

Fradley Spatial Strategy Report May 2012

Introduction

Background

Fradley is a village situated about 5 miles (8km) north-east of the City of Lichfield and 1 mile south-west of Alrewas, close to the A38 dual-carriageway. The settlement is comprised of the older Fradley village, which has dwellings dating from a variety of ages, and the more recent residential development of Fradley South.

Fradley village has its origins in the medieval period, being first mentioned in documentary sources in the mid 13th century. The most historic part of the settlement includes dwellings fronting Church Lane, Long Lane and Old Hall Farm on Old Hall Lane, which is a 17th century farmhouse, standing within a 12th/13th century moated site. St. Stephen's Church was built in 1861 and stands at the junction of Church Lane and Old Hall Lane, with St. Stephen's primary school next to the church, and the Village hall adjacent to the school. Recently a skatepark and ballcourt have been sited next to the Village Hall and school, and also in this area a scout hut is in the process of being built.

The Fradley South residential area and Fradley Park employment area are a result of the redevelopment of the former airfield. Construction of RAF Lichfield began in 1939 on an area of 18th/19th century planned field enclosure (a formal field layout usually typified by straight boundaries), which was created as a result of an Act of Parliament to enclose Fradley Heath in 1810. This also led to the construction of Gorse Lane. The airfield became operational in August 1940, playing an important role in WWII, training air crews from all over the Commonwealth and in 1942-1943 operational bombing missions were flown from here.

The RAF left the airfield in 1958 and the Air Ministry sold the site in 1962, into a number of different ownerships. Several former military buildings and the site of part of the airstrip continue to survive. Since 1998 factories and warehouses have been built to the north of Wood End Lane and a business park to the south of Wood End Lane along Wellington Crescent.

When the Lichfield District Local Plan was adopted in 1998 much of the former airfield had planning permission for employment, with some already having been re-developed. The Local Plan allocated 90 hectares (222.4 acres) of land for industrial development, for uses classes B1 (business), B2 (general industry) and B8 (warehousing) on former airfield land.

The Local Plan also allocated 18.6 hectares (46 acres) of land at South Fradley for housing. Residential development of some 600 dwellings has been built on this land, situated to the south of the canal, with the pattern of development taking its cues from the airfield loop and pan-handles where the aircraft were formerly positioned.

Land between Gorse Lane and the Trent and Mersey Canal was allocated in the Local Plan as a Recreation Zone to provide facilities for the workforce of the industrial site and the local residents, but little in the way of recreational facilities has come forward on this site. Open space and framework landscaping was also zoned in the Local Plan on the periphery of the airfield to the south of the canal, and also separating the South Fradley residential development from the industrial area to the south, and as a buffer for the industrial area from the A38.

The Trent & Mersey canal is designated as a Conservation Area, and Fradley junction, where this canal joins the Coventry Canal, provides canal boat moorings and recreational facilities in the form of a tea shop, pub and gift shop, which attracts boaters, local walkers and tourists from a wider area.

The 1998 Local Plan allocations also included provision for a services centre to provide a range of shopping, social and leisure facilities to meet the needs of the workforce of the industrial area, but accessible to the residential development at South Fradley. This services centre opened in 2011 as the Stirling Centre and now incorporates a range of local retail facilities, including a general store, pharmacy, hairdressers, fish and chip shop and cafe.

At the 2001 Census the population of Fradley was 1,689 in 727 dwellings. The development of South Fradley in recent years has seen the number of dwellings grow to around 1055 dwellings, which would put the current population at around 2,400 but exact figures will not be known until the 2011 Census figures are published. The 2001 demographic profile for Fradley shows the settlement having the highest proportion of children under 15 years of age at 25.5% of all Lichfield's villages, and also a high proportion of 30-44 year olds at 27.5%.

To replace the 1998 Lichfield District Local Plan the Council is currently in the process of producing an up-to-date Local Plan which will plan, monitor and manage future growth and change in Lichfield District up to 2028. The Lichfield District Local Plan: Strategy (formerly known as the Core Strategy) will provide broad policy directions to guide other documents, including the forthcoming Lichfield District Local Plan: Allocations document. It will establish a long-term strategy to manage development, provide services, deliver infrastructure and create and maintain sustainable communities.

To inform the Lichfield District Local Plan: Strategy, and the settlement hierarchy in particular, an assessment of rural settlements was undertaken in 2008 and updated in 2011. One of the main principles of the Lichfield District Local Plan is that development should be directed to the most sustainable settlements i.e. those with the highest levels of services present and those where services can be accessed by public transport. The Rural Settlements Sustainability Study

(RSSS) for 2008 categorised Fradley as a sustainable mid-range scoring settlement, scoring highly in relation to accessibility to other key services and facilities as well as other urban destinations but scoring poorly in relation to provision of services within the settlement.

The updated 2011 RSSS also found Fradley to be a sustainable settlement, with the score altering both positively and negatively since the previous study. In the update Fradley received fewer points for public transport due to the reduction of frequency of the bus service, but at the same time received higher points for the increased level of service and facilities within the settlement due to the opening of the Stirling Centre. The recent inclusion of a pharmacy within the Stirling Centre would mean that Fradley's sustainability score would increase further, and the provision of a GP surgery and pub in the village itself would further improve the sustainability of this settlement.

It is therefore clear that whilst Fradley's services and facilities have improved alongside the employment and recent residential development there are deficiencies in infrastructure within the settlement. The Council is also aware that in relation to the surrounding area there are issues relating to infrastructure improvements to the highway network that need addressing and also improvements to open space and green infrastructure that require attention.

In providing for future housing growth within the District the Council is looking to its sustainable settlements to deliver new dwellings. Fradley's current level of services and facilities, the desire to see further improvements, and the variety of employment opportunities that Fradley offers, makes it an important settlement in delivering new housing to meet the needs of the District. However, the Council recognises that these considerations should be married with those of the local Fradley community in developing a vision and spatial plan for how Fradley could develop into the future.

In December 2010 Lichfield District Council (LDC) requested the support of ATLAS to assist in developing a strategy for engagement with the local community and with relevant stakeholders to consider the potential for future development within and around Fradley. The engagement exercise formed part of the Council's consultation process for the emerging Core Strategy, and specifically the "Shaping our District" document, which identified Fradley as potential Strategic and Broad Development Location for between 900 – 1,000 new homes.

A staged approach towards community engagement with residents, representatives of community groups and stakeholders of Fradley took place in February 2011. Three separate events were held; a stakeholder/community representative workshop; a wider community session with residents and a final report back to the stakeholder community/representative group.

The objective of the engagement exercise was to seek to build consensus and develop a spatial vision and development objectives for Fradley, responsive to local ambitions and community requirements. The process undertaken included a mixture of workshops and community events, involving a wide range of professionals and community inputs.

The first workshop with community representatives and stakeholders produced the following key outputs:

- A draft spatial vision for Fradley (**Appendix 1**);
- A set of development objectives (guiding principles) for Fradley (**Appendix 2**);
- Plans from each group (**Appendix 3**) showing:

- A limited range of options for housing locations – focused around the airfield site and on land between Fradley village and Fradley South;
- Land suitable for additional employment;
- Location of new community services and facilities, including sports and allotment provision; and
- Green spaces and links with the surrounding countryside – both new and enhancement to existing, including the canal network.

From the initial plans of each group areas of commonality were identified and a 'composite plan' was developed by LDC and ATLAS (Diagram 1: Composite of initial ideas/concepts - ATLAS Report April 2011 – **Appendix 4**) which was then tested and challenged at a wider community event, together with feedback on 'what's good about Fradley' and the guiding principles.

From comments provided at this community event in relation to the 'composite of initial ideas/concepts' plan and from other views captured on blank plans, an emerging 'concept plan' was created by LDC and ATLAS (Concept Plan - ATLAS Report April 2011 – **Appendix 5**).

The final workshop allowed the community representatives and key stakeholders to review their guiding principles, vision and plans in the light of the outputs from the wider community event. Several key conclusions were drawn:

- general support for the guiding principles formulated at the first workshop;
- consensus on preserving and enhancing the rural environment and green infrastructure (particularly the canal network), and on providing additional social facilities;
- desire to see a stronger 'village heart' developed;
- concern about highway infrastructure, both local and strategic;

- general support for the development of the former airfield land (in part) for a mixture of housing and employment; and
- consideration could be given to some form of residential development between Fradley village and the A38.

Overall the consultation exercise appeared to demonstrate a level of support for further development within and around Fradley, although it is recognised that this is not a universal view. Additionally there was very little support for 'alternative settlements' near to Fradley, with the vast majority of people supporting the concept of development adjacent to the existing residential areas. The retention of the rural, 'village feel' came across as a strong aspiration, with residents valuing their close proximity and easy access to the countryside.

Full details of the outputs of this exercise are set out in a report by ATLAS (April 2011) http://www.lichfielddc.gov.uk/downloads/file/3721/fradley_community_engagement_report_atlas together with recommendations on how they could be used to inform a future masterplan for the development of Fradley.

In addition to these outputs several 'next steps' were also identified:

- further consultation with the wider community, particularly targeted at younger members of the community, families with children/teenagers and young adults;
- further testing of specific issues, through working with key stakeholders, particularly around infrastructure and potential delivery;
- devise a strategy for dealing with relevant landowners, to seek a collaborative approach towards masterplanning for Fradley;
- feedback results of exercise to wider community and seek consensus on the draft vision and development objectives;

- formulate a more detailed concept plan, identifying any deliverability issues associated with any of the options and indicate which option(s) are emerging as favourable.

Taking this forward

Following the report produced by ATLAS in April 2011 a Project Steering Group (PSG) of officers was formed, responsible for producing a draft text and context of a strategic site policy for Fradley. In order to compile the content of the policy and the relevant background evidence a number of key work streams/working groups were created, guided and co-ordinated by the PSG. Different work streams were created for housing, transportation, open space, education and health and masterplanning, with the scope of these groups set out below;

Housing - to assess the existing and identified evidence to establish the overall housing requirements for Fradley, involving the following:

- consideration of the tenure and size mix of all housing needs for Fradley
- clarification of the overall approach to affordable housing across Fradley.

Transportation – to formulate an outline strategy for transport and movement within and around Fradley to minimize impact on the highway network and to identify any key highway infrastructure implications of the development for Fradley, with particular regard to:

- consideration of the impact on the A38
- understanding the impact on the local highway network
- identification of any financial contributions to the highway network
- identification of any financial contributions/physical works required to improve sustainable movement.

Open Space – to define the amount of open space and green infrastructure necessary to meet the needs of an additional 1000 homes in Fradley, including the following:

- assess the amount and quality of open space required for wider Fradley (existing plus future growth) – including formal and informal provision
- identify the optimum location of any open space provision
- identify phasing requirements.

Education and Health – to liaise and engage key stakeholders to identify the existing and future education capacity/needs and any key health issues affecting Fradley over the plan period, with specific reference to the following:

- assessing existing pre-school, primary and secondary school capacity for Fradley
- assessing future capacity required as a result of 1,000 new homes in Fradley
- identifying any apparent health requirements for Fradley over the plan period
- identifying land use implications for education and health requirements over the plan period
- identifying any development triggers.

Masterplanning – to interpret outputs from the work streams in a spatial context and to steer the ongoing evolution of the Masterplan. This has involved:

- capacity testing of identified locations
- identification of key parameters
- formulation of design characteristics
- assess appropriate approach to phasing
- evolve guiding principles to help formulate a strategic policy.

Fradley Rural Masterplanning Questionnaire 2011

In order to address the recommendation in the report by ATLAS on the need for further consultation with the wider community, particularly targeted at younger members of the community, families with children/teenagers and young adults a household questionnaire was devised and circulated to all dwellings within Fradley Village and Fradley South, together with some of the outlying properties. A copy of this questionnaire is attached at **Appendix 6**.

A total of 240 responses to the questionnaire were received which represents a response rate of around 23% of the population. In contrast to the February community events where there was a lack of children and young people/families engaging in the process, the questionnaire produced responses from over 80 families with children (under 18s).

The questionnaire sought information on a wide range of subjects including household composition, schools and pre-schools attended, travel to work/school information, Doctors practices attended, facts about residents' homes and their housing needs and information about their recreation needs. Collated responses to the questionnaire are attached at **Appendix 7** and details of responses are highlighted below under the relevant topic headings.

In addition to the further work, specific to Fradley, there have been several recent updates to the evidence base for the Local Plan. The implications of evidence updates and the outcomes of work on these specific issues are detailed under the relevant topic headings below.

Fradley Employment Review Questionnaire 2011

The February 2011 community engagement exercise primarily focused on the residential community at Fradley and their representatives. Whilst there was representation from the local Chamber of Commerce it was recognised that further engagement with the business community at Fradley was needed. An employment questionnaire was devised and circulated to all businesses within the Fradley employment area. A copy of this questionnaire is attached at **Appendix 8**.

Despite over 70 employment questionnaires being sent out only 9 completed questionnaires were received, but these did demonstrate the range of business located in Fradley. Details of the responses to the employment questionnaire can be found within the 'Employment Review Questionnaire 2011 Results Report' attached as **Appendix 9** and the 'Fradley Rural Planning Questionnaire Results Report' (October 2011), attached as **Appendix 10**, and are also highlighted in the relevant sections set out below.

Housing

The Southern Staffordshire Districts Housing Needs Study and Strategic Housing Market Assessment (SHMA) Update (February 2012) by Nathaniel Lichfield & Partners (NLP) indicates that Fradley falls within the Lichfield District Rural North sub housing market area, which has characteristics typical of many of the more affluent rural areas of the West Midlands, with high rates of owner occupation, large, detached dwellings and high house prices. Whilst incomes are also relatively high, affordability remains a serious issue to overcome and there is a significant undersupply of smaller, more affordable properties. There is generally a very low rate of social housing and other forms of affordable housing – with slightly more proportionately on the Fradley South development.

The NLP report has sought to balance quantitative ‘need’ (i.e. the minimum physical size needed to accommodate a household unit) against residents aspirations, viability and that characteristics of the existing housing stock. Based on this balancing exercise the report indicates the following house size requirement across the District to 2028:

1 bed flat	5%
2 bed flat/house/bungalow	42%
3 bed flat/house/bungalow	41%
4 bed house	12%

Experian Mosaic data for Fradley & the Fradley Household Survey (Sept 2011) indicates that the two parts of the settlement (Fradley Village & Fradley South) have distinctly separate characters & resident populations. Whilst Fradley Village is mainly characterised by professional people living in suburban or semi-rural home, in Fradley South redevelopment of former airfield in 1980s has

created an estate of comfortable modern family homes with good access to employment.

There is lack of varied housing stock throughout Fradley, with a significant majority of the properties being large detached (3, 4 and 5 bedroom) houses and a lack of smaller 1 and 2 bed properties. This lack of smaller more affordable market properties means that opportunities for first time buyers and for older residents to 'downsize' are limited. More information gathered from the household questionnaire on the demographic profile of residents, types of property, property ownership and housing needs can be found within the 'Fradley Rural Planning Questionnaire Results Report' (October 2011), attached as **Appendix 10**.

Employment

Employment Land Review – GVA (January 2012) includes consideration of land at Fradley Park (46ha) stating that the site was originally allocated for employment uses in the Lichfield Local Plan (1998), but has yet to be developed and is the last remaining plot from the original planning consent. The GVA report references that LDC acknowledges the fact that Fradley Park has taken some time to come forward and that there is need to reconsider the allocation of this site, in order to consider the possibility of providing more residential and community facilities at Fradley to make it a more sustainable coherent settlement that doesn't undermine the overall employment strategy for the District.

The GVA assessment scores for this site indicate high market attractiveness, accessibility and character of the surrounding area. The report therefore notes that taken alone the site appears to be a suitable location for employment development, but highlights that other factors need to be taken into consideration when determining the best use for this site, such as the provision of more affordable homes, community facilities and infrastructure improvements.

The employment report notes that development at Fradley Park has been focused predominantly on the distribution sector, which is forecasted to see a fall in demand over the Core Strategy period, and therefore considers it necessary to consider whether this site should be re-allocated from its current employment designation and considered for other uses, to possibly include residential, small-scale employment and community facilities.

(N.B. the Fradley SDL considered by GVA comprises approx. 29ha, but assessment scoring in table 4.15 p.93 takes into account 46.17ha – whole of remaining employment allocation).

Although the response rate to the **Employment Review Questionnaire 2011** was low, the responses received indicated that Fradley is an attractive business location, with cost, quality, flexibility and availability of premises all being positive factors in the decision of these firms locating and investing here for the long term. Disadvantages of the Fradley location were highlighted as poor broadband connection and mobile phone reception. This is in common with many other rural areas of the District.

More information gathered from the employment questionnaire can be found within the Employment Review Questionnaire Responses (**Appendix 9**) and in the 'Fradley Rural Planning Questionnaire Results Report' (October 2011), attached as **Appendix 10**.

Transport

Strategic Highway Network

The A38 runs in close proximity to Fradley, with two junctions from this trunk road affording access. The most southerly junction is Hilliards Cross, which mainly serves the industrial estate of Fradley Park and the Fradley South residential area. Further north is a junction giving access to Fradley Village, with very limited slip road egress in both a northerly and southerly direction.

At the Hilliard's Cross junction there is a committed improvement scheme, due to be delivered by a consented employment site (ProLogis Park). The scheme includes a turn left free flow lane from the overbridge onto Hilliard's Cross junction so the traffic from the A38 southbound would experience reduced delays. The scheme also includes a signal scheme at the Lancaster Road roundabout to be implemented if required. It should be noted that the proposed route of HS2 does have implications for the ProLogis site.

If this employment site does not come forward within the next 3 years then those junction improvements would have to be facilitated by other development schemes in the local area.

Transport Modelling:

Highway infrastructure and capacity were raised as issues of concern at the February workshops. The need for improvements to junctions on the A38 were highlighted by the local community, along with improvements to both vehicle, pedestrian and cycle movements within and through Fradley village and Fradley South.

The modelling has included the committed improvement scheme at Hilliard's Cross, mentioned above. For the purposes of a highway modelling exercise the 750 proposed dwellings at the Fradley Park site were taken into account as a committed figure. This is due to the fact that the Highways Agency have not objected to the planning application on the basis that the housing development will substitute vehicle trips for those that would have been generated by the employment development, which already has planning permission on this site.

Further work therefore focused on:

- Consideration of the impact of additional housing development on the strategic road network (A38) above the 750 dwelling figure and the identification of potential improvements; and
- understanding the impact of additional housing development on the local highway network figure and the identification of potential improvements.

The first stage of work undertaken therefore has assessed the impact of additional residential dwellings on the A38 Fradley and Hilliards Cross junctions, and whether there would be a need for highway improvements.

Two scenarios were tested, with their outcomes set out below:

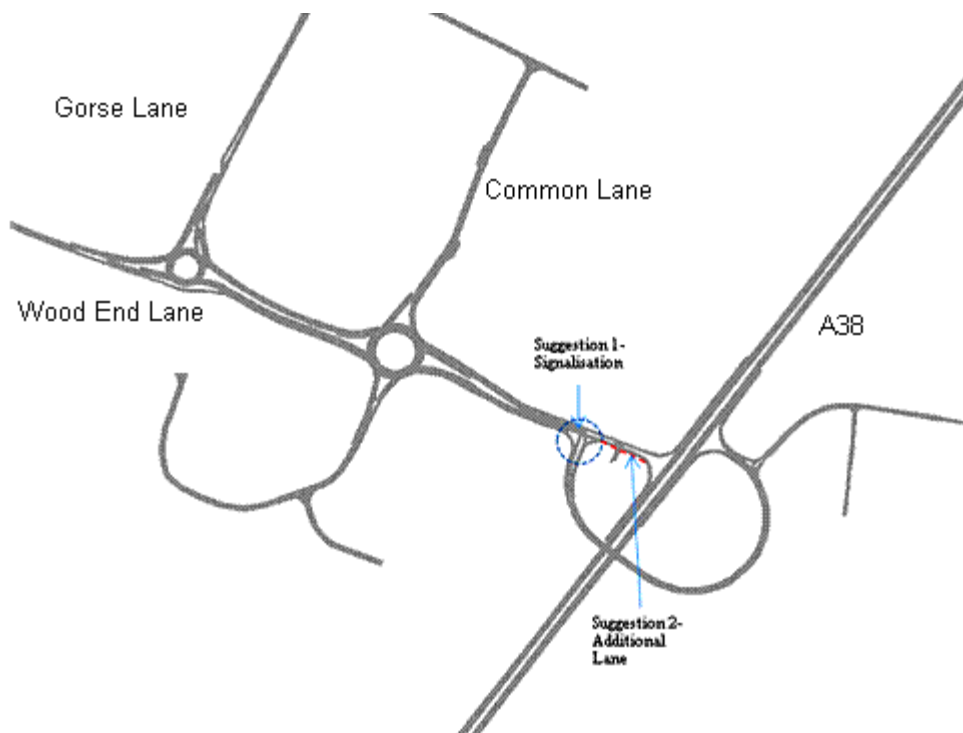
Scenario 1: A38 bound traffic distributed between the Hilliards Cross & Fradley Village junctions – this will increase queuing on the local road network, especially at the Lancaster Road roundabout, west of the Hilliards Cross junction. Potential for increased conflict between residential and employment traffic was also identified.

Scenario 2: all A38 bound trips using the Fradley Village junction – this will bring about only very modest changes to the performance of the highway network and thus highway improvements would not be required.

Taking Scenario 1 forward a second stage of work was undertaken to recommend suggestions that could help improve the predicted traffic conditions in 2026. The recommendations were:

- Signalisation of the priority junction between Wood End Lane & A38 slip roads; and
- Providing an additional lane on the A38 off slip from the A38 to the above junction.

Transport Network Improvement Suggestions (JMP Report 2011)



The transport reports by JMP and letter from the HA are set out in **Appendix 11** of this report.

Following this traffic modelling work undertaken by JMP, the Highways Agency have confirmed that they raise no objection in relation to the development of a further 250 residential dwellings in the Fradley area (1000 dwellings in total). The HA is satisfied that the work undertaken by JMP has confirmed that the proposed development of 1,000 residential dwellings does not result in capacity or increased safety related issues at the A38 Fradley Village and A38 Hilliards Cross slip roads, and queuing on the A38 mainline carriageway does not occur. However the HA recognises that the modelling work highlighted issues on the local road network which need to be addressed in conjunction with Staffordshire County Council.

The Draft Lichfield District Integrated Transport Strategy 2011-2026 (Staffordshire County Council – November 2011) notes that proposals to build up to 1,000 new dwellings as part of a mixed use development at Fradley will need to address the existing traffic management, heavy lorries and road safety issues in the village. Long term projects identified within this draft strategy include A38 route guidance and speed control, possible junction improvements at Hilliards Cross and Fradley South, together with Fradley Park traffic management, including HGV movements and a lorry parking facility.

Responses from the **Employment Review Questionnaire 2011** also highlighted lorry parking as a facility that could be provided to improve the employment park, along with additional car parking.

Findings from the **Fradley Rural Masterplanning Questionnaire 2011** highlighted residents' concerns regarding congestion on the village roads, particularly on-street parking.

Public Transport

Currently Arriva run the number 7 bus service through Fradley at hourly intervals Monday – Saturday and on a 3 hourly basis on Sundays. This service runs from Burton to Lichfield, through Branston, Barton, Yoxall, Kings Bromley, Alrewas, Fradley and Streethay.

The **Fradley Rural Masterplanning Questionnaire 2011** sought residents' views regarding the local transport system and those most frequently highlighted were the unreliability and cost of the local bus service.

Although the response rate to the **Employment Review Questionnaire 2011** was low, the responses received did indicate a need to improve public transport to the employment area, to give greater choice to employees, particularly those travelling locally from within Lichfield District.

The current planning application for up to 750 dwellings on land at Fradley Park (10/01498/OUTMEI) proposes enhancements to the existing bus service. These include the provision of a peak hour bus service to deliver 3 arrivals and 3 departures from Fradley to Lichfield between 7am and 8:30am and the same between 5pm and 6:30pm. In addition, a half hourly bus service from Fradley to Lichfield will be provided and be operational before the occupation of the 425th dwelling.

With regard to other local highway improvements, the planning application proposes a new vehicular access from the development to Turnbull Road prior to occupation of Phase 3 of this development. This new connection will offer residents a choice of routes from Fradley Village to the Stirling Centre, Hilliard's Cross junction on the A38 and beyond. It is considered that this will alleviate the impact of some of the traffic travelling through the Fradley South residential area, A package of measures to improve local connectivity is also proposed including improvements to signage for the National Cycle network, a new pedestrian crossing on Hay End Lane and an information pack for new households, to incorporate free bus travel for 12 months (up to 30% of households) and promotion of car sharing.

Open Space - Ecology & Landscape/Children's Play

The retention of the rural village feel, particularly in Fradley village, emerged as a strong aspiration from the February community events. It is clear that residents value their close proximity and easy access to the countryside.

The desire to safeguard and enhance green infrastructure within and around Fradley, and in particular the canal network, was highlighted by residents. The benefits of easy access to quality areas of open space and the desire to preserve and enhance local wildlife also emerged as key priorities from the consultation exercise.

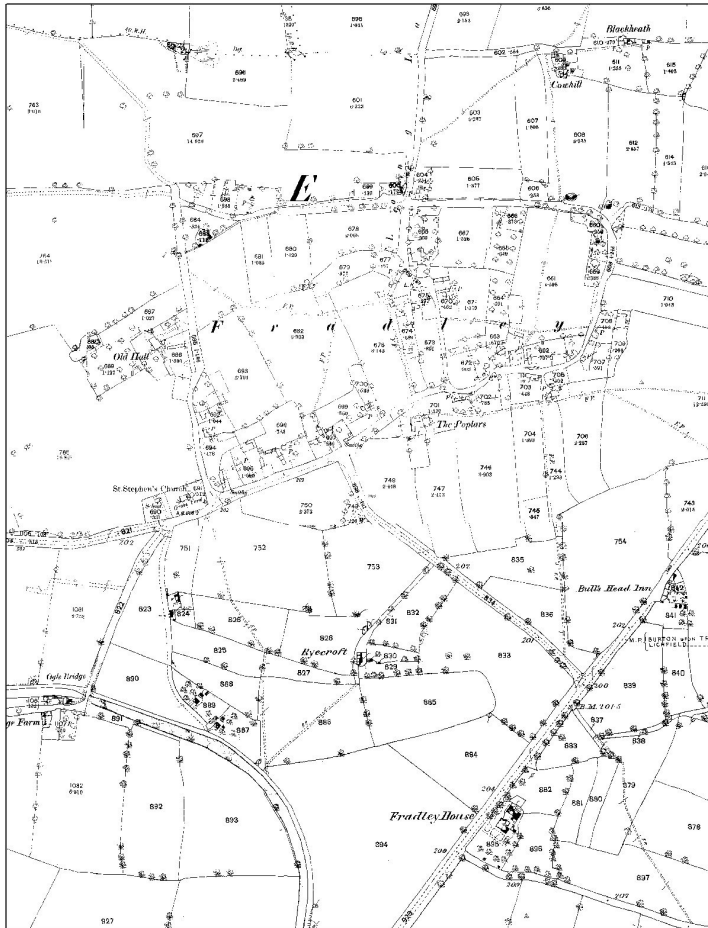
Work on open space has therefore focused on two themes:

- landscape, tree and ecological issues, and
- the use of, and improvements to, recreational open space.

LANDSCAPE & ECOLOGY

During the February community exercises various areas of land around Fradley were discussed as having potential for a variety of land uses, including formal and informal open space, housing and community uses. Further analysis of the environmental quality of these areas has been undertaken and in some cases ecological and tree/hedgerow surveys. For ease of analysis the land around Fradley has been broken down into a number of different parcels and the landscape and ecology issues for each are discussed below.

Land to the north of Fradley Lane and to the south-east of Fradley village includes Piecemeal Enclosure (adjacent strips of land fenced off from common fields) which had its origins as open arable fields in the medieval period. The precise date of this enclosure is unknown, but was carried out through private informal agreements between landowners. This pattern of enclosure is clearly shown on the map below, and survives in the landscape today.



	T16: Fradley - 1884 OS	001 12851 0001 November 2011 0011 N: Graham Burns 001010:
	<small> This map is a reproduction of the original map held by the Ordnance Survey. It is not to be used for any purpose other than that for which it was originally intended. The Ordnance Survey is not responsible for any errors or omissions in this map. </small>	

Assessment of the historic environment undertaken by Staffordshire County Council has concluded that housing development in this area would be likely to have a detrimental effect upon the historic landscape within the zone, particularly the surviving Piecemeal Enclosure.

This Piecemeal Enclosure manifests itself today in the strong hedgerow pattern in this area, interspersed with many mature trees. Any development in this area would need to incorporate these wholly within open space provision for the development, to ensure their retention.

This network of hedgerows and mature trees lends itself to a rich diversity of plants, wildlife and bird habitats, as well as being plant species-rich. In this area ecological studies and site visits have identified large areas of semi-improved grassland (unmanaged), which is a suitable habitat for certain protected species, such as Great Crested Newts. In the area there may also be bats, badgers, rabbits, garden birds, as well as barn owls, swifts, swallows and Great Crested Newts, other reptiles and a range of invertebrates.

Land to the south of Fradley Lane and south-east of Fradley village contains some arable land, and small-scale pasture land, predominately horse grazing. Fields range from medium sized arable fields to clusters of small paddocks, but this enclosure has occurred fairly recently and is mainly in the form of fencing, rather than established hedgerows.

Nevertheless ecological surveys and site visits have identified large areas of semi-improved grassland (unmanaged), which is a suitable habitat for certain protected species, such as Great Crested Newts. Again the presence of hedgerows and mature trees have indicated the potential for barn owls, bats, water voles, otters, badgers and a range of invertebrates.

Many of the above mentioned species are protected through British or European legislation and the Local Authority has a duty to ensure that planning decisions prevent harm to biodiversity and conservation interests.

If a planning decision would result in significant harm to biodiversity and conservation interests the Local Authority has to be satisfied that the development cannot be reasonably located on any alternative sites that would result in less or no harm.

Lichfield District Council's Countryside Team takes the view that housing development on either of the above sites may lead to a significant loss of habitat, and protected and priority species.

Land to the west of Fradley village (around Old Hall Farm) is mainly characterised by larger scale arable fields and is more intensely farmed. Old Hall Farm dates from the 17th century, and the farmhouse is Grade II Listed. Any development in this area would need to respect the setting of the listed building. The farmhouse stands within a moated site originating from the 12th/13th century. Moated sites are often closely associated with woodland landscapes, usually

representing the colonisation of woodland areas through assarting (clearance of woodland for pasture) or the location of central places to dominate access to a variety of resources (woodland, pasture, arable and meadow land). Whilst there may be bats, birds, badgers and Great Crested Newts on this site, there is less priority habitat here than in the other areas of land considered above.

Land at Fradley Park forms part of the former Fradley Airfield. This site is generally flat and contains two hangers, pill boxes and the remnants of runways. In recent history this area has been used for a variety of storage purposes and has become overgrown with grassland and scrub, as well as containing an attenuation pond for surface water from the adjacent employment site. There is also an area of established woodland adjacent to the canal in the vicinity of the hangers.

The planning applications for employment and housing on this site include landscape assessments and ecological surveys. Whilst the airfield itself has archaeological potential, Staffordshire County Council believe there to be nothing in the area of national significance and no concerns have been raised with regard to historic landscape. However, recording of the built features would be necessary should any development take place on this site.

With regard to ecology, protected species have been identified on the site, including Great Crested Newts and birds, and a strategy for the mitigation and compensation for loss of habitats is now considered acceptable by the District Council's Countryside Team and no objections are raised on ecological grounds to the current application for residential development on this site.

Overall assessment of these sites by the Council's Countryside Team indicates that none of the three sites proposed in Fradley (Land north of Fradley Lane, land south of Fradley Lane and land at Hay End Lane) appear to have a significant ecological constraint that would create a permanent barrier to

development; subject to appropriate mitigation, compensation and new benefits. This is based on the habitat assessment surveys alone, and it should be noted that LDC is currently awaiting full protected species surveys which could alter the deliverability of any of the aforementioned sites future development potential.

However, in terms of current habitat value to local biodiversity, the site known as Hay End Lane has the least amount of priority habitat; being largely comprised of intensively farmed agricultural fields. Additionally, the priority habitat within the Hay End Lane site is mainly confined to hedgerows, field margins and a small area of semi-improved grassland, which could easily be retained and buffered within a development footprint. In conjunction with appropriate mitigation and new benefits development of land at Hay End Lane offers at this current point (February 2012) (i.e. prior to the completion of all required protected species surveys) the least ecological constraints of the three sites considered.

The **Fradley Rural Masterplanning Questionnaire 2011** sought to assess the extent to which residents used locally provided open space and recreational facilities in the village. Overall residents felt that a range of facilities was currently lacking in the village, particularly sports pitches, allotments, a village green and greater access to woodland.

The questionnaire also asked residents which existing facilities need improving and the canal towpath emerged as having the strongest support for improvements, with over 26% of respondents choosing this option. In addition footpaths and cycle routes were also highlighted by residents as needing improvements. The survey also revealed that there is scope to improve walking access Fradley Junction, although it does provide an attractive destination and towpath walk for many locals.

Just under 30% of respondents cited playing pitches/sports field as facilities that the village needs. The majority of those surveyed felt that these should be football pitches, with support for tennis and cricket facilities too.

This need is echoed by recent evidence for the LDF encompassed within the recent **Playing Pitch, Tennis and Bowls Strategy (February 2012)**. The strategy found that there is no existing provision for football within the Alrewas and Fradley ward, and that by 2028 there was likely to be a shortfall of 3 pitches. Similarly, whilst there is a cricket club at Alrewas, there is no provision in Fradley itself, and that there are overall shortfalls currently within the ward, which is likely to reach 1 pitch by 2028. No requirement was found for the provision of rugby and hockey pitches within the Fradley area. Key priorities for Fradley were therefore identified as the provision of a new community football facility with 2-3 pitches and consideration of a new cricket ground, either in Fradley as a satellite club, or adjacent to Alrewas Cricket Club as a second ground. To meet the desires of the local community, expressed at the February 2011 community events, such provision could also include a sports/social club to assist in giving the village a stronger 'heart', either co-located with other facilities, or adjacent to the school.

The current planning application for residential development on land at Fradley Park (10/01498/OUTMEI) proposes financial contributions to off site playing pitch provision, which would allow the local community to determine where these facilities are best located, thorough the allocation of S106 monies and the collaboration of local landowners. Different options have been considered to locate new playing pitches and associated facilities and are indicated on the Emerging Key Diagram for Fradley.

RECREATIONAL OPEN SPACE

Further work has been undertaken to research pedestrian and cycle movement within the two parts of Fradley village. Emphasis was given to children, as at the February community events it was recognised that representation from younger members of the community was lacking. A mixture of observational and interview research of both parents and children was carried out and is attached as **Appendix 12 - Report on Observational Research and Consultation, Fradley, October 2011** by the Children's Play Advisory Service.

The following key issues and recommendations were highlighted:

- layout of new housing needs to be designed to ensure safe places in which children can move around and play close to home (particularly children under the age of 10);
- for maximum use, footpath routes need to their users feel safe;
- under use of larger areas of public open space, & it may be better to provide this in small regular patches rather than in large "fields";
- distributor roads such as Worthington Road need significant traffic calming to reduce vehicular speeds;
- smaller play areas are likely to be more well used by children (particularly up to the age of 11) than large central play areas.

The current planning application for residential development on land at Fradley Park (10/01498/OUTMEI) proposes several areas of formal and informal open space, to include equipped play, casual play and amenity green space.

Education

St. Stephen's Primary School is nearing capacity and would need to be expanded to cater for increased numbers of children that may result from new housing development in the Fradley area. The alternative would be to build a completely new primary school, possibly within the Fradley Park area, as is proposed within the current planning application. This would result in two primary schools serving the Fradley area, and there is a question over whether the population would be sufficient to fill the two schools, which would have impacts on the County Council's funding. Additionally any new primary school in Fradley would have to be developed with nursery provision – providing additional facilities to St. Stephen's School which may be more attractive to residents and thus put St. Stephens school at risk from falling role numbers.

Expanding the existing school would have the advantage of one focal point for education within Fradley, and assist in bringing the community together, rather than splitting primary education provision between two sites, and leading to further divergence of the community. This was also the preferred option arising from the consultation events with the local community.

Meetings with Staffordshire County Council and with the school governors have indicated that the preferred option would be to expand the existing school, and this would be dependent on land around the school being available for such development. Funding for an expanded school would need to be via contributions from developers delivering housing elsewhere in the local area and additionally a contribution to fund the acquisition of the land required to expand the school.

Health Care Facilities

The February consultation events highlighted residents concerns over the lack of a Doctor's surgery in Fradley, with a many residents suggesting that this would be one of the improvements they would like to see in Fradley.

Many Fradley residents' access doctors and health facilities in Alrewas, and of the respondents to the **Fradley Rural Masterplanning Questionnaire 2011** almost 60% attend this practice, with around 30% of respondents attending Lichfield practices. The doctor's surgery in Alrewas is at capacity and has indicated a desire to have a presence in Fradley. Provision for a new health centre is indicated within the current planning application for housing at Fradley Park and the Council understands that the Alrewas practice is looking at an option to utilise a vacant unit within the Stirling Centre in the near future.

Further community engagement (November 2011)

Following the further evidence produced and technical work undertaken, a further community event was held in November 2011 to put inform residents of this work and to 'test' various options for new services, facilities and future housing development.

Around 40 people attended this drop-in event, with over half of these residents being in the over 50 age group.

At the event a further concept plan was displayed which asked for feedback on options for housing, providing primary education, sports pitches and other social facilities. This plan is attached at **Appendix 13**.

Feedback from this event was mixed, but there was support expressed for development on the former airfield site, with Gorse Lane being the limit to the west. Support was also indicated for a health centre, social facilities and improvements to the canal. However, there was no real distinction between the levels of support for a new school or expanding the existing school, or between the different options highlighted for the location of the sports pitches.

The Emerging Strategy

Taking into consideration the responses to the community consultation and the technical work a preferred strategy for Fradley is emerging.

Key to any strategy for Fradley is the objective to create a settlement that will be sustainable in the future and, therefore, to coalesce the existing disparate areas of housing.

Most importantly the technical work has revealed a large, continuous area of ecologically sensitive area of land lying between the existing settlements of Fradley Village and Fradley South. In addition, for these areas to remain ecologically valuable, a buffer area needs to be established in order to protect these areas from nearby development and maintain connection with the surrounding countryside.

Residents support for development on the former airfield, the oversupply of land for employment use within the District, and the drive to make best use of brownfield land, leads to the re-allocation in part of the Fradley Park site for residential use. Locating a health centre here to serve the Fradley area would link well with the existing Stirling Centre. Buffers to the industry to the south and west will contribute to the green setting, and also a buffer to the north of this site would also contribute to the green corridor adjacent to the canal.

A continuous 'green' connection can be maintained through the area, by utilising the route of the Coventry Canal, which would assist with residents' desires to remain closely connected to the countryside.

Delivery of an expanded St. Stephens' Primary School could be achieved through bringing forward some development for housing on land around the school, which is the least ecologically sensitive area of those considered around Fradley. However, this area should have clearly defined routes to the edge of the built form and afford views and glimpses into the adjacent countryside.

Additionally a pattern of useful green areas should run through and help to unify any new development with existing housing, and could include the location for a new sports ground/club to serve all areas of housing and a village green.

In seeking to achieve the vision and guiding principles agreed through the community consultation an emerging spatial strategy for Fradley should seek to deliver the following:

- Rebalancing the housing stock – achieving greater proportion of 1 & 2 bed units required in Fradley
- All housing types & tenures to be scattered throughout new development
- Highway Improvements
- Improved frequency of bus service
- Lorry park
- Great diversity of employment mix – more smaller units
- Improvements to Broadband connection – particularly to assist in working from home
- Need for a centrally located pre-school nursery
- Need for an expanded primary school and parking facilities
- Improved walking & cycling routes (esp.to school)

- Improved access to countryside, canal network & canal towpath – particularly access to Fradley Junction
- Health care – Drs. Surgery
- Pub/social club
- Creation of Village Green
- Sustainable drainage systems
- Allotments
- Sports pitches – 2 football pitches & cricket pitch
- Woodland & wildflower meadows
- Protection of views of countryside

Outputs

Taking the above into consideration the following outputs are recommended to be included within the Council's Local Plan:

Fradley Key Diagram (**Appendix 14**) - showing a preferred spatial option for managing the potential future directions of growth in housing, employment, community facilities and environment in and around Fradley which are likely to be necessary in order to deliver the vision over time.

Policies relating to the environment, services and facilities, employment and housing in Fradley over the Local Plan period:

Policy Frad1: Fradley Housing

- Fradley will play a significant role in meeting rural housing need by providing growth of around 1,000 new dwellings, including on brownfield land located between the Coventry Canal and Halifax Avenue. In total 11% of the District's housing growth to 2028 (around 1000 dwellings) will be accommodated within a Strategic Development Allocation.

Development will be focused on the former airfield, utilising current brownfield land, along with further housing development accommodated on land to the north of the Coventry Canal and on land north of Hay End Lane and west of Old Hall Lane.

- New development will provide a housing mix to reflect local housing need, especially providing smaller 1 and 2 bedroom properties for first time buyers and to meet the housing needs of an ageing population. The housing mix will also include an appropriate level of affordable housing.

Explanation

Fradley's status as a key rural settlement means that it functions as a service centre for the wider rural area. Further housing development would support and improve existing services and facilities, and assist in bringing forward new infrastructure, such as a health care facility, expansion of the existing school and improvements to public transport and the highway network.

The desire to create a cohesive and sustainable community at Fradley strongly influences the location and amount of developable land. Our employment evidence shows that the remaining part of Fradley Park has taken some time to come forward and that there is an oversupply of land for warehousing and logistics within the District, particularly at Fradley. The creation of a Strategic Development Location, incorporating part of this land for housing, which is well located being adjacent to the neighbourhood centre, would assist in creating a more sustainable coherent settlement at Fradley, whilst not undermining the overall employment strategy for the District.

Including land for new housing within the SDA which includes land around St.Stephen's school would assist further with community cohesion, bring forward the required sports pitches and the social facilities desired by the wider community.

There is a lack of varied housing stock throughout Fradley; with a significant majority of the properties being large detached (3, 4 and 5 bedroom) houses and a lack of smaller 1 and 2 bed properties. This lack of smaller more affordable market properties means that opportunities for first time buyers and lower income families to access the housing market are limited. Similarly, opportunities for older residents to 'downsize' are restricted, and the abundance of larger properties means that there is a significant imbalance between housing and employment in the local area. Local employment at Fradley is heavily weighted to storage and distribution so whilst there are limited opportunities for higher earners, many jobs in Fradley are lower paid limiting people's ability to access local housing. As a result of the imbalance between the housing stock and local employment, Fradley experiences a significantly high level of out-commuting to other urban centres such as Birmingham and the West Midlands and to the north, Burton-on-Trent, Derby and the wider East Midlands area. It also experiences a level of in commuting from companies bringing in employees from outside the District where housing is more affordable.

It is considered that the provision of a greater number of smaller properties will assist in redressing this imbalance and also assist in reducing overall levels of commuting both in and out of Fradley.

Policy Frad2: Fradley Environment

- High quality green infrastructure will be provided and shall incorporate physical and visual connections to the countryside and a variety of natural habitats. Specifically, land north of Hay End Lane and west of Old Hall Lane shall incorporate green corridors and green space at the edges and through the development to provide physical and visual connections to the countryside and to safeguard the setting of adjacent heritage assets. A green corridor will be provided along the southern side of the Coventry

Canal which will include the retention of significant existing vegetation wherever possible. Adequate mitigation from the impacts of the adjacent employment park on new development will be provided, which may include buffer planting.

- Sustainable Drainage Systems will be integrated within all new development.
- Allotments should also be included as part of the green infrastructure and should be located so as to be accessible by all parts of the community.
- New development shall improve access for all on to the canal and should ensure appropriate enhancements are made to the canal network up to Fradley Junction.

Explanation

Fradley is a settlement comprising two key parts; the original smaller residential area known as Fradley Village and the more recent housing development centred on the former airfield, known as Fradley South. The airfield has dominated the immediate landscape since its construction in 1939. Occupied by the Royal Air Force in 1940, RAF Lichfield was operational until 1958, after which it was sold by the Air Ministry 1962. The airfield's visual dominance has been maintained through its redevelopment for housing at Fradley South and an adjacent employment park, accommodating the majority of the District's employers.

Whilst the airfield is now largely developed, the village, and particularly Fradley village, maintains a strong physical and visual connection to the countryside. The Coventry Canal positively enhances the character of the village, and will be protected and enhanced through any development proposals. Whilst the canal is an important asset to the village, it also contributes to the separation of the two parts of the village.

This separation and the lack of physical and social cohesiveness is a driver for new development which will aim to consolidate the two parts of the settlement and create one cohesive community. This will be achieved in such a way that the important links to the countryside, which characterise the village, are retained and enhanced, whilst maintaining and its separation from other nearby settlements of Lichfield and Alrewas. The provision of allotments and the and the protection of existing heritage assets will be important qualities of any new development, so as to foster a greater sense of community and ensure that the positive attributes of Fradley are preserved and enhanced.

Policy Frad3: Fradley Services & Facilities

- Initiatives to improve existing facilities or proposals to provide a range of new facilities and social infrastructure will be supported. Additional primary education facilities will be provided in Fradley, which shall include nursery provision.
- Land for a new health care facility will be provided close to the existing local centre (Stirling Centre) and will be safeguarded for such a use. The Council will support the early delivery of a new health facility with any new development.
- Sports pitches will also be provided which will include a minimum of 2 football pitches and a cricket pitch. Opportunities to provide a sports/social club and associated sports facilities should also be explored.
- Existing pedestrian and cycle routes will be retained and enhanced and new routes will be created to enable safe and convenient connections between the community and particularly to the neighbourhood centre, health care facility, primary school and pre-school nursery.
- Improvements will also be made to the frequency of bus service which shall be routed in such a way to be a short walking distance from all parts of an expanded Fradley.

- Improvements to the local highway network will be undertaken where these are considered necessary. Additionally, development proposals will provide an alternative vehicular route to the existing route on Turnbull Road through Fradley South.
- All options will be explored to improve the Hilliard's Cross Junction and Fradley Junction on the A38(T).

Explanation

In order to meet the needs of a cohesive sustainable settlement, improvements to existing and the provision of a range of additional facilities and infrastructure will be required at Fradley. The extension of St. Stephen's Primary School is preferable and is considered an important component of improving social cohesiveness. Located centrally, the extension of the school would enable children from all areas of the village to be educated together and may facilitate improved interaction between other members of the community. The co-location of a pre-school nursery with St. Stephen is considered desirable for the same reasons. Should the extension of St. Stephen's Primary School become undeliverable, alternative primary education and nursery provision within Fradley will be made to meet the education needs of an expanded village.

Existing Fradley residents access health care facilities in either Alrewas or Lichfield, some of which are at capacity. A new health care facility will therefore be required alongside any new residential development at Fradley. A location close to the existing neighbourhood centre (Stirling Centre) is favoured due to convenience and ability to allow the community to combine trips. There are opportunities within the Stirling Centre for a small facility. However, land will be safeguarded within development proposals to facilitate the construction of a new purpose-built health centre to meet local need.

Our evidence informs us that there is a shortage of sports pitches in Fradley, with residents currently having to travel to facilities in adjacent settlements, some of

which are being used to capacity. The provision of sports pitches within Fradley will therefore address a proven local need, provide opportunities to improve the health and well-being of the community and will assist in social cohesion. Along with the provision of required sports pitches is the local desire for a social and community facility, such as a sports club or public house. The provision of such a facility associated with the sports pitches would meet this need and again also assist in improving social cohesion.

In order to offer residents a choice of transport modes and thus encourage sustainable modes of transport, existing pedestrian and cycle routes will be retained and enhanced. New routes will also be created to enable safe and convenient connections between the community and local facilities. The lack of a frequent bus service prohibits regular bus use for journeys to the employment at Fradley and to other employment centres. Increasing the frequency of the bus service, particularly at peak hours, will help to encourage the use of the bus service and offer alternative modes of transport for the existing and future community.

Fradley's close proximity to the A38, running to the west of the village, generates a range of opportunities in terms of providing a convenient access to employment and service centres. However, it is understood that some A38 junctions are operating at capacity and will possibly require improvement to accommodate future housing growth. Development proposals will therefore need to demonstrate that no undue harm to safety or to the free flow of traffic on the strategic highway network will result and where necessary, improvements will be required. With regard to local traffic and the impact on the local highway network, additional residential development is likely to increase traffic flows through Fradley South, and alternative routes should be provided to alleviate traffic pressure and its resultant impact on residential amenity.

Policy FR4: Fradley Economy

- Fradley will remain as a major focus for employment through the implementation of existing commitments and redevelopment. Smaller units and 'incubator' employment units will also be encouraged at Fradley, particularly on current brownfield land south of the Coventry Canal and east of Gorse Lane. Support will be given to proposals for a Lorry Park within or close to Fradley Park.

Explanation

Fradley will remain a major focus for employment within the District. However, to give greater flexibility in the District's employment portfolio and to encourage new businesses to locate here, smaller employment units and 'incubator' units will be supported within the employment area at Fradley.

The current employment park has been a success, demonstrated by the number of businesses located here. However, most of these businesses are within the storage and distribution sector which generates a significant amount of HGV traffic, and at times can cause disturbance and vehicular conflict with the residential areas. The provision of a lorry park, within or close to Fradley Park, will assist in mitigating the negative impact of HGV and other employment traffic on local residents.

Draft Vision for Fradley 2026

“Any future development should respect the quality of the rural landscape and maintain a village atmosphere. The environmental assets of the canal and Fradley Junction should be maximised with attractive green linkages created through any new development incorporating pedestrian/cycle routes. Key views to the surrounding countryside should be secured through appropriate design of any new development.

Any development should provide a range of housing types and tenures to address local needs and achieve a form, structure and architectural design that is distinctive and reflects local characteristics. New sports and community facilities will be incorporated to offer people the opportunity to have a social meeting point which will encourage the integration of existing and new residents within the area to help support a greater sense of community.

Employment opportunities will be created suitable for local residents to fulfil the resident’s aspirations for a different employment offer in the area to assist in the stemming of out commuting and encourage an enterprise culture for all the residents of Fradley.

The development should promote the use of public transport and a healthier lifestyle with the provision of pedestrian and cycle routes to the village and surrounding countryside and to local facilities.

Any development should not have a detrimental impact on the local and strategic highway network.”



Guiding Principles

Environmental

- Achieve a more cohesive form of development that enables both physical and social inclusion within Fradley (but retains separation from other settlements).
- Provide an excellent, high quality, multi functional green infrastructure that maximises the existing landscape and ecological features and links the existing settlement with the surrounding countryside.
- Achieve a structure and form of development that will enable priority to be given to pedestrian and cycle movements and enable an increase in the number of local journeys made by more sustainable modes of transport as opposed to the private car.
- Achieve a form and structure of development that enables a reduction in carbon output for the village as a whole.
- Wherever possible, enable improvements to transport infrastructure, including the A38 junction.
- Utilise and maximise existing water based and environmental assets, including the canal and improved woodland/buffer planting.

Housing

- Achieve an appropriate proportion of all new homes that are affordable, offering a sustainable range of house sizes and types to support a diverse and sustainable community.
- Provide opportunities for distinctive buildings that respond to local context and create a strong local identity and sense of place.

Economic

- Provide on site new employment floor space, the majority of which should be appropriate in type and form to being interspersed within a sustainable urban structure and offer opportunities for start ups, small business enterprises and associated 'touchdown' space.
- Achieve a structure and form of development that enables the provision of buildings that are adaptable and which can support a range of different uses over time.
- Provide excellent IT infrastructure throughout the settlement.

Social

- Achieve a form of development that provides opportunities for improved play, sports and community facilities that are centrally located (village centre/hub) and accessible to all.
- Provide improved health facilities accessible to the local community.
- Achieve improved school/education facilities to meet the needs of existing and future residents.

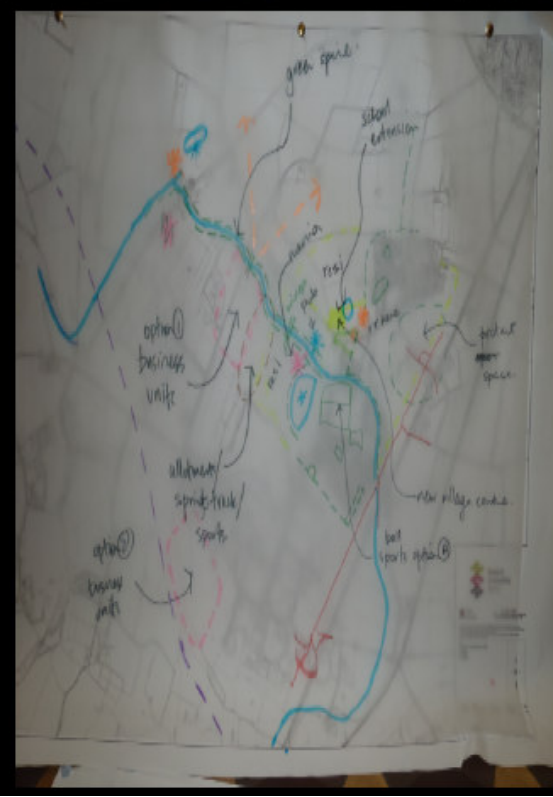
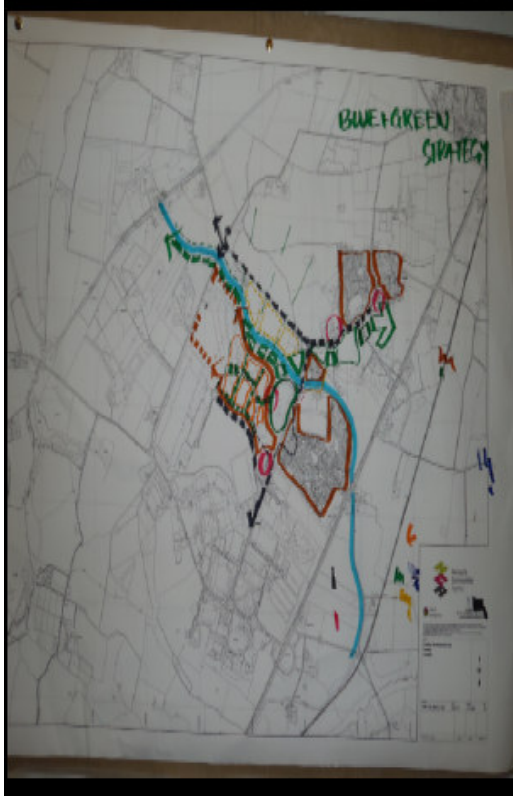
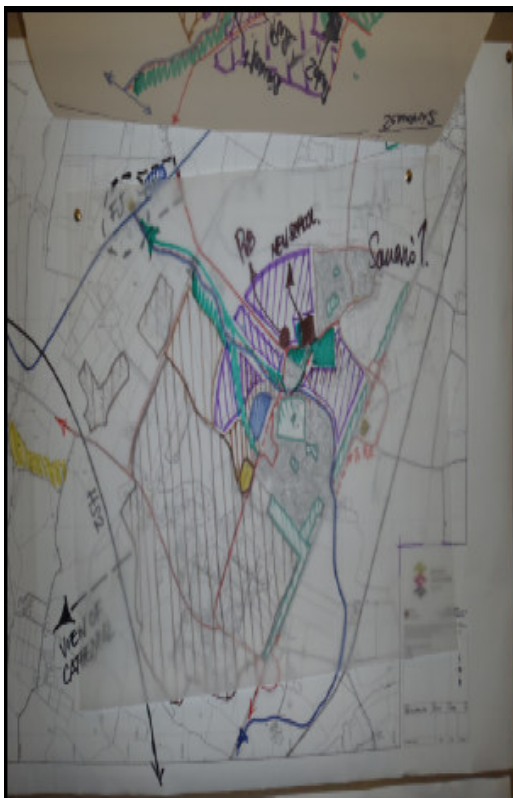





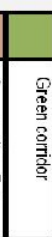
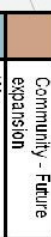
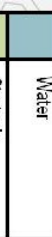
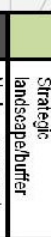
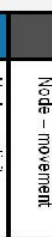
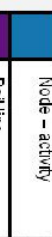





Diagram 1: Composite of initial ideas/concepts

APPENDIX 5

	A38
	Local roads
	Residential
	Community services
	Employment
	Green corridor
	Community - Future expansion
	Water
	Strategic landscape buffer
	Node - movement
	Node - activity
	Rail line



North
NOT TO SCALE

Fradley Rural Planning Questionnaire 2011

Following on from workshops and events earlier in the year, we want to understand more about you and your family, where you work and your leisure interests. Building up this picture will inform the future of Fradley. We are hoping to consult the Fradley community on an emerging plan for the area later in the year.

Who should complete this survey? We would like every household in Fradley to complete this questionnaire. Please complete as many questions as you can, but skip over any that are not appropriate to you. If you would prefer to fill this questionnaire in **online**, then please go to www.lichfielddc.gov.uk/fradleyruralplanning.

Win! To say thank you for completing this questionnaire by 30th September 2011, we will enter you into a prize draw to win a £20 shopping voucher. Winners will be notified no later than 14th October 2011.

What to do when you've completed the questionnaire. Please send it to Planning Policy Manager, FREEPOST WV370 Lichfield District Council, Frog Lane, Lichfield WS13 6BR, you do not need a stamp. If you have any questions please call Elizabeth Boden on 01543 308148 or email elizabeth.boden@lichfielddc.gov.uk

If you would like a copy of this survey in large print or a different format please call 01543 308148

A note on data protection Lichfield District Council is registered with the Data Protection Act 1998 for the purpose of processing personal data in the performance of its legitimate business. Any information held by the council will be processed in compliance with the principles set out in the Act. All information provided from this survey is for use by Lichfield District Council for the sole purpose of monitoring and developing our services. No personal details will be disclosed to any external party.

About you and your household

Q1 How many people live at your address?

- Number of adults (aged 18+)
- Number of children aged 0-4 years
- Number of children aged 5-11 years
- Number of children aged 12-17 years

Q2 If you have children at school which school do they go to?

- | | | | |
|--|--------------------------|---|--------------------------|
| St Stephens Primary School, Fradley | <input type="checkbox"/> | King Edward VI School | <input type="checkbox"/> |
| Richard Crosse Cof E (A) Primary School, Alrewas | <input type="checkbox"/> | Chadsmead Primary School, Lichfield | <input type="checkbox"/> |
| Whittington Primary School, Whittington | <input type="checkbox"/> | Charnwood Primary School, Lichfield | <input type="checkbox"/> |
| Scotch Orchard Primary School, Lichfield | <input type="checkbox"/> | Willows Primary School, Lichfield | <input type="checkbox"/> |
| Mary Howard Cof E (VC) Primary School, Edingale | <input type="checkbox"/> | St Peter & St Paul Catholic Primary School..... | <input type="checkbox"/> |
| Howard Primary School, Elford | <input type="checkbox"/> | St Chads (CofE) Primary School..... | <input type="checkbox"/> |
| Oaklands College Hillcrest, Alrewas | <input type="checkbox"/> | Lichfield Cathedral School | <input type="checkbox"/> |
| Saxon Hill School, Lichfield..... | <input type="checkbox"/> | St Michaels Cof E Primary School | <input type="checkbox"/> |
| Queens Croft High School, Lichfield | <input type="checkbox"/> | St Josephs Catholic Primary School..... | <input type="checkbox"/> |
| Netherstowe School..... | <input type="checkbox"/> | All Saints CofE (C) Primary School..... | <input type="checkbox"/> |
| The Friary School..... | <input type="checkbox"/> | Rocklands School, Lichfield | <input type="checkbox"/> |
| Other (please state) <input type="text"/> | | | |

Q3 If your children attend any before or after school care / clubs please tell us where.

Q4 How do your children normally travel to school?

- car..... Go to Q5 cycle Go to Q6
bus..... Go to Q6 train..... Go to Q6
walk..... Go to Q6 other Go to Q6

Q5 When using the car, is this a work linked trip?

- Yes..... No

Q6 If your children attend a pre-school / nursery which one do they go to?

Q7 How many people at your address work in the following locations?

- Home worker Go to Q9
Fradley area
Lichfield District
Cannock
Tamworth
Walsall
Birmingham
Other in West Midlands
London
Other in UK
Aboard

Q8 How do these people travel to work?(please select all that apply)

- Car Bus.....
Walk..... Train.....
Cycle Don't travel / Work from home

Q9 If you or your family work from home, which broadband service is used and is it satisfactory?

- Good service..... Poor service, lots of problems.....
Okay service, some problems..... Poor connection
Which broadband service do you use?

Q10 What would assist any of your household to work from home?

- Faster broadband.....
Local meeting space for hire.....
Different accommodation (e.g purpose built live/work units in Fradley area).....
Other (please state)

Q11 Thinking about your own travel, what is your greatest concern with the transport system in the local area?

Q12 Please tell us which doctors practice your household uses (please only select one)

Alrewas Surgery.....	<input type="checkbox"/>	Yoxall Health Centre	<input type="checkbox"/>
St Chads Health Centre	<input type="checkbox"/>	Whittington Surgery (Langton Medical).....	<input type="checkbox"/>
The Westgate Practice, Lichfield	<input type="checkbox"/>	Barton Family Practice.....	<input type="checkbox"/>
The Spires Practice, Lichfield	<input type="checkbox"/>	Langton Grange Medical Centre, Lichfield.....	<input type="checkbox"/>
Other (please state	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>		

About your home

Q13 What type of property is your home? (please only select one)

Detached house.....	<input type="checkbox"/>	Terraced bungalow	<input type="checkbox"/>
Semi-detached house	<input type="checkbox"/>	Flat / apartment / maisonette	<input type="checkbox"/>
Terraced house.....	<input type="checkbox"/>	Bed-sit / studio / room only	<input type="checkbox"/>
Detached bungalow	<input type="checkbox"/>	Houseboat / caravan / mobile home	<input type="checkbox"/>
Semi-detached bungalow	<input type="checkbox"/>	Support housing (including sheltered)	<input type="checkbox"/>

Q14 Is your current home? (please only select one)

Owner occupied (paying mortgage).....	<input type="checkbox"/>	Housing association rented.....	<input type="checkbox"/>
Owner occupied (no mortgage).....	<input type="checkbox"/>	Living rent free	<input type="checkbox"/>
Private rented.....	<input type="checkbox"/>	Tied to your employment.....	<input type="checkbox"/>

Q15 How many bedrooms does your current home have?

Bed-sit.....	<input type="checkbox"/>	Three.....	<input type="checkbox"/>
One	<input type="checkbox"/>	Four.....	<input type="checkbox"/>
Two	<input type="checkbox"/>	Five or more.....	<input type="checkbox"/>

Q16 How long have you lived at this address?

Less than 1 year	<input type="checkbox"/>	Go to Q17	Between 3 to 5 years	<input type="checkbox"/>	Please go to About your housing needs
Between 1 to 2 years	<input type="checkbox"/>	Go to Q17	Between 5 to 10 years ...	<input type="checkbox"/>	Please go to About your housing needs
Between 2 to 3 years	<input type="checkbox"/>	Go to Q17	Over 10 years.....	<input type="checkbox"/>	Please go to About your housing needs

Q17 If you have moved in the last 3 years, where did you previously live? (please only select one)

Lichfield District.....	<input type="checkbox"/>	Birmingham.....	<input type="checkbox"/>
Cannock.....	<input type="checkbox"/>	Other in Staffordshire.....	<input type="checkbox"/>
East Staffordshire	<input type="checkbox"/>	Other in West Midlands.....	<input type="checkbox"/>
Tamworth	<input type="checkbox"/>	Other in UK	<input type="checkbox"/>
Walsall	<input type="checkbox"/>	Abroad	<input type="checkbox"/>

Q18 If you have moved in the last 3 years, what was the most important reason for moving?

New job	<input type="checkbox"/>	Closer / easier to commute to work	<input type="checkbox"/>
Retirement	<input type="checkbox"/>	Move to own home	<input type="checkbox"/>
To be near a relative	<input type="checkbox"/>	Move to cheaper home	<input type="checkbox"/>
Education	<input type="checkbox"/>	Wanted to buy home.....	<input type="checkbox"/>
Needed more space.....	<input type="checkbox"/>	Health reasons.....	<input type="checkbox"/>
Needed less space	<input type="checkbox"/>	Other	<input type="checkbox"/>
Relationship / family breakdown	<input type="checkbox"/>		

About your housing needs

Q19 Do you think your current home is adequate for your household's needs?

Yes, it is adequate Go to Q22

No, it is inadequate Go to Q20

Q20 Why do you feel it is inadequate? (please select all that apply)

Too small Inadequate facilities
Too large Needs improvement /repairs
Rent / mortgage too expensive Other

Q21 If you, or a member of your household require housing with a level of care, which of the following would be required? (please select all that apply)

Not applicable - no care required Housing association sheltered housing
Private sheltered housing Independent accommodation with external support
Residential / nursing home Extra care housing (self contained units with facilities and 24 hour support)
Independent accommodation with live-in carer

Q22 If you intend to move, will you stay in Lichfield District?

Yes Go to Q25

Don't intend to move

No Go to Q23

Moving out of Lichfield District

Q23 If not, where would you move to?

Cannock Other in Staffordshire
East Staffordshire Other in West Midlands
Tamworth Other in UK
Birmingham Abroad

Q24 Please select your reasons for moving outside of Lichfield District? (please select all that apply)

Employment Retirement
Family reasons Neighbourhood
Lack of affordable housing Other
Education

Moving within Lichfield District

Q25 If you plan to move within Lichfield District in the next three years, when do you plan to move?

Now Between 1 to 2 years
Within 1 year Between 2 to 3 years

Q26 What type of property will be required? (please only select one)

Detached house Terraced bungalow
Semi-detached house Flat / apartment / maisonette
Terraced house Bed-sit / studio / room only
Detached bungalow Houseboat / caravan / mobile home
Semi-detached bungalow Supported housing (including sheltered)

Q27 How many bedrooms are required?

1 3 5 or more
2 4

Q28 What tenure is preferred?

- Private rent..... Discounted housing to rent
Housing Association rent Owner occupation (including leasehold)
Tied to employment Housing Association shared ownership (part rent / part buy).....

Moving into Lichfield District

Q29 Do you have elderly relatives who may need to move to Lichfield District within the next three years?

- Yes..... Go to Q30 No Go to Q31

Q30 If yes, what kind of accommodation might they need? (please select all that apply)

- Residential care / nursing home Live with you (existing home).....
Private housing Live with you (need extension /adaptation).....
Housing Association property Private sheltered or extra care housing

About your recreation time

Q31 Do you or your household use the following facilities? (please select all that apply)

- Skatepark..... Childrens play area
Ball court
Other (please specify)

Q32 Which of the following do you feel are needed in Fradley and which of the existing facilities need improving?

	Needed	Needs improving
Formal childrens play area	<input type="checkbox"/>	<input type="checkbox"/>
Playing pitches / sports fields	<input type="checkbox"/>	<input type="checkbox"/>
Allotments	<input type="checkbox"/>	<input type="checkbox"/>
Woodland	<input type="checkbox"/>	<input type="checkbox"/>
Wildlife	<input type="checkbox"/>	<input type="checkbox"/>
Formal Planting	<input type="checkbox"/>	<input type="checkbox"/>
Wildflower meadows	<input type="checkbox"/>	<input type="checkbox"/>
Canal towpath	<input type="checkbox"/>	<input type="checkbox"/>
Informal green space	<input type="checkbox"/>	<input type="checkbox"/>
A village green	<input type="checkbox"/>	<input type="checkbox"/>
Footpaths / cycle routes / bridleways	<input type="checkbox"/>	<input type="checkbox"/>
Access to the other side of the village	<input type="checkbox"/>	<input type="checkbox"/>

Q33 If you or your family rent an allotment please tell us where

Q34 If any of your family are active members of sports clubs (e.g. football, cricket, hockey) which club do they play for and where is it based?

Q35 Are they adult or junior members?

- Adult..... Junior

Q36 If playing pitches were available within the Fradley area, what type should they be?

- Football Tennis Courts.....
Cricket..... Basketball
Other (please specify)

Q37 Where is the best location for additional playing pitches?

Co-located with other facilities, such as social club. Adjacent to the school.....

Incorporated within a new village green.....

Specific location (please state)

Q38 How often to you, or members of your household, visit Fradley Junction for recreational activities?

Never About once a month.....

About once a year..... About once a week

2 or 3 times a year

Q39 How do you get to Fradley Junction? (please select all that apply)

Walk along canal towpath..... Cycle, using other routes

Walk, using other routes Car

Cycle along canal towpath Other

Q40 What is the main reason to visit Fradley Junction?

Q41 Would you like to see an additional canal crossing (pedestrian) to link parts of Fradley?

Yes..... No

Q42 How often do you, or members of your household, visit Cannock Chase for recreational activities?

Never About once a month.....

About once a year..... About once a week

2 or 3 times a year

Q43 What is the main reason to visit Cannock Chase?

Thank you for your time. If you wish to be entered into the prize draw to win £20 shopping voucher prize draw* please complete your details below

Name

Address

Postcode

Telephone number

Email:

Please tick if you would like to be involved in further work regarding the Fradley masterplanning project

Please tick if you would like to be added to our database to receive further information about other consultations

Fradley Rural Planning Questionnaire 2011

A note on data protection Lichfield District Council is registered with the Data Protection Act 1998 for the purpose of processing personal data in the performance of its legitimate business. Any information held by the council will be processed in compliance with the principles set out in the Act. All information provided from this survey is for use by Lichfield District Council for the sole purpose of monitoring and developing our services. No personal details will be disclosed to any external party.

About you and your household

Q1 How many people live at your address?

Number of adults (aged 18+)	232 (99.1%)
Number of children aged 0-4 years	50 (21.4%)
Number of children aged 5-11 years	49 (20.9%)
Number of children aged 12-17 years	44 (18.8%)

Q2 If you have children at school which school do they go to?

39 (16.7%) St Stephens Primary School, Fradley	2 (0.9%) King Edward VI School
0 (0.0%) Richard Crosse Cof E (A) Primary School, Alrewas	0 (0.0%) Chadsmead Primary School, Lichfield
1 (0.4%) Whittington Primary School, Whittington	1 (0.4%) Chamwood Primary School, Lichfield
0 (0.0%) Scotch Orchard Primary School, Lichfield	0 (0.0%) Willows Primary School, Lichfield
0 (0.0%) Mary Howard Cof E (VC) Primary School, Edingale	0 (0.0%) St Peter & St Paul Catholic Primary School
0 (0.0%) Howard Primary School, Elford	0 (0.0%) St Chads (CofE) Primary School
0 (0.0%) Oaklands College Hillcrest, Alrewas	0 (0.0%) Lichfield Cathedral School
1 (0.4%) Saxon Hill School, Lichfield	0 (0.0%) St Michaels Cof E Primary School
1 (0.4%) Queens Croft High School, Lichfield	0 (0.0%) St Josephs Catholic Primary School
0 (0.0%) Netherstowe School	3 (1.3%) All Saints CofE (C) Primary School
28 (12.0%) The Friary School	0 (0.0%) Rocklands School, Lichfield
Other (please state) 12 (5.1%) - see attached	

Q3 If your children attend any before or after school care / clubs please tell us where.

22 (9.4%) - see attached

Q4 How do your children normally travel to school?

23 (9.8%) car	0 (0.0%) cycle
32 (13.7%) bus	1 (0.4%) train
20 (8.5%) walk	2 (0.9%) other

Q5 When using the car, is this a work linked trip?

23 (12.8%) Yes 13 (7.3%) No

Q6 If your children attend a pre-school / nursery which one do they go to?

30 (12.8%) - see attached

Q7 How many people at your address work in the following locations?

Home worker	31 (13.2%)
Fradley area	32 (13.7%)
Lichfield District	40 (17.1%)
Cannock	7 (3.0%)
Tamworth	12 (5.1%)
Walsall	9 (3.8%)
Birmingham	51 (21.8%)
Other in West Midlands	48 (20.5%)
London	10 (4.3%)
Other in UK	33 (14.1%)
Aboard	1 (0.4%)

Q8 How do these people travel to work?(please select all that apply)

153 (65.4%) Car	2 (0.9%) Bus
16 (6.8%) Walk	15 (6.4%) Train
11 (4.7%) Cycle	5 (2.1%) Don't travel / Work from home

Q9 If you or your family work from home, which broadband service is used and is it satisfactory?

26 (11.1%) Good service	14 (6.0%) Poor service, lots of problems
46 (19.7%) Okay service, some problems	18 (7.7%) Poor connection
Which broadband service do you use?	84 (35.9%) - see attached

Q10 What would assist any of your household to work from home?

107 (45.7%) Faster broadband
9 (3.8%) Local meeting space for hire
7 (3.0%) Different accommodation (e.g purpose built live/work units in Fradley area)
Other (please state) 7 (3.0%) - see attached

Q11 Thinking about your own travel, what is your greatest concern with the transport system in the local area?

142 (60.7%) - see attached

Q12 Please tell us which doctors practice your household uses

140 (59.8%) Alrewas Surgery	3 (1.3%) Yoxall Health Centre
1 (0.4%) St Chads Health Centre	2 (0.9%) Whittington Surgery (Langton Medical)
54 (23.1%) The Westgate Practice, Lichfield	0 (0.0%) Barton Family Practice
3 (1.3%) The Spires Practice, Lichfield	13 (5.6%) Langton Grange Medical Centre, Lichfield
Other (please state) 14 (6.0%) - see attached	

About your home

Q13 What type of property is your home?

154 (65.8%) Detached house	0 (0.0%) Terraced bungalow
32 (13.7%) Semi-detached house	2 (0.9%) Flat / apartment / maisonette
19 (8.1%) Terraced house	0 (0.0%) Bed-sit / studio / room only
19 (8.1%) Detached bungalow	2 (0.9%) Houseboat / caravan / mobile home
3 (1.3%) Semi-detached bungalow	0 (0.0%) Support housing (including sheltered)

Q14 Is your current home?

116 (49.6%) Owner occupied (paying mortgage)	15 (6.4%) Housing association rented
86 (36.8%) Owner occupied (no mortgage)	1 (0.4%) Living rent free
8 (3.4%) Private rented	1 (0.4%) Tied to your employment

Q15 How many bedrooms does your current home have?

0 (0.0%) Bed-sit	3 (1.3%) One	31 (13.2%) Two	79 (33.8%) Three	75 (32.1%) Four	43 (18.4%) Five or more
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Q16 How long have you lived at this address?

Less than 1 year	18 (7.7%)	Between 3 to 5 years	28 (12.0%)
Between 1 to 2 years	13 (5.6%)	Between 5 to 10 years	70 (29.9%)
Between 2 to 3 years	13 (5.6%)	Over 10 years	87 (37.2%)

Q17 If you have moved in the last 3 years, where did you previously live?

17 (34.7%) Lichfield District	8 (16.3%) Birmingham
1 (2.0%) Cannock	4 (8.2%) Other in Staffordshire
0 (0.0%) East Staffordshire	5 (10.2%) Other in West Midlands
2 (4.1%) Tamworth	6 (12.2%) Other in UK
1 (2.0%) Walsall	0 (0.0%) Abroad

Q18 If you have moved in the last 3 years, what was the most important reason for moving?

3 (6.1%) New job	4 (8.2%) Closer / easier to commute to work
2 (4.1%) Retirement	3 (6.1%) Move to own home
1 (2.0%) To be near a relative	1 (2.0%) Move to cheaper home
1 (2.0%) Education	2 (4.1%) Wanted to buy home
14 (28.6%) Needed more space	1 (2.0%) Health reasons
2 (4.1%) Needed less space	6 (12.2%) Other
4 (8.2%) Relationship / family breakdown	

About your housing needs

Q19 Do you think your current home is adequate for your household's needs?

203 (86.8%) Yes, it is adequate 26 (11.1%) No, it is inadequate

Q20 Why do you feel it is inadequate? (please select all that apply)

15 (48.4%) Too small 1 (3.2%) Inadequate facilities
 3 (9.7%) Too large 8 (25.8%) Needs improvement /repairs
 2 (6.5%) Rent / mortgage too expensive 1 (3.2%) Other

Q21 If you, or a member of your household require housing with a level of care, which of the following would be required? (please select all that apply)

12 (38.7%) Not applicable - no care required 0 (0.0%) Housing association sheltered housing
 1 (3.2%) Private sheltered housing 3 (9.7%) Independent accommodation with external support
 0 (0.0%) Residential / nursing home 1 (3.2%) Extra care housing (self contained units with facilities and 24 hour support)
 0 (0.0%) Independent accommodation with live-in carer

Q22 If you intend to move, will you stay in Lichfield District?

Yes 45 (19.2%) Don't intend to move 152 (65.0%)
 No 28 (12.0%)

Moving out of Lichfield District

Q23 If not, where would you move to?

Cannock 0 (0.0%) Other in Staffordshire 3 (8.1%)
 East Staffordshire 4 (10.8%) Other in West Midlands 4 (10.8%)
 Tamworth 0 (0.0%) Other in UK 13 (35.1%)
 Birmingham 0 (0.0%) Abroad 3 (8.1%)

Q24 Please select your reasons for moving outside of Lichfield District? (please select all that apply)

Employment 6 (16.2%) Retirement 8 (21.6%)
 Family reasons 6 (16.2%) Neighbourhood 3 (8.1%)
 Lack of affordable housing 0 (0.0%) Other 14 (37.8%)
 Education 3 (8.1%)

Moving within Lichfield District

Q25 If you plan to move within Lichfield District in the next three years, when do you plan to move?

1 (1.9%) Now 12 (22.2%) Between 1 to 2 years
 3 (5.6%) Within 1 year 17 (31.5%) Between 2 to 3 years

Q26 What type of property will be required?

24 (44.4%) Detached house 0 (0.0%) Terraced bungalow
 8 (14.8%) Semi-detached house 0 (0.0%) Flat / apartment / maisonette
 0 (0.0%) Terraced house 0 (0.0%) Bed-sit / studio / room only
 4 (7.4%) Detached bungalow 0 (0.0%) Houseboat / caravan / mobile home
 0 (0.0%) Semi-detached bungalow 1 (1.9%) Supported housing (including sheltered)

Q27 How many bedrooms are required?

0 (0.0%) 1 3 (5.6%) 2 19 (35.2%) 3 13 (24.1%) 4 1 (1.9%) 5 or more

Q28 What tenure is preferred?

1 (1.9%) Private rent 1 (1.9%) Discounted housing to rent
 3 (5.6%) Housing Association rent 28 (51.9%) Owner occupation (including leasehold)
 1 (1.9%) Tied to employment 1 (1.9%) Housing Association shared ownership (part rent / part buy)

Moving into Lichfield District

Q29 Do you have elderly relatives who may need to move to Lichfield District within the next three years?

14 (6.0%) Yes

137 (58.5%) No

Q30 If yes, what kind of accommodation might they need? (please select all that apply)

5 (5.2%) Residential care / nursing home

0 (0.0%) Live with you (existing home)

7 (7.2%) Private housing

1 (1.0%) Live with you (need extension /adaptation)

1 (1.0%) Housing Association property

3 (3.1%) Private sheltered or extra care housing

About your recreation time

Q31 Do you or your household use the following facilities? (please select all that apply)

26 (11.1%) Skatepark
 17 (7.3%) Ball court
 Other (please specify) 20 (8.5%) - see attached
 78 (33.3%) Childrens play area

Q32 Which of the following do you feel are needed in Fradley and which of the existing facilities need improving?

	Needed	Needs improving
Formal childrens play areas	26 (11.1%)	24 (10.3%)
Playing pitches / sports fields	68 (29.1%)	8 (3.4%)
Allotments	61 (26.1%)	4 (1.7%)
Woodland	67 (28.6%)	10 (4.3%)
Wildlife	53 (22.6%)	12 (5.1%)
Formal Planting	35 (15.0%)	15 (6.4%)
Wildflower meadows	54 (23.1%)	9 (3.8%)
Canal towpath	32 (13.7%)	61 (26.1%)
Informal green space	24 (10.3%)	16 (6.8%)
A village green	59 (25.2%)	11 (4.7%)
Footpaths / cycle routes / bridleways	53 (22.6%)	36 (15.4%)
Access to the other side of the village	27 (11.5%)	19 (8.1%)

Q33 If you or your family rent an allotment please tell us where

6 (2.6%) see attached

Q34 If any of your family are active members of sports clubs (e.g. football, cricket, hockey) which club do they play for and where is it based?

46 (19.7%) - see attached

Q35 Are they adult or junior members?

28 (12.0%) Adult
 26 (11.1%) Junior

Q36 If playing pitches were available within the Fradley area, what type should they be?

82 (35.0%) Football
 52 (22.2%) Cricket
 Other (please specify) 6 (2.6%) - see attached
 60 (25.6%) Tennis Courts
 8 (3.4%) Basketball

Q37 Where is the best location for additional playing pitches?

53 (22.6%) Co-located with other facilities, such as social club
 32 (13.7%) Incorporated within a new village green
 54 (23.1%) Adjacent to the school
 Specific location (please state) 11 (4.7%) - see attached

Q38 How often to you, or members of your household, visit Fradley Junction for recreational activities?

9 (3.8%) Never
 19 (8.1%) About once a year
 85 (36.3%) 2 or 3 times a year
 74 (31.6%) About once a month
 45 (19.2%) About once a week

Q39 How do you get to Fradley Junction? (please select all that apply)

160 (68.4%) Walk along canal towpath	41 (17.5%) Cycle, using other routes
42 (17.9%) Walk, using other routes	108 (46.2%) Car
50 (21.4%) Cycle along canal towpath	3 (1.3%) Other

Q40 What is the main reason to visit Fradley Junction?

203 (86.8%) - see attached

Q41 Would you like to see an additional canal crossing (pedestrian) to link parts of Fradley?

70 (29.9%) Yes	127 (54.3%) No
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Q42 How often do you, or members of your household, visit Cannock Chase for recreational activities?

79 (33.8%) Never	21 (9.0%) About once a month
66 (28.2%) About once a year	4 (1.7%) About once a week
59 (25.2%) 2 or 3 times a year	

Q43 What is the main reason to visit Cannock Chase?

136 (58.1%) - see attached

Thank you for your time. If you wish to be entered into the prize draw to win £20 shopping voucher prize draw* please complete your details below

Name

176 (75.2%)

Address

176 (75.2%)

Postcode

176 (75.2%)

Telephone number

148 (63.2%)

Email:

125 (53.4%)

Please tick if you would like to be involved in further work regarding the Fradley masterplanning project 106 (46%)

Please tick if you would like to be added to our database to receive further information about other consultations 91 (38.9%)

Employment Review Questionnaire 2011

Following on from workshops and events earlier in the year, we want to understand more about employment in Fradley, what attracts companies to locate here and what can be done to retain and diversify the range of job opportunities on offer. Building up this picture will help inform the future of the Fradley area. We are hoping to consult the Fradley community, including local employers, on an emerging plan for the area later in the year

Who should complete this survey? We would like every employer located in Fradley to complete this questionnaire. Please complete as many questions as you can, but skip over any that are not appropriate to you. If you would prefer to fill this questionnaire in online, then please go to www.lichfielddc.gov.uk/fradleyruralplanning.

What to do when you've completed the questionnaire. Please return by 28th October 2011 to Planning Policy Manager, FREEPOST WV370 Lichfield District Council, Frog Lane, Lichfield WS13 6BR, you do not need a stamp. If you have any questions please call Elizabeth Boden on 01543 308148 or email elizabeth.boden@lichfielddc.gov.uk

If you would like a copy of this survey in large print or a different format please call 01543 308148

A note on data protection Lichfield District Council is registered with the Data Protection Act 1998 for the purpose of processing personal data in the performance of its legitimate business. Any information held by the council will be processed in compliance with the principles set out in the Act. All information provided from this survey is for use by Lichfield District Council for the sole purpose of monitoring and developing our services. No personal details will be disclosed to any external party.

Name of Business _____

Address _____

Postcode

Telephone _____

Email _____

Q1 How many people do you employ in Fradley?

	0-9	10-49	50-99	100-249	250+
Full Time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Part Time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q2 What is the main sector of activity your business operates in?

Primary and utility	<input type="checkbox"/>	Transport	<input type="checkbox"/>
Manufacturing	<input type="checkbox"/>	Communications	<input type="checkbox"/>
Construction.....	<input type="checkbox"/>	Financial and business	<input type="checkbox"/>
Retailing.....	<input type="checkbox"/>	Public administration.....	<input type="checkbox"/>
Distribution.....	<input type="checkbox"/>	Health and education.....	<input type="checkbox"/>
Hotels and catering.....	<input type="checkbox"/>	Waste treatment	<input type="checkbox"/>
Other, please specify <input type="text"/>			

Q3 Are you a branch of a parent company or individual business?

Branch of a parent company Individual business
Other, please specify

Q4 If you are a branch of a parent company, where are your headquarters located?

Q5 How many years have you been based in Fradley?

Up to 1 year 6-10 years
1-2 years Over 10 years
2-5 years

Q6 Does your business have multiple sites?

Yes No
If yes, where?

Q7 What are the main benefits of your location at Fradley? (tick all that are relevant)

Proximity to suppliers Availability of labour
Proximity to customers Labour force skills
Cost / quality / availability / flexibility of premises Labour force costs
Transport links and accessibility Image and reputation of the area
Access to countryside Access to leisure facilities
Housing availability (affordable and aspirational) Communications infrastructure (e.g. broadband / mobile phone network coverage)
Potential for expansion
Other, please specify

Q8 What are the main disadvantages of your location at Fradley? (tick all that are relevant)

Distance to suppliers Lack of available labour
Distance to customers Lack of labour force skills
Cost / quality / availability / flexibility of premises High labour force costs
Poor transport links and accessibility Poor image and reputation of the area
Poor access to countryside Poor access to leisure facilities
Housing availability (affordable and aspirational) Poor communications infrastructure (e.g. broadband / mobile phone network coverage)
No potential for expansion
Other, please specify

Q9 Over the last/next 5 years the number of employees at your business has/will ...

Increase(d) Decrease(d) Remain(ed) constant

Over the last 5 years

Over the next 5 years

Q10 Are you looking to increase output from Fradley site in the next 5 years?

Yes No

Q11 Are you looking to physically increase the size of your premises in Fradley in the next 5 years?
Yes..... No

Q12 What percentage of your workforce lives within Lichfield District?
0-25% 26-50% 51-75% 51-75% 76-100%

Q13 Where do most of your workforce travel from?

Within Lichfield District.....	<input type="checkbox"/>	Walsall	<input type="checkbox"/>
Tamworth.....	<input type="checkbox"/>	Birmingham.....	<input type="checkbox"/>
Burton on Trent.....	<input type="checkbox"/>	Other, West Midlands	<input type="checkbox"/>
Cannock.....	<input type="checkbox"/>	Other, UK.....	<input type="checkbox"/>
Rugeley.....	<input type="checkbox"/>		

Q14 What percentage of your workforce travels to work by ...

	0-25%	26-50%	51-75%	76-100%
Foot / bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company's own transport scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15 Would it be worth improving public transport to Fradley for your employees?
Yes..... No

If yes, what improvements are needed?

Q16 Do you allow your employees to work from home
Yes No

If yes, what % of your workforce?

Q17 Do you use space saving methods such as hot desking?
Yes Go to Q18 No Go to Q19

Q18 If yes, has this reduced your floor space requirements?
Yes..... No

Q19 Do you have any difficulties in recruiting staff or any particular skill gaps?
Yes..... No

If yes, please elaborate

Q20 How do you recruit your staff?

Agency.....	<input type="checkbox"/>	Regional / national press	<input type="checkbox"/>
Internet.....	<input type="checkbox"/>	Jobcentre.....	<input type="checkbox"/>
Local newspaper.....	<input type="checkbox"/>	Recommendations.....	<input type="checkbox"/>

Q21 Are you looking to relocate in the near future?

Yes Go to Q22

No Go to Q24

Q22 Where are you looking to relocate?

Another site within Lichfield District.....

West Midlands

Elsewhere in Staffordshire

Other, UK.....

Birmingham.....

Outside UK

Q23 If you are looking to relocate, what are the key reasons behind this?

Closer to suppliers

Potential for expansion

Closer to customers

More available labour.....

Better / cheaper premises.....

Improved labour force skills

Better transport links

Cheaper labour force skills

Improved access to countryside.....

Improved reputation of the area

Improved housing availability

Improved access to leisure facilities.....

Improved communications infrastructure (e.g. broadband / mobile phone network coverage)

Other, please specify

Q24 Which of the following facilities are needed for workers at Fradley?

Central cafe

Lorry park.....

Shower and changing facilities.....

Other.....

Extra car parking.....

Q25 What can public and private sector organisations do to support / grow / improve your business?

Establish local Business Network Forums linking businesses to support / training / education organisations (including schools).....

Better regulation / enforcement of Highway / traffic orders.....

Better broadband / mobile / wireless / speed / coverage.....

Business rates incentives.....

Improved business regulation (planning etc).....

Flexible space / units.....

Improved signage / general appearance of sites / business parks.....

Better access to finance for start up / expansion.....

Provision of centralised touchdown facilities (copying, printing etc) for small businesses / home workers.....

Affordable / free business support / training events.....

Other, please specify

Please tick if you would like to be involved in further work regarding the Fradley masterplanning project

Please tick if you would like to be added to our database to receive further information about other consultations

APPENDIX 9

Employment Review Questionnaire 2011

Name of Business 9
Address 9
Postcode 9
Telephone 9
Email 7

Q1 How many people do you employ in Fradley?

	0-9	10-49	50-99	100-249	250+
Full Time	4	2	1	0	1
Part Time	8	1	0	0	0

Q2 What is the main sector of activity your business operates in?

0 Primary and utility	0 Transport
2 Manufacturing	0 Communications
0 Construction	0 Financial and business
0 Retailing	0 Public administration
2 Distribution	1 Health and education
1 Hotels and catering	1 Waste treatment
Other, please specify 2	

Q3 Are you a branch of a parent company or individual business?

3 Branch of a parent company
6 Individual business
Other, please specify 0

Q4 If you are a branch of a parent company, where are your headquarters located?

3

Q5 How many years have you been based in Fradley?

0 Up to 1 year
4 1-2 years
0 2-5 years
2 6-10 years
3 Over 10 years

Q6 Does your business have multiple sites?

3 Yes
6 No
If yes, where? 3

Q7 What are the main benefits of your location at Fradley? (tick all that are relevant)

- | | |
|---|--|
| 1 Proximity to suppliers | 1 Availability of labour |
| 5 Proximity to customers | 0 Labour force skills |
| 5 Cost / quality / availability / flexibility of premises | 0 Labour force costs |
| 4 Transport links and accessibility | 1 Image and reputation of the area |
| 0 Access to countryside | 1 Access to leisure facilities |
| 0 Housing availability (affordable and aspirational) | 1 Communications infrastructure (e.g. broadband / mobile phone network coverage) |
| 2 Potential for expansion | |

1

Other, please specify

Q8 What are the main disadvantages of your location at Fradley? (tick all that are relevant)

- | | |
|---|---|
| 0 Distance to suppliers | 0 Lack of available labour |
| 0 Distance to customers | 0 Lack of labour force skills |
| 2 Cost / quality / availability / flexibility of premises | 0 High labour force costs |
| 2 Poor transport links and accessibility | 0 Poor image and reputation of the area |
| 0 Poor access to countryside | 0 Poor access to leisure facilities |
| 1 Housing availability (affordable and aspirational) | 3 Poor communications infrastructure (e.g. broadband / mobile phone network coverage) |
| 2 No potential for expansion | |

2

Other, please specify

Q9 Over the last/next 5 years the number of employees at your business has/will ...

	Increase(d)	Decrease(d)	Remain(ed) constant
Over the last 5 years	7	1	1
Over the next 5 years	5	0	2

Q10 Are you looking to increase output from Fradley site in the next 5 years?

- 8 Yes
- 1 No

Q11 Are you looking to physically increase the size of your premises in Fradley in the next 5 years?

- 1 Yes
- 7 No

Q12 What percentage of your workforce lives within Lichfield District?

- 2 0-25%
- 2 26-50%
- 2 51-75%
- 0 51-75%
- 2 76-100%

Q13 Where do most of your workforce travel from?

8 Within Lichfield District	0 Walsall
2 Tamworth	0 Birmingham
3 Burton on Trent	1 Other, West Midlands
0 Cannock	0 Other, UK
0 Rugeley	

Q14 What percentage of your workforce travels to work by ...

	0-25%	26-50%	51-75%	76-100%
Foot / bicycle	6	0	1	0
Public transport	3	0	0	0
Car	1	0	3	5
Company's own transport scheme	1	0	0	0

Q15 Would it be worth improving public transport to Fradley for your employees?

- 5 Yes
- 4 No

If yes, what improvements are needed?

3

Q16 Do you allow your employees to work from home?

- 2 Yes
- 7 No

If yes, what % of your workforce?

2

Q17 Do you use space saving methods such as hot desking?

- 1 Yes
- 7 No

Q18 If yes, has this reduced your floor space requirements?

- 1 Yes
- 0 No

Q19 Do you have any difficulties in recruiting staff or any particular skill gaps?

- 1 Yes
- 8 No

If yes, please elaborate

2

Q20 How do you recruit your staff?

- 4 Agency
- 2 Internet
- 6 Local newspaper
- 0 Regional / national press
- 1 Jobcentre
- 6 Recommendations

Q21 Are you looking to relocate in the near future?

- 0 Yes
- 9 No

Q22 Where are you looking to relocate?

- | | |
|--|-----------------|
| 0 Another site within Lichfield District | 0 West Midlands |
| 0 Elsewhere in Staffordshire | 0 Other, UK |
| 0 Birmingham | 0 Outside UK |

Q23 If you are looking to relocate, what are the key reasons behind this?

- | | |
|---|---|
| 0 Closer to suppliers | 0 Potential for expansion |
| 0 Closer to customers | 0 More available labour |
| 0 Better / cheaper premises | 0 Improved labour force skills |
| 0 Better transport links | 0 Cheaper labour force skills |
| 0 Improved access to countryside | 0 Improved reputation of the area |
| 0 Improved housing availability | 0 Improved access to leisure facilities |
| 0 Improved communications infrastructure (e.g. broadband / mobile phone network coverage) | |
- Other, please specify
- 0

Q24 Which of the following facilities are needed for workers at Fradley?

- | | |
|----------------------------------|--------------|
| 0 Central cafe | 3 Lorry park |
| 0 Shower and changing facilities | 1 Other |
| 3 Extra car parking | |

Q25 What can public and private sector organisations do to support / grow / improve your business?

- 1 Establish local Business Network Forums linking businesses to support / training / education organisations (including schools)
 - 2 Better regulation / enforcement of Highway / traffic orders
 - 5 Better broadband / mobile / wireless / speed / coverage
 - 5 Business rates incentives
 - 2 Improved business regulation (planning etc)
 - 1 Flexible space / units
 - 7 Improved signage / general appearance of sites / business parks
 - 3 Better access to finance for start up / expansion
 - 0 Provision of centralised touchdown facilities (copying, printing etc) for small businesses / home workers
 - 1 Affordable / free business support / training events
- Other, please specify
- 0

Please tick if you would like to be involved in further work regarding the Fradley masterplanning project 5

Please tick if you would like to be added to our database to receive further information about other consultations 2

A note on data protection Lichfield District Council is registered with the Data Protection Act 1998 for the purpose of processing personal data in the performance of its legitimate business. Any information held by the council will be processed in compliance with the principles set out in the Act. All information provided from this survey is for use by Lichfield District Council for the sole purpose of monitoring and developing our services. No personal details will be disclosed to any external party.

Fradley Rural Planning Questionnaire Results Report October 2011

1. Introduction

The following report uses data collected by Lichfield District Council who carried out a Questionnaire sent to all households within the village. The results of the Questionnaire were mapped where possible so that any spatial patterns can be identified, the maps have not been included in this report however as they showed individual properties.

In total there were 240 responses to the questionnaire which represents a significant sample (Mosaic data shows there are approximately 1055 dwellings within the Fradley area. This would mean the Questionnaire has received a response rate of approximately 23%.

The Experian Mosaic data categorises every property providing a demographic profile of the people within each property. Fradley is dominated by two Mosaic categories, the first being type F 'Couples with young children in comfortable modern housing'. This typology is found mainly in Fradley South where the recent development of part of the former air field has created an estate of comfortable modern family homes with good access to employment. The other most prevalent Mosaic category within Fradley is D 'Successful professionals living in suburban or semi-rural homes' which are predominately found in Fradley Village. The mosaic data illustrates that whilst there is a mix of people within Fradley, the two parts of the settlement have distinctly separate characters and resident populations.

The remainder of this report will use the data collected from the questionnaire to provide a profile of the residents of Fradley. It should be noted that data has only been mapped when the respondent provided their address on the questionnaire, in the total survey only 152 responses included a full address which could be mapped.

2. People & Property

People Living at Address:

Of the 240 responses to the Questionnaire 99.1% completed the survey that there were adults (18+) residing in the property¹. The survey results also showed that there was a similar number of children split between the three age categories in the questionnaire with 50 aged between 0-4, 49 between 5-11 and 44 between 12-17.

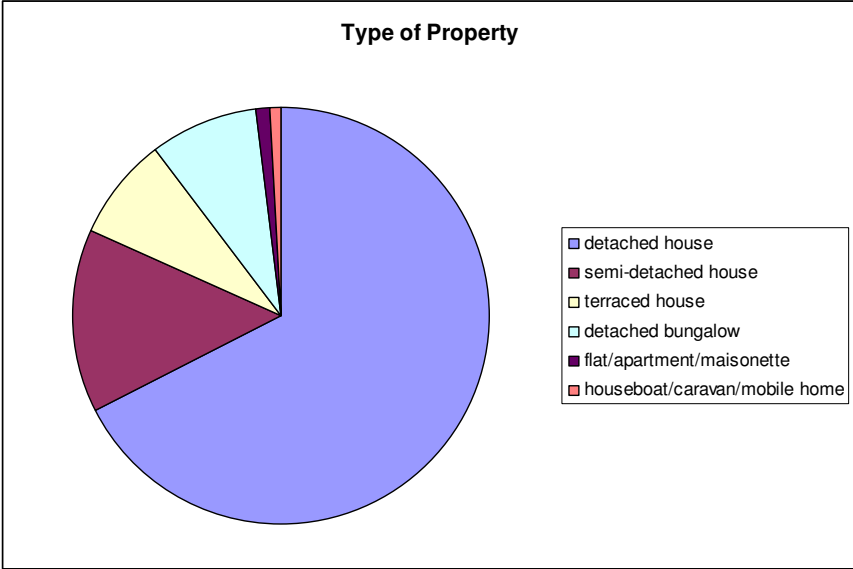
Age	Number of People
Adults (18+)	232
Children 0-4 years	50
Children 5-11 years	49
Children 12-17 years	44

Using the mosaic data alongside the questionnaire it was possible to map where the different age groups live within the village. As the above figure shows there is an even spread of all age groups across the village, although it does appear that there are more

¹ The remaining 0.9% chose not to complete this particular question on the survey.

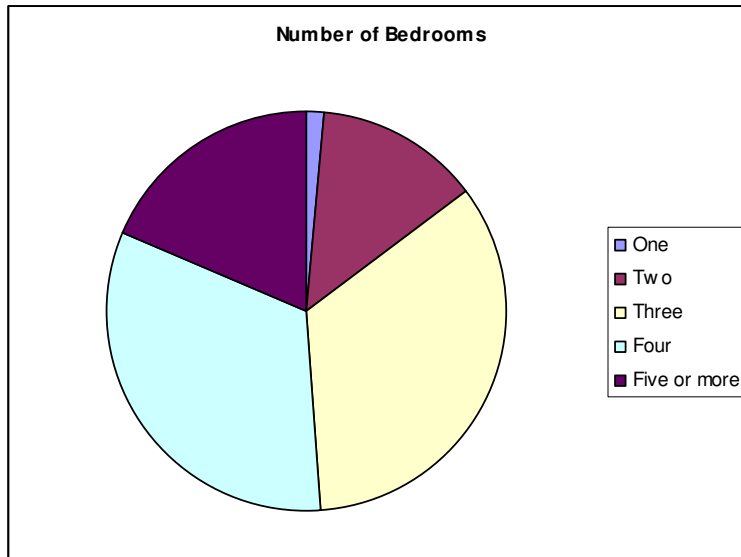
households with children in Fradley South. This is reflected in the mosaic categorisations as previously discussed which showed Fradley south residents tended to be families with younger children. However Fradley south does not have as good access to the village school as Fradley Village where there appears to be a smaller proportion of households with children. The figure also shows that throughout the village there a large number of households with either one or two adults living within.

Type of Property:



The chart above shows that a significant majority of the properties within Fradley Village are detached houses. The above figure demonstrates that there is a lack of housing variety within the village with only smaller pockets of different house types being available.

Mapping the properties by the number of bedrooms provides a more in-depth look at the housing stock available within Fradley. There is a large proportion of larger dwellings with 3 and 4 bed dwellings being the most prevalent particularly within Fradley village. Fradley South shows a range of properties from 1 – 5 bedrooms, however there is still a much higher proportion of larger homes with only a small number of 1 and 2 bed properties being found within the village.



The chart above would indicate there is not a varied housing stock within Fradley. The above figures have shown that there is a significant number of larger detached properties and a lack of smaller homes. This would tie in with the regularly occurring comment at public consultations that many of the rural villages lack smaller more affordable market properties for first time buyers and for older residents to 'downsize'.

Ownership:

A vast majority of properties within Fradley are owner occupied (86.4%), with 49.6% being owned by people who are still paying mortgages on the property. There is a very small number of properties which are being privately rented (3.4%) and a slightly larger proportion which are being rented from a Housing Association (6.4%). Again this would indicate that there is currently only a small stock of affordable housing within the village. When the ownership of properties is mapped it is possible to see a distinct difference between Fradley village and Fradley South. Fradley South has a much larger proportion of homes where mortgages are still being paid than in Fradley village where the split is approximately 50:50. This is most likely due to the relatively recent development of the former airfield site meaning that residents here have been living in the properties for a shorter time than those more established in Fradley village.

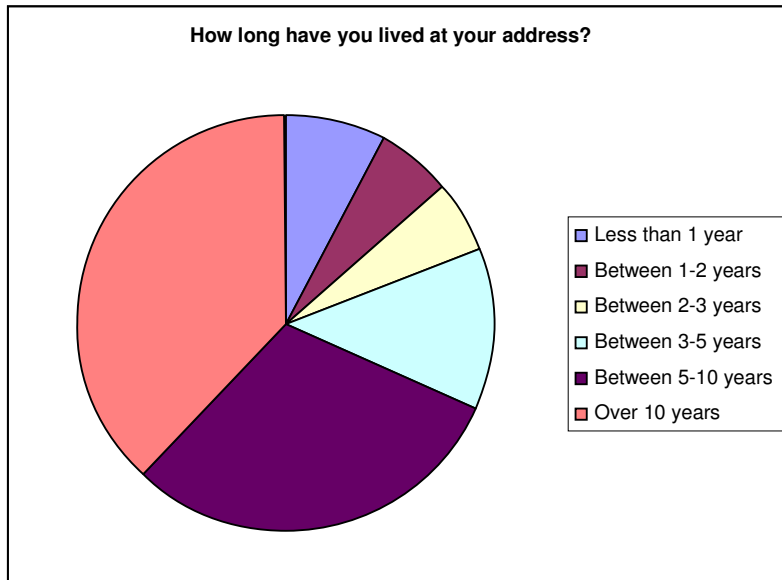
The figure above also shows that the affordable properties rented from Housing Associations can be found throughout the village but tend to be located on the periphery of developments. It is important that all types and tenures of properties are scattered throughout any developments with good access to local amenities and facilities to ensure sustainable and mixed communities are created.

Housing Needs:

Within the questionnaire there is a section to establish whether people felt their properties meet their own personal needs. A vast majority of those who responded felt that their property did meet the needs of their household (86.8%). Of those who felt their home was inadequate 48.4% stated this was because their home was too small, this appears to stand in contrast to the housing stock identified earlier, which showed that Fradley's housing stock consists of mid sized and larger properties.

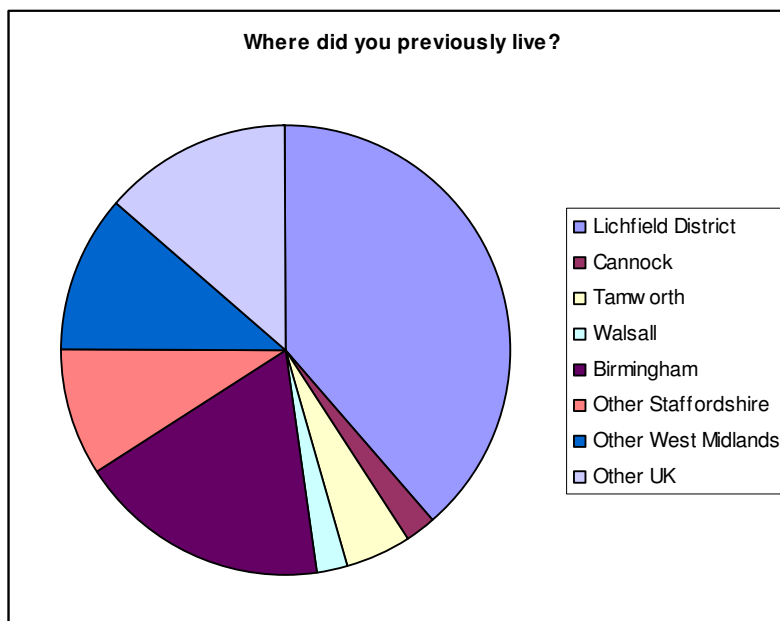
Residency:

The questionnaire asked respondents to state the period of time in which they had lived at their current address. This will provide a picture of the length of residencies within the village and show if there is any geographic trends to how settled people are within Fradley.



A majority of respondents had lived at their current address for at least 5 years and with 37.2% having lived in their current home for over 10 years it indicates that a majority of the village’s residents are very well settled in the area. When this information is mapped it is possible a general trend emerges, with Fradley village and the original air field housing estate showing a majority of their homes being occupied by residents for over 10 years.

The southern part of the village has generally been occupied for a shorter time – with a majority of properties being occupied by the current residents for between 5-10 years. As was shown in the previous section with the mortgage statistics this trend is caused by the recent residential development of this area. It is important to notice that there are small but significant numbers of residents who have moved to the area more recently scattered throughout the village which indicates that Fradley is still an attractive place for people to locate to.



What was the most important reason for moving?	Count	Percentage (%)
New Job	3	6.1
Retirement	2	4.1
To be near a relative	1	2
Education	1	2
Needed more space	14	28.6
Needed less space	2	4.1
Relationship/family breakdown	4	8.2
Closer/easier commute to work	4	8.2
Move to own home	3	6.1
Move to cheaper home	1	2
Wanted to buy home	2	4.1
Health reasons	1	2
Other	6	12.2

A majority of those people locating within the last 3 years to Fradley moved from within Lichfield District, with the most frequent reason for relocating being that people wanted to live in properties with more space. The figures also show a considerable element of in-migration to the District, particularly from Birmingham and the wider West Midland area. This in-migration is a trait of the whole of Lichfield District where it has been identified that much of the pressure for new housing comes from people moving into the District.

Moving:

A majority of those who completed the questionnaire do not intend to move from their current home in Fradley (65%). This indicates that Fradley is a place where people desire to live and settle within. This reinforces the statistics earlier which showed that larger parts of Fradley (particularly Fradley Village) have a settled population.

Of those who do intend to move a majority of 19.2% will stay within Lichfield District, with approximately half of those moving wanting to move to a larger detached property. It

appears another motivation to move from Fradley to the rest of the district is to become an owner occupier.

12% of respondents stated that they intend to move outside of Lichfield District, with the majority saying the move would take them further afield than the West Midlands with retirement, employment and other family reasons being the most frequently cited reason for wishing to move.

3. Employment & Education

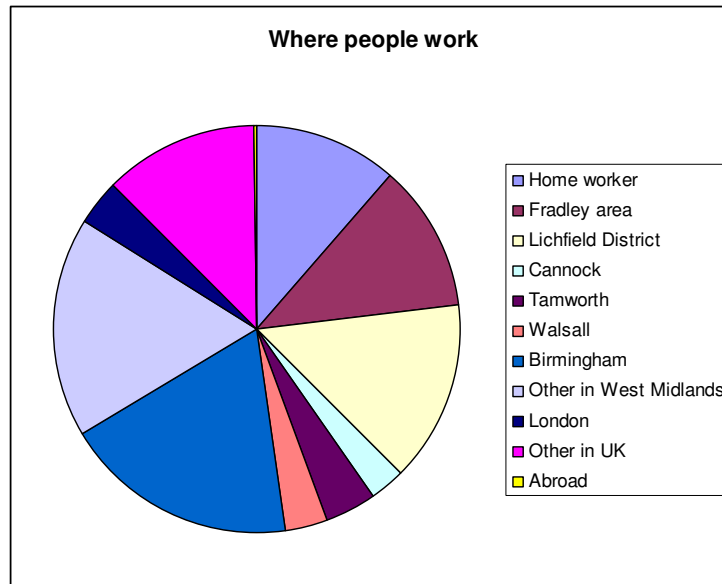
Alongside the household questionnaire, a separate questionnaire was sent out to all businesses and employers in Fradley. Unfortunately this received a very low response rate with only 9 surveys being completed and returned to the Council, which does not provide a solid statistical base, however the information collected does support some of the findings of the household survey. The following section will incorporate responses from both questionnaires to provide a picture of the employment in Fradley.

Travel to Work:

This section of the report will examine the employment and education aspects of the questionnaire. The questions were particularly designed to examine travel patterns to see how villagers commute and get their children to school. The table below shows the locations where respondents to the questionnaire work.

Where do you work?	Count	Percentage (%)
Home worker	31	13.2
Fradley area	32	13.7
Lichfield District	40	17.1
Cannock	7	3
Tamworth	12	5.1
Walsall	9	3.8
Birmingham	51	21.8
Other in West Midlands	48	20.5
London	10	4.3
Other in UK	33	14.1
Abroad	1	0.4

A majority of people travel to work in Birmingham and further afield within the West Midlands conurbation. This trend of out commuting from the District has been long established and therefore it is no surprise that 72.6% of people responding to the questionnaire commute outside of Lichfield District to work. The figure below shows the break down of where residents of Fradley work.



How do you travel to work?	Count	Percentage (%)
Car	153	65.4
Walk	16	6.8
Cycle	11	4.7
Bus	2	0.9
Train	15	6.4
Don't travel/Work from home	5	2.1

As would be expected with such a significant proportion of commuters the most commonly used mode of transport to work is the car (65.4%). This is supported by the information collected within the employment questionnaire where 8 of the 9 businesses who completed the questionnaire stated that over at over 51% of their workforce travelled to work by car.

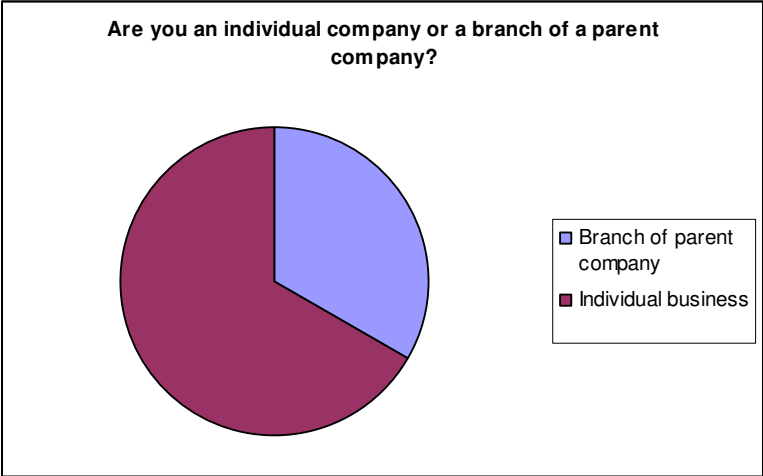
The employment questionnaire revealed that almost all of the businesses (8 out of 9) workforces are based within Lichfield District. As such it was felt by a number of responses that if public transport to the employment estate were improved this would encourage employees to use this form of transport as oppose to private cars.

Business Type & Employees:

The employment questionnaire demonstrated that there are a range of businesses in the Fradley area, with more distribution and manufacturing companies being based in the area. The table below shows the sectors in which the companies who returned the questionnaire work.

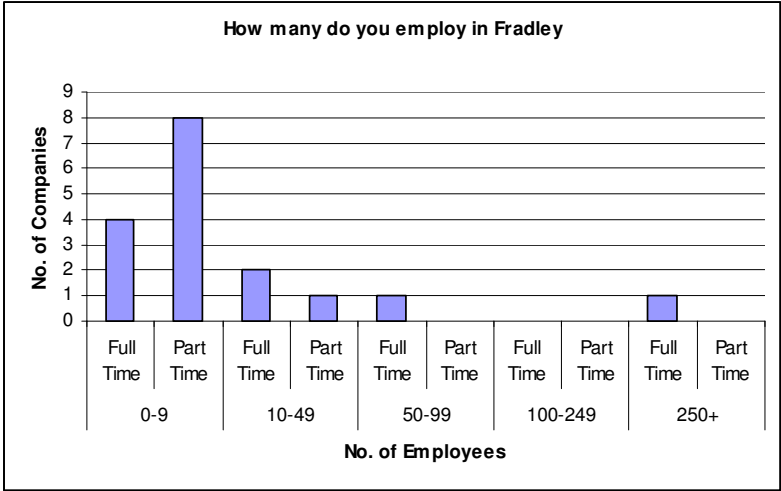
Main Business Activity	Number of Businesses
Manufacturing	2
Distribution	2
Hotels & Catering	1
Health & Education	1
Waste Treatment	1
Leisure Facility	1
Take-away food	1

Of these businesses a majority are individual businesses located in the area, whilst a smaller proportion of businesses are branches of larger companies which have headquarters spread across the world. Further to this a small proportion of the companies who completed the questionnaire have more than one premises across the country, whilst some have only their premises at Fradley. The chart below shows the proportion of individual businesses in Fradley.



This indicates that the opportunities for employment investment at Fradley appeal to a range of companies and employers of different types and sizes.

Businesses were also asked about their total number of employees. Again the responses to this question highlight the range in size of employers located in the Fradley area. There are small businesses with only a handful of employees ranging to companies employing over 250 people.

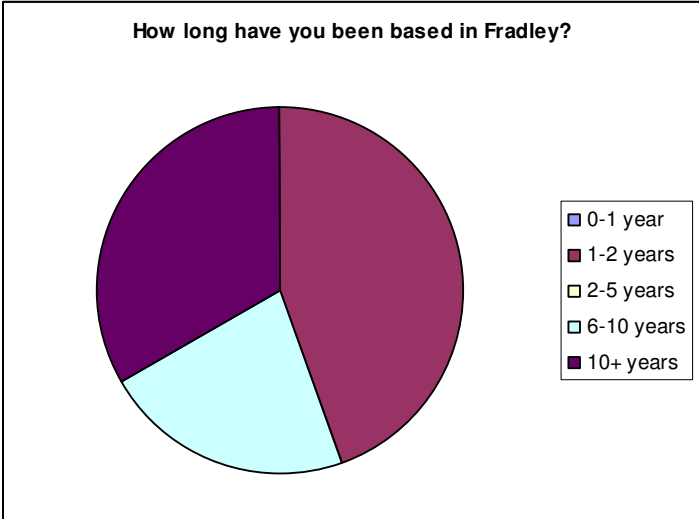


The figure above shows that there is a much larger proportion of smaller companies in the area, but there are several larger firms who employ larger numbers of people. Further to this only one of the 9 companies who responded to the questionnaire said that they had to reduce the number of people they employed in the last five years with a large majority saying they had been able to grow and employ more people over the same period.

The above figures have illustrated that Fradley has been able to attract a range of companies to the area and the employment park provides flexible opportunities to suite a range of different type and size of businesses.

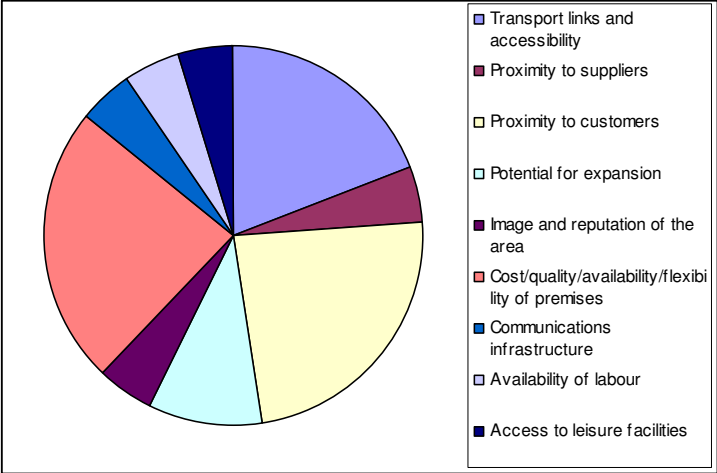
Locating to Fradley:

The following section will look at the responses to the questionnaire which establish the experience companies have had whilst being located in Fradley.



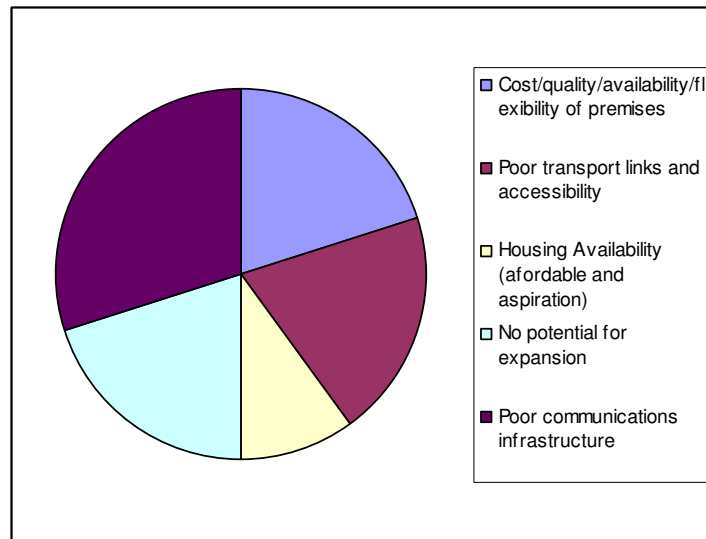
The figure above shows the length of time the respondents have been located in Fradley. A majority of the companies who responded have been located in Fradley for over 6 years, showing that they have been able to establish themselves and thrive in the area. A number of businesses are also new to the area within the last few years which shows Fradley is still able to attract new investment. In addition to this all of the businesses who responded said that they would not be looking to re-locate from Fradley in the near future, again highlighting the fact that Fradley would appear to be an attractive location for companies to invest for the long term.

Businesses were asked what the main benefits of their Fradley location were to establish what the main positives were about being located in Fradley.



The figure above shows that there are a range of benefits of locating in Fradley with the most commonly cited benefit being the cost, quality, flexibility and availability of the premises. This would seem to tie in with the fact that the businesses appear settled in Fradley with no desire to leave, as the premises they own provide value for money and the flexibility to allow their business to expand or diversify.

The survey also asked businesses what the disadvantages of locating in Fradley were, the chart below illustrates their responses.



The main disadvantage is the perceived poor communications infrastructure such as poor broadband connection and mobile phone reception. This would obviously be a barrier to business however with such a small sample size and low number of business citing this as a problem it could be argued that this is not a significant issue.

When asked what facilities could be improved to improve the employment park several of the responses stated that there was a need for extra car parking and a lorry park on the employment park. With such large numbers of employees using the private car to commute to work it would seem parking may be a significant issue. However, greater use of alternative means of transport should be encouraged. The need for a lorry park can be attributed to the large amount of employment based around Distribution as was identified earlier.

Broadband:

There is a significant proportion of people in Fradley who work locally or from home. This is supported by a reasonable number of people who walk to work. The employment offer available in the village is considerably more than any other village in the district however the figures would indicate that only a small proportion of local people are employed and work locally. As there is a number of people who work from home within the village, an important factor in their work is access to the internet. Of those questioned a majority felt that received good or adequate broadband service with the leading provider being BT. However it must be noted that a significant proportion of people raised concerns about the quality of their connection which would hinder the ability for people to work from home.

There is no specific geographical pattern to the quality of broadband connection, although unsurprisingly those more remote properties outside the village do appear to experience the most problems.

Pre-School and Schools:

Thirty people who responded to the questionnaire said that their children attended a pre-school or nursery, of which a majority of 60% use the local 'Animal Crackers' nursery, located close to the village. Additionally a further 15 responses stated that they used Animal Crackers for either before or after school care. This shows that the nursery is a valued and well used local facility. A number of other nursery's are used by members of the village, however none of these have more than a couple of people using them from the village. This indicates that people want to use the local facility due to its proximity to their homes.

Of those responses that had school age children the most widely attended schools were St Stephens Primary within the village with 39 children and The Friary School in Lichfield. This is unsurprising as these are the two school catchment areas within which Fradley is located. A significant number of other primary and secondary schools, both public and private, are also used by residents of Fradley. However none of the other schools that are used have more than a couple of residents using them. This would indicate that local residents are satisfied with the quality of education offered at their local schools.

Travel to School:

The questionnaire provided information on the way children travel to school within Fradley. A majority of those attending the local primary school walk to and from school each day. However there is a significant proportion of people who's children travel to the local school by car. This can be seen especially within Fradley South which is separated from the school, with the only access being along narrow existing roads crossing the canals which parents may feel unsafe for children to be using.

The most widely used mode of transport to travel to school in the Village is the bus. This is due to the large number of local children who use the school bus service to get to the Friary school in Lichfield, which is the secondary school in whose catchment Fradley falls. There is still a noticeable proportion of people who use private cars to take their children to school, this is due to the apparent difficulty in accessing the local school and the number of people who's children attend other schools which do not have access to the bus service used by many.

4. Services & Facilities

This final section will examine the responses to questions in the survey on the services and facilities within Fradley and areas of possible improvement.

Transport:

The questionnaire asked for peoples concerns regarding the local transport system. There were a wide range of responses to this however, there were several key concerns which were raising on numerous occasions. The most frequently raised issue has been with regard to the local bus service. Respondents feel that there are number of issues with the current bus service all of which could be deterring use of the service. Comments regarding

the unreliability and cost of using the bus service were repeated on many occasions. It was also noted that there is an insufficient number of buses per hour particularly during the evenings which is clearly off putting to village residents.

Aside from the bus service another major concern raised with the local transport system is the congestion of the village roads, particularly due to on-street parking which causes issues on the roads. It could be argued that many of the issues and concerns people raised are caused by over reliance on cars in the village which may be partially caused by the perceived short comings of the local public transport.

Health:

A large majority of 59.8% of respondents use the surgery located within Alrewas to the north, which is the closest practice to Fradley. In addition to this a significant proportion of approximately 30% of people use practices within Lichfield. As there is no surgery within Fradley residents have to use practices in other settlements. It could be argued that there is a demand for a local facility within the village which would stop residents from needing to travel as far for health care.

Local Facilities:

The following section will look at the questions which were designed to assess the extent to which people use the locally provided facilities.

Facility	Needed		Need Improving	
	Count	Percentage (%)	Count	Percentage (%)
Formal children's play area	26	11.1	24	10.3
Playing pitches/sports fields	68	29.1	8	3.4
Allotments	61	26.1	4	1.7
Woodland	67	28.6	10	4.3
Wildlife	53	22.6	12	5.1
Formal planting	35	15	15	6.4
Wildflower meadows	54	23.1	9	3.8
Canal towpath	32	13.7	61	26.1
Informal green space	24	10.3	16	6.8
A village green	59	25.2	11	4.7
Footpaths/cycle routes/bridleways	53	22.6	36	15.4
Access to the other side of the village	27	11.5	19	8.1

Respondents were asked what facilities they felt the village needed and which facilities needed to be improved. As the above table indicates residents clearly feel that a range of facilities are currently lacking in the village. There were a number of facilities which are highlighted as being particularly needed within the village, particularly natural and semi-natural green spaces. It is apparent that the residents want more access to woodland and wildflower meadows more formal green spaces such as a village green, allotments and greater access to sports pitches.

Another major identified issue is the quality of the existing canal towpath, and other pedestrian routes in the area. Fradley has immediate access to the canal network which has the potential to be great asset to the village and provide opportunities for recreation and access to green space. However the table above would indicate that currently the quality of the towpath is a concern to residents and may be account for the fact that 79.8%

of those who completed the survey stated that they visited Fradley Junction less than once a month. Given the fact that the questionnaire reveals an aspiration for greater access to open space it would seem that something is preventing residents from using this local resource as often as they might. Of those residents who do use Fradley Junction a large proportion (86.3%) choose to walk to this facility which shows that it is easily accessible for the villagers and as such an improvement in access may encourage more residents to make use of this local facility.

Another key area of concern for residents is a perceived lack of playing pitches and sports fields for the village with 29.1% of respondents citing this as something the village needs. A majority of those surveyed felt that if new sports pitches were to become available that they should be football pitches. There is also significant support for pitches for tennis and cricket in the area. It is clear that residents feel there is a need for additional sports field provision in the area.

5. Conclusions and Key Characteristics

This report has examined the responses to Questionnaires sent out to all residents and businesses of Fradley. As was stated at the outset the questionnaire received a response rate of approximately 23%. The results have helped to provide a profile of Fradley and the people who live there. The following section will draw some conclusions and highlight the key characteristics which have been identified as a result of this questionnaire.

- There is not a varied housing stock available within the village. With a large majority of properties being 3-4 bedroom detached properties. There are only a small number of other types of properties scattered through both parts of the village.
- A majority of properties in the village are owner-occupied, with a larger proportion of those in Fradley South still being paid for with mortgages. This is perhaps due to the more recent development of the former air field sites which has meant that people have more recently moved to the area.
- Fradley is a well settled village with many residents having lived at their current address for over 10 years, again Fradley South shows a different characteristic with families having resided in the village for less time than those in Fradley village. Again this pattern is a result of the more recent development of the area. The village is well settled and it would appear to be a place which attracts people to stay, this is supported by a majority of responses who said that they had no intention of moving from the village.
- The mosaic data illustrates that there is a difference between those living in the two parts of the village, with a larger proportion of families with children being present in Fradley South. This is supported by the results of the questionnaire which show a larger proportion of children residing in Fradley South.
- A large majority of respondents with children use the local schools, however the questionnaire highlighted that a significant proportion of those using the village primary school access it by car. The school traffic is a reason cited by some respondents for congestion and heavy traffic within the village. The reliance on the car is due to the separation of a significant part of the village from the school.
- A vast majority of residents commute out of the area to work within the West Midlands, with the private car being the major mode of transport.
- There is a good range of different types and sizes of companies based in Fradley.

- The companies are well settled and find that the cost and flexibility of the employment space provides good benefits for the companies who choose to locate here.

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20 April 2012

Dear Elizabeth Boden

RE: PROPOSED FRADLEY DEVELOPMENT - STRATEGIC DEVELOPMENT LOCATION

Thank you for your letter of the 21 March 2012, seeking clarification on matters relating to A38 at Fradley.

I note a single Strategic Development Location (SDL) is being proposed to include the Fradley Park residential site, together with land to the north of the Coventry canal and land to the north of Hay End Lane, around Old Hall Farm, to accommodate up to 1000 dwellings in total.

Highways Agency raised no objection, in December 2010, to the 750 residential units proposed on the Fradley Park site. Following the traffic modelling work undertaken by JMP, the Highways Agency raises no objection in relation to development of a further 250 residential dwellings (1000 dwellings in total).

Lichfield District Council commissioned JMP to undertake some traffic modelling work in relation to the A38 at Fradley, which considered the impact of an additional 250 residential dwellings on the A38 Fradley and Hilliards Cross junctions and potential mitigations schemes. The 250 units considered were over and above the 750 dwellings proposed by the current planning application at Fradley Park, to which the Highways Agency has issued a TR110, raising no objections.

The traffic modelling work confirmed that the proposed development of 1000 residential dwellings does not result in capacity or increased safety related issues at the A38 Fradley Village and A38 Hilliard's Cross slip roads, and queuing on the A38 mainline carriageway does not occur. However, it is recognised that the modelling work highlighted issues on the local road network which should be assessed in conjunction with Staffordshire County Council.

I trust this letter provides you with the necessary confirmation to proceed with SDL.
Please contact me if you require any additional information.

Yours sincerely



Mr Ominder Bharj
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Fradley Village

Report



Fradley Village

Report

DRAFT

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Fradley Village

Report

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Contents

1	INTRODUCTION	2
2	METHODOLOGY	3
3	PROPOSED DEVELOPMENT	5
4	RESULTS	10
5	DMRB CONSIDERATIONS.....	19
6	SUMMARY AND CONCLUSIONS	20

Tables and Figures

Table 3.1	Trip Generation	5
Table 3.2	Scenario 1 Proposed Trip Distribution	5
Table 3.3	Scenario 2 Proposed Trip Distribution	5
Table 4.1	AM Scenarios Link Flow Summary	12
Table 4.2	PM Scenarios Link Flow Summary	13
Table 4.3	AM Scenarios Queue Summary.....	14
Table 4.4	PM Scenarios Queue Summary.....	15
Table 4.5	AM Scenarios Journey Time Summary	17
Table 4.6	PM Scenarios Journey Time Summary	17
Table 4.7	AM Scenarios Network Performance Summary	18
Table 4.8	PM Scenarios Network Performance Summary	18
Figure 3.1	Scenario 1 AM Peak Development Trips.....	6
Figure 3.2	Scenario 1 PM Peak Development Trips.....	7
Figure 3.3	Scenario 2 AM Peak Development Trips.....	8
Figure 3.4	Scenario 2 PM Peak Development Trips.....	9
Figure 4.1	Data Collection Point Locations	11
Figure 4.2	Journey Time Routes Map.....	16

1 Introduction

- 1.2 JMP has been commissioned by Lichfield District Council to provide advice on transportation requirements for the proposed Fradley Village residential development. This work will comprise of two stages:
- Stage 1: modelling of Fradley Village using the existing VISSIM model
 - Stage 2: if Stage 1 identifies the need for highway mitigation, then to advise on the type required and approximate cost of work.
- 1.3 Stage one will assess the impact of the proposed 250 residential dwellings on the A38 Fradley and Hilliards Cross junctions. If the results of the VISSIM modelling indicate that mitigation is required, Stage 2 will identify potential mitigation schemes and an indicative junction layout will be also be modelled in VISSIM. An approximate cost for the potential mitigation scheme will also be provided.
- 1.4 This report relates to Stage 1 of the work. If there is a requirement for Stage 2 work to be undertaken, this would form a separate report.
- 1.5 Section 2 of this report will detail the methodology to be used for the VISSIM modelling.
- 1.6 Section 3 of this report will contain information on the proposed development trip generation and distribution.
- 1.7 A summary of all results will be presented in Section 4.
- 1.8 The main findings of this modelling work will be summarised in Section 5.

2 Methodology

- 2.9 A base VISSIM model constructed by JMP on behalf of the Highways Agency will be utilised for the testing of the proposed 250 dwellings at Fradley Village.
- 2.10 Trip rates for the proposed 250 dwellings will be as per the trip rates used for the previous application for 750 dwellings at Fradley Village which now have planning consent.
- 2.11 The trip distribution agreed for the 750 consented dwellings will be used for the additional 250 dwellings in **Scenario 1**. A sensitivity test will then be undertaken as part of **Scenario 2** where all traffic heading to and arriving from A38 north and south would use the A38 Fradley junction. This will test the worst case scenario in terms of Fradley junction.
- 2.12 For consistency, the 2008 base traffic will be uplifted to 2026 with growth factors used in previous modelling work for the Lichfield Evidence Base report. The growth factors were obtained by adjusting NRTF factors with TEMPRO. The adjusted AM peak growth factor was 1.088 and the adjusted PM peak growth factor was 1.064.
- 2.13 Committed development traffic will now include the 750 dwelling at Fradley which now have planning consent. The committed development trips have also been revised to take into account the substitution of employment trips with residential trips as previously agreed for the Fradley Airfield Site.
- 2.14 LDF trips were then added on which did not include any of the remaining housing allocation at Fradley as this is to be added separately with two different traffic distribution scenarios.
- 2.15 There is a committed scheme at Hilliard's Cross to be delivered by a consented employment site. This scheme includes a left turn free flow lane from the overbridge onto Hilliard's Cross junction so the traffic from the A38 southbound would experience reduced delays. The scheme also includes a signal scheme at the Lancaster Road roundabout to be implemented if required. This scheme is included within the VISSIM models.
- 2.16 Proposed development distribution scenario 1 uses the same distribution as the 750 consented dwellings at Fradley. Scenario 2 assumes the worst case in relation to the A38 Fradley junction with all trips to and from the A38 accessing via the Fradley junction.
- 2.17 The scenarios tested include:
- 2026 Base + Committed + LDF
 - 2026 Base + Committed + LDF + Proposed Development Scenario 1
 - 2026 Base + Committed + LDF + Proposed Development Scenario 2
- 2.18 The modelled time periods include:
- AM Peak 08:00 -09:00
 - PM Peak 17:00-18:00



- 2.19 Each scenario will be run with eight different random seeds to obtain the average results. Data on flows, queues, journey time and network parameters will be collected from each run. These will enable the operating conditions at each junction to be assessed and compared. It will also highlight any congestion issues on the local road network and the strategic road network.

3 Proposed Development

- 3.20 The proposed development will consist of 250 residential dwellings at Fradley Village.
- 3.21 The exact location of the residential site is not yet decided, the results of this assessment could potentially be used to inform any decision on the optimum location for the proposed site.

Trip Generation

- 3.22 The vehicle trip rates and trip generation used is shown in Table 3.1 below. These are the same trip rates which were used for the consented 750 dwellings at Fradley. It should be noted that the full trip generation has been used for a more robust assessment. No trip discounting has been applied to the calculated total trips.

Table 3.1 Trip Generation

Proposed Development	Trip Rates (per dwelling)		Trip Generation (250 dwellings)	
	ARR	DEP	ARR	DEP
AM	0.06	0.40	15	100
PM	0.28	0.11	70	28

Trip Distribution

- 3.23 The distributions for Scenario 1 and Scenario 2 are shown in Tables 3.2 and 3.3 respectively, which are based on the agreed distribution for the 750 dwelling site (and adapted for scenario 2).

Table 3.2 Scenario 1 Proposed Trip Distribution

Origin/Destination	Percentage Distribution
Fradley Village	18%
A38 North via Fradley Village	8%
A38 North via Hilliard's Cross	9%
A38 South via Hilliard's Cross	49%
Wood End Lane	16%

Table 3.3 Scenario 2 Proposed Trip Distribution

Origin/Destination	Percentage Distribution
Fradley Village	18%
A38 North via Fradley Village	17%
A38 North via Hilliard's Cross	0%
A38 South via Hilliard's Cross	0%
A38 South via Fradley Village	49%
Wood End Lane	16%

Trip Assignment

- 3.24 The assignment of the proposed development traffic in Scenario 1 is shown in Figures 3.1 and 3.2 for AM and PM peaks respectively.
- 3.25 The assignment of the proposed development traffic in Scenario 1 is shown in Figures 3.3 and 3.4 for AM and PM peaks respectively.

Figure 3.1 Scenario 1 AM Peak Development Trips

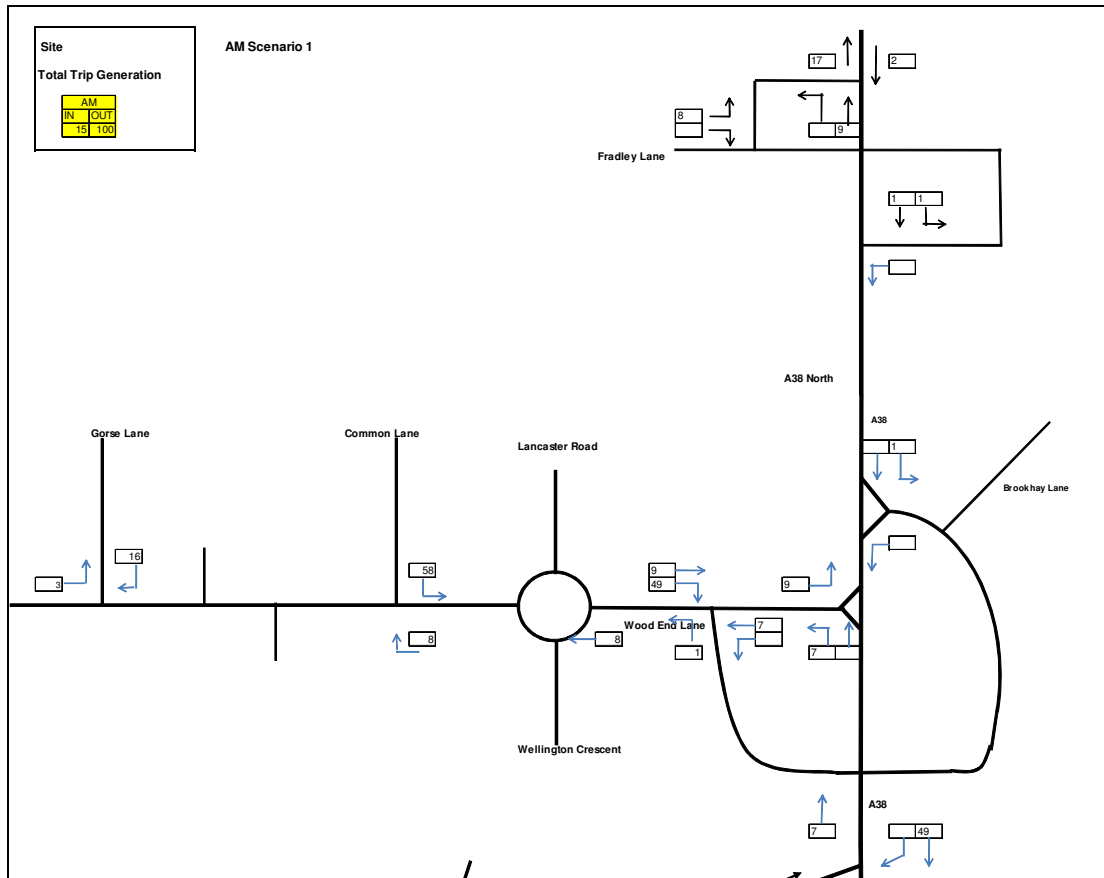


Figure 3.2 Scenario 1 PM Peak Development Trips

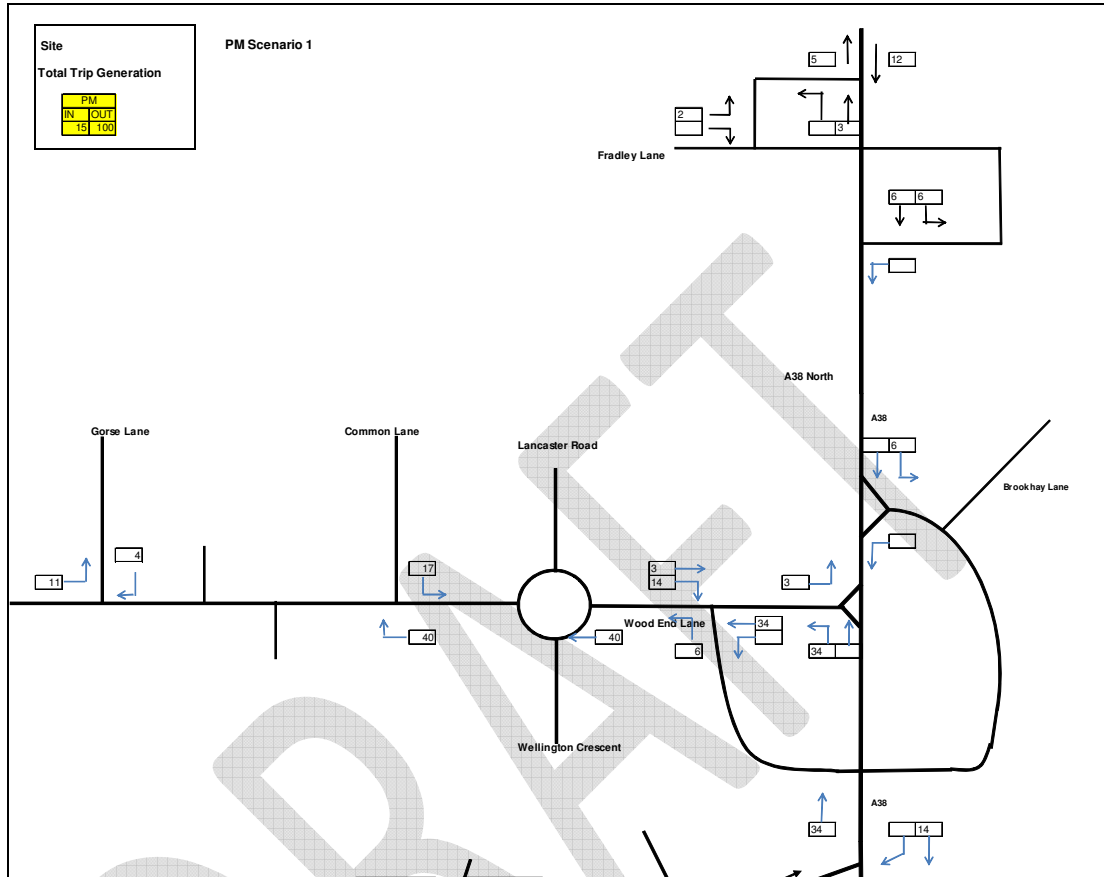


Figure 3.3 Scenario 2 AM Peak Development Trips

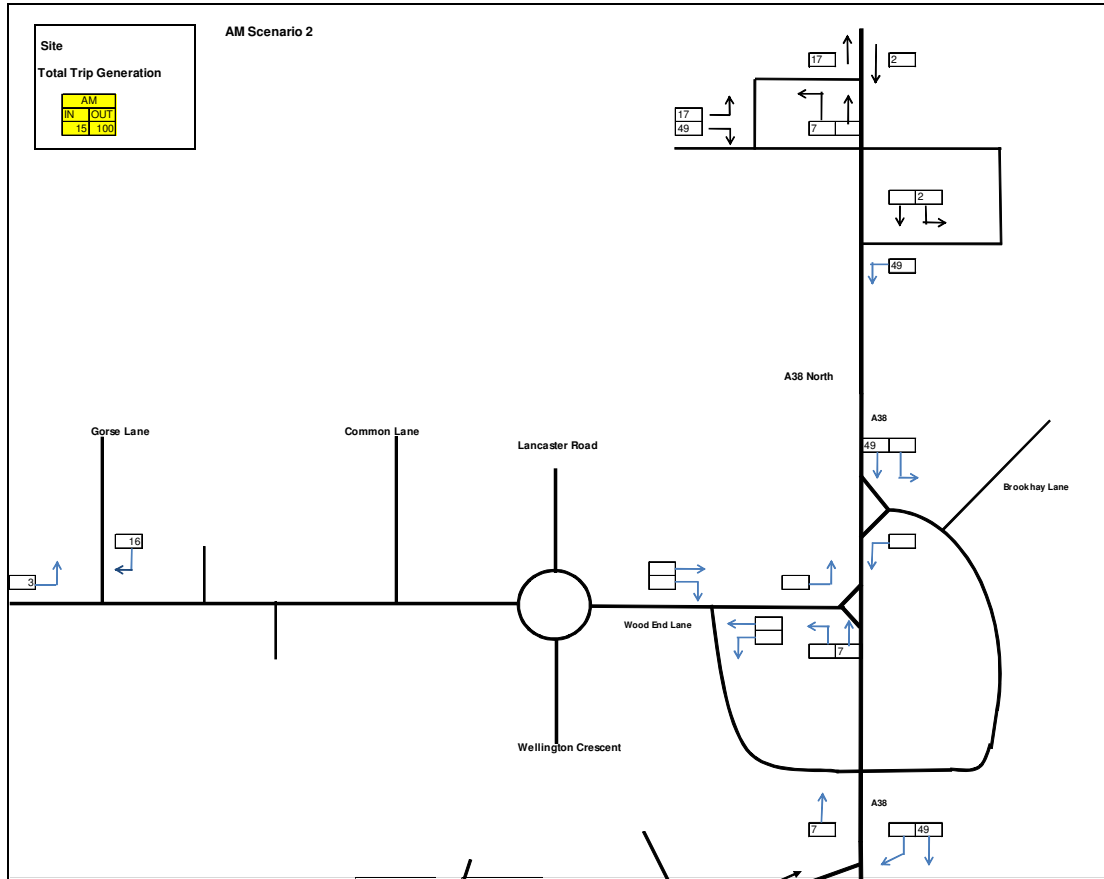
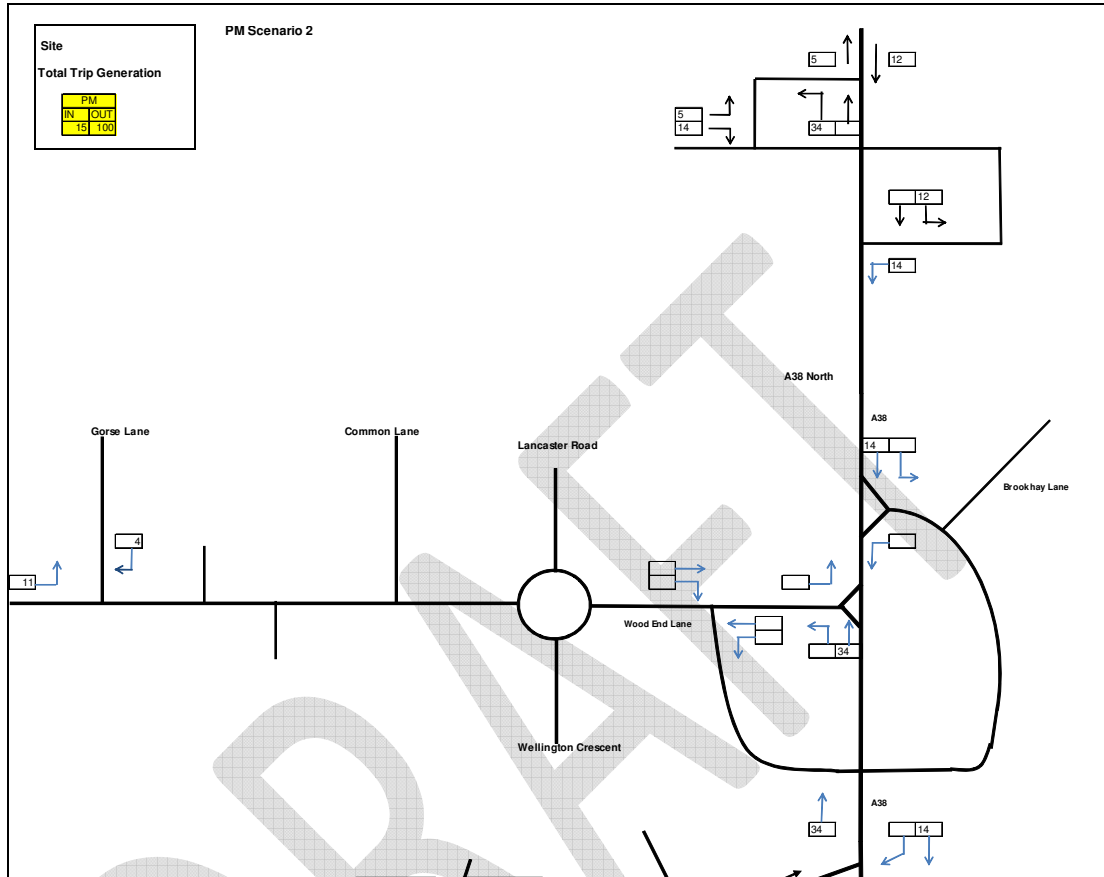


Figure 3.4 Scenario 2 PM Peak Development Trips



4 Results

4.26 The VISSIM models of each scenario have been run for a series of 8 runs each with a different random seed number. The results from the 8 runs will be averaged for each scenario. Outputs collected from these models will include:

- Link Flows
- Average Maximum Queue Lengths
- Journey Times
- Network Performance Indicators

4.27 A summary of these compiled results from all modelled scenarios are presented in Table 4.1 to Table 4.8.

Link Flows

4.28 A summary of modelled Link Flows are shown in Tables 4.1 and 4.2 for AM and PM peak hours respectively. Figure 4.1 shows the data collection points.

Figure 4.1 Data Collection Point Locations



Table 4.1 AM Scenarios Link Flow Summary

Location	Link	Direction	2026 AM Scenarios Flow in vehicles		
			Base + COM+LDF	Base + COM+LDF+ Fradley Scenario 1	Base + COM+LDF+ Fradley Scenario 2
Fradley Junction	A38 On Slip	NB	84	91	100
	A38 Off Slip	NB	30	30	35
	A38 On Slip	SB	97	97	147
	A38 Off Slip	SB	29	31	32
Hilliards Cross Junction	A38 SB slip at Over Bridge	NB	396	397	397
		SB	570	566	563
	A38 NB Slip	Off	819	826	818
		On	161	158	163
	A38 SB Slip	Off	401	401	400
		On	533	531	527
Lancaster Road Roundabout	Woodend lane WB Approach	Entry	1172	1180	1174
		Exit	718	709	711
	Wellington Crescent Approach	Entry	12	12	12
		Exit	314	312	315
	Woodend Lane WB Approach	Entry	944	996	944
		Exit	782	779	780
	Lancaster Road Approach	Entry	123	80	111
		Exit	229	228	230
Common Roundabout Lane	Woodend Lane EB approach	Entry	554	554	554
		Exit	573	565	572
	Common Lane Approach	Entry	547	599	547
		Exit	366	366	365
	Woodend Lane WB Approach	Entry	782	779	780
		Exit	944	996	944
A38	South of Hilliard's Cross Junction	NB	3328	3333	3331
		SB	3217	3211	3330
	North of Hilliard's Cross Junction	NB	2532	2525	2533
		SB	3308	3307	3358
North of Fradley Lane Junction	NB	2582	2583	2602	
	SB	3237	3240	3240	
Brookhay Lane		EB	16	16	16
		WB	51	49	50

Table 4.2 PM Scenarios Link Flow Summary

Location	Link	Direction	2026 PM Scenarios		
			Flow in vehicles		
			Base + COM+LDF	Base + COM+LDF+ Fradley Scenario 1	Base + COM+LDF+ Fradley Scenario 2
Fradley Junction	A38 On Slip	NB	37	39	55
	A38 Off Slip	NB	88	87	89
	A38 On Slip	SB	40	40	40
	A38 Off Slip	SB	61	67	73
Hilliard's Cross Junction	A38 SB slip at Over Bridge	NB	236	240	242
		SB	635	599	631
	A38 NB Slip	Off	689	724	691
		On	260	240	253
	A38 SB Slip	Off	244	250	245
		On	553	515	551
Lancaster Road Roundabout	Woodend lane WB Approach	Entry	852	892	861
		Exit	874	824	864
	Wellington Crescent Approach	Entry	251	251	251
		Exit	28	30	29
	Woodend Lane WB Approach	Entry	806	817	803
		Exit	978	1000	981
	Lancaster Road Approach	Entry	256	203	247
		Exit	99	97	99
Common Roundabout	Woodend Lane EB approach	Entry	388	388	389
		Exit	633	619	634
	Common Lane Approach	Entry	543	558	541
		Exit	467	500	471
	Woodend Lane WB Approach	Entry	978	1000	981
		Exit	806	817	803
A38	South of Hilliard's Cross Junction	NB	3095	3131	3133
		SB	2901	2877	2906
	North of Hilliard's Cross Junction	NB	2542	2519	2564
		SB	2768	2776	2768
	North of Fradley Lane Junction	NB	2503	2482	2540
		SB	2788	2800	2800
Brookhay Lane		EB	42	42	42
		WB	98	88	97

4.29 The data in Tables 4.1 and 4.2 shows that the changes in traffic flow on particular links as a result of the proposed development are generally modest. As would be expected, for Scenario 1 the impact is split between the Hilliard's Cross and Fradley Village junctions (and the surrounding road networks). Whereas for Scenario 2, the impact is concentrated at Fradley Village junction and the surrounding road networks.

Queues

4.30 A summary of average and maximum Queue results are shown in Tables 4.3 and 4.4 for AM and PM peak hours respectively.

Table 4.3 AM Scenarios Queue Summary

Junction	Link	2026 AM Scenarios Queue Summary (vehicles)					
		Base + COM+LDF		Base + COM+LDF+ Fradley Scenario 1		Base + COM+LDF+ Fradley Scenario 2	
		AVG	MAX	AVG	MAX	AVG	MAX
Fradley Junction	A38 NB On Slip	3	3	4	4	3	3
	A38 SB On Slip	5	5	5	5	7	7
	A38 NB Off slip	0	0	0	0	0	0
	A38 SB Off Slip	0	0	0	0	0	0
Hilliard's Cross	A38 SB Off-slip at Woodend Lane	37	37	34	34	32	32
	A38 NB Off slip	0	0	0	0	0	0
	A38 NB On Slip	0	0	0	0	0	0
	A38 SB On Slip	0	0	0	0	1	1
Lancaster Road Roundabout	Woodend lane WB Approach	4	4	5	5	4	4
	Wellington Crescent Approach	0	0	0	0	0	0
	Woodend lane EB Approach	22	22	30	30	24	24
	Lancaster Rd Approach	39	39	100	100	53	53
Common Lane Roundabout	Woodend Lane EB Approach	3	3	3	3	2	2
	Common lane RB Approach	2	2	2	2	2	2
	Common lane Left Turn Approach	3	3	24	24	2	2
	Woodend Lane WB Approach	2	2	2	2	2	2

Table 4.4 PM Scenarios Queue Summary

Junction	Link	2026 PM Scenarios Queue Summary (vehicles)					
		Base + COM+LDF		Base + COM+LDF+ Fradley Scenario 1		Base + COM+LDF+ Fradley Scenario 2	
		AVG	MAX	AVG	MAX	AVG	MAX
Fradley Junction	A38 NB On Slip	2	2	2	2	2	2
	A38 SB On Slip	2	2	2	2	2	2
	A38 NB Off slip	0	0	0	0	0	0
	A38 SB Off Slip	0	0	0	0	0	0
Hilliard's Cross	A38 SB Off-slip at Woodend Lane	63	63	64	64	58	58
	A38 NB Off slip	0	0	0	0	0	0
	A38 NB On Slip	0	0	0	0	0	0
	A38 SB On Slip	1	10	1	1	0	2
Lancaster Road Roundabout	Woodend lane WB Approach	2	2	1	1	1	1
	Wellington Crescent Approach	3	3	2	2	2	2
	Woodend lane EB Approach	13	13	22	22	13	13
	Lancaster Rd Approach	56	56	100	100	52	52
Common Lane Roundabout	Woodend Lane EB Approach	2	2	3	3	2	2
	Common lane RB Approach	1	1	1	1	1	1
	Common lane Left Turn Approach	1	1	10	10	18	18
	Woodend Lane WB Approach	2	2	3	3	2	2

4.31 The results in Tables 4.3 and 4.4 shows that the most significant increase in queuing as a result of the proposed development occurs in relation to Scenario 1. For this scenario, there is a significant increase in queuing at the Lancaster Rd approach to the Lancaster roundabout. During the AM peak, the queue increases from 39 vehicles to 100 vehicles; and during the PM peak, the queue increases from 56 to 100 vehicles. This is likely to cause issues for vehicles arriving and departing the employment areas in the vicinity and is a concern. There is also an increase in queuing in Scenario 1 at the Common Lane roundabout at the Common Lane left Turn approach, though this increase is less significant.

Journey Times

4.32 There are six journey time routes defined which encompass the main routes from Hilliard's Cross and Fradley junction to and from the A38, for northbound and southbound directions. Figure 4.2 shows the journey time routes.

Figure 4.2 Journey Time Routes Map



4.33 A summary of journey time results are shown in Tables 4.5 and 4.6 for AM and PM peak hours respectively.

Table 4.5 AM Scenarios Journey Time Summary

Route Number	Route Description	2026 AM Scenarios Journey Time (secs)		
		Base + COM+LDF	Base + COM+LDF+ Fradley Scenario 1	Base + COM+LDF+ Fradley Scenario 2
1	Hilliard's Cross to A38 North	300	342	294
2	A38 N to Hilliard's Cross	197	192	195
3	Fradley to A38 South	76	76	78
4	A38 North to Fradley	82	82	83
5	A38 South to Hilliard's Cross	102	97	101
6	Hilliard's Cross to A38 South	345	388	341
7	A38 South to Fradley	46	47	46
8	Fradley to A38 North	40	41	40

Table 4.6 PM Scenarios Journey Time Summary

Route Number	Route Description	2026 PM Scenarios Journey Time (secs)		
		Base + COM+LDF	Base + COM+LDF+ Fradley Scenario 1	Base + COM+LDF+ Fradley Scenario 2
1	Hilliard's Cross to A38 North	242	286	246
2	A38 N to Hilliard's Cross	368	396	377
3	Fradley to A38 South	68	69	68
4	A38 North to Fradley	82	82	84
5	A38 South to Hilliard's Cross	103	103	100
6	Hilliard's Cross to A38 South	278	328	299
7	A38 South to Fradley	46	46	46
8	Fradley to A38 North	37	38	37

- 4.34 The results in tables 4.5 and 4.6 show that the most significant changes in journey time are associated with Scenario 1, during the AM peak the largest changes in journey time occur for routes 1 and 6 (Hilliard's Cross to A38 North and Hilliard's Cross to South respectively). During the PM peak, the largest changes in journey time occur for routes 1, 2 and 6 (Hilliard's Cross to A38 North, A38 North to Hilliard's Cross and Hilliard's Cross to A38 South).

Network Performance

- 4.35 A summary of Network Performance results are shown in Tables 4.7 and 4.8 for AM and PM peak hours respectively.

Table 4.7 AM Scenarios Network Performance Summary

Network Performance Parameter	2026 AM Scenarios		
	Base + COM+LDF	Base + COM+LDF+ Fradley Scenario 1	Base + COM+LDF+ Fradley Scenario 2
Average speed [km/h], All Vehicle Types	62	57	62
Total delay time [h], All Vehicle Types	109	144	111
Number of vehicles in the network, All Vehicle Types	366	424	360
Number of vehicles that have left the network, All Vehicle Types	8035	8068	8145
Total travel time [h], All Vehicle Types	337	372	341
Average delay time per vehicle [s], All Vehicle Types	47	61	47

Table 4.8 PM Scenarios Network Performance Summary

Network Performance Parameter	2026 PM Scenarios		
	Base + COM+LDF	Base + COM+LDF+ Fradley Scenario 1	Base + COM+LDF+ Fradley Scenario 2
Average speed [km/h], All Vehicle Types	60	54	60
Total delay time [h], All Vehicle Types	110	144	111
Number of vehicles in the network, All Vehicle Types	357	454	357
Number of vehicles that have left the network, All Vehicle Types	7640	7611	7715
Total travel time [h], All Vehicle Types	323	356	325
Average delay time per vehicle [s], All Vehicle Types	49	64	49

4.36 The results shown in Tables 4.7 and 4.8 indicate that of the two scenarios under consideration that Scenario 1 results in the greater worsening of overall network performance. In Scenario 1, average speeds have fallen, total travel times have increased and the average delay per vehicle has increased. The changes associated with Scenario 2 are minimal and are not significant.

5 DMRB Considerations

- 5.37 The VISSIM traffic modelling has indicated that the proposed development (Scenario 1 and Scenario 2) does not result in capacity related issues at the A38 Fradley Village and A38 Hilliard's Cross slip roads, and queuing on the A38 mainline carriageway does not occur (though there are issues on the local road network for Scenario 1).
- 5.38 However, it is also appropriate to consider the Design Manual for Roads and Bridges (DMRB), and whether the proposed development would be likely to trigger a need for a different form of slip roads, based on the increase in traffic flows at each junction.
- 5.39 At Hilliard's Cross junction, based on DMRB, the predicted 2026 flows indicate that a revised form merge/diverge would be required without the proposal for 250 dwellings at Fradley (in other words, the thresholds for junction improvements will have already been exceeded). This is largely as a result of development that is already committed in the area. Given that Development Scenario 1 and Development Scenario 2 result in only very modest increases in traffic flow at this junction and the position as outlined above, it is considered that it would not be equitable for such a large scale highway scheme to be delivered by this scale of development.
- 5.40 At Fradley Village junction, the largest changes in slip road flow occur in Scenario 2. However the maximum total flow on any one of the slip roads is only 147 vehicles in Scenario 2 which occurs during the AM peak. According to DMRB, this level of flows does not trigger a change in junction type. It is therefore considered that it would not be equitable or necessary for the proposed development to deliver a junction improvement at this location.
- 5.41 The above relates to traffic flows, and a full geometric audit of the slip roads has not been undertaken.

6 Summary and Conclusions

- 6.42 JMP has been commissioned to ascertain whether the 250 unit residential allocation at Fradley would trigger the need for highway improvements. This Stage 1 report addresses this question, whereas the Stage 2 report (if required) will identify the type and approximate cost of the highway mitigation measures required.
- 6.43 The VISSIM analysis has identified that Scenario 1 (with A38 bound traffic distributed between the Hilliard's Cross and Fradley junctions) will have the greatest impact on the operation of the highway network. In particular, significantly increased queuing is predicted on the local road network, especially at the Lancaster Road roundabout, west of the A38 Hilliard's Cross junction. This is of concern and is likely to cause issues for vehicles arriving and departing the employment areas in the vicinity.
- 6.44 The VISSIM analysis has identified that Scenario 2 (with all A38 bound trips using the Fradley Village junction) would bring about only very modest changes to the performance of the highway network, as demonstrated in Section 4 of this report.
- 6.45 Consideration has also been made of the Design Manual for Roads and Bridges (DMRB) in terms of the A38 slip roads; specifically the traffic flows in relation to the form of the slip roads. It has been concluded that in this instance that it would not be appropriate for the proposed 250 dwelling development to fund improvements to the slip roads at either Hilliard's Cross or Fradley Village junctions. This stance applies to Scenarios 1 and 2. The rationale for this is explored in greater detail in section 5 of this report.
- 6.46 It is therefore recommended that should Scenario 1 be progressed, further analysis would be required to identify the type and approximate cost of the highway mitigation measures as per the Stage 2 report. However, should Scenario 2 be progressed, it is concluded that highway improvements would not be required.

APPENDIX 12

**Children's
Play
Advisory
Service**

LICHFIELD DISTRICT COUNCIL

**Report on Observational Research
and Consultation
Fradley**

October 2011

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INDEX

		Page No.
1	Introduction.....	3
2	Observational Research	3
3	Observational Research Findings	4
4	Interview Research Findings	9
5	Access and Inclusion	18
6	Play Equipment	19
7	Risk Aversion (Not)	20
8	Other Comments and Observations	21
9	Catchment	21
10	Conclusions.....	22
11	Recommendations.....	22
	Appendix	24

1. INTRODUCTION

- 1.1 The consultant, Rob Wheway of the Children's Play Advisory Service, was asked by Lichfield District Council (LDC) to research pedestrian and cycle movement, particularly of children, within the 2 parts of Fradley Village. It was felt that children's needs had not been sufficiently covered in other consultations.
- 1.2 He met with Council staff to discuss the possibilities and in particular liaised with Elizabeth Boden, Principal Development Plans Officer.
- 1.3 It was agreed that the research would be based both on non-interactive observation of non-motorised activity and then consultation with children and parents.
- 1.4 The research also built on previous similar work carried out for a variety of Local Authorities and Housing Trusts by the consultant.
- 1.5 This report gives the findings from the research and draws conclusions.

2. OBSERVATIONAL RESEARCH

- 2.1 On 13 September Jerry Trill of LDC and the consultant toured both parts of the village so that the consultant could acquaint himself with the general layout of the village and the recreational facilities.
- 2.2 They observed the children leaving St Stephen's Primary School at the end of the day. As far as could be ascertained there was only 1 child who left the school unaccompanied and he was a boy of about 9 or 10 who left on a bicycle. This suggests that primary school age children are probably not allowed to travel far within the village without being accompanied by an adult. This is a significant societal change as traditionally the majority of primary age children would have travelled to and from school unaccompanied. This societal change has significant impact on children's freedom to play. However, a good proportion used the footpath over the bridge as a route to the school demonstrating that pedestrian routes will be used where they are appropriate.
- 2.3 The consultant then devised a route round the two halves of the village so that he could carry out non-interactive observational research. The route was chosen so that as many roads and cul-de-sacs as possible could be viewed without at the same time attracting attention which might lead the children to behave in ways which would not be their usual style. The route is detailed in the Appendix to this report.
- 2.4 The route was traversed twice each on the afternoons of Saturday 1 October, Sunday 2 October and Monday 3 October (after school) and the consultant recorded on a plan where children plus any accompanying adults were seen engaging in recreation or moving in non-motorised transport.

2.5 The children were recorded by age category and gender (see below). The age ranges used can only be approximate as the consultant was often making a decision based on a quick glance at some distance. They do, however, give a broad impression of the age ranges of the children involved.

- Baby (b) – a child not capable of unassisted walking
- Infant (i) – a child capable of unassisted walking up to approximately 6 years old
- Junior (j) – approximately 6 to 10 or 11 years old
- Senior (s) – approximately 10 to 13 years old
- Teen (t) – approximately 13 to 17 years old and possibly older if observed playing in a MUGA or similar
- Adult (a) – approximately 18 years and over observed in an adult role

The location and activity was also recorded.

2.6 There were 2 events which may have skewed the results to some extent. On Saturday 1 October the consultant noticed that on Green Acres there was a caravan rally with approximately 50 caravans. The consultant did not feel this had affected the numbers greatly although it may have increased the numbers at the skateboard area slightly although the numbers did not seem completely inconsistent with other visits. There was another instance when about 13 senior/young teenage girls were seen gathered in a group. The consultant feels these were almost certainly from the caravan rally and were not therefore included in the calculations. The caravans disappeared on the Sunday afternoon and consequently their affect was limited on the Sunday observations and non-existent on the Monday.

2.7 On Sunday 2 October on returning to the car park of the skateboard area the consultant noticed many parents with young children waiting for what turned out to be the return of a Girl and Boy Scout camping weekend. He found out later that approximately 45 of them had been on a cycling camp in the Peak District. This almost certainly will have affected the numbers however he deliberately waited an hour after they had returned to carry out his second tour on that day and the observations on the Monday will have been unaffected.

3. OBSERVATIONAL RESEARCH FINDINGS

3.1 The ages observed were as follows:

	Female	Male	Not spec.	Total
Adult	60	53		113
Teen	22	43		65
Senior	14	44	3	61
Junior	32	79	10	121
Infant	24	21	3	48
Baby			10	10
Total	152	240	26	418

It is interesting to note that the adult female numbers are greater than the adult male reflecting traditional care roles. The infant female numbers are also greater than the infant male perhaps indicating they are more likely to be taken to the playground. In all other categories the males outnumber the females quite significantly indicating boys tend to have more freedom to play out and move about generally.

3.2 The total number of adults to children is:

Adults	113
Children	305
Total	418

This tends to underestimate the number of parents who accompany children as there are a large number of older children who were unaccompanied at the skatepark some of whom were visitors (consultation data later refers). If the skatepark figures are taken out the totals are:

Minus Skatepark	
Adults	103
Children	215
Total	318

If we look at this latter figure the overall ratio of children to adults is approximately 2:1 which is more consistent with the observations in the rest of the area and the consultations.

3.3 Whilst it was important to identify the skatepark as a popular area for the children it was dominated by males and therefore may have given an increase in numbers much greater than the rest of the area.

	Male	Female	Total
Teen	19	5	24
Senior	31	1	32
Junior	30	2	32
Total	80	8	88

It does also beg the question what equivalent opportunities are there for teenage girls?

3.4 By analysing the figures we can see how many children appear to be unaccompanied. This is given in the table below:

	Female	Male	Not spec.	Total
Teen	20	41		61
Senior	11	42	3	56
Junior	16	41	4	61
Infant	5	5		10
Total	52	129	7	188

This figure, however, is slightly inflated because some parents were detailed separately from their children as they were sitting separately and it was not clear which children they were supervising. The total therefore for unaccompanied children is approximately 150 which is around half of all observed children. The majority of these would be in the older age ranges and they are much higher as a proportion of their overall numbers.

3.5 The locations at which people were observed were as follows:

Pavement/path	126
Skatepark inc MUGA	110
Playgrounds	102
Road	38
Public Open Space	31
Garden	5
Verge	4
Shop	2
Total	418

Whilst this demonstrates the popularity of both the skatepark and the playgrounds there are still very significant numbers in the public realm but not at specific facilities. Overall the numbers tend to suggest that the majority of children are not able to freely travel round their village but are found in what are perceived to be “safe” places.

3.6 The activities with which people were involved were:

Active play	115
Going (walk)	93
Skateboard area	78
Cycle	42
Talk	37
Football	17
Child's wheels	9
Sit	6
Horse ride	2
Not specified	19
Total	418

The “Skateboard area” includes all people who appeared to be actively involved with wheels of various types at that location. The “Child’s wheels” includes such things as scooters. “Going” means moving purposefully in a direction on foot. “Cycle” would generally refer to people moving purposefully in a direction though a few would have been playing in a small area. “Sit” and “Talk” combined are a small but significant activity and are different from those who may be talking but at the same time involved in some active play.

Of the “Going” number 10 were dog walking. The “Active play” includes playing on the playground, a family game of rounders or just playing in the street.

It is clear from the above that the activities contribute to a non-polluting healthy lifestyle.

3.7 If the observations at the play areas are separated out:

	Female	Male	Not spec.	Total
Adult	20	13		33
Teen				0
Senior	3	2	3	8
Junior	14	18	7	39
Infant	10	8	1	19
Baby			3	3
Total	47	41	14	102

Totalling the adults and children gives the following:

Adults	33
Children	69
Total	102

This suggests a ratio of children to adults of 2:1 particularly if the seniors are discounted. This tends to emphasise that many of the children are not engaging in free play at the playground but are being taken to it as a visit by a parent. It therefore fulfils the purpose of a good “family” activity and is obviously very popular.

It does, however, reinforce the conclusion that children’s independent mobility is severely limited.

3.7 At the particular facilities the upper playground appears to be more popular than the lower playground from which it is separated by a row of trees. At the skatepark the ramps and mounds are significantly more popular than the MUGA (ball games area).

Playground (lower)	36
Playground (upper)	66
Skatepark	100
MUGA	10
Total	212



The upper playground is popular (photo deliberately taken when no children could be identified)

- 3.8 Where the children could be identified as being on a specific piece of equipment at the playground this was recorded. The “Roundabouts” was actually 3 items (a wind-up roundabout, a large inclined disc and a standing roundabout). Consequently the “Roundabouts” number is somewhat inflated but clearly from the consultations the wind-up roundabout and the large inclined Dutch disc are very popular.

Roundabouts	16
Overhead Scales	6
Aerial Runway	3
Hammock	2
See Saw	2
Springers	2
Bridge	1
Cradle Swings	1

- 3.9 It was striking that the large areas of public open space appeared to be little used. It is possible they are used for dog walking in the early morning but during all the observations and the consultation phase there were very few people observed using these facilities. This may have implications for the provision of public open space in future developments.



2 large areas of POS (Statfold Lane & opp Skatepark) are little used

- 3.10 Whilst not heavily used, the smaller area of public open space did have reasonably regular usage, the mound in particular appeared to offer play opportunities for younger children.



POS Statfold Lane has mound and large tree and has some usage

- 3.11 The footpath below appeared to be used very little. Whilst it is interesting it is quite enclosed and a person might feel rather isolated going down it.



- 3.12 Adults without children were not recorded, however the consultant did observe that adults did appear to be taking advantage of the rural village setting and quite a few were seen to be cycling around the village or cycling/walking along country lanes.
- 3.13 A few parents were also seen to be accompanying children on cycle journeys within the village.

4. INTERVIEW RESEARCH FINDINGS

- 4.1 The consultation form was used to conduct 71 interviews in the village. The consultants interviewed children and parents both at recreational facilities (the play area and the skateboard area) as well as by knocking on doors of houses and finding where children lived.

Location of Interview	
Play area	26
Near/at houses	26
Skatepark	16
Not specified	3
	71

- 4.2 Children were not interviewed without obtaining parental/carer permission beforehand and then they were interviewed within sight of the parent/carer, most of who were interviewed at the same time.
- 4.3 Not all answers on the form were completed; consequently totals in this report are often less than number of forms. Some questions had opportunities for more than one answer so some totals are higher than the total forms.
- 4.4 Whilst interviewing at the play area and the skatepark area was efficient in terms of number of children and parents interviewed, it might of itself create a bias which would not be achieved with random interviews. With random interviews, however, a much smaller number would be interviewed which of itself would have the risk of creating bias.
- 4.5 Responses by age category were:

Children's Ages (interviewed):

Child Age	Male	Female	Not Spec.	Total
3	1			1
4	1	1		2
5	1	4	1	6
6	3	2		5
7	3	5		8
8	2			2
9		4		4
10	1	2		3
11	2			2
12	3			3
13	2			2
14	2			2
15	1			1
Totals	22	18	1	41

This is a reasonably even spread across all children's ages. There is a slightly higher number of boys which reflects the high number of boys using the skateboard area. If the skateboard area were taken out then there would be a higher number of girls interviewed.

The high number of children interviewed (41) demonstrates the value of consultations at places where children are likely to be found and by knocking on doors on houses which appear to have children (toys in garden/window etc or playing outside).

Adults' Ages:

Adult Age	Male	Female	Total
18-22	1		1
23-35	5	3	8
36-45	6	7	13
46-60	1	1	2
Not Spec.	1	5	6
Totals	14	16	30

Consultations such as these tend usually to have a much higher number of female than male interviewees reflecting the traditional parenting roles. The males include 3 adult skaters, however even allowing for this there is a greater number of fathers interviewed than might be anticipated. This is believed to be due to a combination of asking fathers if they did answer the door and the fact that there is a traditional role of fathers taking children to the play area.

4.6 Gender:

	Male	Female	Not Spec.	Total
Child	22	18	1	41
Parent/Carer	11	16		27
Other Adult	3			3
Totals	36	34	1	71

A reasonable parity was achieved between male and female. The 3 "other adults" were adult skaters at the skateboard area.

4.7 The parents interviewed were asked for the age and gender of their children

Child Age	Boy	Girl	Total
1	1	1	2
2	2	3	5
3	1		1
4	3	1	4
5	3	5	8
6	4	1	5
7	2	6	8
8	1	3	4
9	1	4	5
10	1	3	4
11	1		1
12	1		1
13	1	1	2
14			0
15	1		1
16+		1	1
			52

This gives an insight into the views of the children they may well be representing. It also means that there is a feedback about toddlers who would be too young to answer the questionnaire for themselves. The results reflect the fact that parents of children up to the age of about 10 will be ones visiting

the play area or be playing out in front of their own homes. A few young teenagers were not interviewed because they were not near their own homes and therefore permission could not be gained. Consequently neither were their parents interviewed.

- 4.8 The interviewees were asked to give the name of their road but specifically NOT the house number. They were assured of anonymity. The numbers who came from Fradley itself are detailed in the table below.

Home Location (within village)	Child	Parent/Carer	Other Adult	Total
Forrester Close	6	4		10
Milne Avenue	6	2		8
Common Lane	3	1		4
Statfold Lane	2	2		4
Watson Close	2	1		3
Not specified	2			2
Baker Drive	1	1		2
Beeches Croft	1	1		2
Worthington Road	1	1		2
Horner Avenue	1			1
New Fradley	1			1
Barlow Drive		1		1
Edwards Farm Road		1		1
Fradley			1	1
Gillespie Close		1		1
Jordan Close		1		1
Turner Croft		1		1
Totals	26	18	1	45

What was surprising was the number of interviewees who had come from outside the village. These appeared to be made up of 2 groups. Firstly those who thought the skateboard area in particular but also the play area were well worth a visit. The other group were people who were visiting relatives (a few possibly divorcees visiting children) and took the children to the facilities as part of the day's activities.

Home Location (outside village)	Child	Parent/Carer	Other Adult	Total
Lichfield	4	1	2	7
Great Haywood	4			4
Barton	2	1		3
Coventry	1	2		3
Visiting	2			2
Albrighton		2		2
Erdington	1			1
St Michaels	1			1
Armitage		1		1
Birmingham		1		1
Burntwood		1		1
Totals	15	9	2	26

Responses above are prioritised according to “Total” first and secondly to “Child”.

- 4.9 Interviewees were asked where did children go or what did they do for fun on ordinary days after school or at the weekend. The intention here was to understand what was their regular activity rather than special treats.

Responses from adults and children having more than 1 mention are detailed below:

Garden	19
Close/Cul de Sac/In front of house	18
Play Area	12
After School Club	5
Home	5
Play Station/Xbox/Wii	5
Skate/BMX/Bike/Scooter in Street	5
Skatepark	5
Clubs (dance, swimming, karate, etc)	4
Open Space	4
Other Parks	4
Friends House	3
Computer	2
Football	2
Friends in Street/Outside	2
Nearby Close/Road	2
TV	2
Wacky Warehouse	2

The children’s answers are detailed separately:

In Close/Cul de Sac/In front of house	12
Play Area	7
Garden	5
After School Club	4
Skate/BMX/Bike/Scooter in Street	4
Home	3
Play Station/Xbox/Wii	3
Clubs (dance, swimming, karate, etc)	2
Computer	2
Friends in Street/Outside	2
Skatepark	2
Wacky Warehouse	2

The higher number of “garden” responses from the adults reflects the fact that parents would be answering for some children who would be too young to play out.

The numbers playing just in front of the house usually in a close or cul-de-sac does indicate that for children who are old enough to play out this is still the most important play place. The answers also indicate that both the play area and the skateboard area are popular.

At least 4 responses indicated that the “big tree” in Forrester Close was an important feature. This tree is close to houses and their homes.

Where children’s first answer was computer or TV this was written down and they were then prompted with the words “I mean outdoors”. The “outdoor” answers will therefore inevitably have a bias in their direction nevertheless the number of first answers that were electronic entertainment was still relatively small contrary to some popular expectations.

- 4.10 Children were asked how often they go to the playground and skatepark and the answers were:

	Playground	Skatepark
Every Day	3	1
2 or 3 Times a Week	11	1
Once a Week	4	6
Occasionally	9	7
Rarely	2	2
Never	7	17
Not Spec.	5	7
Totals	41	41

Adults were asked how often they took their children to the playground or skatepark and the answers were:

	Playground	Skatepark
Every Day	1	0
2 or 3 Times a Week	4	3
Once a Week	7	1
Occasionally	10	2
Rarely	1	1
Never	0	15
Not Spec.	4	5
Totals	27	27

The results indicate that the playground is used as an every-day play place by only a small number of children, as is the skatepark. This is not to criticise the facilities but it emphasises the limitations on children’s freedom to travel in the village.

- 4.11 They were asked the reasons for the frequency they went to their regular play place (frequency means both seldom or often):

Too busy/work commitments	7		Get some fresh air	1
Have fun/play	6		Learn new skills	1
Long way from home	5		Likes being outdoors	1
With friends	5		Lots of parents around to supervise	1
Bored at home/playing in garden	4		Mum doesn't want me to run off	1
Close to home	3		Mum thinks play area not safe	1
Enjoy it	3		Not allowed	1
Nice park	3		Not in close without supervision	1
Not local	3		Not safe walking on my own	1
Can stand with them/be near by	2		Practice scooter/bikes	1
Mum has to take me	2		Rather play with Xbox or kitten	1
Too young	2		Safe	1
Change of scene	1		School commitments	1
Chat	1		See where they are in the garden	1
Everyone knows one another	1		Skate	1
First time today	1		Summer more often	1
Garden safe	1		Too many kids at play area	1

The “too busy/work commitments” emphasises the concentration of thought on specific visit destinations rather than regular every-day play.

The importance of social safety comes out in answers such as “everyone knows each other”, “see where they are”, “lots of parents around to supervise” or on the negative side “doesn't want me to run off” or “not safe walking on my own”.

- 4.12 When they were asked if they were allowed to go to the facilities unaccompanied the differences were quite significant. The parents were much more restrictive than the children. This difference is partly accounted for by the fact that parents answering would have toddlers whereas children answering the questionnaire directly would generally be older and include no toddlers. In addition, children who were allowed out would be more obvious and therefore more likely to be interviewed than those who are kept in the house.

Children's answers					
	Yes	No	Y with sibs	Not spec.	Total
Playground	16	12	1	12	41
Skatepark	11	11	0	19	41
Adults answers					
	Yes	No	Not spec.	Total	
Playground	2	17	8	27	
Skatepark	1	14	12	27	

Even allowing for this the impression is gained that children tend to be quite restricted in their independent mobility.

- 4.13 The question was asked whether the children went to clubs or uniformed organisations:

Yes	29
No	14
Not specified	28
	71

Those clubs or uniformed organisations having more than 1 response are listed below:

After school clubs	6
Cubs	4
Beavers	3
Brownies	3
Dancing	3
Swimming	3
Football	2
Karate	2
Rainbows	2

They were also asked if they were allowed to go to these unaccompanied

Yes	4
No	28

- 4.14 The children and parents were asked how far children were allowed to go unaccompanied. The table is on the following page.

This indicates that up until the age of 9 children's travel distances are severely restricted, however from the age of 10 upwards children begin to have bigger range, possibly with the realisation that children will have to attend secondary school unaccompanied, significantly greater ranges are allowed. From 11 years old upwards their ranges increase dramatically.

There is some limited indication from these findings that girls are more restricted than boys.

For children under 10 being within sight or sound of home is particularly important and boundaries are often set, such as "only in the close", "where I can see them", or small local landmarks such as "postbox" or "big tree" are used to define the allowable area.

Travel Distances

Sex	Age	Range	Sex	Age	Range
b	2	not at all	b	8	round block
b	2	not at all	b	8	round the block
g	2	30m	g	8	not at all
g	2	not at all	g	8	within sight
g	2	not at all	g	8	within sight of adult
b	3	not at all	g	8	within sight of home
b	4	not at all	b	9	round corner to friends (100-200 yds)
b	4	not at all	g	9	in road only
b	4	within sight of parent	g	9	not at all
g	4	back garden	g	9	not at all
g	4	not at all	g	9	play area
b	5	car park area (10 yds)	g	9	post box with friend
b	5	garden	g	9	school
b	5	not at all	g	9	within sight of mum
b	5	within sight of parent	b	10	just past PA with friends
g	5	100m	b	10	play area (with friends)
g	5	cul de sac (bike)	g	10	in close
g	5	not at all	g	10	not far (post box)
g	5	not at all	g	10	post office
g	5	not at all	g	10	post office (with friend)
g	5	play area	g	10	post office, shop (not skatepark)
g	5	within sight of close	b	11	5-10 mins on bike
g	5	within sight of close	b	11	Lichfield, school, skate
b	6	bottom of road (100 yards)	b	11	skatepark
b	6	front garden	b	12	handsacre
b	6	front of house, car park	b	12	Manchester (with friends)
b	6	park with sibs	b	12	town
b	6	trees in playground	b	12	Whittington
b	6	up and down road	b	13	2.6 miles
b	6	within sight	b	13	to town (5-6 miles) with mates
g	6	on green (10 yards)	b	13	with friends (phone)
g	6	on road (with older friend)	g	13	round village, Lichfield
g	6	within sight	b	14	30 mins (got lift)
b	7	park	b	14	anywhere with mates, Stafford/Rugely
b	7	park, post box	b	15	Armitage
b	7	play area	b	15	no restriction
b	7	play area	g	18	no restriction
b	7	school	b	20	2.8 miles
b	7	within sight of home			
g	7	100 yds (mound green)			
g	7	200 yds (small green)			
g	7	in close			
g	7	in close			
g	7	in street within sight			
g	7	not at all			
g	7	play area			
g	7	play area			
g	7	up and down road			
g	7	within sight of home			



This road layout with a car parking area in front of the houses in a close seemed to be quite popular with the parents. The very small children were restricted to the car parking area which clearly had no through traffic and they were easily visible. The slightly older children were allowed in the close itself but restricted to it or part of it.

5. ACCESS AND INCLUSION

5.1 People were asked if they or anyone they knew was not able to access the play facilities or use them and they were told that the interviewers were thinking particularly of disabled children or adults.

Yes	6
No	45
not specified	20
	71

The comments they made were:

Barrier not high enough for a 4x4 car
Cars - less of them
Mummy stops me
Need transport
Other than geography
Sand sink - can't pump handle
To be allowed more responsibility

These answers indicate either that there are very few if any disabled people in the village or that if there are they may be hidden. As the whole focus of the interview was children, and their parents, it is unsurprising that no one mentioned the elderly or infirm.

6. PLAY EQUIPMENT

- 6.1 Both parents and children were asked which were the favourite items of equipment in the village play area. The parents and children's answers combined are:

Roundabout (Wind-up)	20
Zip Wire	18
Swings	16
Wobbly Bridge	9
Large Inclined Disc	8
Skatepark	8
Slide	8
Sandpit	4
Roundabout (not specific)	3
See Saw	3
Bike/BMX	2
Climbing Frame/Net	2
Spinning Bowl	2

If the children's results are taken on their own:

Roundabout (Wind-up)	16
Swings	12
Zip Wire	11
Large Inclined Disc	8
Wobbly Bridge	7
Slide	6
Skatepark	5
See Saw	3
Roundabout (non specific)	3
Sandpit	2

The methodology used does mean that the sandpit which would be popular with very young children achieves a lower score than might be expected. The wind-up roundabout is clearly, however, the most popular item giving both exciting and co-operative play.

The zip wire is what is also called an aerial runway or a cableway.



Wind-up roundabout

7. RISK AVERSION (NOT)

7.1 People were asked whether playgrounds generally are too safe and boring, about right, or too dangerous. The responses are as follows:

Too safe and boring	18
Generally about right	43
Dangerous and need to be safer	3
Not specified	7
	71

If the children's answers are separated out the responses are

Too safe and boring	10
Generally about right	21
Dangerous and need to be safer	3
Not specified	7
	41

The results tend to counter the idea that we are living in a risk averse society. This is emphasised by the fact that the wind-up roundabout is the most popular item in the playground. It and the large inclined disc are both popular and yet challenging but are not thought by the parents or children to be too dangerous to use.

8. OTHER COMMENTS AND OBSERVATIONS

8.1 A variety of other comments were made:

Cars too fast	4
Nice park, well kept, no grafitti	3
More equipment desirable	2
Need a shelter	2
Need speed humps/20pmh limit	2
Cats killed on road	1
Fall off blue spinny roundabout	1
Like fencing at road	1
More clubs desirable	1
More for 5 year olds	1
No lighting - not safe in dark	1
Not enough parks/rec areas where we live	1
Not enough play areas for older children	1
Play area too far from this end	1
Would like a nearer park	1
Zip wire needs to be faster	1

Of these 8 of the comments concerned the speed of the traffic around the village. These, together with incidental comments made when the question was asked about children's ranges during interviews but not recorded, indicate that people driving fast even in the closes is a problem in the area and does affect how much the parents restrict their children.

9. CATCHMENT

9.1 The consultant had a meeting on 3 October with Patrick Jervis of LDC, and a couple of other staff were involved in discussions, to look at the differences between radial distances and travel distances in determining the accessibility of play facilities. This also applies to places where children play which might not necessarily be facilities as such.

9.2 It could be seen from the meeting and the information supplied that the travel distances are a far more realistic indication of whether an area is likely to be used and what its effective catchment will be. Radial distances can include houses which are a long travel distance from the play opportunity.

9.3 Some initial work was carried out in that meeting to see how this might be done using the current GIS system.

9.4 The consultant from previous work has found that the 3 most important criteria for where children play are location, location, location.

1. Firstly will the children be able to get to the area in a short and safe journey?
2. Secondly is it a place where the children can be "see and be seen" by a trusted adult?

3. Thirdly is it a place “where it’s at”, that is a place where there is a good probability of meeting or at least seeing other people in the community?

9.5 Play areas which do not fulfil these 3 criteria tend to be less well used and more vulnerable to unacceptable activity.

10. CONCLUSIONS

10.1 Fradley is a pleasant village which although having many recent developments still has a rural feel about it.

10.2 Parents and children value the facilities in the village such as the playground and the skatepark area. These are of sufficiently good quality and exciting for children that they attract some visitors from outside the village to them.

10.3 Children’s independent mobility is restricted within the village so that many children are not allowed to go the play areas unaccompanied and are only allowed to play close to their homes. The primary reason for this is the speed of traffic.

10.4 The cul-de-sacs and closes do calm the traffic sufficiently to make parents feel comfortable about letting their children play out. However, even then there are concerns about drivers who speed immediately on starting the car.

10.5 The off-set car parking areas give opportunities for younger children to meet each other and move around. This also encourages parents to “keep an eye out” for each other’s children thereby increasing social capital.

10.6 Where there is a safe pedestrian route as with the route over Fradley Bridge then it is well used, particularly by parents taking their children to school, but also by people at other times.

10.7 The Fradley Bridge route is open and has good sightlines and leads where people want it. The footpath behind Long Lane is, however, enclosed, doesn’t seem to go anywhere in particular and is therefore less well used.

10.8 The restrictions on children are not because the parents are risk averse. In fact both parents and children appear to favour exciting and challenging equipment on the playground.

10.9 The large flat public open spaces give attractive visual appeal but appear to be little used.

10.10 Where facilities are planned in new developments the travel distance rather than the radial distance should be used as a guide for ensuring good catchment.

11. RECOMMENDATIONS

- 11.1 The layout of new housing should be designed so that there are safe places in which children can move around and play very close to homes. These need not necessarily be play areas but can be a design such as the off-set parking areas as found in Fradley South.
- 11.2 Short bendy closes and cul-de-sacs should be part of a design as they give children up to the age of about 10 opportunities for independent mobility (therefore exercise) and to meet each other in reasonable safety. They therefore also make a contribution to children's healthy lifestyle. Small incidental items such as trees and pillar boxes can give an interesting focus for the children. Such closes and cul-de-sacs do need to have a severe chicane or similar at the entrance to ensure that all drivers slow down.
- 11.3 Where there are footpath routes these need to have good sightlines along them and have some illumination in the evening so that people will feel secure walking along them. They will also need to lead somewhere useful. There will be maintenance implications of keeping trees and shrubs cut back so that the sightlines are not diminished over time.
- 11.4 Distributory roads such as Worthington Road do need significant traffic calming such as severe chicanes to ensure that drivers do slow down. This is particularly important adjacent to any play area so that children have a safe place to cross the road to get to the play area.
- 11.5 Public open space may well be better if provided in small and regular patches rather than large "fields". These small areas can easily be enhanced by a small amount of landscaping without changing them from public open space to a more specific facility.
- 11.6 Where there are to be new play areas the 3 criteria mentioned in 9.4 above should be used to guide the location and GIS be used to ascertain travel distances rather than use radial distances as a guide.
- 11.7 The schools, police and community representatives should be asked to consider road safety as a way of making the roads safe for children rather than assuming it is about keeping children out of the way of cars so as not to set up unnecessary fears for children's independent mobility.
- 11.8 When deciding on the design and location of new play facilities children's travel distances found in this report indicate that smaller play areas more often will fulfil the play needs of children, particularly up to the age of 11, more than large central play areas.

Rob Wheway MSc. MEd. MISPAL. MCMI. FRSA
Children's Play Advisory Service
17 October 2011

Appendix

Route for Observational Research

Fradley Village

Starting at the car park at the skateboard and MUGA area, the consultant walked along Church Lane turning left into Statfold Lane passing the large open space.

He then continued past Turner Croft and traversed the smaller public open space to the end of Turner Croft into which he turned right and left down the footpath which led into Long Lane.

He turned left down Long Lane and right at the crossroads, going right across a small foot bridge into Farm Road. At the end of Farm Road, he turned right into Church Lane. He continued until road/footpath to Fradley Bridge.

Fradley South

Going over Fradley Bridge, he turned left along the path beside the canal and then turned right in to Beeches Croft. At end of Beeches Croft, he went left along Worthington Road turning right across lower and upper equipped playgrounds and into Barlow Drive.

He then turned left down Rumbold Avenue and along Worthington Road. He continued until the junction with Common Lane, turning right down Fletcher Drive footpath.

He continued in this direction until he reached the small roundabout where he turned right to return to the car park.

Key

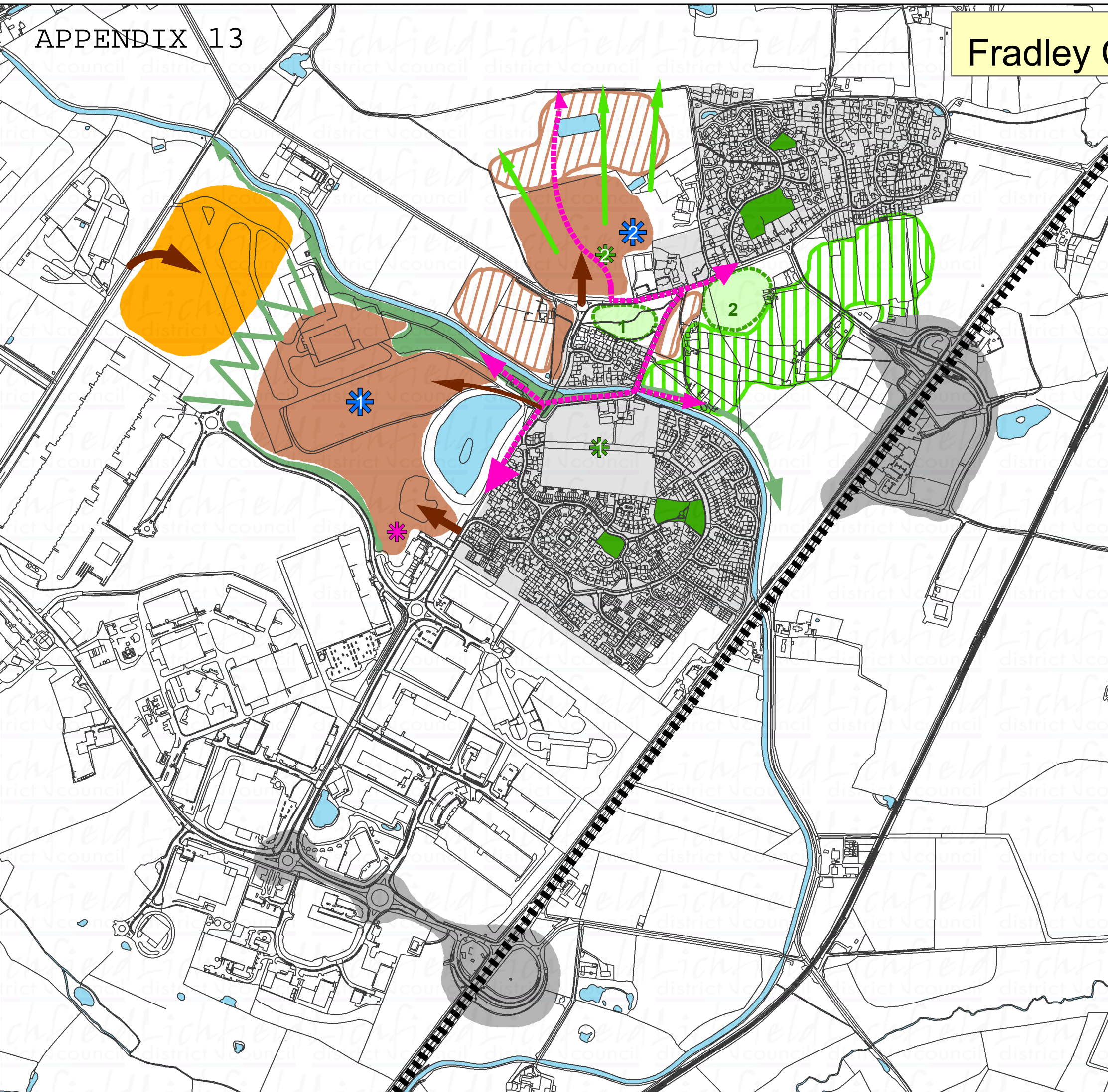
-  New School Option 1
-  Expand Existing School Option 2
-  Proposed Health Centre/Doctors Surgery
-  Proposed Sports Field & Social Club Option 1
-  Proposed Sports Field & Social Club Option 2
-  Improved/Additional Green Links
-  Improved Existing Open Space
-  Potential Village Green Options
-  Ecologically Valuable Areas
-  Possible Areas of New Housing
-  Possible Additional Areas of New Housing
-  Water Bodies
-  Possible Highway/Traffic Improvement Works
-  Possible Employment Land
-  Retain Views of Countryside
-  A38
-  Buffer Planting
-  Possible Main Vehicular Access Points
-  Possible Alternative Vehicular Access Point
-  Additional & Enhanced Footpath Links

Lichfield
 district council
 www.lichfielddc.gov.uk

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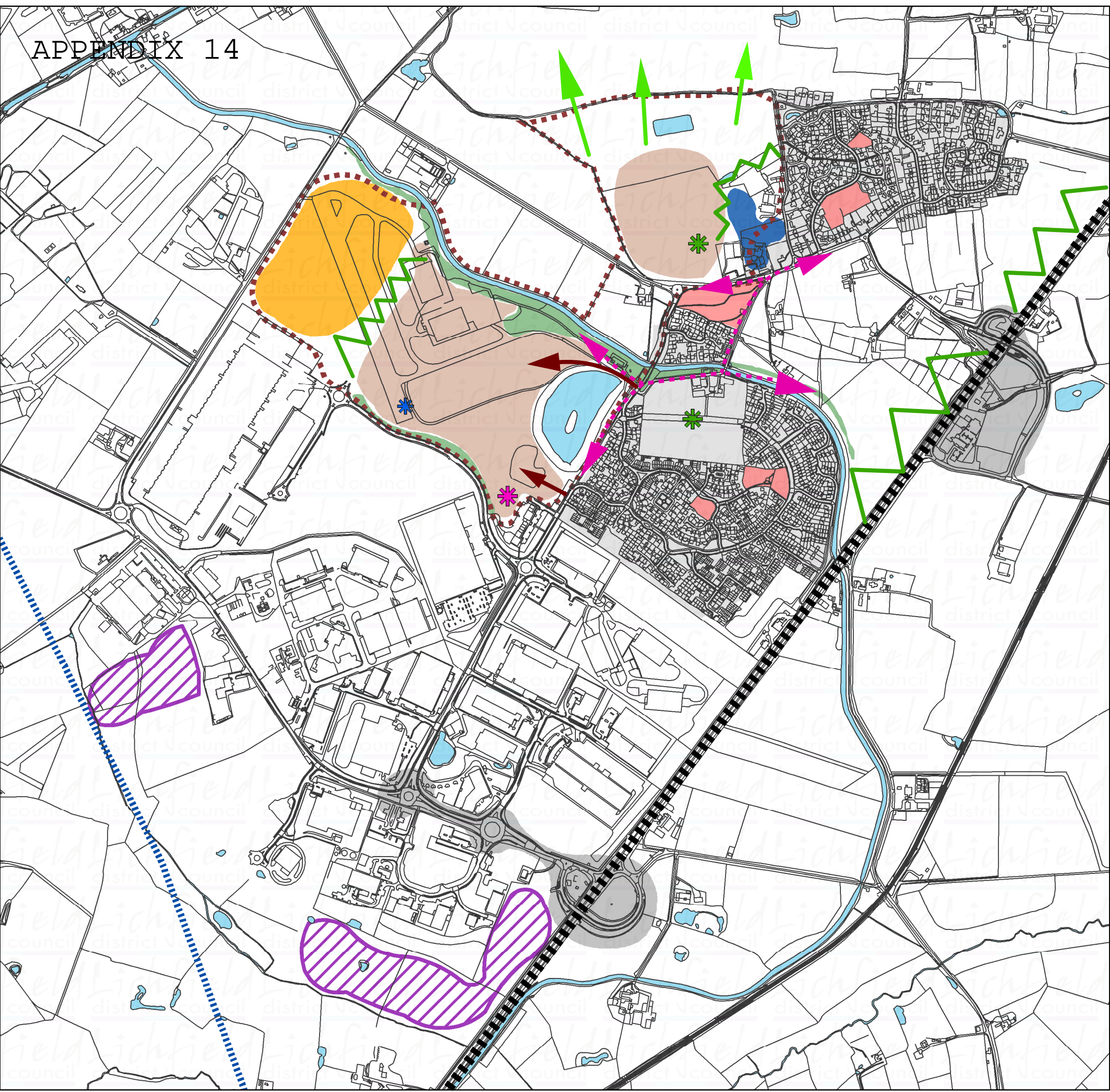
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Emerging Fradley Key Diagram- May 2012

Key

-  New School
-  Expand St Stephen's School and Nursery Provision - Preferred Option
-  Proposed Health Centre/Doctors Surgery
-  Proposed Sports Field & Social Club (Including Provision for 2 Football Pitches and Cricket)
-  Improved/Additional Green Links
-  Improved Existing Open Space
-  Strategic Development Location - to include housing (1000 units) small employment units, possible lorry park and allotments, Sports Pitches and Expanded School
-  Water Bodies
-  Possible Highway/Traffic Improvement Works
-  Employment Land
-  Retain Views of Countryside
-  A38
-  Buffer Planting
-  Vehicular Access Points
-  Additional & Enhanced Footpath Links
-  Possible Area of Search for Lorry Park
-  Proposed HS2 Route



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