

Neighbourhood Development Plan

From Views to Vision

December 2016



The residents' survey during August and September sought your views on issues related to land use in the Neighbourhood Area as well as other issues that are affected by land use. Decisions about land use have an impact on other things, such as the kind of community we are, the local economy, shops, schools, health services, work, transport, community facilities, leisure facilities and activity, our built heritage, and the natural environment. Our Neighbourhood Development Plan will focus on how land is to be used in the three parishes of our Neighbourhood Area.

Views

Responses to the tick-box questions show that the rural location and lifestyle, easy access to the countryside, and the landscape and natural environment are things that residents value the most about our Neighbourhood Area. Each was rated important by 95% or more of respondents (as was access to major roads, rail and airports). High importance was given to local lanes, public rights of way and bridleways (90% of responses), and to identifying further local areas of wildlife/biodiversity that should be protected (86% of responses). The uses of land with the highest support were agriculture (92%), open space (88%), and forestry (87%). The place of the environment and nature in residents' lives was also reflected by the importance given to having a property with its own garden (96% of responses). The status of the three conservation areas of Butterton, Maer, and Whitmore was also viewed as important (93% of responses).

Responses recognised that some new housing development is needed in the area, but not at the expense of the countryside. Only 5% felt that development should be permitted in the Green Belt, and just 15% felt the village envelope of Baldwins Gate should be extended to allow for growth. Only 15% supported developments of 10 or more houses in Baldwins Gate, and larger developments had just 4% support. Green Belt land and greenfield land were considered the least suitable places for new housing (5% and 7% support). The five statements about the expected negative impact of HS2 received agreement ranging between 80% and 88%.



The Grand Junction Railway at Whitmore, 1839. The coming of the railway saw the birth of a burgeoning new economy in the area.

Vision

How would we like our Neighbourhood Area to be described in 2033? Eighty-five per cent would like a rural area where people both live and work, 34% would like a dormitory for the urban area, so it is clear that at least some people (about 20%) feel that there is a place for both. Written responses to the question highlighted value for the rurality of the area, the environment, and community. The words used most frequently were 'community', 'rural', 'country' and 'countryside', and 'local'.

What picture did people paint of the future? The type and scale of businesses and services in the area will be suitable for and oriented to the rural location and contribute to the strengthening of community. A mixed community will include retired people, those working elsewhere and people working locally, including at home. Some expressed a hope for greater community engagement with and care for the area. The major economic activities in the area will be connected to agriculture and food production. Here, in your own words, are some of the visions of our Neighbourhood Area's

future that were contributed:

‘A place for the locals and others to call home and bring up their families. People who value and enjoy their area look after it.’

‘A community – in other words where people use local facilities, schools and if possible work. More use of public transport and bicycles. More buses connecting towns.’

‘A mix of people who are retired and people who work elsewhere as well as working from home.’

‘Encourage people to settle here who will establish locally and rurally oriented businesses and services that will support both the local population and the local rural economy.’

‘An area producing high quality fruit, vegetables and other horticultural products for retail direct to the consumer.’

‘Our agricultural, woodland/forestry and horticultural industries will be supported by rural value-added businesses, e.g. food processing, furniture making, and by local-sector support services.’

‘We need the type of development that encourages community, not the piecemeal type that has cursed Baldwins Gate over the years.’

‘I would like to see visitors welcomed to the area to share our countryside and local heritage, to walk in our lanes and footpaths and to give their custom to local businesses.’

Engagement with the Questionnaire

A total of 2150 questionnaires were distributed to 1100 households. We received 540 responses, making a response rate of 25.1%. Sixty-six per cent of responses were submitted on paper and 33% online. Women submitted 50.6% of responses and men 49.4%. The majority of respondents were in the over-55 age group.

Age group	18-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
Percentage	2	4	7	17	25	29	14	3

Another round of Roadshows

There will be another round of Roadshows in the new year to share results from the questionnaire and consult with residents about the vision and aims for the Neighbourhood Development Plan. Look out for announcements.

Do you keep up with the news?

The blog on the Neighbourhood Plan website provides news and information about the progress of the Neighbourhood Plan project and links to some of the documents that it has produced. To read the blog and keep up to date, go to www.cmaw-neighbourhoodplan.org.uk/blog

Thank you, and Prize Draw winners

A warm thank you to the volunteers who helped to distribute questionnaires and reminder leaflets throughout the Neighbourhood Area, and to Station Stores, Baldwins Gate Surgery, and the parish churches at Chapel Chorlton, Maer, and Whitmore for hosting collection receptacles for completed questionnaires.

Mrs Susan Bloor of Baldwins Gate was the overall winner of the prize draw, receiving a £50 voucher for the Sheet Anchor. Mr Michael Dunn of Baldwins Gate won the draw for online completion of the questionnaire and received a £20 voucher for the Swan with Two Necks. Our thanks to the Paragon Pub Group for kindly providing the prizes.