

# Stratford upon Avon NDP - Consultation Statement April 2017

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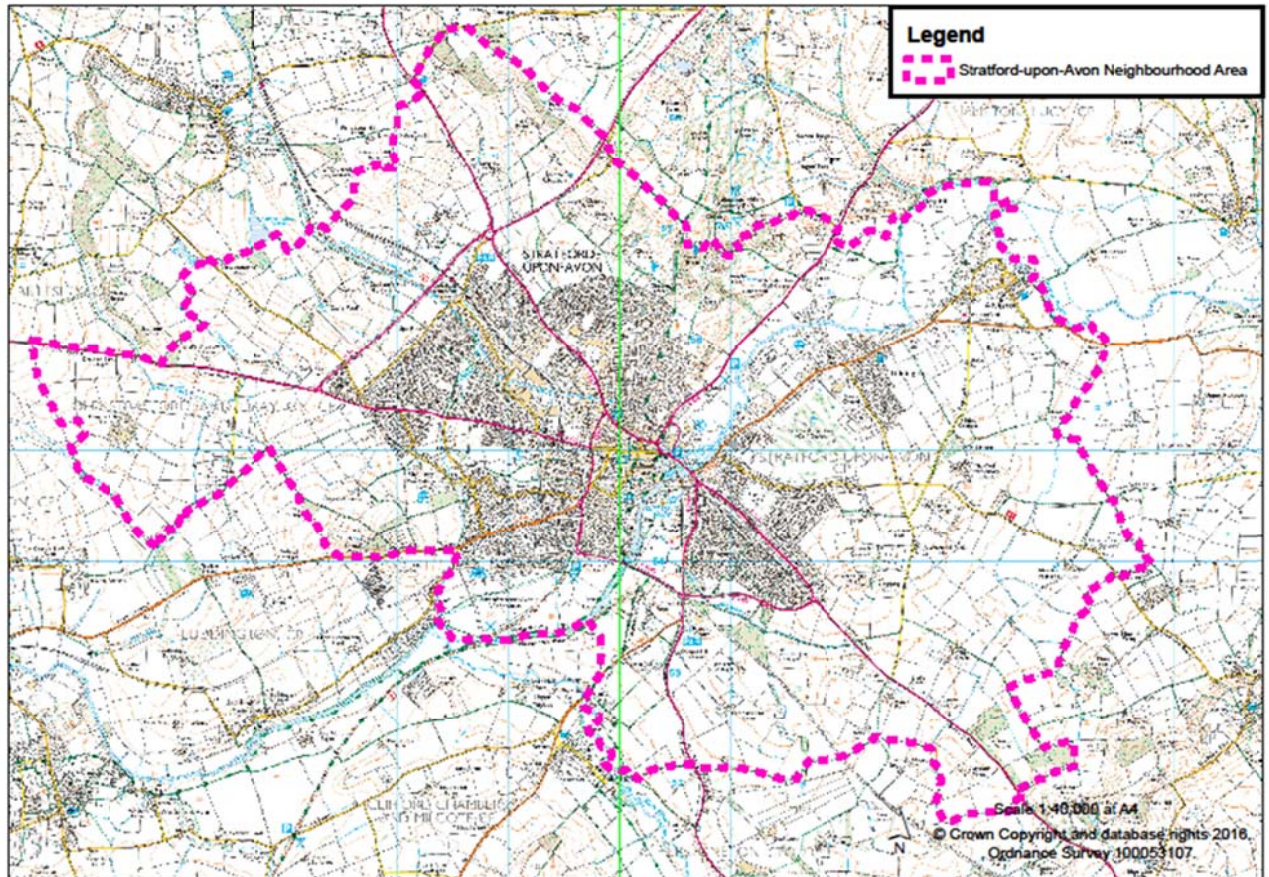
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Stratford upon Avon Neighbourhood Area Boundary (**Map**)

## 1.0 Introduction

This Consultation Statement has been prepared with the aim of fulfilling the legal obligations of the Neighbourhood Planning Regulations 2012, which are set out in the Legislative Basis in Section 5.0.

App 1. Initial consultation to kick off the creation of the NDP:

- Publicity for the kick off open day and residents consultation with "Mood Cards";
- Report from survey of 25000 residents (based on Mood Cards);
- Terms of Reference document to advise the Neighbourhood Planning process;
- Working Party Reports based on planning workshops with key members of the community ("Straw men").

App 2. Consultation for the NDP open days and first opportunity for residents to raise issues and comment on draft policies:

- Publicity for the open days and residents first opportunity to feedback on draft policies and raise issues;
- Detailed report from the survey.
- Consultation with the business community on the concept of a "Canal Regeneration Zone" which was conceived by the NDP team;
- Retail study by Exeter University.

App 3. Consultation with Tiddington Residents Association on housing requirements.

App 4. Consultation for the Pre-Submission draft NDP:

- Publicity for publication to residents of the draft NDP;
- Detailed residents comments on the draft NDP and NDP team response and actions;
- Document justifying the designation of Rowley Fields as a Local Green Space;
- Housing Needs Survey Report from study conducted by WRCC together with a list of affordable house completions for Stratford upon Avon since 2011.

App 5a. Health Check - Consultation with the Stratford upon Avon District Council following minor changes resulting from the Consultation under Appendix 3 and compatibility with the Core Strategy.

- Health Check - SDC Comments on Working Draft Stratford upon Avon NDP – June 2016.

App 5b. Re-introduction of Historic Spine Shop Fronts grant scheme, Guidance for applicants.

All appendix material is available at [www.ourstratford.org.uk](http://www.ourstratford.org.uk).

An extensive level of consultation, both with the community and statutory bodies, has been undertaken by the Steering Group and Stratford Town Council, the details of which are set out below. The Neighbourhood Development Plan does not specifically address housing numbers and locations which are dealt with separately in the Stratford District Council Core Strategy. However Site Specific Briefs are provided for the Regeneration areas and for the Local Service Villages, Tiddington and Alveston

The submission plan includes:

- Key community views from consultations;
- Promoting high quality housing that meets the needs of the Neighbourhood area;
- Promoting new high quality employment opportunities and encouraging retention of existing employers;
- Promoting the vitality and viability of the town centre, improving the visitor experience and improving access and movement;
- Promoting high quality sustainable design, preserving and enhancing the historic environment and promoting urban renewal and regeneration;
- Preserving and enhancing local biodiversity;
- Reducing congestion in the town, improving pedestrian and cycle connectivity and improving public transport;
- Promoting access to learning opportunities;
- Promoting a strong and healthy community and providing green spaces and exercise facilities for an active community.

The Stratford upon Avon Neighbourhood Development Plan (NDP) takes into account representations received on both the formal consultations and comments from the public and local businesses.

## **2.0 Background**

The Stratford upon Avon NDP is a complement to the Stratford District Council Core Strategy and provides a greater level of detail to address the specific requirements of Stratford upon Avon. Prior to the NDP various studies had been carried out to define the character of Stratford (Town Design Statement of 2002) and provide a blue print for how the town should be developed. (e.g. the Local Development Framework of 2007, the “Walkable Core” and “World Class Stratford”). Also significant effort has been put into the Alveston Village Design Statement. Although these documents have been sponsored by local councils, they carry limited weight in the planning process.

The Stratford Town Council has represented the views of residents over the years by responding to consultations from the District and County Councils in the light of influencing local plan policies and infrastructural development proposals to benefit the parish and its residents. Subsequent to the Localism Act 2011 the decision was taken at full council on the 3rd May 2011 to initiate the production of a community led Neighbourhood Plan. The Stratford upon Avon NDP is the culmination of over five years work by the Town Council, the Stratford Neighbourhood Plan Steering Committee, local residents and local organizations.

## **3.0 Process for regular NDP Consultations with residents of Stratford**

The Steering Committee was formed in 3<sup>rd</sup> May 2011. The “Bridging the Gap” (the Town Council magazine), a monthly publication delivered to every home in the village together with articles in a column in the local newspapers, ‘The Stratford Herald’ and ‘Observer’ have been used throughout the period as a primary means of communication. (See Table 2) Also detailed minutes are recorded for Steering Group meetings which were held monthly. Both the ‘Bridging the Gap’ and ‘Steering Group Minutes’ are held on the NDP website separately from the Appendices.

## **4.0 Specific NDP Consultation**

### **4.1 The Steering Committee**

At a specially convened Stratford Town Council Meeting on the 28<sup>th</sup> July 2011, it was confirmed that Mark Haselden be appointed to lead the Neighbourhood Plan Steering Committee. Representatives from all of Stratford's organisations including parish councils were invited to be represented on the Steering Committee and numbered some 40 persons. This meeting was advertised in the Stratford Herald. A subset of the Steering Committee were elected to become members of a management team reporting in to Mark Haselden. Steering Committee meetings were held in the Town Hall on a monthly basis and this provided the forum for the management team to report on progress with the NDP. Very importantly the Steering Committee was required to ratify all decisions going forward.

The Management Team supported by the Steering Committee, ran meetings and open days, conducted interviews and produced questionnaires to ensure their findings were properly triangulated and validated. In addition to this the committee have kept Stratford on Avon District Council and Warwickshire County Council informed of the Plan's progress and sought information and guidance on a number of different aspects.

#### **4.2 Initial Residents Survey (Appendix 1)**

To inform the production of the Stratford-upon-Avon NDP a consultation exercise was undertaken. This received 1560 responses from people who live, study and work in the Town.

This consultation was conducted to inform the development of the Stratford-upon-Avon Neighbourhood Plan. It involved asking people who live and work in Stratford three simple questions:

1. What do you like about living in the Town;
2. What would you like to change;
3. Which of those things would be your priority.

People were invited to respond in their own words through an online questionnaire or by completing one of 25,000 mood cards (see section 10 for a copy) which were distributed widely throughout the Town.

Responses were categorised under headings: Getting around, shopping, events entertainment and activities, housing and development plus a small proportion against schooling, health care and the local economy.

#### **4.3 Working Parties (Appendix 1)**

Based on the survey, a number of working parties were set up to develop strategies to address residents' concerns. These working parties were led by the Management Team and were composed of residents with specialist knowledge or a special interest. Detailed guidance was provided to enable a structured approach. Strategies were then presented to the Steering Committee using Power Point and formed the basis for development of the policies within the plan.

In order to inform housing need, a workshop was held with the District Council Planning Dept. and a meeting was held to seek advice from the architects employed by the Bournewille Trust in Oct 2012. A formal presentation was given by the NDP Team and views

solicited. Optimum levels of affordable housing were recommended to ensure social cohesion.

#### **4.4 Open Days (Appendix 2)**

During 2012 and 2013 policies were refined and these then formed the basis for seeking approval from the residents to enable the plan to be completed.

A study was conducted into the way forward for retail in the town centre by Exeter University (William Casely) in April 2013.

A team was established to plan a publicity campaign which culminated in two public open days at Stratford Town Hall on 30<sup>th</sup> June and 1<sup>st</sup> July 2013.

In the run up to this, a major publicity campaign was run (see Table 3) involving all media channels and presenting details to key organisations representing the residents of Stratford. These included:

- The Stratford District and Town Council Councillors;
- The Stratford Town Trust;
- The Community Forum;
- SCAN (representing senior citizens);
- The Stratford Society;
- Stratforward (representing the business community).

The open days involved stands manned by a representative from the working parties who was available to answer questions. Stratford Town Councillors were also on hand to provide additional input. Comment forms/questionnaires were made available (in parallel with online facilities) and residents were actively encouraged to give their feedback. 2569 residents responded. When residents visited the stands, their verbal and written comments were recorded. Maps were also displayed to enable an understanding of where new developments are proposed in line with the Core Strategy.

A detailed analysis of residents' feedback was conducted in conjunction with the Stratford District Council and the results were used to refine the content of the NDP. The final version of the draft NDP was created in 2014 and involved further dialogue with Stratford District Council Planning Dept. and Warwickshire County Council Traffic Planning. Records of meetings are provided in Appendix 4. Also support was given to the Tiddington Village Residents Association in helping residents to select preferred sights for future housing development. A residents' questionnaire is provided in Appendix 3. See 4.6 below

#### **4.5 Consultation on a Canal Regeneration Zone (Appendix 2b)**

A Stratford upon Avon Canal Regeneration Zone was conceived by the NDP team in 2013 in order to make use of the canal as an amenity and to provide for much needed housing near the town centre. Letters were written to businesses in Stratford asking for their views. Representative examples are provided in Appendix 2b. Also local estate agents were approached, as were the Stratford Town Trust who are a local land owner. The car dealership (Listers) who lease land by the canal, were also contacted (Geoff Lister) and a meeting was held with David Johnson, Listers' property director, in order to understand their long term plans.

#### **4.6 Consultation with the Tiddington Village Residents Association (TVRA) (Appendix 3)**

The TVRA were assisted in managing a residents' questionnaire seeking views on the preferred location for housing. The results of this activity were originally documented as a Site Specific Brief within the draft NDP but this activity has been overtaken by events. Locations have now been approved in the planning system and are therefore accepted as "givens".

#### **4.7 Six week Pre-consultation (Appendix 4)**

The six week consultation begun on 21<sup>st</sup> May 2015 and was preceded by publicity involving Stratford Herald and Observer, Radio/TV to draw attention to the availability of the NDP on the Website and in paper form located at the Town and District Councils and local Libraries. A questionnaire was provided to enable residents' comments on the plan. In addition organisations from a recommended Stratford on Avon District Council list were formally requested to provide feedback against the plan and their responses were mostly made in standalone documents:

The list can be accessed in Appendix 4

The District Council was tasked with consolidating responses into tabular form to enable the NDP team to respond to each comment and to identify any potential changes to the NDP as a result.

270 online responses were received and analysed. A number of changes were required as a result of this exercise and these are identified in Appendix 4 under Detailed residents comments on the draft NDP and NDP team response and actions. However many residents of Tiddington expressed concerns over the potential housing development sites chosen in the survey and documented in the Tiddington Site Specific Brief. This issue has now been resolved by the planning process whereby approval was given to the development of Tiddington Fields area 2 and development on area 3 was rejected on appeal.

#### **4.8 Housing Needs Survey (Appendix 4)**

As part of discussions with the District Council in the latter part of 2015, concern was expressed that the housing mix presented in the Draft Core Strategy did not meet the specific needs of Stratford upon Avon especially for affordable housing. The Core Strategy projected housing mix applies to the district as a whole.

In September 2015 Stratford Town Council commissioned Warwickshire Rural Community Council (WRCC) to do a local Housing Needs Survey. The aim of the survey was to collect accurate housing needs information for the town of Stratford upon Avon. The report was issued in November 2015.

Survey forms were distributed to all households and 3327 were returned, equalling a response rate of 23.8% which is considered 'good' for a survey of this type in a town of the size of Stratford upon Avon.

Following the results of the Survey, mutual agreement was reached with the District Council Planning dept. that the proportion of one and two bedroom dwellings could be increased to more closely reflect the survey but still remain within the bands outlined in the Core Strategy.



A list of Affordable Housing completions in Stratford upon Avon since 2011, is also provided as part of the evidence base.

#### **4.9 Health Check - Dialogue with Stratford District Council following 6 week Consultation (Appendix 5a)**

SDC have reviewed the latest draft of the NDP and commented in some detail. Their comments document and the NDP team actions in response to these are contained in Appendix 4. The NDP team have reviewed the SDC comments to ensure that the draft NDP is compatible with the SDC Core Strategy which was approved by the examiner on 11<sup>th</sup> July 2016.

#### **4.10 Stratford upon Avon “Historic Spine” Shop Front grant Scheme (Appendix 5b)**

NDP - TC Project 4 – “Shop Front Scheme”, calls for a grant scheme to be adopted and administered jointly between the District Council, the Town Council and the Stratford Society, to provide architectural advice and funding for improvements to shop fronts. The SDC have now extended the existing scheme in accordance with the proposals documented in TC Project 4. Appendix 5b contains the document which details the scheme and provides guidance to applicants for participation.

### **5.0 Legislative Basis**

Section 15(2) of Part 5 of the 2012 Neighbourhood Planning Regulations sets out that a consultation statement should be a document containing the following:

- (a) details of the persons or bodies who were consulted about the proposed neighbourhood development plan;
- (b) explanation of how they were consulted;
- (c) details and summary of the main issues and concerns raised by the persons consulted on draft plan;
- (d) description of how these issues and concerns have been considered and, where relevant, addressed in the proposed neighbourhood development plan.

### **6.0 Consultation Statement**

The Stratford upon Avon Pre-submission Neighbourhood Development Plan was published on 21st May 2015 and made available on the Stratford upon Avon Neighbourhood Plan website ([www.ourstratford.org.uk](http://www.ourstratford.org.uk)); it was also made available for inspection in the locations set out in Table 1 below.

Table 1: Locations where the Consultation Draft was available for inspection

Location	Made available from	Comments
Stratford Town Council	21 <sup>st</sup> May 2015	On website and paper copies
Stratford District Council	21 <sup>st</sup> May 2015	Paper copies replenished as necessary
Public Library	21 <sup>st</sup> May 2015	Paper copies replenished as necessary

Table 2 sets out the consultation timetable and refers to additional meetings, events, adverts and posters and other communication devices undertaken to comply with Part 5 s15 of the Neighbourhood Planning Regulations.

Table 2: Additional Publicity Undertaken

Method	Target Group	Event	Location	Date
<b>Communication and Consultation 2011/2012</b>		Publicity Campaign		
Distribution of 25,000 "Mood Cards" and online questionnaire	Residents of Stratford upon Avon, Secondary Schools and the College	Initial Consultation	All SuA Households	December 2011- January 2012
Town Council "Bridging the Gap Magazine" –articles included	All residents	Distribution to households	All SuA households	2/11/11 - Preparing for the NDP (kick off)  1/4/12 - Review of Mood card results
<b>Communication and Consultation 2013</b>		Publicity Campaign		Feb – June 2013
Workshop	Town Council	Status Briefing	Town Hall	Feb 2013
Meetings and presentations	Residents Associations	Briefings	Various locations	Mar – June 2013
Direct public consultation by NDP Team - Briefings, consultation, Displays of plan material (all media)	All members of the public	Open Weekend	Town Hall	30 <sup>th</sup> June and 1 <sup>st</sup> July 2013 (Sunday and Monday)
Town Council "Bridging the Gap Magazine" –articles included	All residents	Distribution to households.  Short progress report	All SuA households	5/11/13
Town Council "Bridging the	All residents	Distribution to households	All SuA households	2013

Gap Magazine” –articles included. “Flyers” announcing open days inserted.				
Presentation	All residents and councillors	Community Forum	SuA Venue	May 2013
Web site for plan status going forward	All residents		Online	Mid 2013 onwards
Communication media – Discussion forums, Videos, articles	All residents	Facebook, Twitter, Youtube, Stratford Herald, Observer and Radio/TV		May and June 2013
Briefing document	Team	Presentation of the initial draft plan with policies defined		May 2013
Analysis from residents feedback forms		Consolidated results placed on Website		Nov 2013
<b>Communication and Consultation in 2015</b>		<b>6 week consultation on draft NDP</b>		
Town Council “Bridging the Gap Magazine” –articles included	All residents	Distribution to households.	All SuA households	8/8/14 Short progress report  23/05/15 Whole magazine devoted to NDP prior to the public consultation
Publication of the draft NDP	All residents of Stratford upon Avon	Publication of the pre-consultation draft for input to the statutory six week consultation exercise	Access via website or on paper at Town Hall, District Council and Libraries	June – July 2015
Publicity supporting publication of the NDP	All residents of Stratford upon Avon	Stratford Herald and Observer, Radio/TV, Bridging the Gap and the NDP		May – July 2015

		Steering Group.		
Analysis from residents feedback forms		Consolidated results placed on Website		Aug 2016
Dialogue with the Stratford on Avon District Council and Warwickshire County Council	Planning and Strategy Departments. Councillors involved where relevant.	Meetings		2014 - 2016

N.B. Where the appendices refer to articles published in the Observer, links are provided from the NDP website to the Observer archive located on the Observer Website.

N.B. Stratford Town Council editions of the Bridging the Gap magazine are archived in the Town Council Website and can be accessed from links in the NDP Website.

## 7.0 Conclusion

This Stratford upon Avon Neighbourhood Development Plan Consultation Statement and its appendices are considered to comply with Section 15(2) of Part 5 of the 2012 Neighbourhood Planning Regulations.

Appendix 1. Initial consultation to kick off the creation of the NDP in late 2011:

- Publicity for the kick off open day and residents consultation with "Mood Cards";
- report from survey of 25000 residents.

Appendix 2. Consultation for the NDP open days in June 2013 and first opportunity for residents to raise issues and comment on draft policies

- Publicity for the open days and residents first opportunity to feedback on draft policies and raise issues;
- Detailed report from the survey.

Appendix 3. Consultation with Tiddington Residents Association on housing requirements.

Appendix 4. Consultation for the Pre-Submission draft NDP. Consultation held between June 2015 to July 2015

- Publicity for publication to residents of the draft NDP;
- Detailed residents comments on the draft NDP and NDP team response and actions.

Appendix 5. Health Check - Consultation with the Stratford upon Avon District Council following minor changes resulting from the Consultation under Appendix 4 and compatibility with the Core Strategy.

- Health Check - SDC Comments on Working Draft Stratford upon Avon NDP – June 2016.

The purpose of the consultation process was to ensure maximum involvement with the community and their responses have been used to inform and shape the Plan throughout the process.

All feedback has been given full consideration by the Neighbourhood Plan Group and, wherever possible, relevant and appropriate changes have been made to the Plan prior to submission to the LPA.

### Consultation Analysis

During the consultation period there were representations made by statutory organisations. These responses, together with the Neighbourhood Plan Group's consideration of them, are contained in Appendix 4.

The Local Planning Authority (LPA), Stratford District Council (SDC), has provided informal officer comments. Stratford Town Council has been in continuous dialogue with the LPA during the preparation of the SuANDP.

SDC has raised no objections to the SuANDP but has made a number of suggestions on how the final document may be improved. Changes have been made to the Pre Submission Plan to address the key issues it raised at the pre submission stage. A final Health Check has been made taking account of SDC comments, in particular to ensure compatibility with the now approved Core Strategy. See Appendix 5 for further details.

Warwickshire County Council have stated that they are supportive of the NDP sections relating to roads and transport which align with their draft strategy. It should be noted that much of the NDP devoted to infrastructure is couched in terms of "Projects" and not "Policies" since Roads and Transport are not necessarily "Land Based Planning" subjects. Projects therefore do not carry the same legal weight as Policies.

Representations from residents were received in three stages:

- (a) Initial Consultation by questionnaire with specific questions regarding residents' likes and dislikes about Stratford;
- (b) Consultation as part of the Open Days by questionnaire with specific questions and freeform comment against initial SuANDP proposals;
- (c) Pre-submission consultation by questionnaire relating to the content of the draft SuANDP. Separate response documents submitted by statutory bodies, developers and their representatives.