbourhood Plan Residents' Survey

May 2016



Elford Neighbourhood Plan Steering Group

This survey has been distributed to all households in Elford Parish to seek the views, comments and suggestions of residents on a range of local issues.

Feedback received will be used to steer the preparation of the Elford Neighbourhood Plan, which is intended to guide the future development of the parish. The neighbourhood plan steering group believe that a plan for the parish may help to address some of the issues that the local community are concerned about, including protecting and improving local facilities (like the school and the pub), securing the viability of the community by making sure families can continue to live here, the character of the village, quality of life, and the natural environment. This survey asks your views on these issues. A few technical terms are explained on the last page of the survey, and there are maps of the Parish and the Conservation Area at the back.

More details about the neighbourhood plan can be found on the Parish Council's website www.elfordparish.co.uk or by contacting the Parish Clerk on 01827 50230.

Anyone from secondary school age and older is welcome to share their views. We have distributed one survey to each household, but if members of your household want to respond separately, we can provide additional copies – please get in touch, or download the survey from the Parish Council website.

Please return your completed survey forms to the Parish Council postbox next to the notice board at the Village Hall, or by post to M.Jones, Clerk to Elford PC, 50 Cornwall Avenue, Tamworth, B78 3YB.

You can scan and email your completed survey to clerk@elfordpc.co.uk. Or, if you prefer to complete the survey on your computer, just download the Microsoft Word version from the Parish Council website and email it to us once completed.

Please return your completed survey no later than Monday 13th June 2016.

Key facts about Elford: Did you know...?

- Elford is home to about 630 people, living in around 250 households.
- Between the 2001 and 2011 censuses, the population grew by about 9%, slightly faster than the average for England.
- In this time, the working age proportion of the population declined by about 5%, and the proportion of residents over the age of 65 grew by 4.5%, in line with the national average.
- Howard Primary School currently has 53 pupils, of which about half live in Elford, with a total capacity of about 80.
- Much of the built-up area of Elford is part of a Conservation Area. The Conservation Area has recently been widened from its original extent, to include more of the village's buildings.
- There are 29 listed buildings in Elford. Parts of the Church of St Peter date from Medieval times, though the Church was mostly rebuilt in the mid-19th century and there are several buildings which are much earlier than this.
- Elford has a much higher proportion of owner-occupied homes than the national average – 84% compared to 64%. Elford has much lower provision of social housing than the national average – 8% of homes compared to about 18%.

1. About you

Please provide any of the following personal details so that we can make sure that the views of all parts of our community are included. This is optional, but we would be very grateful for any information you are comfortable to provide. All personal information will be treated confidentially and won't be shared beyond the Parish Council, the neighbourhood plan steering group, and our planning advisors BPUD Ltd.

1.1. Name								
1.2. Postcode				1.3. Gender				
1.4. Your age (please tick)								
11-16	17-21	22-30	31-40	41-50	51-65	66-75	75+	Prefer not to say
1.5. Are you completing this survey for: (Please tick <u>one</u>)								
Yourself as an individual?			On behalf of your whole household?					

2. Local Services

2.1. Existing services and facilities

How important are each of these existing local services and facilities to you, on a scale of 1 to 5?

	1 (Not at all)	2	3	4	5 (Very)
The Crown pub					
Village Hall					
Howard Primary School					
St Peter's Church					
Walled Garden					
Sports and Social Club					
Football Field					
Cricket Club					
Playground					
Picnic Area					
Others (Please specify)					
Do you think any of these facilities should be improved or expanded? Please specify how.					

2.2. Services outside the village: Do you find it difficult to access any of the following services? (Please tick all that apply).

Doctors (GP)	Chemist	Optician	Dentist	Vet
Convenience shopping	Supermarket/ weekly shop	Public transport connections	Regular Post Office services	Banking
Other (please specify)				

2.3. Improving services and facilities

How important do you think it is to provide, improve, or support the following services and facilities in Elford?

	1 (Not at all)	2	3	4	5 (Very)
More bus routes and more frequent services					
A village shop					
Car parking for the school/cricket ground/football field/church					
Increase capacity of the primary school					
Cycle routes and facilities					
Improve footpath provision and the pedestrian environment					
Manage and promote village facilities					
Encourage visitors to the village					
Broadband speed					
Solar energy					
Wind energy					
Other renewable energy sources (e.g. biomass, ground source heat)					
Mains gas					
Social and leisure opportunities for older people					
Social and leisure opportunities for teenagers and young adults					
Play provision for children					
Allotments					
Improvement and promotion of the walled garden					
Café / coffee shop					
Mobile library					
Milk delivery					
Are there any other services or facilities that you think should be provided in Elford? Please specify					

2.4. How many of your children (if any) attend Howard Primary School?

I don't have children	None (my children attend a different primary school)	None (my children aren't of primary school age)	1	2	3	4+

2.5. If your children attend a different primary school, please state why this is.

2.6. How concerned are you about the viability of the school, on a scale of 1 to 5?

1 (Not at all)	2	3	4	5 (Very)

3. Housing

Your home and household today

3.1. Tenure

Please tick to indicate your *current* tenure type:

Private rented	<input type="checkbox"/>	Social rented	<input type="checkbox"/>
Owned	<input type="checkbox"/>	Shared-ownership affordable	<input type="checkbox"/>
Living with family (e.g. parent's home)	<input type="checkbox"/>		
Other (please describe)			

3.2. Type of dwelling

Please tick to indicate the type of home you currently live in:

Flat/Studio	Bungalow	House	Sheltered accommodation / retirement home
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please describe)			

3.3. Size of home

Please tick to indicate the size of your current home:

1 bedrooms	2 bedrooms	3 bedrooms	4+ bedrooms
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3.4. Your household

Please indicate the size and composition of your household (everybody living with you at home, including university students currently away) by noting the number of people in each age group that live with you:

Age	0-5	6-11	12-18	18-25	26-40	41-60	61-75	75+	Total
Number	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Your housing needs in the future

3.5. Do you think you will remain living in Elford for at least the next ten years?

Yes	<input type="checkbox"/>	If not, please give your reasons in the space below
No	<input type="checkbox"/>	

If you answered yes to the above question, what do you think your housing needs will be ten years from now?

3.6. Tenure (please tick)

Private rented	<input type="checkbox"/>	Social rented	<input type="checkbox"/>
Owned	<input type="checkbox"/>	Shared-ownership affordable	<input type="checkbox"/>
Living with family (e.g. parent's home)	<input type="checkbox"/>		
Other (please describe)			

3.7. Type of dwelling (please tick)

Starter home	Larger family home	Flat	Bungalow	Sheltered accommodation or retirement home	Retirement/downsizing home
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please describe)					

3.8. Dwelling size (please tick)

1 bedroom	2 bedrooms	3 bedrooms	4+ bedrooms
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your children's future housing needs.

If you have children who currently live with you, and you think they may want to remain in the village over the next ten years, what housing do you think **they** may require? (Please tick all that may apply in this time period)

3.9. Tenure

Private rented	<input type="checkbox"/>	Social rented	<input type="checkbox"/>
Owned	<input type="checkbox"/>	Shared-ownership affordable	<input type="checkbox"/>
Still living with family (e.g. parent's home)	<input type="checkbox"/>	I do not have children living with me	<input type="checkbox"/>
Other (please describe)			

3.10. Type of dwelling

Starter home	Larger family home	Flat	Bungalow
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please describe)			

3.11. Dwelling Size

1 bedroom	2 bedrooms	3 bedrooms	4+ bedrooms
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3.12. Other housing needs in Elford

Apart from your own housing needs and those of your immediate family, what other types of additional accommodation do you think may be needed in Elford over the next 10 years? (Please tick as many as you think). It may be useful to know that a proportion of affordable housing is normally expected on developments of 10 or more homes.

1-2 bed starter homes (owned)	3-4 bed family houses (owned)	5+ bed houses (owned)	1-2 bed flats
Bungalows	Social rented homes	Private rented homes	Retirement homes and sheltered accommodation
Please explain your view/Suggest other types of homes			

There are currently around 250 homes in the village. Lichfield DC's Local Plan has not allocated any new housing in Elford. This means that the planning system at present does not propose any significant new residential development in the village. The neighbourhood plan *could* propose that more housing should be developed, if this is what the community want. Alternatively, the neighbourhood plan could simply provide guidance on types and design for the small numbers of houses that might otherwise be built.

3.13. Do you think that any additional new houses should be built in Elford? (Please tick)

Yes	<input type="checkbox"/>	Please give your reasons for your answer, in the space below
No	<input type="checkbox"/>	

3.14. If you answered yes to the above question, how many new homes do you think should be built in Elford over the next 10 years? (Please tick)

1-5	6-10	11-15	16-20	21-25	26-35	35-50	More
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Building design, local character and heritage

4.1. Character and village environment

How important (1-5) do you think each of the following are to maintaining and improving quality of life in Elford?

	1 (Not at all)	2	3	4	5 (Very)
The relatively small size of the village	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The rural and historic character of the village / Protecting the character of the conservation area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protecting the open countryside around the village.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community spirit, community activities and groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve signposting for visitors, walkers and cyclists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Widening the Conservation Area further					
More benches around the village					
Preservation of the church and monuments					
Other improvements to the character and environment of the village? Please specify.					
Please note your favourite buildings and areas of the village, which you think are examples of good building design. Alternatively, are there particular architectural styles that you think could be avoided in the village?					

5. The natural environment and the rural economy

The natural environment

- 5.1. How important do you think the following natural environment considerations are in Elford, on a scale of 1 to 5?

	1 (Not at all)	2	3	4	5 (Very)
Flood risk in the village					
Protect existing open spaces					
Create more wildlife friendly areas					
Protect important views of the village and of the surrounding countryside					
Create new areas of trees, shrubs, flowerbeds					
Other environmental issues or improvements? Please specify.					
Please note what you consider to be the most important open spaces and views in and out of the village					

The rural economy

- 5.2. In your opinion, how important are the following issues and aspirations, related to the rural economy?

	1 (Not at all)	2	3	4	5 (Very)
The effects on residents of non-agricultural activities on farmland around Elford					
Restricting economic activity in the surrounding farming landscape to agricultural operations					
Preserving farmland for sustainable agricultural use					
Achieving a reasonable balance of the needs of agricultural businesses and the quality of life of residents and other businesses					

5.3. Do you run or own a business in Elford? (please tick)

Yes	<input type="checkbox"/>	Please give any comments on your experience of this issue
No	<input type="checkbox"/>	

5.4. If so, what kind of business? (please tick)

Office / professional service	<input type="checkbox"/>
Internet-based	<input type="checkbox"/>
Workshop	<input type="checkbox"/>
Agricultural	<input type="checkbox"/>
Health and beauty	<input type="checkbox"/>
Other (please specify)	

5.5. How important do you think it is to provide better employment opportunities in Elford? (Please tick)

1 (Not at all)	2	3	4	5 (Very)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5.6. Do you think there is a need for additional business premises in Elford? (Please tick)

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

5.7. If so, what type? (Please tick)

Offices	<input type="checkbox"/>
Workshops	<input type="checkbox"/>
Retail	<input type="checkbox"/>
Other types / Please add your thoughts on this issue	

6. Managing new development

- 6.1. How important do you think the following issues are, relating to potential new development in Elford?
(Please tick)

	1 (Not at all)	2	3	4	5 (Very)
Speed of traffic within the village					
Speed of traffic on roads into and around Elford					
Encouraging sustainable forms of transport (bus, cycling, walking)					
Volume of cars passing through the village					
Movement of lorries and heavy goods vehicles in the village					
Highway safety on narrow roads e.g. Church Road, Brickhouse Lane					
Parking at the Primary School					
Parking at the Sports and Social Club					
The no-through road (Church Road/Brickhouse Lane)					
Other impacts of development (please specify)					

7. Other issues

- 7.1. Please use the space below to add your comments about:

- Any of the above issues or any other issues which you think should be addressed by the plan
- About the suggestion of a neighbourhood plan for Elford generally – do you think it's a good idea at all?

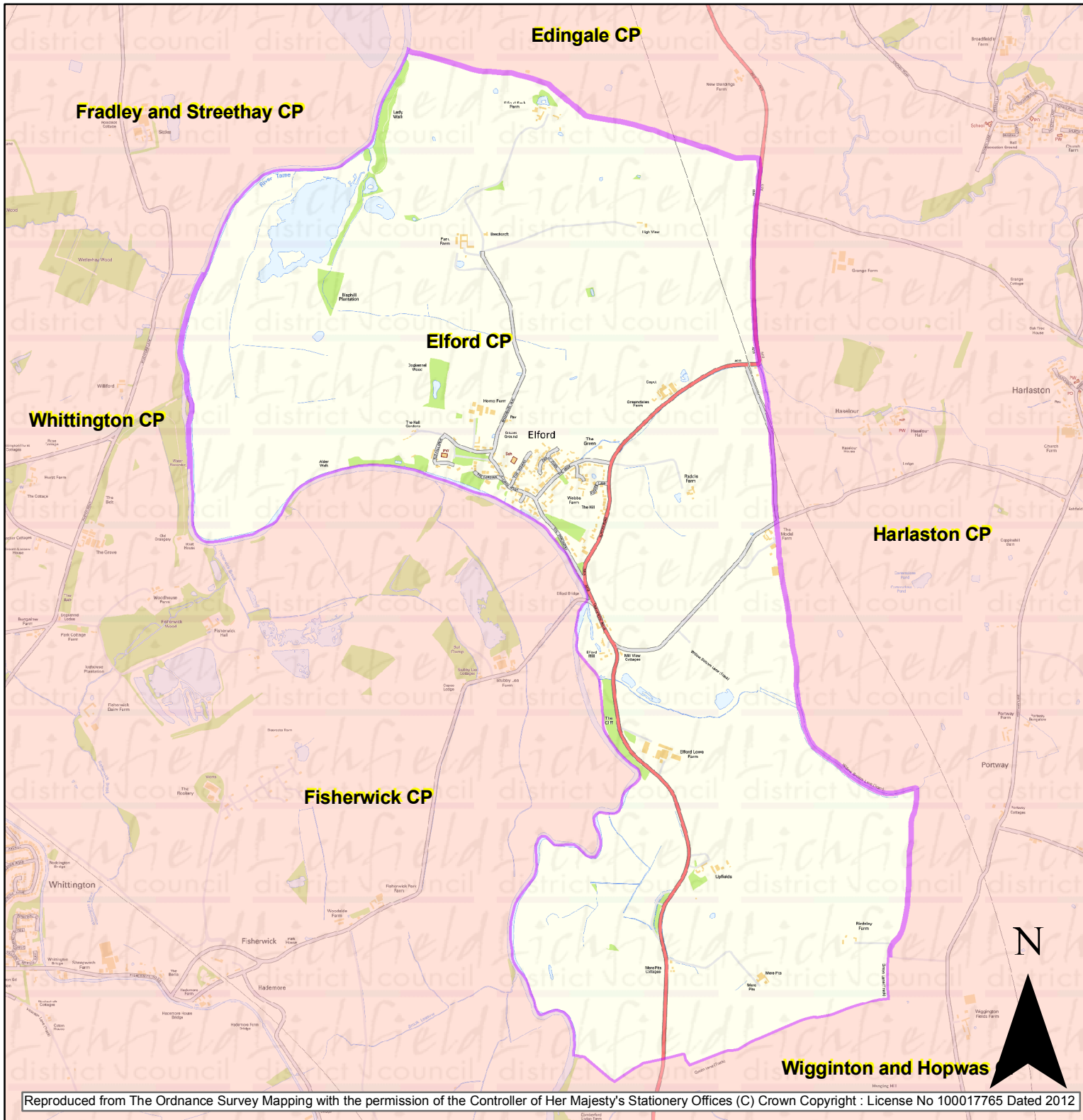
Key terms explained

Shared-ownership affordable: A home that the occupant is able to buy a share of (25% to 75% of the home's value), and they pay rent on the remaining share.	Social rented: A home owned by a local authority or private registered provider, rented out at no more than 80% of the local private market rent.
Private rented: A home rented from a private owner	Starter home: A house that is intended in design and price to be for a first time buyer.
Sheltered accommodation: Self-contained flats with some shared facilities, specifically designed for the elderly or disabled.	

Thank you for taking the time to complete this survey. Please return your survey by Monday 13th June, following the instructions on the front page.

Your responses will be crucial to ensuring that the objectives and policies of Elford's neighbourhood plan fully reflects residents' concerns and hopes for the future of our village.

Elford Parish



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Key

 Elford Parish

Map supplied by Lichfield District Council

Lichfield
district council
www.lichfielddc.gov.uk

Consultation Report

Consultation Report

Consultation Report

Consultation Report

Consultation Report

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HOUSING SURVEY

The Steering Group have been working over the past six months on policies for our Neighbourhood Plan. It has been agreed by the Steering Group that the Housing Strategy for the Parish requires further input from the Community.

The previous survey focused on the delivery of housing within the Village boundary (please see plan overleaf). The responses indicated that up to around 12 houses could be built within the existing village boundary over the 11 or 12 years of the plan, subject to land being made available that does not impact on the Conservation area, protected open space, or the integrity of the village.

Some residents suggested that more houses were needed, to allow for an appropriate mix of housing to be provided for families, retired people to downsize, or younger local people to remain in the village. **Without a policy in place that refers to land adjoining the village boundary, we would be reliant upon local and national planning policies to control housing development.** We therefore need to ask residents their views on building adjoining the current village boundary, to the north with direct access to the A513 (thereby restricting through traffic in the village). In this case, new developments adjoining the village boundary would be over the 12 potential new homes inside the village boundary.*

It should be noted that on housing developments of 10 or more houses, financial contributions from developers COULD be obtained. This could be used to fund facilities and services within the village, for example; children's play and youth facilities, publicly accessible open spaces, or educational needs. A portion of these homes (up to 30%) could be 'affordable' homes – basically homes that are provided at below market prices. Levels of contribution would be subject to negotiation with Lichfield DC, Parish Council and the developer.

The following options have been suggested:

Option 1 – Deliver around 12 homes to 2029 which lie **within the village boundary**. These would be delivered as infill plots, conversions and limited development with no more than 4 on any one site.

Option 2 – Deliver 10-20 homes to 2029 to the **North of the village and west of the A513**, adjacent to the existing village boundary arranged along the A513. Sites will all be larger than 10 dwellings to allow the plan to request contributions, starter homes and other benefits. Limited infill development would also be permitted within the settlement boundary.

Option 3 – Deliver 20-30 homes to 2029 to the **North of the village and west of the A513**, adjacent to the existing village boundary arranged along the A513. Sites will all be larger than 10 dwellings to allow the plan to request contributions, starter homes and other benefits. Limited infill development would also be permitted within the settlement boundary.

Option 4 – Same as Option 3 but **also allocate sites for potential future growth** of the village past the 2029 time horizon. This will allow some control over the future growth of the village.

Option 5 – The Neighbourhood Plan would **not allocate any housing** within or adjoining the village boundary. National and Local planning policy would be used to control housing development in the parish.

**Open countryside areas elsewhere in the wider Parish have not been considered for delivery of potential new housing given these areas would not be supported by planning policy as they would not constitute 'sustainable development'. The National Planning Policy Framework states that; "To promote sustainable development in rural area, housing should be located where it will enhance or maintain the vitality of rural communities... Local Planning Authorities should avoid new isolated homes in the countryside". New housing in Elford therefore needs to support the local community and be located close to the village where it will help protect the vitality of its local services and facilities.*

From the five options given, could you please indicate;

Your preferred **First** choice (please tick):

Your preferred **Second** choice (please tick):

- Option 1
- Option 2
- Option 3
- Option 4
- Option 5

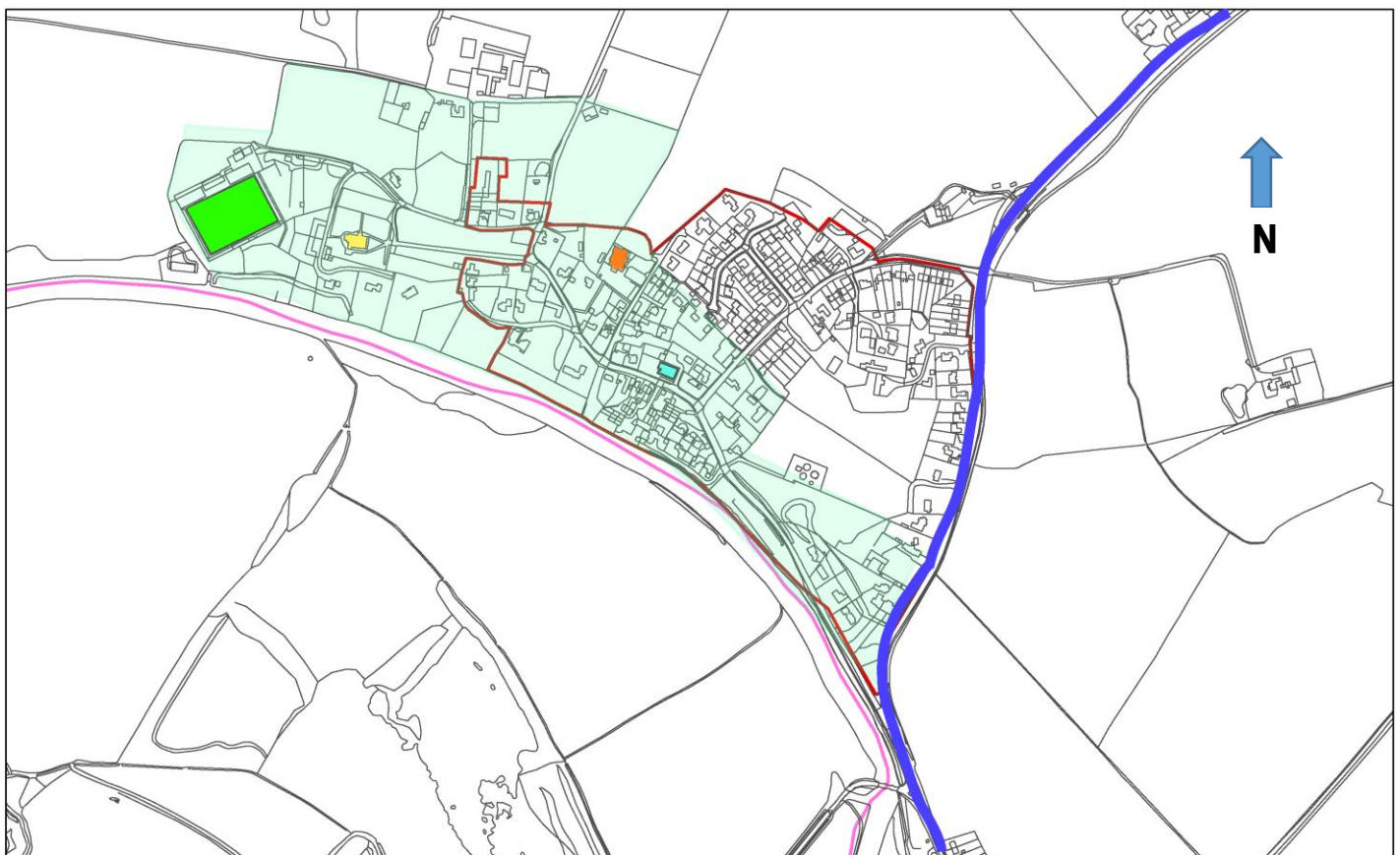
- Option 1
- Option 2
- Option 3
- Option 4
- Option 5

Name:
Street/Postcode:.....
Email Address:

Thank you for taking the time to read and fill in this consultation document. Look out for the first draft of the Elford Neighbourhood Plan in early 2017.

Please return your completed surveys to the Parish Council post box or email to clerk@elfordpc.co.uk by **13th March**. Any queries, please phone Margaret on 01827 50230

Elford Village Plan:



- Key**
- | | | | |
|------------------------------------|----------------|--------------|--|
| Village settlement boundary | Walled Garden | Village Hall | A513 |
| Elford neighbourhood area boundary | Primary School | Church | Conservation Area - please note there are plans to extend this |

ELFORD DRAFT NEIGHBOURHOOD PLAN SURVEY

The Draft Neighbourhood Plan for Elford has been written by members of the local community along with the assistance of their planning consultants, Urban Imprint. When fully completed, the Plan will become part of the local development plan for Elford, alongside the Lichfield District Council Local Plan. This means that it will help shape future development in the parish. It will become a statutory document which planning applications will need to adhere to.

What is this survey for?

This survey has been provided for Elford residents to give their views on the Draft Elford Neighbourhood Plan. It is important that as many people as possible give their comments at this stage, so that the final version represents the views of the community as accurately as possible. To achieve this, we are holding a 6 week consultation period with residents, running from 5th September to 17th October 2017.

Where can I view the full Draft Plan?

The full Draft Neighbourhood Plan which contains the policies and their 'plain English' explanations can be viewed at the following public places around Elford; Village Hall, The Crown, Social Club, St Peters Church and the kiosk (old phone box) in Church Road. The Draft Plan is also available online at the Parish Council's website; www.elfordparish.co.uk

You can also come and read the Draft Plan and give comments when it is exhibited at the following locations:

- 5th September, 9:30am – 11:30am, at the Village Hall Coffee Shop
- 12th September, 8pm – 10pm, at the Crown Pub

How do I give feedback?

We would like you to read the policies within the Plan and tell us whether you agree or disagree with them by using the response form in this survey. If you would like to leave more detailed comments, this can be done through the website, or in writing at the events above.

In order to demonstrate that the responses are genuinely from local residents, please could you provide your name and address when providing feedback. All personal information will only be used for the purposes of The Neighbourhood Plan and will not be shared with any third party beyond the Parish Council and Lichfield District Council.

Please return completed surveys no later than Tuesday 17th October 2017.

Completed surveys can returned via the following methods;

- Drop-off at the collection box next to the parish notice board
- By email (by scanning the response form): elfordnp@gmail.com
- By post to; 50 Cornwall Avenue, Tamworth, B78 3BY

Please tell us whether you agree or not with each of the policies summarised overleaf, by ticking under Agree or Disagree. If you're not sure or don't understand the policy, please leave blank – you can make a comment in the section below. Many of these policies are summaries of the full versions - more info is available in the full Plan document.

POLICY:	Agree	Disagree
SP1: Strategic Policy – Supports appropriate sizes and quantities of new development within the parish settlement boundary. New developments must demonstrate how they meet local needs. Resists development outside the settlement boundary, excepting limited agricultural and infill		
LS1: Encouraging appropriate local enterprise – Supporting applications which can demonstrate appropriate economic development		
LS2: Community facilities – Resisting change of use from business and community facilities to residential. Protects key community facilities in Elford		
LS3: Support Improvements to Leisure Facilities – Supports improvements to existing recreation and leisure facilities and looks favourably on applications which seek to provide contributions to these		
LS4: Agricultural activities – Supports traditional agricultural activities but resists inappropriate activities		
H1: Housing types mix – Development of 3 dwellings or more will be expected to deliver sought after mixes of housing (small properties for the elderly including bungalows, properties suitable for first time buyers, and family homes) to meet the needs of the community		
H2: Infill policy – Supports infill development within the settlement boundary subject to certain criteria		
H3: Edge of Settlement Housing Development – Sets out support for approximately 20 homes to be delivered up to 2029 adjacent to Elford’s settlement boundary. Schemes must meet certain criteria, such as; be north of the village boundary and accessible from the A513		
H4: Replacement Dwellings – Sets out criteria for the approval of replacement dwellings in the parish		
DH1: Design of New Development – Ensures that new development follows high design standards and sets out criteria for achieving this		
DH2: Heritage Assets – New development must take account of its impact and be sensitive on the Conservation Area and heritage assets in the parish		
DH3: Key Views - Supports development that demonstrates sympathetic design to their impact on the key views around the parish		
DH4: Design for Streets and Footpaths – Ensuring new development takes appropriate consideration of the public realm in the parish		
E1: Renewable Energy Development – Sets out criteria for small-scale renewable energy schemes, ensuring that they do not impact on amenities		
E2: Local Green Space – Seeks to designate sites around the parish as local green space, which will be afforded extra protection from development		
E3: Green Infrastructure and Green Links – Requires new development to take account of existing footpaths and green links & new green infrastructure		
E4: Biodiversity – Ensures new development considers its impact on the wildlife in the parish		
MD1: Parking Standards – Adequate and suitable off-street parking should be provided on all new developments		
MD2: Sustainable Transport – New development should seek to promote sustainable modes of transport to and from the site		
MD3: Sustainable Design and Construction – New development should embrace modern design techniques whilst respecting local character		
MD4: Flood Risk Management – Resists development in flood risk areas		
MD5: Traffic – Resists development that exacerbates existing road and parking issues		

Additional comments regarding the policies. If you need more space, please attach a separate sheet

Name	Address
------	---------

SURVEYS RETURNED WITHOUT A NAME AND ADDRESS WILL NOT BE CONSIDERED

Have a say on the Elford Neighbourhood Plan

Consultation is open on our draft Neighbourhood Plan.
We need **YOUR** opinion!

The Consultation period runs
between:

5th September – 17th October

Come to our exhibition events:

At the Village Hall Coffee Shop - See the draft Plan, talk with us or leave feedback

5th September, drop in between 9.30am and 11:30am

At The Crown - See the draft Plan, have a beer with us or leave feedback

12th September, drop in between 6pm and 8pm

You can also view the draft Neighbourhood Plan and give your feedback
on the Parish Council's website:

www.elfordparish.co.uk/index.php/localservices/neighbourhood-plan

Hard copies of the draft Neighbourhood Plan, as well as response forms
are available throughout the Consultation period and can be viewed at:

- The Village Hall
- The Crown Pub
- Social Club
- St. Peters Church
- Kiosk (old phone box) in Church Road



The Neighbourhood Plan Process:



Introduction

WHAT IS THE ELFORD NEIGHBOURHOOD PLAN?

Neighbourhood Plans were introduced by the Localism Act (2011) to give communities more power to influence the planning system. The Elford Neighbourhood Plan is being prepared by the community for the community, and if adopted will run for the next 12 years.

We are now consulting on the draft Neighbourhood Plan by seeking the views of local residents on all aspects of the Plan - particularly the policies, which will be used to determine planning applications for new development in Elford once the Plan is adopted. Following on from this period of consultation, the second draft of the Neighbourhood Plan document will be prepared and submitted to the Local Authority (Lichfield District Council). It will then go through an independent examination and finally a referendum, requiring a majority vote for it to become formally made. Once made, Elford's Plan will form part of the statutory planning framework and be used to determine planning applications within the parish, alongside the Lichfield Local Plan.

This is your last chance to have a say before the Neighbourhood Plan is submitted to the Council!

HOW WE GOT TO THIS STAGE:

A series of consultation events have been used to gather the views and aspirations of the community, key businesses and organisations within the parish.

The key findings from the previous consultation and baseline research pointed to a number of key issues which the community and key stakeholders felt the Neighbourhood Plan needed to address. We have prepared detailed policies based on these findings - viewable in full in the draft Plan document, and which are summarised on these boards.

HOW TO USE THESE BOARDS TO RESPOND:

We would like your feedback on the policy areas. If you would like to make a response, **please leave your name and address on the sign-in sheet**, then use stickers next to the policy areas to show what you think of them. The questions on these boards are just some considerations to think about when giving a response.

- Use a Green sticker to show that you support the policy area
- Use a Red sticker to show that you don't support the policy area
- Use an Orange sticker if you support but want to add something
- You can also use the post-it notes to make a comment on particular policies or make a general observation (please leave your name on the note).

Further information is available in the hard copies of the draft Plan.

Ask one of the Neighbourhood Plan team if you have any questions!

PLEASE FILL OUT A COPY OF THE SURVEY:

In order to provide us with your more detailed feedback, please take and fill out a copy of the survey, then return it via one of the following methods:

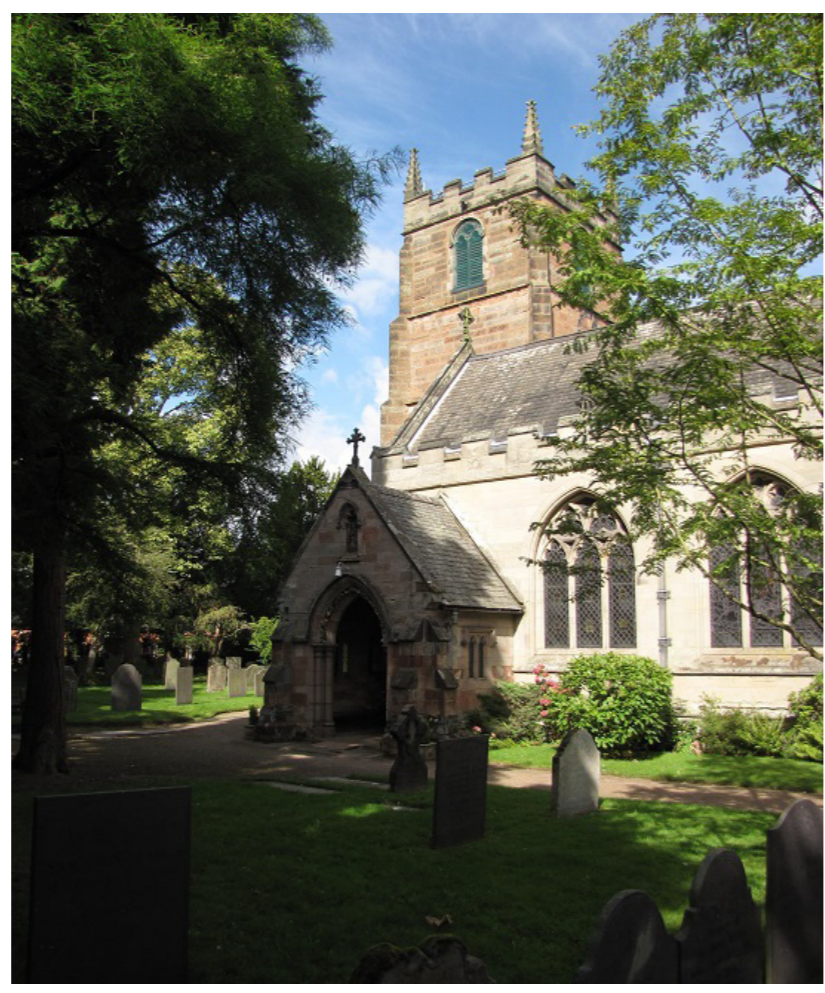
- Drop-off at the collection box next to the parish notice board
- By email (by scanning the response form): elfordnp@gmail.com
- By post to; 50 Cornwall Avenue, Tamworth, B78 3BY

Our Vision for Elford:

“The residents of Elford Parish want their village to become a place that supports a stronger, safer and more sustainable community.

In achieving this, Elford will become better connected, offer a wider range of services for residents and visitors, and provide the right housing to support the viability of the community.

This will be achieved while protecting Elford’s unique character and distinct qualities. This will include preserving and enhancing the character of the village’s buildings and streets, and protecting the natural features and landscape.”



The Objectives to achieve this:

Main Objective:

A Sustainable Future for Elford

To achieve a sustainable future for the village of Elford, with a strong, stable and safe community supported by the right services and facilities, living in suitable homes, and enjoying a pleasant and attractive local environment.

Housing Provision

To ensure that the village’s population is sustainable, by providing the right housing in terms of type and tenure to accommodate all ages, needs and lifestyles.

Local Services

To preserve the village’s existing services and to provide new ones, in order to improve the quality of life enjoyed by existing and future residents.

The Natural Environment and Rural Economy

To protect the local natural landscape, to manage flood risk, and to support agriculture in the surrounding countryside which does not conflict with the quality of life enjoyed by existing and future residents.

Building Design, Local Character and Heritage

To ensure that any new development achieves a high standard of design, respecting Elford’s established character, rural location and heritage assets.

Managing Development

To ensure that the quality of life enjoyed by the residents of Elford, and the character of the village and surrounding countryside, are protected from new development, including in terms of residential amenity and traffic impact.

The Policies to deliver this:

The policies of the Neighbourhood Plan have been prepared following feedback from the last round of consultation. The policies have been grouped into sections - please use the stickers and post-it notes to give your feedback.



Building Design, Local Character and Heritage

By requiring new development to comply with specific design criteria, it can be ensured that new development or alterations to existing properties add to, rather than detract from, the unique local character of the parish. The policies in this section aim to address this matter.

Questions to consider:

- Should we have policies that seek to protect our heritage assets and the Conservation Area?
- Are views around the parish important to you?
- Should new development be required to incorporate high quality designs?

D1 - Design of New Development

Ensures that new development follows high design standards and sets out criteria for achieving this.

D2 - Heritage Assets

Development must take account of its impact on the Conservation Area and heritage assets in the parish.

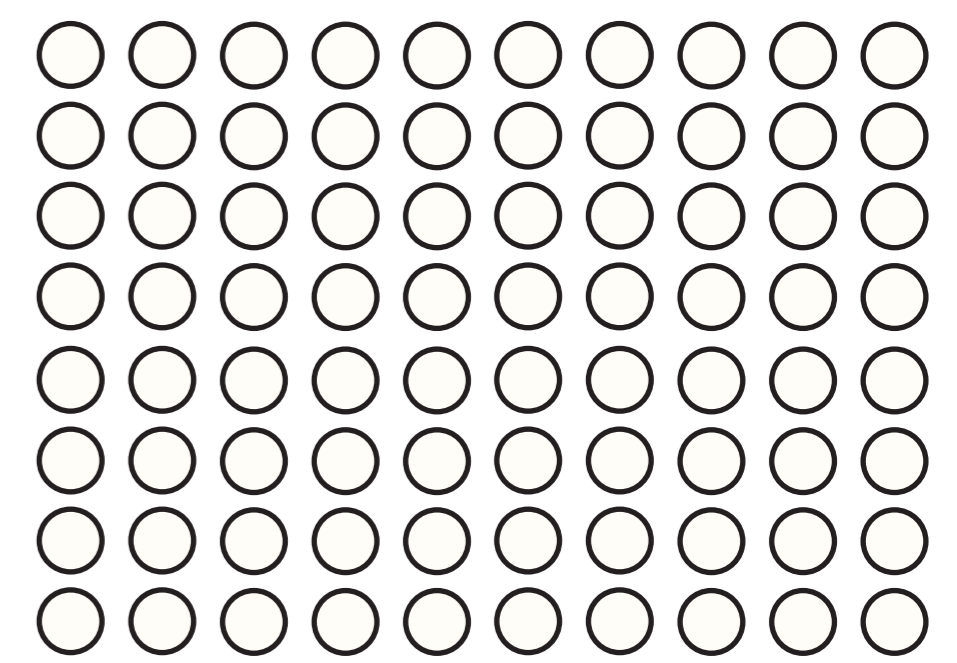
D3 - Key Views

New developments should be sympathetic to their impact on attractive views in the parish.

D4 - Design for Streets and Footpaths

Ensuring new development takes appropriate consideration of the public realm in the parish.

Now use the stickers to show what you think of this policy area -



The Natural Environment

Wildlife and biodiversity are important factors that give Elford its rural character. The Plan seeks to protect and enhance the parish's natural assets and green space through the following policies, whilst encouraging new development to incorporate green spaces and green infrastructure within their sites.

Questions to consider:

- Is it important that we protect the natural environment of the parish?
- Do you think that we need to protect green areas around the parish for their value to the community?

E1 - Renewable Energy Development

Ensures that new development follows high design standards and sets out criteria for achieving this.

E2 - Local Green Space

Sites around the parish will be afforded protection from development through local green space designation.

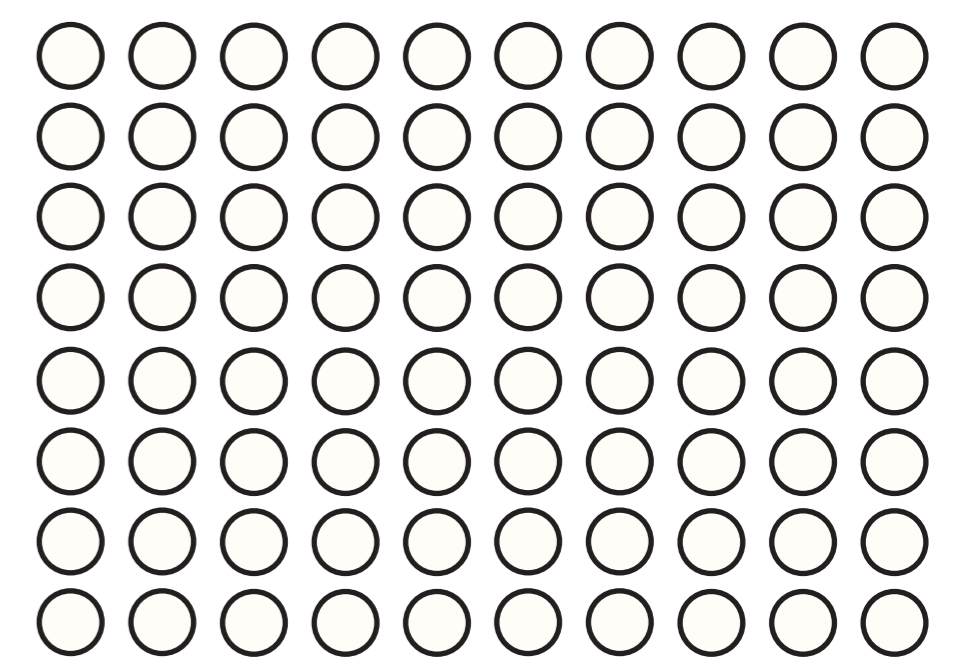
E3 - Green Infrastructure (GI) and Green Links

New development will take account of existing footpaths and green links & provide new GI.

E4 - Biodiversity

Ensures new development considers its impact on the wildlife in the parish.

Now use the stickers to show what you think of this policy area -



Managing Development

These policies seek to ensure that new development is carried out with appropriate considerations for sustainability, including matters such as transport, parking, construction materials and design.

Questions to consider:

- Should we encourage sustainable uses of transport?
- Is flood risk an issue that new development should consider?
- Should new developments embrace modern technology, or stick to traditional techniques, OR have a balance of both?

MD1 - Parking Standards

Adequate and suitable off-street parking should be provided on all new developments.

MD2 - Sustainable Transport

New development should seek to promote sustainable modes of transport to and from the site.

MD3 - Sustainable Design and Constructure

New development should embrace modern design techniques whilst respecting local character.

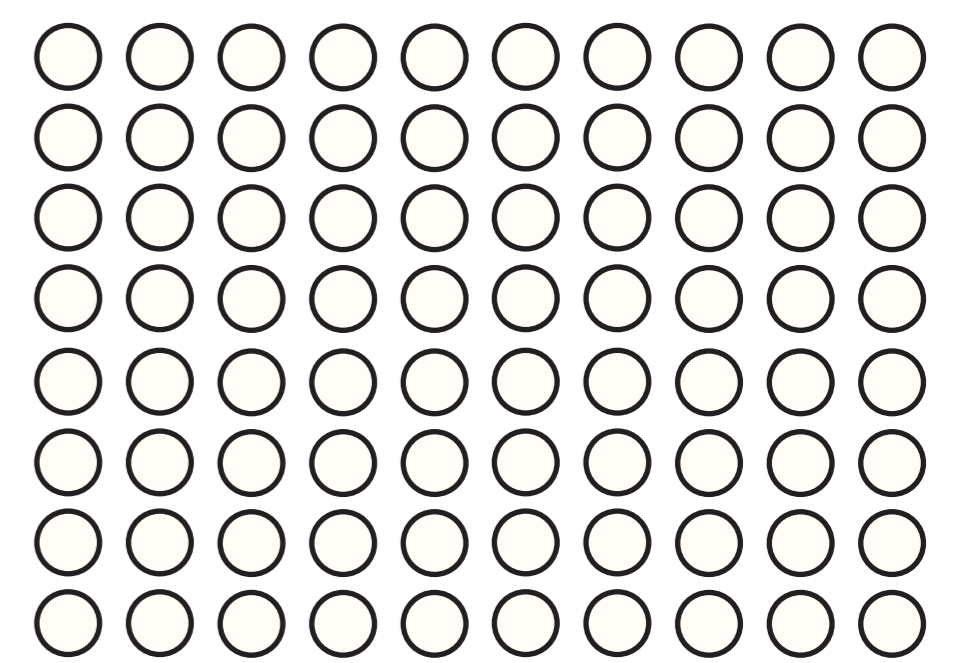
MD4 - Flood Risk Management

Resists development in flood risk areas.

MD5 - Traffic

Resists development that exacerbates existing road and parking issues.

Now use the stickers to show what you think of this policy area -



Regulation 14 Comments and Actions for Elford NP

Respondent:	Address	Comment number	Comment/Issues raised	Suggested amendment(s) / Actions
Environmental Agency		1	Objective 6 – The Natural Environment and Rural Economy could be strengthened by amending as follows: "To protect the local natural landscape, to manage and, where possible, reduce flood risk and to..."	Agreed
		2	In section 5 The Planning Policies we consider the following text should be included in paragraph 5.6 "Most of the village is located in flood zone 2 with a smaller area in flood zone 3. In line with national planning policy we would wish to see any new development, directed away from those areas at highest flood risk, i.e. towards Flood Zone 1. Planning applications for development within the Neighbourhood Plan area must be accompanied by site-specific flood risk assessments in line with the requirements of national planning policy and advice. These should take account of the latest climate change allowances. Consideration should also be given to the impact of new development on both existing and future flood risk. Where appropriate, development should include measures that mitigate and adapt to climate change".	Noted - adjust section to reflect these matters
		3	In paragraph 5.8 we recommend the following text "The proposed new residential development to the north of the village is situated within flood zone 2 with a small area in flood zone 3". The comments relating to section 5.6 above are also relevant here	Noted - as a specific location has not been designated, cannot say if the development would fall under flood zone 2 or 3.
		4	Flood Risk Assessments must demonstrate that any development here will be safe for its lifetime taking account of the vulnerability of its users, without increasing flood risk elsewhere, and, where possible, will reduce flood risk overall. The site is also adjacent to The Beck and any development will require a minimum of 8m development easement from the top of the bank to allow for essential maintenance access. This is required regardless of the extent and location of the floodplain and should be taken into account when considering the developable area. An Environmental Permit from the Environment Agency will be required for any development within this 8m strip.	Noted - No action
		5	We recommend in policy H2 Infill Policy, should include a requirement for infill development to incorporate sustainable drainage systems (SuDS)	SuDs already mentioned under policy MD4
		6	With regards to Policy H3 Edge of Settlement Housing Development, comments made regarding paragraphs 5.6 and 5.8 also apply here.	Noted - No action
		7	In policy MD4- Flood Risk Management, we welcome the inclusion of a specific policy on flood risk management but consider that it would be further strengthened by including the following: <ul style="list-style-type: none"> • A clear statement that, in line with national policy, all new development should be directed away from those areas at highest flood risk, i.e. towards Flood Zone 1. • A clarification that new development proposals must also demonstrate that they will not increase flood risk elsewhere both in and out of the parish. • A reference to the impact of climate change. Proposals for new development should consider future flood risk and, where appropriate, include measures that mitigate and adapt to the anticipated impacts of climate change. • New development in flood zone 2 must demonstrate that any development here will be safe for its lifetime taking account of the vulnerability of its users, without increasing flood risk elsewhere, and, where possible, will reduce flood risk overall. Opportunities should be sought to reduce the overall level of flood risk through the layout and form of development and provision for emergency access and egress must also be included. • Any new development, including infill development and small scale development, should incorporate sustainable drainage systems (SuDS) to reduce flood risk and manage surface water and to ensure that runoff does not increase the risk of flooding elsewhere. Long-term maintenance arrangements for all SuDS should be in place for the lifetime of the development and agreed with the relevant risk management authority. • Where feasible, opportunities to open up culverted watercourses should be sought to reduce the associated flood risk and danger of collapse whilst taking advantage of opportunities to enhance biodiversity and green infrastructure. Existing open watercourses should not be culverted. 	Noted comments - include points where relevant within explanatory text of plan
Highways England		8	Proposed allocations have been considered within the Elford Parish Neighbourhood Plan (EPNP) as to where the development of 20 units of mixed housing can be situated. It has been suggested that the dwellings should be located north of the current Elford Village with access leading onto the A513 to minimise the impact of additional traffic through the village. It is considered that the scale of the potential development is small and not in the immediate proximity to the SRN. Accordingly, there are no issues of concern in relation to Highways England's network. We are therefore content for the Neighbourhood Plan to proceed to the next stage of development.	Noted - no action
Historic England		9	On a minor note, regarding the "Non-Designated Heritage List" set out in table 2 of the Appendix there is a reference to these assets being proposed for local listing. However, there seems to be no cross reference to this within the main body of the plan or in Policy DH2, or clarity as to whether this refers to adoption onto Lichfield Councils Local List. In this respect you may find it helpful to be aware of the approach taken to a similar issue by Bredon Parish Council in their Neighbourhood Plan: <https://www.wychavon.gov.uk/documents/10586/0/Bredon+Parish+Neighbourhood+Plan+%28Referendum+Version%29+February+2017.pdf/d70e47e2-4fd6-6f29-5f19-d64a3349df9f> In particular, please see Policy NP9: "Local Heritage Assets" of the Bredon Neighbourhood Plan and paragraph 7.38, where it is made clear that the policy applies whether or not the Council move to formally adopt the assets onto their Local List.	Link Appendix 2 list with Policy DH2
Natural England		10	As the Plan area falls within the River Mease SAC catchment, specific reference should be made to the need for any new development to conform to Policy NR8 of the Lichfield District Local Plan. <input checked="" type="checkbox"/> Policy E2 – Local Green Space is an opportunity to commit to net gains in biodiversity (see National Planning Policy Framework). <input checked="" type="checkbox"/> Policy E4 – Biodiversity should make reference to Biodiversity Action Plan habitats, and include a commitment to the protection of BAP habitats within the Plan area.	Mention Plan area falling within River Mease SAC catchment in environment section.
National Grid		11	From the consultation information provided, the above overheads powerline does not interact with any of the proposed development sites.	No action
Network Rail		12	No specific comment	No action

Charlotte-Anne Lees : joint response for all former residents of 61 The Beck		Summary The village boundary in the area of 57 The Beck, 61 The Beck and 20 Croft Close has been significantly compromised and bears no resemblance to recent approved changes to properties and land boundaries. The northern boundary to the village was identified as being represented by the outer hedge line to our land parcel in the approval for the construction of 57 The Beck as was its status as a 'Brown Field' site. The development of this land for housing will meet the continued need for incremental growth of the village supporting both the Vision for a more sustainable community and the primary aim to preserve and develop services with the provision of additional high quality dwellings. Conclusion We ask for the EPNP to be modified to show the land identified here within the village boundary and for it to be considered a potential infill site for four houses.	The ENP is not allocating sites for development. Infill sites are dealt with under policy H2 - Infill Policy	
	13			
JWH Planning	14	Para 5.9 does not make sense in our opinion	Comment noted - review para	
	15	Suggestion that LS4 should not resist certain types of agricultural development	There are demonstrable issues caused by existing agricultural activities and the plan has identified these, therefore further inappropriate growth or use of these activities would not be supported by the plan	
	16	Policy H2 infill: this will result in few infills	There is no requirement for infill plots to be encouraged in the parish. The policy is restrictive to avoid inappropriate infill developments and to encourage high quality solutions for those sites which are available for infill	
	17	Policy H3: site is within flood zone, outside settlement boundary and no feasibility study has been taken of the appropriateness of this site.	Environment Agency has confirmed that no issue would be felt from developing in this area of the parish. The residents of the parish have undertaken a survey and have identified that around 20 additional homes in the parish are required. This figure cannot be satisfied within the village settlement boundary itself and therefore would have to be allocated outside this. The proposed preferred area for development lies adjacent to the existing settlement boundary and is in a sustainable location. The preferred area for housing is only a broad outline within the parish and is not specific enough to warrant undertaking a full feasibility study on as the specific location of potential future housing on the site would be determined at a later date.	
	18	Para 5.36 not feasible and does not make sense	Comment noted, should read 'inappropriate development	
	19	NB: These comments were repeated word for word in several letters received for consultation, and therefore will be taken as one response. The outstanding issues raised from the letter are as follows:	-	
Diane Hodgetts, Fiona Aston, Anthony Hodgetts, Miriam Lee, Kevin Hodgetts, GH Hodgetts, A. Hodgetts	Model Farm	20	The proposed new residential area north of the village is outside of the village boundary	Evidence gathered through the housing survey shows that around 20 homes are required in the Village - at the time of the survey, these could not be delivered elsewhere in the village and therefore the only other place appropriate would be adjacent to the village boundary.
		21	The proposed new residential area north of the village would create and access onto a fast main road	Highways England had no objection to the location of the proposed new residential development and the potential of vehicles exiting and entering from the main road
		22	The proposed new residential area north of the village is in a flood zone	Environment Agency has confirmed that no issue would be felt from developing in this area of the parish.
		23	The proposed new residential area north of the village would open up opportunities for further infill development	If / when a scheme was put forward, it would sit adjacent to the existing settlement boundary and therefore the potential for infill would be limited.
		24	The Neighbourhood Plan should look for sites within the settlement boundary before looking to sites on the edge of the settlement boundary	Other sites within the settlement have been considered. The only potential site with large enough size to accommodate around 20 homes is the land north of the Shrubbery, however this is within the proposed Conservation Area extension (which is currently in the process of agreement between Lichfield District Council and Elford Parish Council). If development were to occur here, it would likely have negative impacts on the Conservation Area, were it to be extended to include this site. This site is also been designated an area of Protected Open Space in the Local Plan. Furthermore, the surrounding road network has been identified through residential consultation as being problematic in terms of traffic impacts, and therefore developing this site would likely exacerbate these identified issues. For primarily
		25	Para 5.8 - survey was misleading as it only focused on North of village	Following a discussion between the Steering Group and Urban Imprint, this broad area was deemed the most appropriate area of the parish to focus larger future developments
		26	The Local Green Space designation for the Land off Eddies Lane does not meet the criteria set out in Para 77 of the NPPF - specifically recreation	The site has does not need to satisfy all categories of LGS designation and has demonstrable recreational value
		27	Object to the key views across Eddies Lane	This was identified by the community due to the large area of open space which the site represents and the distance that views can be enjoyed looking out across it
		28	Object to the concept of congested routes along the Shrubbery - no highways evidence	There is local evidence from the previous round of consultation where numerous residents noted the issues along this route
		29	Policy H1 Housing Mix limits development to 4 dwellings	The policy does not limit infill, it states that developments of over 3 homes would be expected to deliver a mix
		30	Policy H2 infill: this will result in few infills	There is no requirement for infill plots to be encouraged in the parish. The policy is restrictive to avoid inappropriate infill developments and to encourage high quality solutions for those sites which are available for infill
		31	Objection to the land off Eddies Lane being allocated as Local Green Space	The community had strong feelings about protecting this land as LGS

		32	Policy MD4 is not in line with planning policy	Environmental Agency have not mentioned issues with flooding related the proposal to put housing development on this site
Louise Deans	previously lived at croft close and Victoria meadows	*	identical response, comments 19-32	
Susan Manns		33	Para 2.3 - change Borough to District (3 instances)	Amend in Plan
		34	Para 2.13 - change Borough to District - 1 instance	Amend in Plan
		35	5.1 - remove NPPF from the Development Plan	The Development Plan currently consists of the Lichfield District Local Plan Strategy (2008 - 2029) and the saved policies of the 1998 Lichfield Local Plan, until replaced by policies in the currently emerging Allocations Plan.
		36	Paragraph 5.2. It is suggested that a third purpose for the NP should be included. That is to guide potential developers looking to bring forward development within Elford as to what will, or will not, be considered appropriate and acceptable.	Noted - include this as a 3rd point
		37	Make it clearer that the weight of aspirations is not as strong as policies	Make it clearer at the start of the plan when discussing aspirations that these do not hold as much weight as the policies
		38	SP1 - change title to non-strategic spatial development	Changed to 'Parish Strategic Policy' to avoid confusion with Local Plan
		39	5.4 change 'communities aspiration for delivering sustainable development' to something more concrete	Noted - alter this to say that the policy will help achieve SD
		40	5.7 reword this para to make it sound clearer - see notes under para 5.4 of Susan Mans doc	Noted - amend 5.7 to sound clearer
		41	Paragraph 5.12 needs to be expanded beyond the consideration of impacts on local residents. For example, it should include reference to landscape and visual impacts, heritage impacts, environmental impacts etc.	Noted - include these within the para
		42	Policy LS1 requires rewording. The policy requires applications for new or expanded employment or economic development to demonstrate that "they do not increase traffic through the village". This is unreasonable.	Change policy to "they do not have negative impacts on traffic flows through the village"
		43	LS2 The opening sentence of this policy is very negatively worded. It is suggested that this could be more appropriately worded as follows "The Neighbourhood Plan will support the retention of business, enterprise uses of properties in the village ...".	Change policy to "The Neighbourhood Plan will support the retention of businesses, enterprise and retail units in the village. The Neighbourhood Plan will not support the change of use of these to residential unless a suitable alternative can be demonstrated"
		44	LS2 This policy also refers to 'retail units', however there are none in the village at present. This requires amendment.	Potential future retail units might be developed in the village and therefore should be included in the policy
		45	LS3 Once the NP is 'made' the Parish will benefit from 25% of the revenues from the Community Infrastructure Levy arising from the development that takes place in their area. The use of neighbourhood funds should therefore match priorities expressed by the local community, including priorities set out formally in the NP. It is important that the NP is clear about how this money will be used.	NP group discussed this and wanted to include a list in the plan
		46	LS3 This policy needs to make a distinction between 'on site' provision, which may not be possible given the small scale and location of development likely to occur, and 'off-site' provision. It needs to clarify whether 'off site' improvements to existing sports, recreational and leisure facilities in the Parish will be secured through the CIL revenue passing to the Parish Council.	NP group discussed this and wanted to include a list in the plan
		47	LS4 Agricultural activities benefit from significant permitted development rights. The NP cannot restrict or limit these rights.	Noted - have made the policy less demanding, stating that the Plan would not support such development (were it not already permitted)
		48	LS4 The Policy also refers to support for "traditional" agricultural activities, however there is no definition of 'traditional'.	Plan to provide examples of what traditional means
		49	LS4 Although paragraph 5.18 of the supporting text refers to the benefits of sustainable rural tourism it does not explain the connection and why the policy contains the link. Clarity is required as to exactly what this policy is focused on.	Remove this from the policy and explanatory
		50	Paragraph 5.17 requires rewording. It is unclear what is intended if agricultural activities "negatively impact on the other qualities of the parish" and by what mechanisms this control will be applied.	Have reworded this in the doc to add clarity
		51	Housing development - para 7.0 of Susan Mans response - large site next to Webbs farm was not considered in the housing survey	This site was not considered because of its recognised value to the community and the designation as Protected Open Space by the local authority
		52	Although there is a definition of affordable housing in the Glossary there is no mention of affordable housing in the NP itself. This would appear to be an omission and should be addressed.	Agree - this was meant to be included under policy H3, have included mention
		53	H3 H3 supports the development of 20 homes over the plan period. The evidence base for the NP should be both proportionate and robust. There should be a clear explanation as to how the 'need' for 20 homes was established. This is not to say that the figure is wrong, rather to highlight the importance of ensuring that evidence base supports that number. This is particularly so as the second sentence of the policy refers to the requirement for development in excess of 20 homes to be justified by "an unsatisfied and identified local need for such development".	Noted - expand on explanatory to explain evidence gathering behind this policy
		54	It is assumed that the "approximately 20 homes" referred to in this policy excludes "infill" schemes (Policy H2). This should be made clear in the supporting text.	Incorrect, the explanatory mentions 'alongside infill...'
		55	In terms of thresholds for CIL, this does not 'kick in' at 10 dwellings. There is no minimum site size / number of houses required to secure CIL payment. It is charged based upon the floorspace of private market housing. Private Market housing is defined by the CIL Charging Schedule as "Houses that are developed for sale or for private rent on the open market at full value. As such 'affordable housing' of any type is excluded from this definition".	NP group discussed this and wanted to include a list in the plan
		56	Therefore, not only does the issue of 'developer contributions' require clarification but also the NP should detail the justification for a minimum of 10 homes. This may be related to the intention to trigger affordable housing. In the absence of a clear and appropriate justification the NP is challengeable.	Included within Policy H3 the the number of homes required should be OVER 10 units, plus how this allows for affordable housing contributions in the explanatory
		57	Turning to the issue of affordable housing (also discussed in paragraphs 7.4 - 7.6 above), the February 2017 consultation describes affordable housing as "basically homes that are provided at below market prices." The glossaries for the NP, the Lichfield District Local Plan and NPPF (Annex 2) all define affordable housing as "social rented, affordable rented and intermediate housing which is provided to eligible households whose needs are not met by the market...". This definition is materially different to the explanation of affordable housing provided to local residents as part of the Housing Survey. At best, the consultation material could be viewed as confusing as to what 'affordable housing is', at worst it is inaccurate and potentially misleading.	It was written as such in the Housing Survey to be brief and not to over-complicate the survey
		58	DH1 design guidance should not stifle originality or innovation in design (Paragraph 60). The NP should be clear with regard to the latter point.	4th bullet point of policy covers this

			Policy E2, Local Green Space includes a list of sites which will be protected from future development. This includes land off Eddies Lane (Protected Open Space Policy C9 as identified in the Lichfield Local Plan). The adopted Lichfield Local Plan replaces the saved policies of the 1998 Lichfield District Local Plan. Appendix J of the Local Plan identifies policies to be superseded and includes Policy C9 - this is to be replaced by the Local Plan Allocations Document. The Draft Local Plan Allocations Consultation, which was recently subject of a Regulation 19 Consultation (Spring 2017), did not propose a replacement for this Policy and confirmed deletion (Appendix A Table A1 Schedule of Deleted Policies). This requires to be clarified in the NP and also amended on the Proposals Map.	C9 is to be considered through the Local Plan Allocations document, and was proposed to be removed (in the published version consulted upon between March and May this year) however, the Local Plan Allocations document is not sufficiently advanced to be attributed weight in the decision making process.
		59		
		60	The Open Space Assessment 2016, which forms part of the evidence base for the draft Allocations Document, considers the various areas of open space within Elford. It is surprising that the NP makes no mention of this and instead performs its own assessment against paragraph 77 of the NPPF. The Paragraph 77 criteria for designation are short and should be repeated in full.	Neighbourhood Plans are allowed to make allocations itself for Local Green Space through consideration of what the community wish to see as areas of special value. Agree with second part of this - include the full criteria in the explanatory.
		61	Reference should be made in the text to the analysis table found at Appendix 2 (not numbered). PPG notes that "Proportionate, robust evidence should support the choices made and the approach taken". The evidence base for this policy needs to be better articulated in the NP - it is suggested that more detail, for example in relation to how 'tranquillity' is considered, could be provided as a footnote to the table at Appendix 2.	Included reference the evidence base in the policy
		62	MD1 Appendix D of the adopted Lichfield District Council Sustainable Design SPD (December 2015) includes parking standards which are different to those listed in Policy MD1. The NP should explain why the minimum requirements for new residential developments in Elford differ from those in the adopted SPD.	Have discussed this with LPA and Group - group decided they wished to pursue this higher parking threshold
		63	The wording of this policy is inconsistent with policies LS1 and LS4. It is more realistic in that it recognises that development proposals 'may increase traffic' through the village. The general point made in respect of LS1 and LS4 remains valid, in that it is important however that proposals demonstrate that unacceptable adverse impacts on road safety, traffic movements, noise and air quality etc would not result. An explanation with regard to safety concerns, accident records etc may assist in providing a context and clarity as to the nature and extent of the concerns raised by local residents that have been influential in the wording of this policy.	Agreed, to change wording to be less restrictive
Greg and Sue Watkins	22 The Beck	64	Care should be taken in encouraging local listing of buildings in Elford	Noted
		65	Consider the intrusive controls that Conservation Area status would have on homes in the extended area before supporting this in the Plan	Noted
Mrs B Pickering	10 The Beck	66	Don't agree to dwellings on the Green Belt to come out in shrubbery very dangerous road	Noted
Steven Pountney	11A Croft Close	67	in my opinion the plot of land to the south of the beer/west of Eddies Lane and the triangle of land at the A513 end of the beck should be allowed to be developed before considering sites outside the natural perimeter of the village. However these developments should be for 2&3 bedroom houses only. The developers should also be encouraged to provide affordable houses for young couple as well as houses for retired people in the village to downsize.	Land at Eddies Lane is Protected Open Space and valued by community
Richard Smith	Webb Farm	68	We need a road from the A513 to Brickhouse Lane to take traffic out of the village	Cannot enforce through the NP
M.Simmonds	14 The Beck	69	planning applied for 25 dwellings including new access land at The Shrubbery on Green Belt & conservation land	Noted
Philip All (signature so not a full name!)	Spinney, The Shrubbery	70	support action to reduce traffic speed and volume within the village. Positively support environmental improvements that are sensitive to the heritage and nurture of the parish local neighbourhood!	Noted
Trevor & Denise Noon	Lorien, 8A The Beck	71	We are opposed to the planning application 17/01379/OUTM and which clearly is in conflict with the draft neighbourhood plan.	Noted
John & Sandy Price	16 The Beck	72	We moved to Elford because it is a village and the house we bought has a distinct rural aspect, and we would be against over-development that would change the character of the 'village' and spoil our aspect. Very 'nimby' but you buy what you are looking for.	Noted
Irene foster	18 Burton road	73	The A513 road currently at 40mph is extremely dangerous. There are 11 accesses to this road from dwellings, 9 of which have limited vision. There has been at least one fatality. A speed limit of 30 mph is required.	Noted
		74	In addition Lighting should be provided from the start of the speed limit	Noted
Geoffrey Foster	18 Burton Road	75	similar comments on speed and lighting as recorded by Irene Foster on A513'	Noted
Stewart Edwards	19 The Beck	76	Would new development enhance opportunity to keep Bus services which is ending in April 2018	Noted
Michael Collins	Elford Lodge, Church Road	77	H1- Mix of dwellings should be predominantly downsize bungalows and starter homes rather than larger family homes	Noted
		78	DH2- Development in proposed new extension to conservation area should be avoided	Noted
Joy Collins	Elford Lodge, Church Road	79	H1- No larger family homes needed, downsize bungalows and starter home required	Noted
		80	DH2-Development should avoid conservation area extension	Noted
Marion and John Warren	Bagot House, Church Road	81	LS3- We agree in principle providing the impact of any improvement or increased usage on immediate neighbours is given priority consideration. For example noise from late night use of play area, increase in traffic and over booking of football pitch.	Noted
Richard Wain	Elford Park Farm, Brickhouse Lane	82	In terms of edge of settlement housing, consideration should be given to viability, to ensure that the mix of housing proposed also provides for identified S106 contributions. If we provide a number of bungalows and starter homes, these should be our contribution to 'affordable housing', otherwise schemes will not be viable or deliverable.	Noted
Richard donovan	Skip Hill House, Burton Road	83	I have particular concerns about the amount of heavy farm traffic through the village, any farming activity which causes smells in excess of normal farming smells. The large possible development on the land off Eddies Lane would be totally out of character and would spoil the village in many ways	Noted
Diane Hughes	Guinea garden, Burton Road	84	Agricultural development should not include any intense farming methods- huge pig/chicken farms that can be unpleasant for residents- smell and noise- and poor on animal welfare. This area has lost miles of hedgerows- it would be good both for wildlife and aesthetically if this could be reversed/hedge cutting only every 2 years!	Noted
Graham Cavanagh	19 Burton Road	85	H1 & MD2- will be affected by the recent decision to withdraw the local bus service	Noted
Barbara Smith	Howard Cottage	86	I feel that consideration must be given also to the existing buildings and highways in order to bring up standards to receive better conditions and economy within the homes and improvement to lighting and repairs where necessary on the roads. Hopefully listed homes would be able to make use of some forms of renewable energy if installed sympathetically.	Noted
		87	This can only be good for the school and for the village in general!	Noted
Iris Weddicott	26 The Beck	88	Ref Drainage: I feel that maintaining the green spaces within the village boundary in important and development of housing should be outside the current boundary. Any future development to be accessed from A513 and not to have drains enter if the current village sewage drains which are already over loaded.	Noted
Susan Robotham	The Hawthorns, The Square	89	Residential development design and planning should take advantage of an opportunity to deliver design that reflects diversity of existing heritage buildings within the area, and not simply reproduce architectural style and site plans that appear elsewhere in suburban locations.	Noted
David and Susan Warmington	Bramble Lodge, the shrubbery	90	New developments should retain as much green area as possible, including amenity pathways and adds to the tree population.	Noted
		91	Thought should be given to safety on existing village roads and the impact new developments will have upon them, together with the impact that surface water drainage will have upon existing flood plans.	Noted

Staffordshire Country Council	92	LS1: The first bullet point seems a little contradictory where it states 'they do not increase traffic through the village'. Encouraging economic development will bring with it increased traffic movements, which is recognised in bullet 2 in relation to parking provision. It is suggested that this needs to be amended to refer to 'not significantly increasing traffic' or something to that effect.	Noted - amend
	93	H1: suggest that you do not refer to 'small properties'. Instead maybe refer to 'Properties specifically designed for older persons that meet enhanced building regulations Part M, including bungalows'.	Agree - amend
	94	MD1: On parking standards you may wish to specify minimum internal measurements for garages to qualify as a parking space. 6m x 3m allows room to get in/out of a car within the garage whilst leaving some room for storage.	Noted - amend to add this
	95	MD6: Further to the above there is an apparent contradiction in the wording of this policy and the objective to allow development i.e. new development will invariably bring with it more traffic. It may therefore be worthwhile considering rewording to address what is envisaged is the crux of the issue i.e. to manage development so that it doesn't cause any transport issues or can mitigate their impact.	Noted - amend to read clearer
	96	The undesignated heritage assets, notably the archaeological sites and monuments, of the parish have also been excluded from the plan. Information on these assets are held by the Staffordshire Historic Environment Record (HER) (www.staffordshire.gov.uk/historic-environment-record)	Noted - to include the additional assets but also to wait back from the LPA on if they were going to send over a list
	97	• Paragraphs 2.10 to 2.12: the historic environment of the parish is also characterised by evidence for human activity extending back into the prehistoric period as above and below ground archaeological remains. Of particular significance which would be worthy of inclusion in the introductory paragraphs is the Scheduled Monument 'The Low Bowl Barrow' (Historic England National Historic List Entry no. 1008530), a Bronze Age burial mound, which is also known as Elford Low.	Include mentioned of Low Bowl Barrow in 2.10
	98	• Paragraph 5.30: the paragraph identifies that the village contains both designated and non-designated heritage assets and that these can be found listed within the Elford Conservation Area Appraisal. By confining an understanding of the historic environment to the area defined by the Conservation Area the plan has not considered those designated and non-designated heritage assets which are located within the wider parish and which may also be affected by development proposals within the plan period. These include the Scheduled Monument 'The Low Bowl Barrow', a further 13 Grade II listed buildings and undesignated heritage assets including sites of archaeological interest.	This list will be updated with a new list of 28 that covers the entire parish once confirmation has come through from the LPA
	99	• DH1 - Design of New Development: the policy is to be welcomed in order to protect and enhance the local historic character and it is appropriate that any new development should seek to 'preserve and enhance' the significance of the Conservation Area and its setting.	Noted
	100	• DH2 - Heritage Assets: the policy is to be welcomed as is the need to adhere to the SCC Farmstead Character Statement, although this should include reference to the SCC Farmsteads Guidance, either within the policy or within the 'Explanatory' text. This latter document sets out guidelines to support applicants to make a successful application with the aim of understanding, respecting and enhancing the character of the site and its place within its wider landscape. The policy may also wish to consider whether it is appropriate to ensure that where developments may impact upon heritage assets or their settings applications are supported by an assessment or Heritage Statement.	Agreed, refer to the SCC Farmsteads Guidance in the policy and explanatory
	101	• Given the presence of known archaeological sites within the parish it is recommended that a further policy be included under Building Design, Local Character and Heritage, to take account of the potential for the survival of above and below ground archaeology. Alternatively the plan could make reference to both the National Planning Policy Framework (Chapter 12) and the East Staffordshire Local Plan 2012-2031 (Detailed Policies 5 and 6), which identify various aspects of the historic environment, including archaeology, as a material consideration within the planning system.	Agree - make reference to the NPPF
	102	Paragraph 2.8 refers to hedgerow removal as a key threat to the wider landscape, referring specifically to the floodplain as an area vulnerable to hedgerow loss. Decline in hedgerows due to agricultural intensification and loss of stock control function within the Lowland Village Farmlands character type is also a threat.	Taken the section out and placed into the explanatory of Policy MD4 - included an extra sentence in MD4 to reflect the importance of retaining hedgerows.
	103	Policies SP1, H3 and the Proposals Map indicate potential for a larger scale housing development to the north of the village. This area falls within the Lowland Village Farmland character type where Planning for Landscape Change had derived a policy objective of Landscape Maintenance, indicating a landscape where characteristic landscape features are strongly represented and generally in good condition. I recommend Policy SP1 or H3 is strengthened to ensure that development seeks to be unobtrusive in the wider landscape and is informed by landscape and village character. I note that later in the document Policies E3, and E4 set out the need to protect existing vegetation such as trees and hedgerows and incorporate new green infrastructure into the design of new development, which is welcomed. I strongly recommend that there should additionally be a requirement to incorporate planting proposals on the new settlement boundary in order to minimise and buffer the impacts of development on the wider landscape and enhance Elford Conservation Area and it's setting.	Amended SP1 to include section on unobtrusive impacts on landscape
	104	The Introduction to the Parish does not include reference to local biodiversity which could support policies E3 and E4. The parish is partly situated within the Tame valley, an important wildlife corridor linking to the Trent valley.	Added a section to the intro on biodiversity
	105	DH4: We also welcome the recognition that public rights of way can form a key part in promoting health and wellbeing and the future sustainability of a community.	Agreed - add this
	Lichfield District Council	106	Evidence – it is recommended that the neighbourhood plan is supported by greater evidence. As drafted there is little explanatory text to support planning policies within the document. Much of the supporting text refers to community desire – whilst it is accepted this is a key part of the neighbourhood plan process it is not sufficient evidence on its own to support a policy. For example at paragraph 1.4 of the plan there is no reference to an evidence base approach having been undertaken in developing the plan.
107		Negative wording of policies – a number of the policies within the draft neighbourhood plan are more negatively worded than would usually be expected.	U1 to reword LS2 more positively.
108		Housing Allocation – as drafted the plan appears to propose a housing allocation but is not clear that this is the case - a point picked up in the specific comments detailed below. It is not clear within the plan what evidence has supported this allocation, specifically it will be important to show what SEA and Sustainability Appraisal type work has been undertaken to consider potential options and alternatives.	The NP is not specifically making a housing allocation, more so it supports a broad location in the parish where residents would prefer to see a limited number (around 20) of new homes. The evidence for this (and the number of homes that residents feel is needed) comes from the Housing Survey undertaken in February 2017, as referenced under section 5.26 of the plan, as well as in section 5.21. In the Housing Survey, a number of options were devised by the NP steering group and put forward to the residents.

	Strategic Environmental Assessment (SEA) & Habitat Regulations Assessment (HRA): The neighbourhood plan will need to be screened for SEA and HRA, it would have been preferable for this to have taken place on an earlier draft of the plan prior to this formal consultation stage. The Neighbourhood Planning (General) (Amendment) Regulations 2015 require an environmental report to be submitted alongside the neighbourhood plan when it reaches the submission stage. As such it is critical that screening for SEA and HRA is undertaken as soon as possible. The Parish Council can request the District to undertake this screening process. To do so the Parish should formally request this and specify the draft of the neighbourhood plan which the screening is to be undertaken on.	SEA/HRA screening will be requested by the Parish Council after amendments are made to the Plan.
109		
110	Paragraph 1.6: This paragraph refers to a 'Sustainability Appraisal' which has been continuously worked upon alongside the neighbourhood plan and will be submitted alongside the neighbourhood plan. However, this document does not appear to be available as part of this consultation.	Was not included on the PC website due to its incompleteness as it is an ongoing document but will be included as part of the submission documents for Regulation 15
111	Paragraph 2.3: Change 'Borough' to 'District' three times in the paragraph. This change should be made throughout the document if the term Borough is used when referring to Lichfield District.	OK U! to make amend
112	Paragraph 2.13: Change 'Borough' to 'District'. Elford Neighbourhood Plan – Regulation 14 Consultation – September 2017	OK U! to make amend
113	Paragraph 2.10: There is significant archaeological evidence within the parish of settlement in the area dating back to the Bronze Age. This could be added to this paragraph.	OK U! to add reference to this
114	Paragraph 2.11: For information – it is hoped that the amendments to the conservation area boundary will be legally in place shortly. The Conservation Team will inform the Parish Council once this has taken place. After that time it would be appropriate to amend this paragraph to reflect the updated position.	Will amend whenever the Conservation Area is agreed upon
115	Paragraph 2.12: A slight change to the wording is requested as currently it reads as if it is only the setting of the non-designated asset that needs to be preserved rather than the asset itself and setting.	OK U! to make amend
116	Section 3: Supportive of this section which provides a clear vision supported by concise objectives. It could also enhance the vision to include <u>reference to the historic environment</u> within the last paragraph of the vision.	Steering group discussed this and decided not to include this reference
117	Policy SP1: The policy refers to the village settlement boundary as set out on the proposals map. The local plan policies maps will set out the village settlement boundaries. It is recommended that the policy be changed to refer to the Local Plan Policies Maps. The proposals map then included within the neighbourhood plan then shows the village settlement boundary as set out within the Local Plan.	The boundary that was used for the proposals map was that which was sent to us by Lichfield.
118	Policy SP1: The Local Plan Strategy and national planning policy allow for rural exception sites beyond the settlement boundary for rural affordable dwellings. It is recommended that an additional bullet point be added to the policy as follows: "Development for rural exception sites which accords with Local Plan Policy H2."	OK U! to include this
119	Paragraph 5.7: The statement that development in the countryside is seen as unsustainable both locally and nationally is misleading. Certain types of development are considered to be appropriate in rural areas, indeed the NPPF requires support for proposals which support the rural economy. It is recommended that this paragraph is reviewed or removed.	U! to reword this to reflect that some development in the countryside is appropriate
120	Paragraph 5.8: This paragraph suggests that a potential allocation for housing development is proposed. The neighbourhood plan should be clear if it is indeed proposing to allocate land for residential development. Such an approach would need to be accompanied by the appropriate evidence and may impact upon any SEA & HRA screening work (See general comments section).	As stated previously, the NP is not making a housing allocation. It is suggesting a preferred broad location for approximately 20 homes to go in the parish.
121	Paragraph 5.10: Full stop at the end of the paragraph.	OK U! to make amendment
122	Policy LS1: The criteria within the policy may be considered to be too onerous. Specifically the first bullet point which requires development to demonstrate it will not increase traffic within the village. Clearly all development may have this effect and it is appropriate to assess these potential effects through transport statements/transport assessments at the planning application stage. This policy goes beyond that process.	OK. Bullet in policy to be amended to read "they do not have negative impacts on traffic flows through the village"
123	Policy LS2: The first paragraph of the policy states support will not be given to any proposal for a change of use to residential development from business/retail uses. Some of these potential changes may be PD, as such the policy cannot be used to prevent this. It is recommended that the first paragraph be removed from the policy.	OK. Change to "where planning permission is sought" which will exclude those permitted development cases
124	Policy LS3: What is meant by 'contributions' within the policy? Does this refer specifically to onsite provision of such facilities or applications which could be CIL chargeable and therefore potentially provide financial contributions in the form of the Parishes 'meaningful proportion' of CIL receipts?	OK. Amend this to state that the contributions would be financial and/or onsite
125	Policy LS4: See above representations to Policy LS2 with regards to traffic impacts. This appears to be too onerous. This part of the policy could perhaps be reworded to say 'applications which have a significant detrimental impact in terms of traffic generation' or something similar. It is highly recommended that you seek comments from the Highways Authority (Staffordshire County Council) with regards to policies relating to traffic/transport.	Will alter bullet to read less onerous
126	Housing Development: The policy numbering in this chapter should be changed slightly so as to avoid potential confusing with policies (H1 and H2) in the adopted Local Plan Strategy. As such it is recommended that the Policies within this chapter of the neighbourhood plan be changed, For example 'HOU1, HOU2 etc.'	Agree – will alter the housing policies to HD or something similar – discuss with steering group what they would like them to be
127	Policy H1: The thresholds and criteria within the policy do not appear to be evidence base, there is no clear explanation as to how these aspects have been arrived at within the explanatory text supporting the policy.	Evidence was made available on the website of the consultation material that was used U! to make addition to the section – the evidence base comes from the initial residents survey which highlighted those type of homes that that residents wished to be delivered in parish.
128	Policy H2: The third bullet states that where appropriate a site should demonstrate safe access. It would be questioned whether there are any circumstances where this would not be appropriate. It is recommended that the criteria be removed from the policy.	U! to remove wording 'where appropriate' from bullet.
129	Policy H3: As noted in comments relating to paragraph 5.8 the neighbourhood plan appears to be allocating a development site without specifically stating that is the case. If it is the desire of the community to allocate such a site it is recommended that the appropriate evidence be produced to support such a proposal. Having consideration to the policy it is clear that this would be a proposed allocation yet appears not to be supported by technical evidence.	Group has decided that a criteria based policy will replace this policy - the area on the proposals map will be removed to make it clear that it is not an allocation.
130	Policy H3: it would be better the propose alterations to the settlement boundary which clearly define the extent of the proposed development. As drafted the policy and proposals map provide a general location but do not define the extent of the site.	See above
131	Policy H3: The policy doesn't specify how the proposed development will integrate into the village, indeed the policy requires this to have a separate vehicular access. It would be beneficial to include support for integration of the site into the village. There are a number of the criteria within the policy which would appear to have little justification and are certainly not supported by technical evidence (e.g.: location of the site, access to the site, number of units for the site).	There is no specific location for development in this area – it is a broad location where around 20 homes will go, and therefore issues of access and its integration with the village cannot be specified
132	Policy H3: Evidence is required to suggest the proposed allocation is deliverable. The latest Strategic Housing Land Availability Assessment (SHLAA) does not include a site within the area the plan is proposing, as such it is unclear as to whether the site is indeed available for development.	See comments about RE not being an allocation site. If we were doing an allocation for the NP, we would follow a different approach – available, achievable, deliverable.
133	Policy H4: The policy requires any replacement dwelling to be similar in appearance to that which it replaces. This would prevent any modern design/improvements to the street scene through improved design as such it is recommended that this bullet point be reworded or removed. The policy could also include a reference to the fact that historic properties should not be replaced unless there is sound justification, this applies across the parish, particularly within the conservation area.	U! to reword to not exclude modern design. Agree with second part of comments – could include reference to not replacing historic buildings unless there is sound justification
	Policy H4: The statement that single dwellings not being replaced by multiple dwellings would also need to be justified by evidence. The explanatory text states that this is a community desire, and whilst that may be the case it is not considered to be sufficient evidence to justify that element of the policy.	

		It may be that proposals for demolition and replacement with several dwellings are acceptable in terms of local and national policy and provide for the types of dwelling which other policies within the neighbourhood plan support. This part of the policy should be removed as it is not justified.	Amend policy accordingly - suggest keeping it in though
134			
135		Paragraph 5.38: Suggest the following changes to this paragraph. The first sentence should be reworded as follows: "Elford contains a number of designated heritage assets including 28 listed structures, a conservation area and a scheduled ancient monument as well as a number of non-designated heritage assets."	OK, UI to amend
136		Policy DH1: The first bullet point of the policy would appear to rule out contemporary design, in particular the part which states that developments should use materials that reflect those used in the local area. The emphasis should be on high quality development that responds to the locally distinctive character rather than simply repeating it.	UI to amend parts of this policy – see wording additions on hard copy
137		Policy DH1: With regards to the second bullet point of the policy - legislation is worded that development should preserve or enhance its character or appearance. The neighbourhood plan policy uses 'and' instead of 'or'. This should be changed to ensure the policy wording is consistent with legislation.	OK UI to amend accordingly
138		Policy DH1: The third bullet point seems too proscriptive particularly when much of the conservation area is characterised by buildings that are sited at the back of the pavement. This part of the policy should be removed or reworded so it is less proscriptive.	OK – UI to remove this
139		Policy DH1: The penultimate bullet point requires development to not create additional/unnecessary light pollution yet provides no explanation as to how this could be measure or assessed. It would be very difficult for such a criteria to be implemented or used when a Local Planning Authority is undertaking its decision making process on an application.	Change this so that flood lighting/external lighting are addressed
140		Paragraph 5.36: Typographic error in final sentence, 'appropriate' should be replaced with 'inappropriate'.	OK, UI to amend
141		Policy DH3: It would be beneficial to provide enhanced explanatory text to this policy which provides some context as to how the 'key views' have been identified and why they are considered to be so important.	Key views came from the Character Assessment Appraisal doc, will reference this in the plan and within this policy
142		Policy E2: Generally support the identification and proposed designation of Local Green Spaces as per the NPPF. However, the NPPF is clear that such a designation will not be appropriate for most open spaces and makes clear that such sites should not be 'extensive tracts of land'. As drafted the plan seeks to designate 10 separate Local Green Spaces which in total would represent significant areas within and around the village. It could be argued that some of the proposed LGS's are large when compared to the overall size of the village, particularly where some of these are taken in combination. It may be beneficial to provide additional justification as to why the sites proposed are appropriate for the designation as there is the potential for such designations to be challenged through the consultation/examination process.	Agreed to leave these in the plan, as per discussions with the LPA



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