

SOUTH WOODHAM FERRERS NEIGHBOURHOOD PLAN CONSULTATION STATEMENT

2020- 2036

May 2020

South Woodham Ferrers

NEIGHBOURHOOD PLAN - CONSULTATION STATEMENT

2020 -2036



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Note: This document is formatted for double-sided printing.



1. Introduction and overview

This document

- 1.1 This Consultation Statement has been produced to accompany the South Woodham Ferrers Neighbourhood Plan. It sets out the process of consultation that has been undertaken in preparing the Neighbourhood Plan and how this has informed the submission version of the Plan.

Consultation exercises undertaken

- 1.2 This section provides an overview of the consultation process undertaken for the Neighbourhood Plan, which is expanded upon in the supporting material (see following sections). The process undertaken included the following:
- A series of launch, awareness and profile raising events in late 2016 and early 2017, including a Community Open Day, displays at the annual Christmas Fayre, Senior Citizens lunch and Children's Christmas Party.
 - An event with the Woodville School Student Council in March 2017, including a poster competition for pupils.
 - A series of visioning events held in August 2017 at the Town Council offices providing people with the opportunity to comment on the strengths, weaknesses, opportunities and threats for South Woodham Ferrers. Following this work on the Neighbourhood Plan was paused whilst the Town Council engaged with consultation on the emerging Local Plan and the implications within that for South Woodham Ferrers, including proposals for growth to the north of the town.
 - A series of events in March 2019 that re-launched work on the Neighbourhood Plan, presenting a summary of key messages and opportunities for the Plan emerging from the earlier visioning exercises and whether these remained the key focus for work on the Plan. Events included attendance at the Mayor's annual charity event for local businesses and organisations, displaying material in the town centre, at the Town Council office, and presentation at the Annual Town Meeting. Surveys were prepared alongside this and made available both electronically and in paper format.
 - A workshop with town centre landowners in June 2019 to discuss the challenges and opportunities for the town centre, and to seek feedback on these. Questionnaires were also circulated.
 - Informal consultation on emerging ideas and policies for the Neighbourhood Plan which lasted for a six-week period in July and August 2019. Display material was available to

view at the Town Council offices for the duration of the six-week period, with two manned events also held, coinciding with (a) a drop-in and information event associated with the relocation of the health centre and (b) the summer 'fun in the park' event for children and parents / guardians. Surveys were prepared alongside this and made available both electronically and in paper format.

- Formal consultation at the Regulation 14 stage which took place between February and March 2020. This included production of display material available to view at the Town Council offices and in the library, displays and presentations at the Annual Town Meeting, publishing articles in Focus (the weekly magazine distributed to all households in South Woodham Ferrers and available from the Town Council and Library), and contacting various groups, organisations and residents direct. A survey was also made available alongside this in both electronic and paper formats.



Figure 1: Displays at the Children's Christmas Party at the Town Council in December 2016 and discussions with parents and guardians at this helped raise awareness of the Neighbourhood Plan

1.3 In addition to the above:

- Regular contact was maintained with Chelmsford City Council through the process, providing updates on progress and allowing for comments to be made on the emerging content and drafting of policies in the Plan.
- Meetings were held with the team responsible for preparing the masterplan for the Northern Growth Area. Workshops organized by the Growth Area team were also attended and a separate Steering Group Committee established by the Town Council for the purposes of liaising specifically on growth area matters. Members of the Steering Group include those also sitting on the Neighbourhood Plan Steering Group, allowing for regular updates.

- Screening for SEA / HRA purposes was undertaken by Chelmsford City Council on behalf of South Woodham Ferrers Town Council, including consultation with the statutory consultees.

- 1.4 Alongside the events outlined above the Town Council established a neighbourhood planning page on its website, which is kept up-to-date with information and documents. The Steering Group has met on a regular basis since the area was designated for plan-making purposes and minutes of all meetings are available via the Town Council website.
- 1.5 Other means of communication for sharing information on the Neighbourhood Plan have included the use of noticeboards around the town, displays, presentations and Q&A sessions at the Annual Town Meeting, articles and updates published in Focus, and posts on the South Woodham Ferrers Facebook page.
- 1.6 Consideration has been given to all comments and responses made in the preparation of the Neighbourhood Plan. In particular, the responses to visioning events and surveys in the early stages of the plan-making process were used to shape the vision and objectives for the Neighbourhood Plan.



Figure 2: Extract of entry to Children's poster competition



Key messages from consultation

- 1.7 The responses received during the visioning exercises were distilled into four key themes which helped shape the vision and objectives in the Neighbourhood Plan, and the suite of policies and projects flowing from this. The four key themes were identified as: (1) Revitalise the town centre; (2) Address transport issues; (3) Influence the growth area; (4) Integrate the town with surrounding green space. These were identified as operating at four different spatial scales, being:

Sub-regional	<ul style="list-style-type: none"> • Improve public transport connections with Chelmsford and Wickford • Review the nature, speed and safety of Burnham Road
Town-wide	<ul style="list-style-type: none"> • Better walking, cycling and public transport provision • Improve provision of and access to green space • Review infrastructure provision • Respond to character and legacy of the Essex Design Guide
Town centre	<ul style="list-style-type: none"> • Improve diversity of retail offer • Improve connections with town as a whole, and within the town centre • Improve quality of public spaces • Consider role of the town centre and mix of uses
Growth area	<ul style="list-style-type: none"> • Improve access for pedestrians and cyclists • Respond to landscape • Provide a range of housing choice

- 1.8 The key areas of focus and possible ideas for policies and projects emerging from these were explored at consultation events through 2019, with support expressed as summarised in the write-up of each event contained in subsequent sections of this Consultation Statement.

- 1.9 It should though be noted that some objection remains with regard to the northern growth area. As explained through consultation, this is a strategic site allocation within the Chelmsford Local Plan and the Neighbourhood Plan needs to be in conformity with this. Work on the Neighbourhood Plan took the pragmatic view that development here will take place irrespective of whether there is a Neighbourhood Plan for South Woodham Ferrers or not, and

thus that the Neighbourhood Plan should try and influence the form of development to best respond to and bring benefits to the town.

- 1.10 Some respondents have also expressed concern about the route and nature of Burnham Road, suggesting that a new northern by-pass should be provided as part of the Northern Growth Area. As with the allocation of the growth area as a whole, the Neighbourhood Plan has been prepared such that it conforms with the strategic objectives and policies of the Chelmsford Local Plan. The Local Plan does not provide for a new by-pass and whilst views about Burnham Road are recognised the Neighbourhood Plan is unable to impose this scale of infrastructure on the new development area. The future of Burnham Road will need to be explored further through the masterplan and subsequent planning application for the northern growth area, with assessments also taking into account the cumulative impact of development elsewhere, including that on the Dengie Peninsula.

Supporting Material

- 1.11 The following sections of this Consultation Statement include material produced for and summarising the various events undertaken through the consultation process. This comprises:
- Section 2, which includes a summary report of the launch and visioning events undertaken in later 2016 and through to summer 2017.
 - Section 3, which includes a summary of the informal consultation events undertaken in early 2019.
 - Section 4, which includes a summary of the workshop held with businesses and landowners within the Town Centre.
 - Section 5, which includes a summary of the consultation events undertaken on the emerging draft version of the Neighbourhood Plan in Summer 2019.
 - Section 6, which includes a summary of the consultation undertaken and responses received during the Regulation 14 period. The report included in this section was written after the Regulation 14 period and ahead of amendments being made to the submission version Plan, and thus includes commentary on where the draft Plan will be updated. These are reflected in the submission version of the Plan.





2. Launch and Visioning events

- 2.1 This section includes the summary report of the initial launch events undertaken by the Town Council in late 2016 and early 2017, as well as the visioning events in the Summer of 2017.

SOUTH WOODHAM FERRERS NEIGHBOURHOOD PLAN
LAUNCH AND VISIONING EVENTS



SUMMER 2017

1. INTRODUCTION

This summary paper reports on the launch and visioning exercises that were organised by the Town Council in 2016 and 2017. These were intended to raise awareness of the Neighbourhood Plan, to draw out concerns, ideas and suggestions as to the future of the town. The events included:

- A community open day, held at South Woodham Ferrers library, on Saturday 12 November 2016.
- A display at the annual Christmas Fayre, held in the town centre on Saturday 19 November 2016.
- Displays held alongside the Senior Citizens Christmas Lunch in December 2016.
- Displays held alongside the Children's Christmas Party in December 2016 held in the hall at Town Council offices.
- An event with the Woodville School Student Council on 16 March 2017.
- A display at the Annual Town Meeting of the Town Council on the evening of 4 April 2017 at the Town Council offices.
- A series of visioning events held at the Town Council offices in August 2017.

2. OVERVIEW OF LAUNCH EVENTS

Open days and displays

The events held between late 2016 and through to the Annual Town Meeting in 2017 were intended to raise awareness of the Neighbourhood Plan, what it might be able to do, and how people could become involved in the process. Events were well attended, with display material used at those reproduced on the following pages. Leaflets containing this information were also handed out. The poster advertising the Community Open Day in the library is also presented.

School event

The event with Woodville School was held specifically to engage with an age group not often involved in planning-based consultation events, but to also use this as a platform for pupils to make this a talking point at home with their parents / guardians and siblings. A presentation was made to pupils introducing the Neighbourhood Plan and a poster competition launched for pupils to explore how they saw the town growing or changing in the future. The presentation material and a selection of poster competition entries are included on the following pages. The posters included features such as new homes, parks and supporting infrastructure as well as environmental measures. A news item announcing the winners of the poster competition is also included.

Launch events: display 1



**South Woodham Ferrers
Neighbourhood Plan**

What is a Neighbourhood Plan?

What it can do

- Decide where and what type of development should happen in the neighbourhood.
- Promote more development than is set out in the Local Plan
- Include policies, for example regarding design standards, that take precedence over existing policies in the Local Plan for the neighbourhood—provided the Neighbourhood Plan policies do not conflict with the strategic policies in the Local Plan

What it cannot do

Conflict with the strategic policies in the Local Plan prepared by the local planning authority.

- Be used to prevent development that is included in the Local Plan
- Be prepared by a body other than a Parish or Town Council or a neighbourhood forum

Launch events: display 2



Launch events: display 3

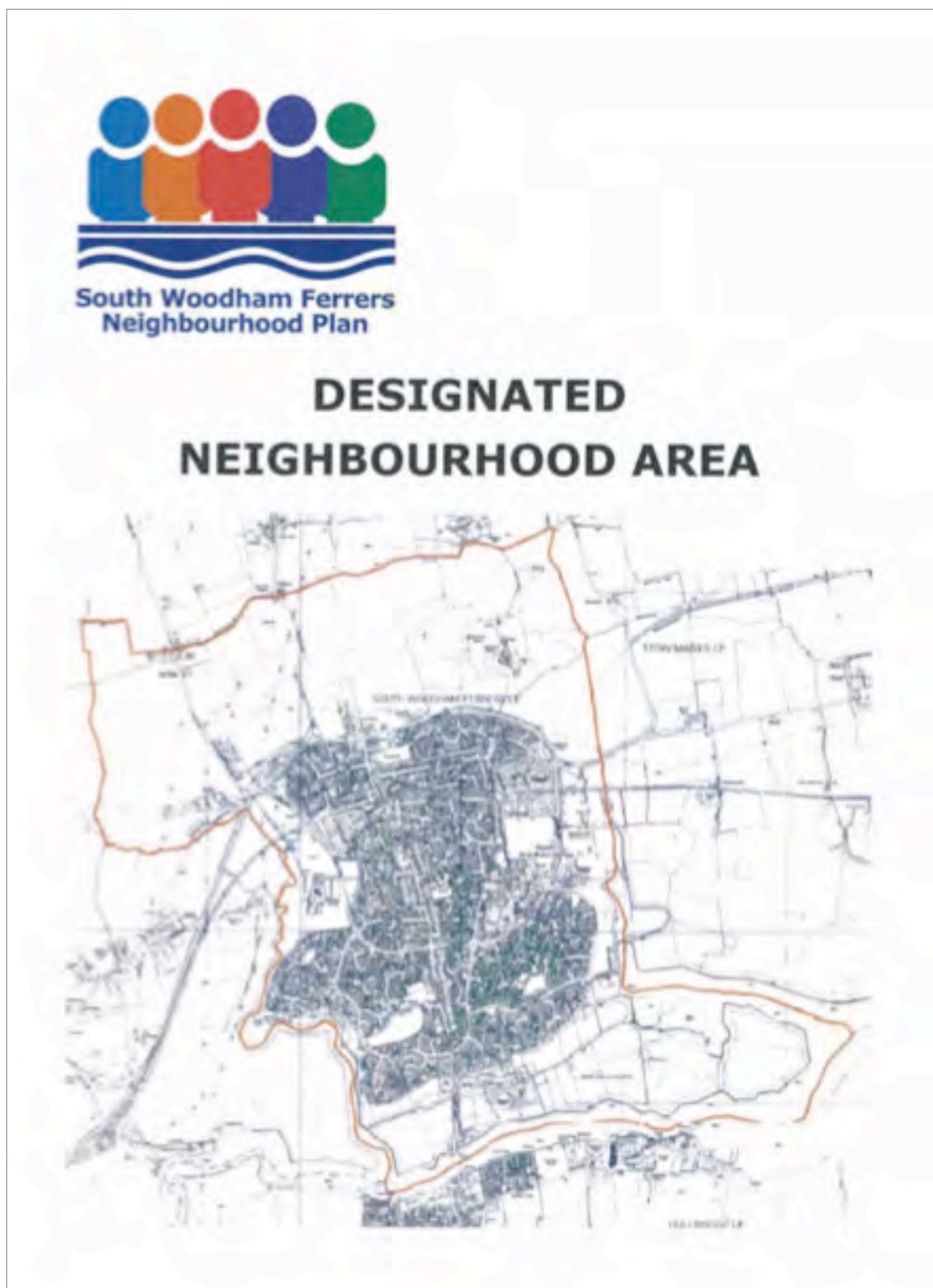


STEPS TO CREATING A PLAN

GETTING STARTED

- 1. DESIGNATE A NEIGHBOURHOOD AREA**
- 2. SET UP A STEERING GROUP**
- 3. IDENTIFY THE ISSUES**
- 4. DEVELOP THEMES, AIMS & VISIONS**
- 5. LOOK AT OPTIONS**
- 6. WRITE THE NEIGHBOURHOOD PLAN**
- 7. CONSULTATION**
- 8. SUBMISSION TO CHELMSFORD CITY COUNCIL**
- 9. INDEPENDENT EXAMINATION**
- 10. REFERENDUM & ADOPTION**

Launch events: display 4



Launch events: display 5



GET INVOLVED HAVE YOUR SAY

WHO CAN GET INVOLVED

FIND OUT MORE NOW

COME TO AN EVENT LATER

REGISTER YOUR INTEREST

EMAIL:

nplan@southwoodhamferrerstc.gov.uk

WEBSITE:

Plan2021.southwoodhamferrerstc.gov.uk

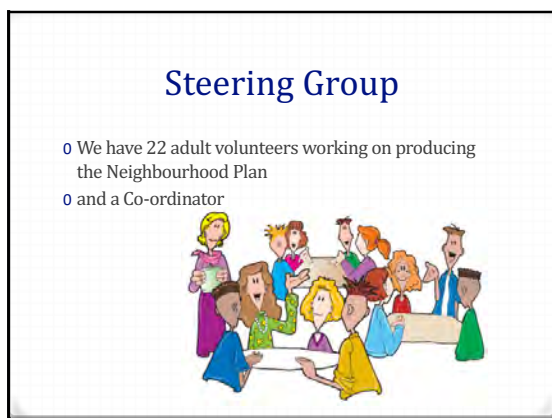
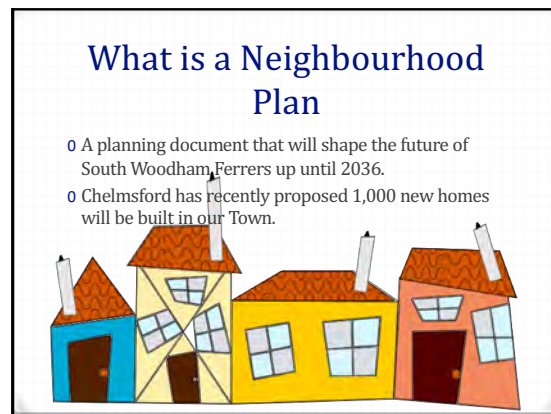
TELEPHONE:

01245 321817

Poster advertising Community Open Day



Presentation to Woodville School Students



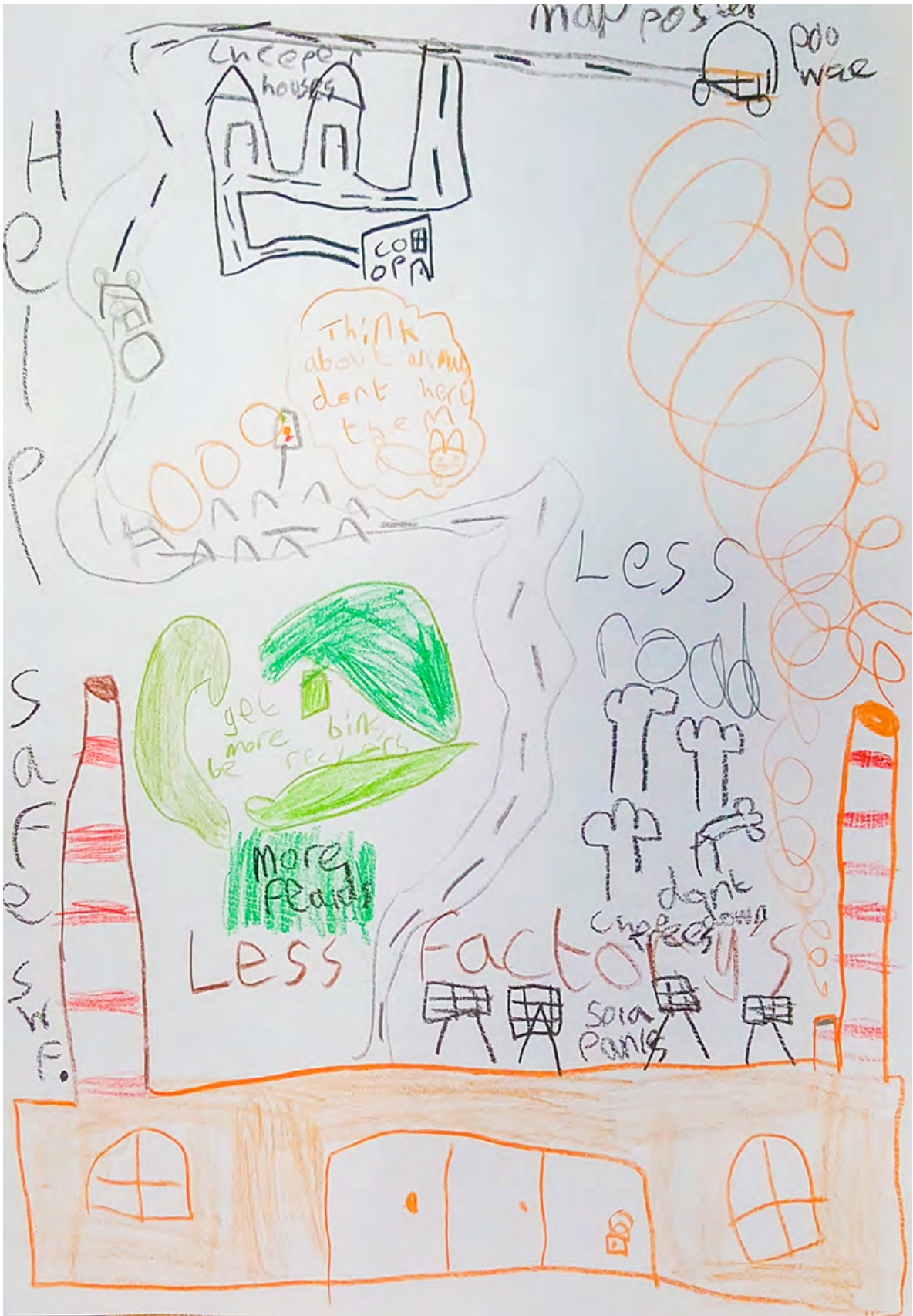
Selection of entries from children's poster competition (also see cover of this report)



Selection of entries from children's poster competition



Selection of entries from children's poster competition



Press releasing announcing winners of poster competition



CHILDREN'S COMPETITION

Following the Neighbourhood Plan competition held at Woodville Primary School, winners and runners up from each year group were selected; in addition to an overall winner.

At a recent assembly, the Town Mayor Councillor Peter Wyatt and Debbie Edwards (Neighbourhood Plan Co-ordinator) presented the children with their certificates.

The Town Mayor was very impressed by the behaviour and concentration of the children during assembly, especially as it was a very hot day.



We would like to congratulate again the winners;

Overall Winner: Benjamin's Dream House

Year 5 Winner: Noah Watkins

Year 5 Runner Up: Catlin Stewart

Year 4 Winner: Lewis Thomson

Year 4 Runner Up: Joshua Wellman

Year 3 Winner: Abigail Whitlock

Year 3 Runner Up: Harry Morgan

Year 2 Winner: Emma Farmer

Year 2 Runner Up: Thomas Elliott Hull

Year 1 Winner: Jamie Hart

Year 1 Runner Up: Poppy Hatchard

Year R Winner: Edward Brunning

Year R Runner Up: Rhian Franklin-Honer



Please also look out for posters around town designed by the Student Council which advertise the Neighbourhood Plan. The four designs were created by; Poppy Weeks (7), Harvey Ashwell (9), Brooke Foster (9) and Freddie Fry (11).

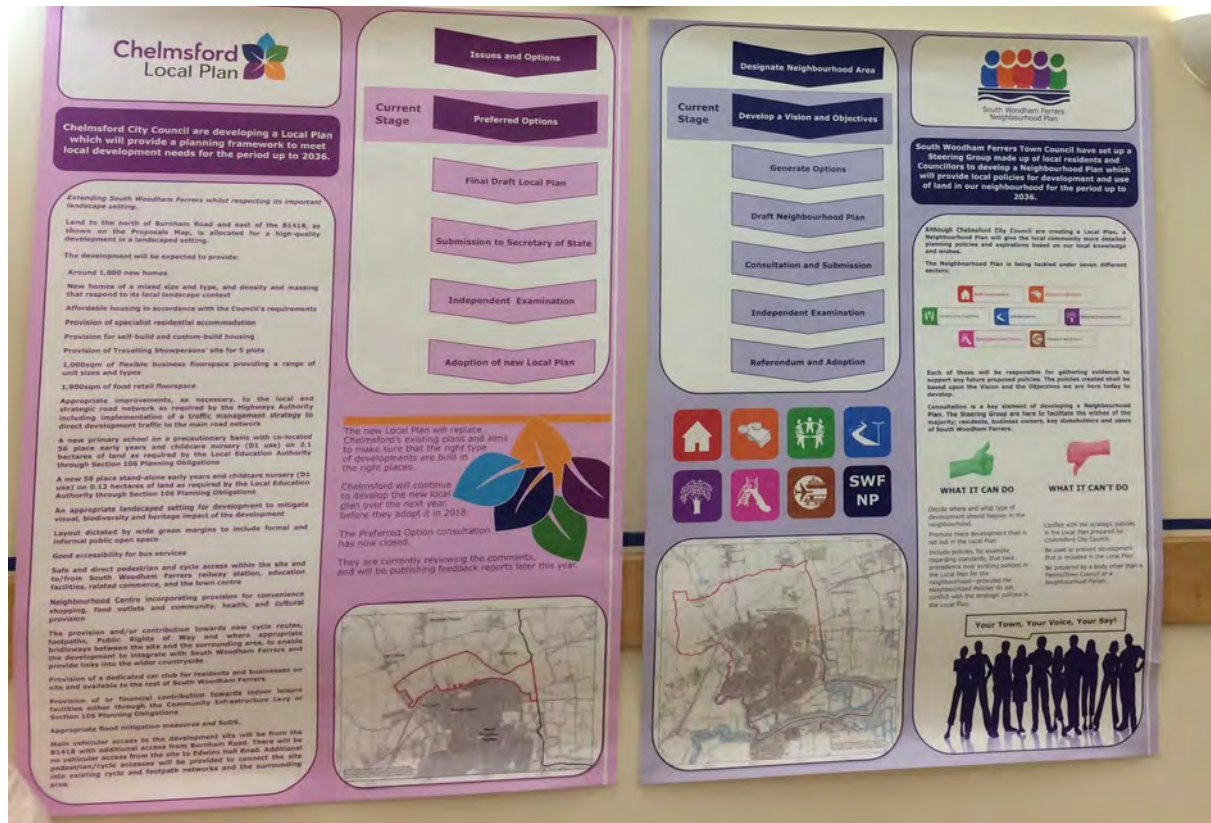
If you have any queries regarding the Neighbourhood Plan, please do not hesitate to contact Debbie Edwards (Neighbourhood Plan Co-ordinator) on either 01245 429445 or nplan@southwoodhamferrerstc.gov.uk.

plan2021.southwoodhamferrerstc.gov.uk

3. VISIONING EVENT

Overview

A visioning exercise was organised by the Town Council in August 2017. This was held in the Town Council offices and took place over several days and at different times of the day, including the evening. Material was displayed that indicated what the Neighbourhood Plan might cover, and what it can't, the process for preparing the Neighbourhood Plan, and how this aligned with production of the new Chelmsford Local Plan. Attendees were asked to leave their thoughts and comments on the challenges and opportunities for South Woodham Ferrers. More than 150 individual comments were made and associated consultation forms completed.



Above: Display material, visioning events

Responses

The responses have been categorised into:

- 1) Those things that people like about South Woodham Ferrers.
- 2) Those things that people do not like, or are concerned about.
- 3) Suggestions as to what should be done.

Within each of these a series of themes have been identified. These are summarised below and point to potential areas of focus or intervention for the Neighbourhood Plan. Images from the events are also included.

'We like...'

- **Community:** Many respondents commented on the sense of community, that South Woodham Ferrers is a safe and friendly place to live, and that this is in part a reflection of the scale of the town.
- **Setting:** Alongside the sense of community, many respondents noted the provision of open space, the riverside setting and proximity to the countryside (as well as access to this) being a major asset for the town. The 'ring' of green space around the town gives the town character and identity.
- **Access:** Some other respondents also highlighted that South Woodham Ferrers has good transport links, by road and rail, to places like Chelmsford and London

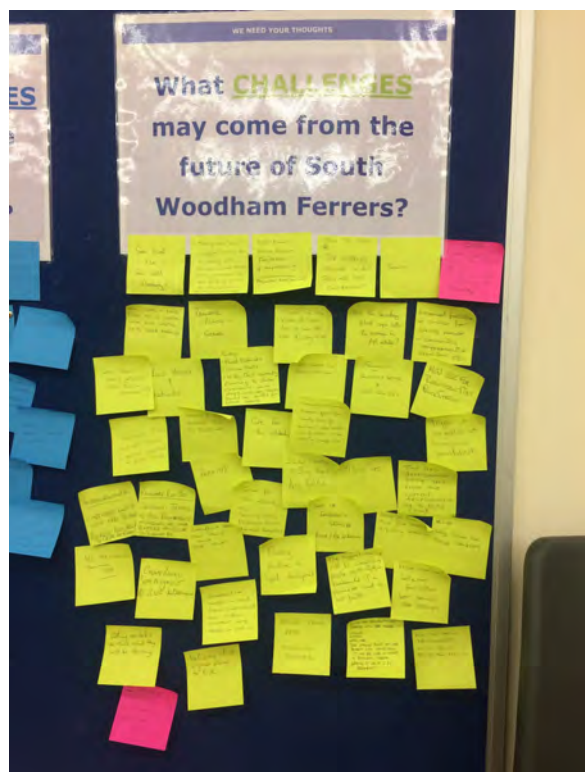
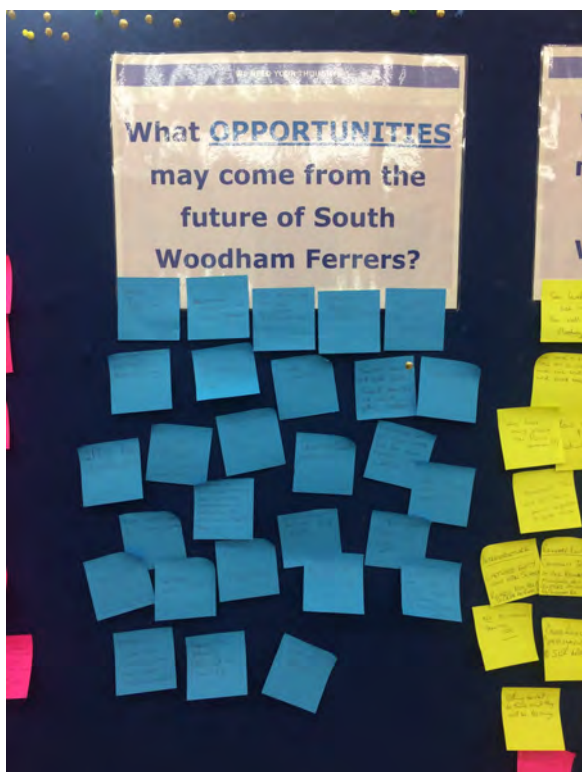
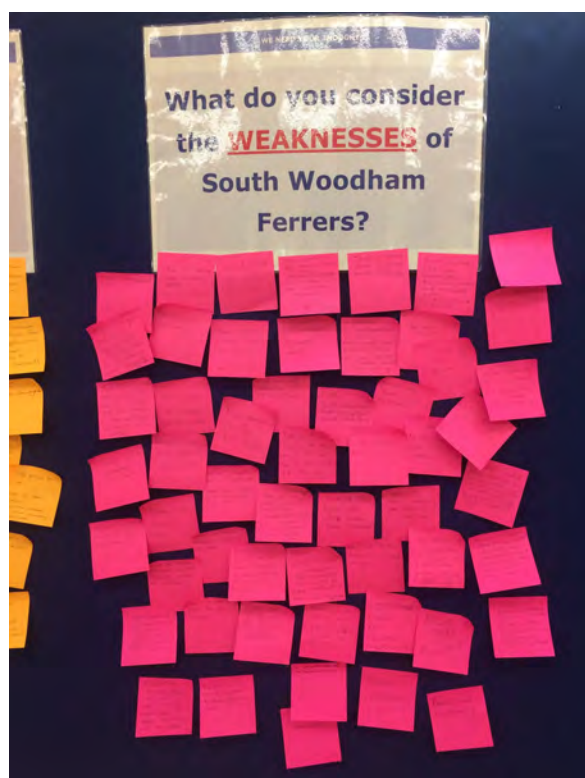
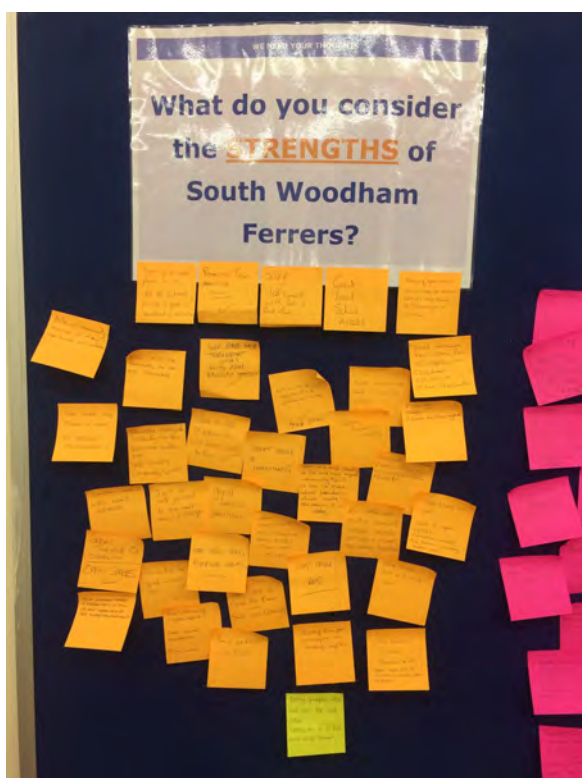
'We don't like...'

- **Town centre:** Overwhelmingly, people commented on what is seen as a limited retail offer in the town centre, which is dominated by the presence of Asda.
- **Access:** Despite access being identified as an asset (see above), many others commented that it is an issue. Many suggested that the roads out of town, and the roundabouts at key junctions, suffer from congestion. Others suggested that the bus service is limited and that cycling is poorly catered for, and that because parking at the railway station is charged it forces people to park elsewhere on surrounding roads. It was also suggested that car ownership exceeds the original level of parking provision provided for in the town.
- **Facilities:** Some respondents suggested that there is insufficient open space in South Woodham Ferrers and limited sports provision, particularly for children and teenagers. Others questioned why the Police Station had been closed, that there were a lack of care homes for the elderly, and that school provision needs to be considered further (i.e.: why is a new primary school needed as part of the northern growth area when Chetwood School has recently been closed?).
- **Development:** Some comments were made in regard to the proposed allocation for new development to the north of South Woodham Ferrers. Some suggested this would create a divide between 'new' and 'old' South Woodham Ferrers, others that the development is simply not needed and will 'fragment' the community. Other concerns were also expressed with regard to provision of plots for the Gypsy and Traveller community as part of the allocation area.
- **Flooding:** A small number of respondents highlighted concerns with regard to the risk of flooding in South Woodham Ferrers, related to surface water run-off from periods of rain and to fluvial flooding from the network of rivers and creeks surrounding the town.

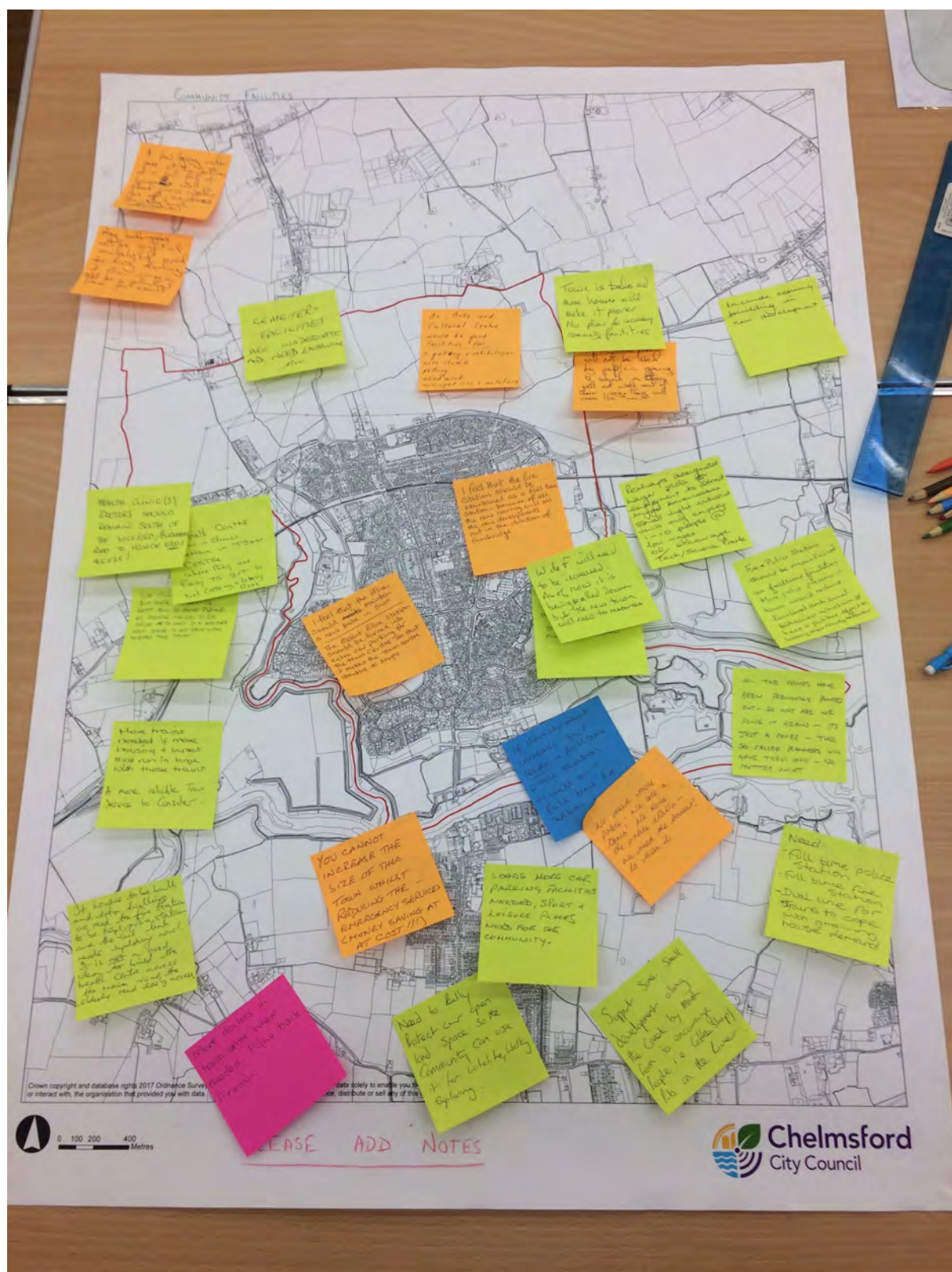
'We should...'

- **Facilities:** It was suggested that the town requires a better health care offer, that these and other emergency services should be located within walking distance of the home, that emergency services should not be lost. It was also suggested that a wider variety of leisure facilities are required, for all ages, including sports, leisure and play space.
- **Access:** It was suggested that the rail and bus service should be improved, including increased frequencies, that there is a need for an improved network of cycle paths across South Woodham Ferrers, and that, on busier roads, traffic should be slowed. Other suggestions were made with regard to the need for a new ring-road and making sure that all homes have good parking provision.
- **Town centre:** It was suggested that encouragement should be given to attract new retailers to the town centre, providing competition and choice.
- **Employment:** It was suggested that a wider range of employment opportunities are required in South Woodham Ferrers, including potential for 'start-up' businesses.
- **Development:** It was suggested that affordable housing is required for young families, as well as care homes for the elderly. Others also suggested potential for self-build housing in South Woodham Ferrers. Specifically in relation to the northern growth area, it was suggested that efforts need to be made to integrate this with the existing community, otherwise it will be split by Burnham Road.
- **Flooding:** Some respondents commented that flooding needs to be taken account of, including provision of improved defences and flood mitigation measures in the new development area.
- **Broadband:** Some respondents suggested that broadband connections and speed should be improved.

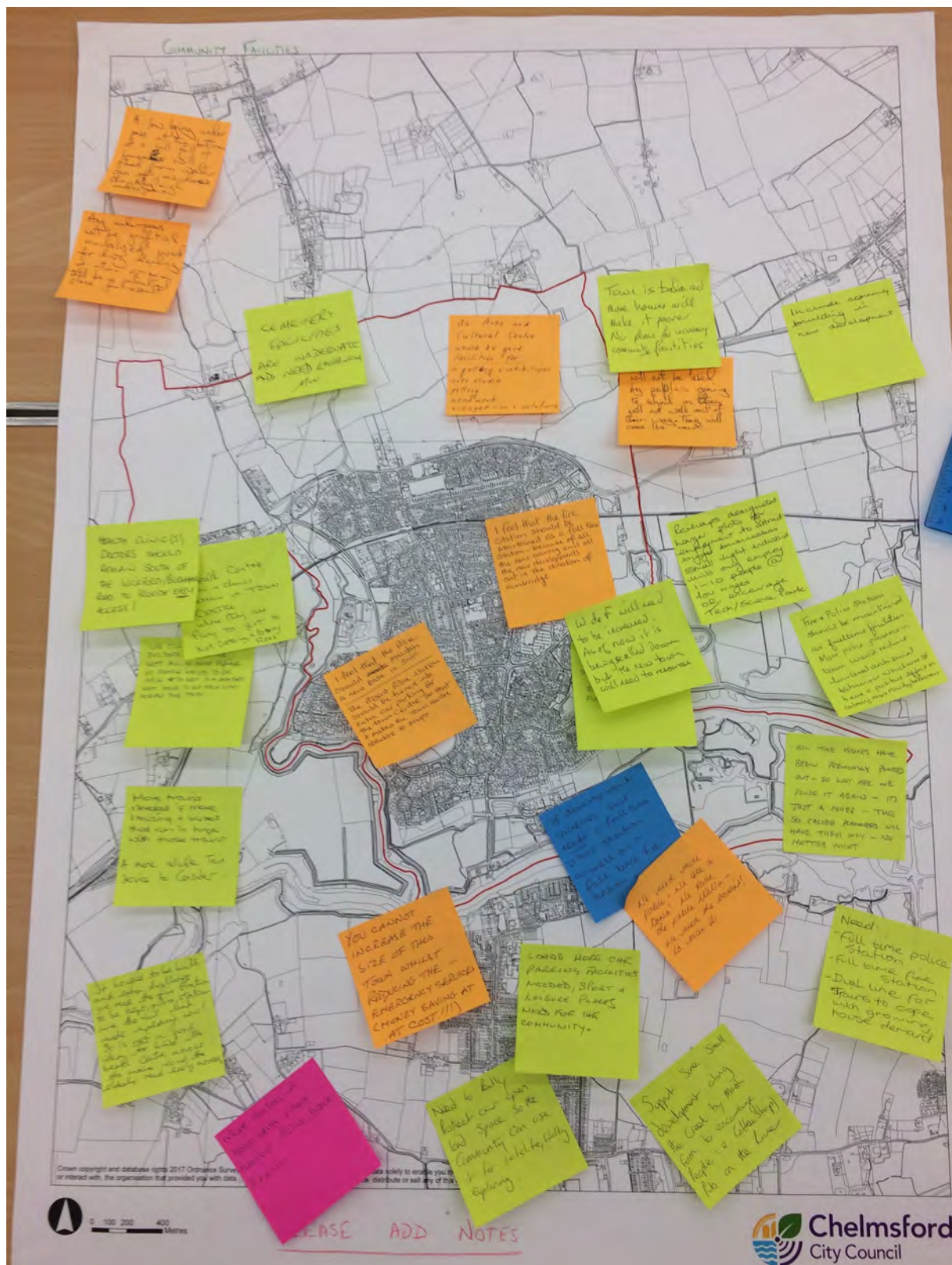
Comments received during visioning events



Selection of comments received during visioning events

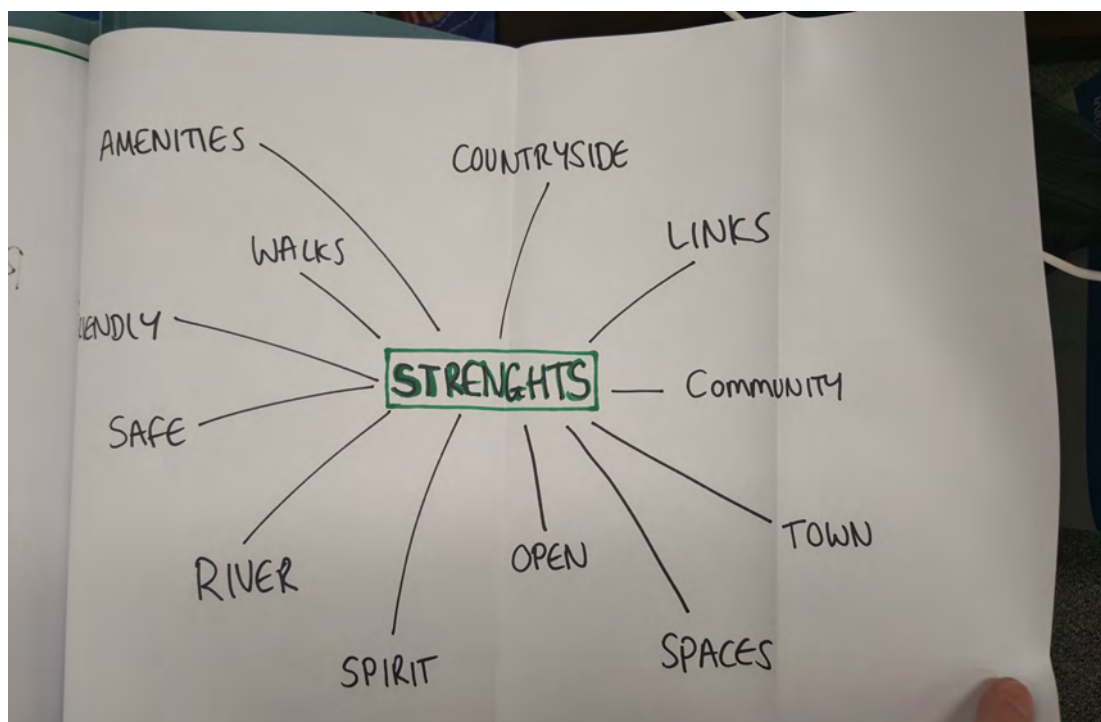


Selection of comments received during visioning events

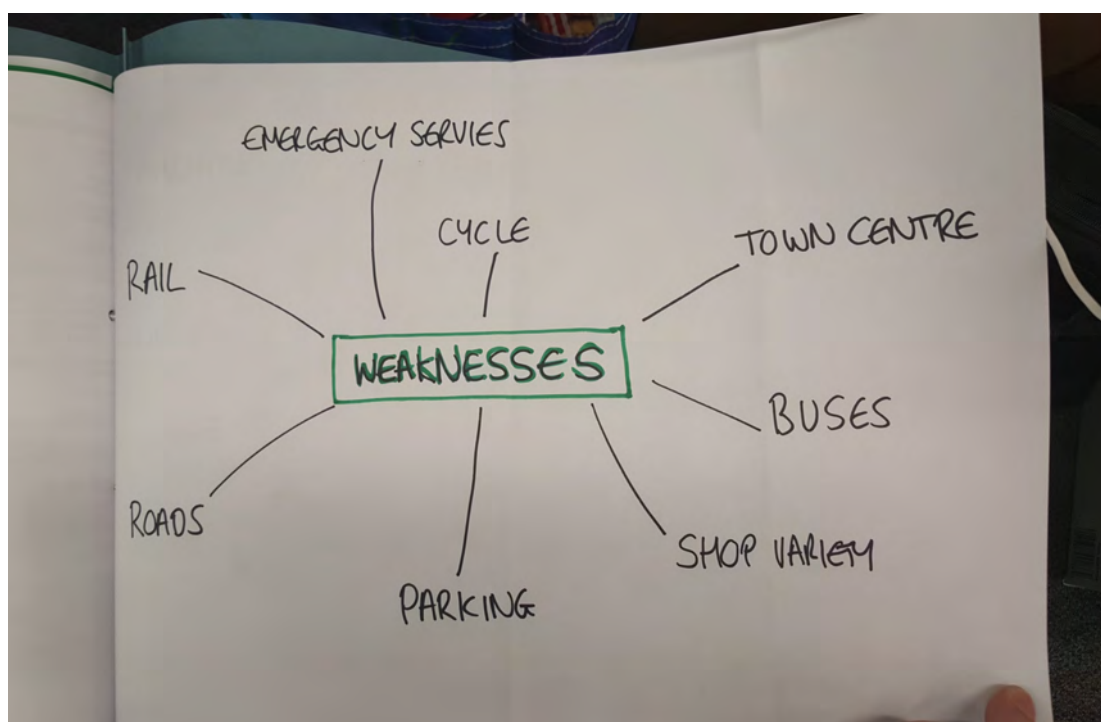


APPENDIX: ANALYSIS OF VISIONING COMMENTS

Strengths



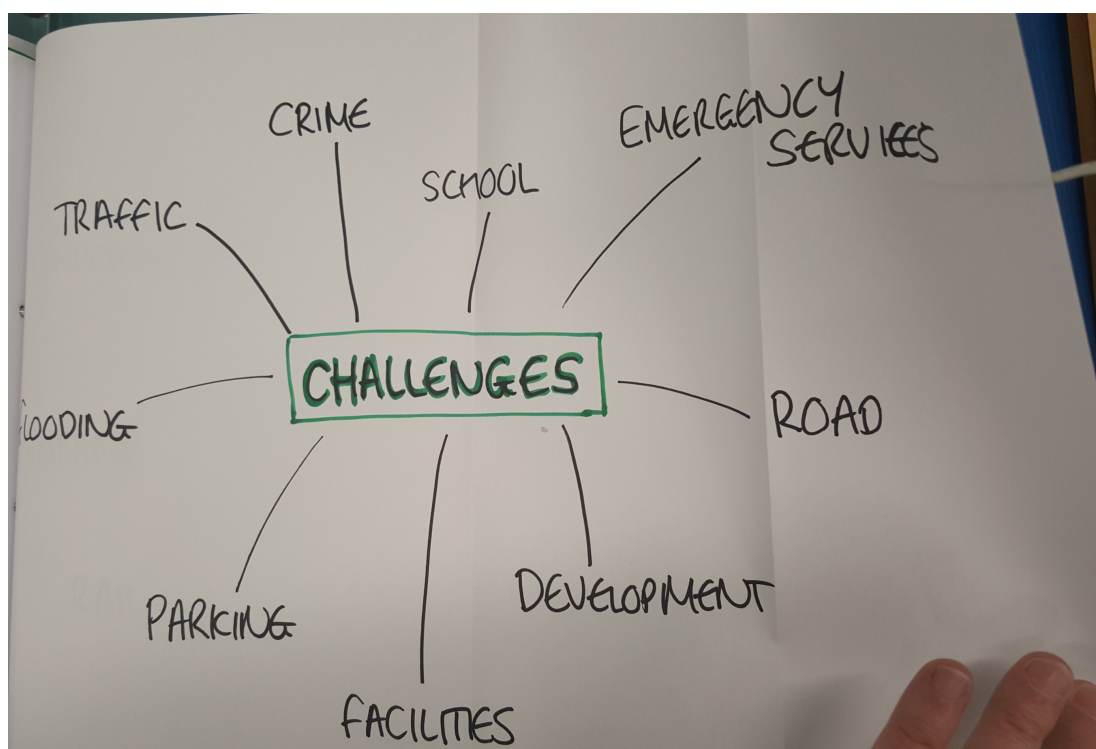
Weaknesses



Opportunities



Challenges





South Woodham Ferrers Neighbourhood Plan
Launch and Visioning Events, Summer 2017



3. Consultation on areas of focus for the Plan

- 3.1 This section includes the summary report of the informal consultation on the potential areas of focus for the Plan, including emerging objectives, in March 2019.

SOUTH WOODHAM FERRERS NEIGHBOURHOOD PLAN
SUMMARY OF CONSULTATION ON THE FOCUS FOR THE PLAN



APRIL 2019



Images form consultation events

1. OVERVIEW

In 2017 the Town Council undertook a series of 'visioning events' to find out what people thought should be addressed in the Neighbourhood Plan. Analysis of these identified four main themes and a series of associated suggestions. These were presented back to the community in March 2019 to understand whether these remained the key areas of concern, to see how strongly people felt about them, and what other ideas and suggestions people had for the Neighbourhood Plan. The March consultation included:

- Attendance at the Mayor's annual event with local businesses and organisation, including presentation of display boards.
- Displaying and 'manning' information boards on the Bandstand in the town centre.
- Attendance at the Annual Town Meeting at the Town Council, displaying information boards and making a presentation as to the role and potential for Neighbourhood Planning to shape future change in South Woodham Ferrers.
- Displaying of boards in the Town Council Office.

Questionnaires were made available alongside these events, for people to complete by hand or electronically. Events were advertised by the Town Council, with the questionnaire made available online through the highly active Facebook page.

This paper summarises the findings of the consultation events, it includes:

- An overview of the display material.
- A summary of responses to the proposed areas of focus for the Plan.
- Other comments and suggestions made in response to the proposed areas of focus and other ideas for consideration in the Plan.
- A set of conclusions.
- Copies of the display material.
- Breakdown of responses to each question posed.

2. DISPLAY MATERIAL

Five display boards were prepared for the March consultation. These are appended to this paper. They:

1. Introduced the Neighbourhood Plan.
2. Presented the key messages arising from the 2017 consultation events.
3. Presented the concept of the 'complete community' as an overarching vision for the future of the town.
4. Presented a series of plans illustrating how the town might change in response to the key messages.
5. Presented the next steps in the process.

The four key messages / areas of focus for the Neighbourhood Plan presented on the boards, and which the questionnaire sought feedback on, were:

1. Revitalise the Town Centre
 - The town centre should provide a wider range of shops, restaurants, civic and community facilities
 - Explore potential for new employment opportunities and space for start-up businesses
 - Improve the quality of the public realm and connections with the town as a whole
 - Make this an attractive and welcoming place for people to spend time in
2. Improve access and movement for all
 - Provide better walking, cycling and public transport facilities, both within the town but also to Wickford and Chelmsford
 - Reduce the speed of traffic on main roads so that these become safer places for all users
 - Provide the right amount of parking provision, in the right places, in new and existing development
3. Integrate green space into the town
 - Introduce new street-tree planting and green routes in the built-up area that link to the surrounding green spaces
 - Improve access across Ferrers Road to Saltcoats and Compass Parks
 - Provide a range of sports and leisure facilities for all ages
 - Improve flood defences and provide new flood mitigation measures

4. Influence the new growth area

- Join this with the existing built-up area, improving connections across Burnham Road
- Provide a range of housing types, including those for young families, as well as opportunities for self-build homes
- Contribute towards provision of improved social and community infrastructure across the town as a whole
- Respond to views, local landscape, and provide access to green space

3. CONSULTATION RESPONSES

231 questionnaire responses were received, from a mix of people living, working in and visiting South Woodham Ferrers, and from a wide age-range. Key messages are presented below, with response rates to individual questions presented in the appendix:

Area 1: Revitalise the Town Centre

The majority of all respondents (around 87-96%) either agreed or strongly agreed that improvements to the quality of the town centre should be made. A small number offered no opinion and only one or two expressed disagreement.

Respondents were encouraged to provide other suggestions and comments in relation to the town centre. Key points are summarised below:

- Many expressed concern about the role and influence of Asda, and their dominance of the town centre retail offer. Linked to this, many expressed concern about business rates being too high, that there are a number of vacancies in the town centre, and that more should be done to help support independent and local businesses. It was suggested that it needs to be made clear that there is a wider retail offer beyond Asda, particularly for those driving into the town centre.
- It was suggested that the quality of the environment should be improved, that better maintenance of the public realm and buildings is required, particularly around the Bandstand and at Trinity Square. It was suggested that more imaginative use of empty units should be considered, including temporary uses to activities the space, and that there should be better shopfronts, displays, signage and lighting in the centre.
- Concern was expressed with regard to the loss of the health facilities to the new medical centre along Burnham Road and the closure of the emergency services.
- It was suggested there needs to be a wider range of family friendly places for people to eat, that a café society should be encouraged, and that new uses and activities need to be introduced to give people a reason to visit the town centre. It was suggested that the Bandstand could be a focus for a mix of activities. Linked to this, other suggested that more should be made of the town's setting, linking the centre with surrounding green space and the River.

Area 2: Improve access and movement for all

The majority of all respondents either agreed or strongly agreed with the potential areas of intervention for access and movement (ranging between 60-93%), though with some (around 15-20%) offering no opinion. There was particularly strong support for planning for the right amount of parking, in the right places.

The suggestion in regard to reducing the speed of traffic on the main roads to improve safety was however more divisive. Although almost 60% of all respondents either agreed or strongly agreed with this, around a fifth offered no opinion, with the remainder (21%) disagreeing.

Respondents were encouraged to provide other suggestions and comments in relation to access and movement. These through up some differences of opinion. Key point are summarised below:

- Many respondents expressed concern about existing traffic levels and congestion in South Woodham Ferrers, and that this will increase with future development. It was suggested by some that roads should be widened, including Burnham Road. However, many others expressed the view that traffic speeds are too fast and dangerous, and that new traffic signals and more crossing points are required.
- It was suggested that existing bus services within the town, as well as to Chelmsford and Wickford station should be improved.
- It was also suggested that better cycle routes are required across South Woodham Ferrers for use by all areas and abilities, but that uses should also be provided that might encourage leisure cyclists to stop in the town (and thus spend their money in local businesses).
- It was also suggested that efforts should be made to stop people parking on pavements.

Area 3: Integrate green space into the town

The majority of all respondents (around 71-81%) either agreed or strongly agreed with the need to improve access to green spaces, to introduce greenery within the existing built-up area, to provide a mix of sports and leisure facilities for all ages, and to improve flood defences. However, in all cases, around 15-25% of all respondents offered no opinion. A limited number of respondents (around 3-4%) disagreed with the potential areas of focus for the Plan.

Respondents were encouraged to provide other suggestions and comments in relation to the green space. Key points are summarised below:

- It was suggested that there should be more green space within the town centre, particularly in the squares, including the rear of Barclays. These should also include places for people to sit and relax.
- It was suggested that more should be made of the River as a major asset for the town, that it should be a destination and place to enjoy,
- It was suggested that better crossings are needed to Saltcoats Park and Compass Gardens, and that a greater range of children's play facilities should be provided here. However, concern was expressed that providing crossings might conflict with traffic flow.
- It was also suggested that space might be provided for the community to take ownership of the green space, allowing, for example, local food production.

Area 4: Influence the new growth area

The majority of all respondents (around 72-85%) either agreed or strongly agreed with the need to try and influence for the form of new development to the north of the town and the provision of uses, including new social and community infrastructure for the benefit of the town as a whole. Particularly strong support (64% strongly agreeing) was given to the need to improve crossings along Burnham Road.

Some respondents disagreed with the potential areas (around 3-5%), though this was most marked with regard to suggestions that the new growth area should include a range of housing types, including those for young families as well as opportunities for self-build: around 16% of respondents either disagreed or strongly disagreed with this.

Respondents were encouraged to provide other suggestions and comments in relation to the northern growth area. Key points are summarised below:

- Many suggested that the growth area needs to be joined with and feel part of the existing town, and that it should be made easier for people to cross Burnham Road: it was suggested that this is needed in any event as people will need to cross the road to access the new Medical Centre. Some suggested that the solution would be to move Burnham Road north and create a new ring road.
- Some respondents expressed objection to new growth. Despite this, many also expressed support for new growth, that it should provide for a mix of housing types, and deliver new social and community infrastructure for the benefit of the town as a whole.
- It was suggested that housing should be well designed, reflecting local character and responding to the landscape setting, with strong links through to this, and low carbon homes and forms of transport encouraged.

Other ideas and suggestions

Respondents were also encouraged to provide other ideas and suggestions for investigation and potential inclusion in the Neighbourhood Plan. These are summarised below:

- It was suggested that new growth to the north of the town should include genuinely affordable housing for the next generation.
- It was suggested that activities which bring the community together, such as festivals, and which instil pride in the town, should be actively encouraged.
- It was suggested that there should be better maintenance of public spaces.
- It was suggested that traffic congestion should be addressed, and that better bus links to Chelmsford are needed, not just for work and leisure, but for students at the University too.

Information about respondents

The majority of respondents (95%) live in South Woodham Ferrers. However, many of those respondents living in South Woodham Ferrers also work in South Woodham Ferrers: 15% of all responses came from those working in the town.

Responses were received across all age ranges, with the highest percentage of responses (around 24%) coming from both the 35-44 and 45-54 age brackets. However, responses were skewed, with more coming from those in the 55+ age bracket than from the under 18 or 18-24 age brackets.

5. SUMMARY

The feedback appears to ratify the focus of the Plans and the key messages raised during the first 'visioning events' undertaken by the Town Council in 2017.

The majority are clear that the town centre is a key area for the Plan to address, particularly in relation to the retail offer and dominance of Asda, and the mix of other uses and activities in the centre. Concern was also expressed with regard to quality and maintenance of public spaces and buildings.

All are also clear that access and movement is an issue to focus on, though there are differences of opinion: some believe that more road space is required, others that public transport and cycling facilities should be improved, with safer conditions for people to cross streets provided.

The majority also recognise that the relationship between the built area of the town and green spaces needs improving, but there is some contradiction in the results: although some disagreed with suggestions that traffic should be slowed, thus improving safety and access for all, many agreed that access to green space should be improved, yet access to much of the green space in and around South Woodham Ferrers is cut off from residents through the presence of main roads and fast moving traffic.

Some disagreement was also expressed with regard to the northern growth area – some objecting to this but others welcoming it as an opportunity to provide new affordable housing and infrastructure for the benefit of the town. There was also some disagreement about how to address Burnham Road: some thinking it should be widened to provide for traffic movement, others that the new growth area should be better integrated to the existing built area with new crossings provided along Burnham Road, and others that a new ring road should be built, replacing Burnham Road. However, many said that any development that does come forward here should respond to the character and qualities of the town, and the landscaped setting of the area.

APPENDIX 1: DISPLAY MATERIAL



The South Woodham Ferrers Neighbourhood Plan



Your South Woodham Ferrers, Your Plan

The Town Council is preparing a Neighbourhood Plan for South Woodham Ferrers. This is a powerful opportunity for the community to have their say and make a difference in the town.

The Neighbourhood Plan will establish planning policies that shape and influence future growth and development in South Woodham Ferrers.

But the Neighbourhood Plan can be about more than planning policies. It can also be used to express your vision for the future and articulate priorities for strengthening the unique qualities of South Woodham Ferrers.

The Plan can help influence change, such as that proposed to the north of the town, and say what improvements in the town that might help deliver, such as infrastructure improvements.

Having a Plan in place with help deliver and fund change: 25% of the money raised from developer contributions paid through the Community infrastructure Levy can be spent on projects in South Woodham Ferrers. Through the Neighbourhood Plan we can identify our priorities for how and where this money should be spent.

The Neighbourhood Plan is not the same as the new Chelmsford City Local Plan. The Local Plan presents the strategic policy direction, but the Neighbourhood Plan provides the opportunity to present locally specific policies and proposals that will help shape the future of South Woodham Ferrers.

Many communities all across the country have been preparing Neighbourhood Plans. This is an exciting opportunity to influence change in South Woodham Ferrers. Please tell us what you think.



To find out more about the Plan please visit the Town Council website:
<http://www.southwoodhamferrers.gov.uk/>

To leave your comments on the emerging ideas please use the SurveyMonkey questionnaire:
<https://www.surveymonkey.co.uk/r/92D36VG>



SOUTH WOODHAM FERRERS
TOWN COUNCIL



The Focus of the Plan

What you told us:



1. Revitalise the Town Centre

- The town centre should provide a wider range of shops, restaurants, civic and community facilities
- Explore potential for new employment opportunities and space for start-up businesses
- Improve the quality of the public realm and connections with the town as a whole
- Make this an attractive and welcoming place for people to spend time in



2. Improve access and movement for all

- Provide better walking, cycling and public transport facilities, both within the town but also to Wickford and Chelmsford
- Reduce the speed of traffic on main roads so that these become safer places for all users
- Provide the right amount of parking provision, in the right places, in new and existing development



3. Integrate green space into the town

- Introduce new street-tree planting and green routes in the built-up area that link to the surrounding green spaces
- Improve access across Ferrers Road to Saltcoats and Compass Parks
- Provide a range of sports and leisure facilities for all ages
- Improve flood defences and provide new flood mitigation measures



4. Influence the new growth area

- Join this with the existing built-up area, improving connections across Burnham Road
- Provide a range of housing types, including those for young families, as well as opportunities for self-build homes
- Contribute towards provision of improved social and community infrastructure across the town as a whole
- Respond to views, local landscape, and provide access to green space.

To find out more about the Plan please visit the Town Council website:
<http://www.southwoodhamferrers.tc.gov.uk/>

To leave your comments on the emerging ideas please use the SurveyMonkey questionnaire:
<https://www.surveymonkey.co.uk/r/92D36VG>



SOUTH WOODHAM FERRERS
TOWN COUNCIL



The 'Complete Community'

We see South Woodham Ferrers becoming the 'Complete Community'.

You previously told us that there is a strong sense of community in South Woodham Ferrers and that the town has a strong identity. Our vision seeks to maintain and strengthen this, providing a safe, friendly, green, accessible and welcoming place for all, with a range of housing choices, leisure and employment opportunities, all in easy walk and cycle of the home, and with a strong and vibrant town centre at the heart of the town.



To find out more about the Plan please visit the
Town Council website:
<http://www.southwoodhamferrers.gov.uk/>

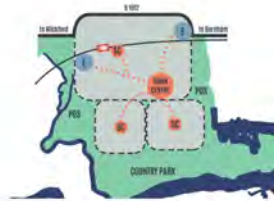
To leave your comments on the emerging ideas
please use the SurveyMonkey questionnaire:
<https://www.surveymonkey.co.uk/r/92036VG>



SOUTH WOODHAM FERRERS
TOWN COUNCIL



Towards the “Complete Community”



The original masterplan

The character of South Woodham Ferrers is strongly related to the original vision for the town and legacy of the Essex Design Guide. Although envisaged as a 'new riverside country town', and despite being surrounded by green space, the relationship between the town and surrounding space is limited.

Updating the masterplan

- New growth to the north of South Woodham Ferrers will be well connected to the existing town, particularly by foot and by bicycle.
- New growth to the north also provides the opportunity to provide new accessible green space for the enjoyment of all, wrapping the town with a network of connected open space.
- Roads are redesigned as streets, creating safer places for all.



- The Town Centre is reinvigorated as the hub of social life and activity in South Woodham Ferrers
- A wider range of uses and activities are found in the town centre, set around welcoming and attractive spaces



- Green fingers and spaces reconnect the town with the surrounding landscape.
- Opportunities for new street trees and rain gardens within the public realm, integrating water within the urban environment, minimising surface flood risk and reinterpreting the riverside setting: South Woodham Ferrers becomes the 'riverside country town'.



- A lattice of well-connected walking and cycling routes provide excellent connections for all people of all ages
- Everyone is within a ten-minute walk or cycle of day-to-day services and facilities, including schools, healthcare, shops, employment and leisure opportunities
- Transport connections to nearby towns, particularly by bus and by train, are improved

To find out more about the Plan please visit the Town Council website:
<http://www.southwoodhamferrers.gov.uk/>

To leave your comments on the emerging ideas please use the SurveyMonkey questionnaire:
<https://www.surveymonkey.co.uk/r/92036VG>



SOUTH WOODHAM FERRERS
TOWN COUNCIL





What do you think?

Your views will help shape the plan

The Neighbourhood Plan is a Plan for the community by the community.

Do you agree with the suggested focus of the Plan?

Do you have any other ideas or suggestions?

Do you have any burning issues or ideas not covered?
Please let us know.

We will use your comments to help identify possible projects and planning policies for South Woodham Ferrers and seek your feedback on these in the summer.

NEXT STEPS

We will continue to work with you to shape the Neighbourhood Plan for South Woodham Ferrers.

It will eventually be subject to examination and referendum, where everyone of voting age living in South Woodham Ferrers will have a chance to vote on whether the Plan should come into force.

If more than 50% of people vote 'yes' then the Plan can be used to inform and determine planning applications.



To find out more about the Plan please visit the
Town Council website:
<http://www.southwoodhamferrers.gov.uk/>

To leave your comments on the emerging ideas
please use the SurveyMonkey questionnaire:
<https://www.surveymonkey.co.uk/r/92036VG>



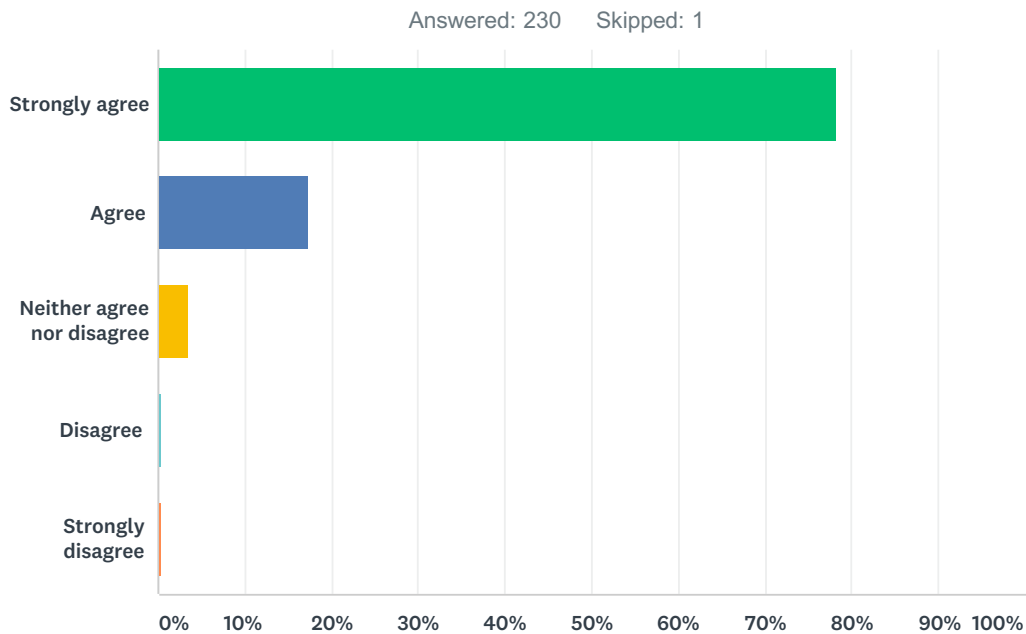
SOUTH WOODHAM FERRERS
TOWN COUNCIL



APPENDIX 2: RESPONSE RATES TO INDIVIDUAL QUESTIONS

Focus Area 1: Revitalise the Town Centre

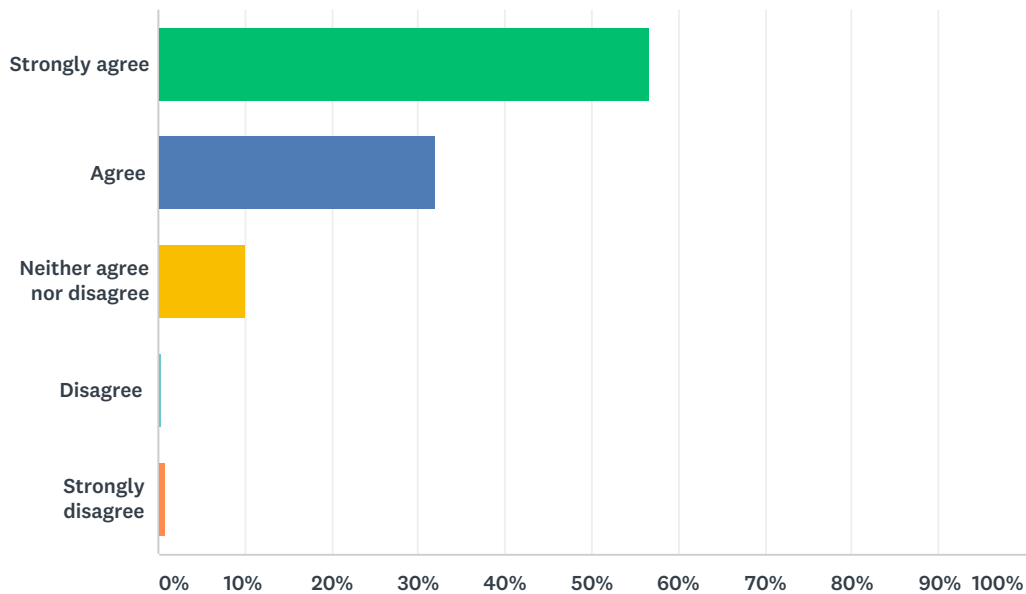
Q1 a) Should the Plan seek to encourage a wider range of shops, restaurants, civic and community facilities within the Town Centre?



ANSWER CHOICES	RESPONSES	
Strongly agree	78.26%	180
Agree	17.39%	40
Neither agree nor disagree	3.48%	8
Disagree	0.43%	1
Strongly disagree	0.43%	1
Total Respondents: 230		

Q1 b) Should the plan seek to explore the potential for new employment opportunities and provide space for start-up businesses in the town centre?

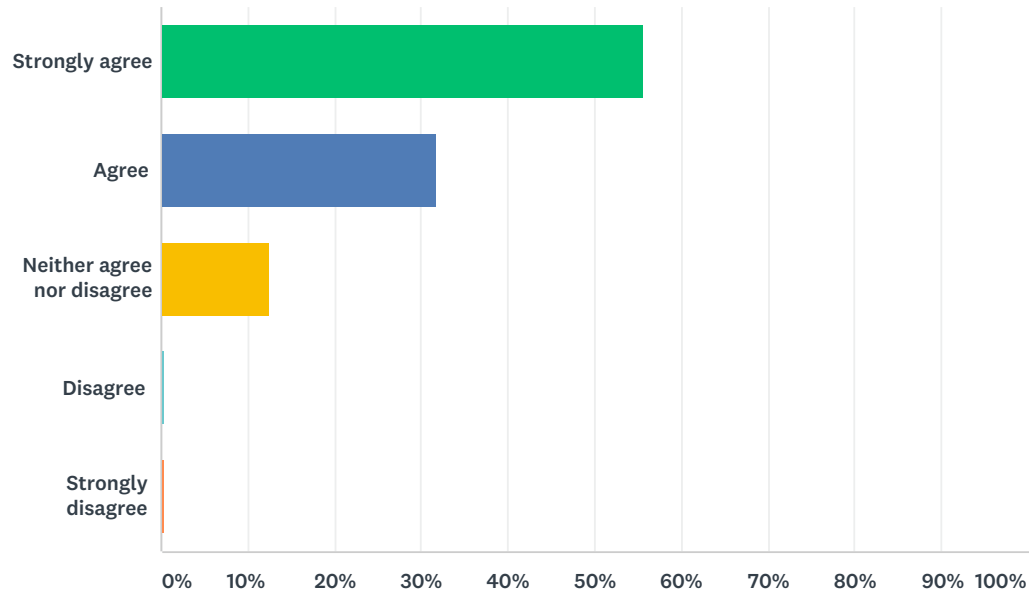
Answered: 231 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	56.71%	131
Agree	32.03%	74
Neither agree nor disagree	9.96%	23
Disagree	0.43%	1
Strongly disagree	0.87%	2
Total Respondents: 231		

Q1 c) Should the Plan seek to improve the Town Centre by enhancing the quality of the public realm and connections to the town as a whole?

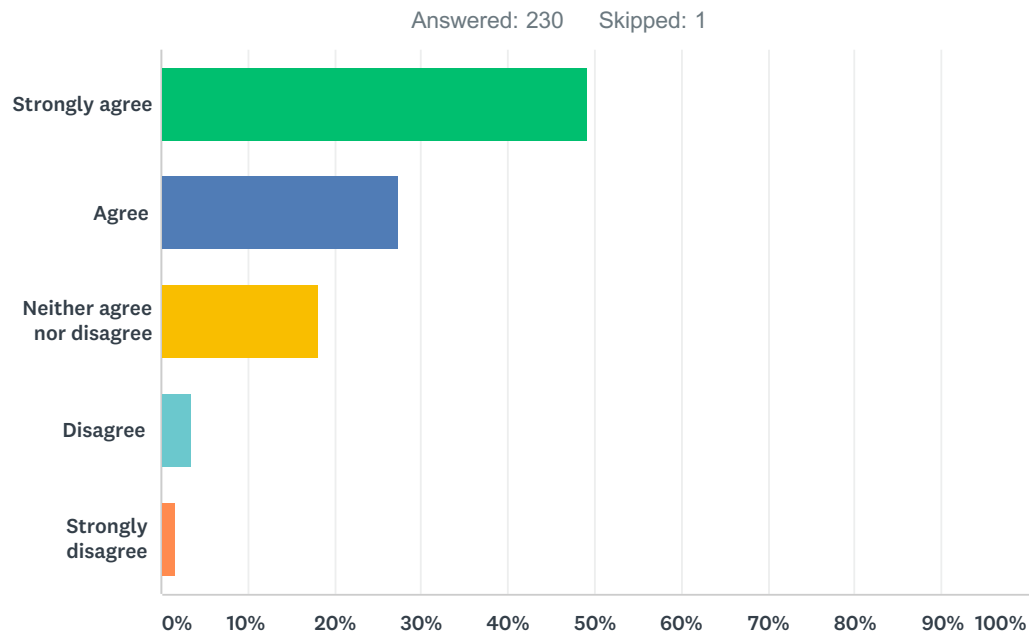
Answered: 230 Skipped: 1



ANSWER CHOICES		RESPONSES	
Strongly agree		55.65%	128
Agree		31.74%	73
Neither agree nor disagree		12.61%	29
Disagree		0.43%	1
Strongly disagree		0.43%	1
Total Respondents: 230			

Focus Area 2: Access and Movement

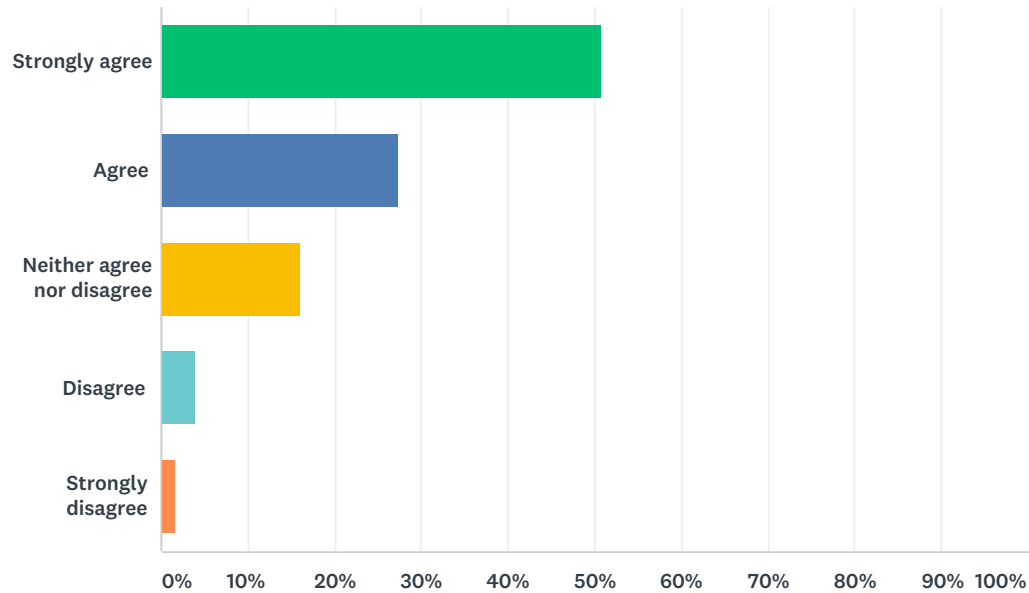
Q2 a) Should the plan seek to improve access and movement by foot, cycle and public transport in South Woodham Ferrers?



ANSWER CHOICES	RESPONSES	
Strongly agree	49.13%	113
Agree	27.39%	63
Neither agree nor disagree	18.26%	42
Disagree	3.48%	8
Strongly disagree	1.74%	4
Total Respondents: 230		

Q2 b) Should the plan seek to improve walking, cycling and public transport facilities to Wickford and Chelmsford?

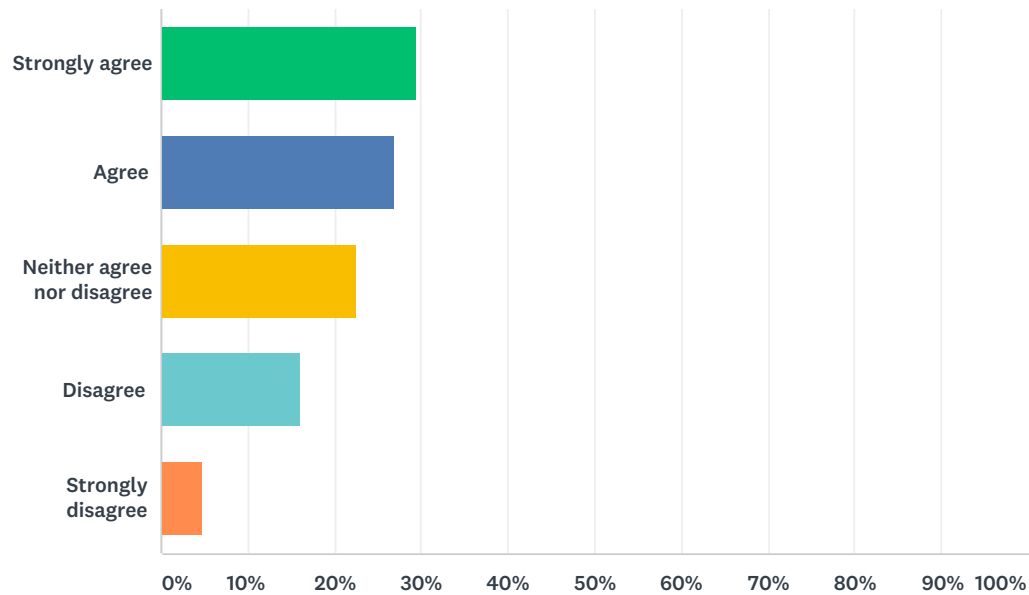
Answered: 230 Skipped: 1



ANSWER CHOICES		RESPONSES	
Strongly agree		50.87%	117
Agree		27.39%	63
Neither agree nor disagree		16.09%	37
Disagree		3.91%	9
Strongly disagree		1.74%	4
Total Respondents: 230			

Q2 c) Should the Plan seek to reduce the speed of traffic on main roads to improve their safety?

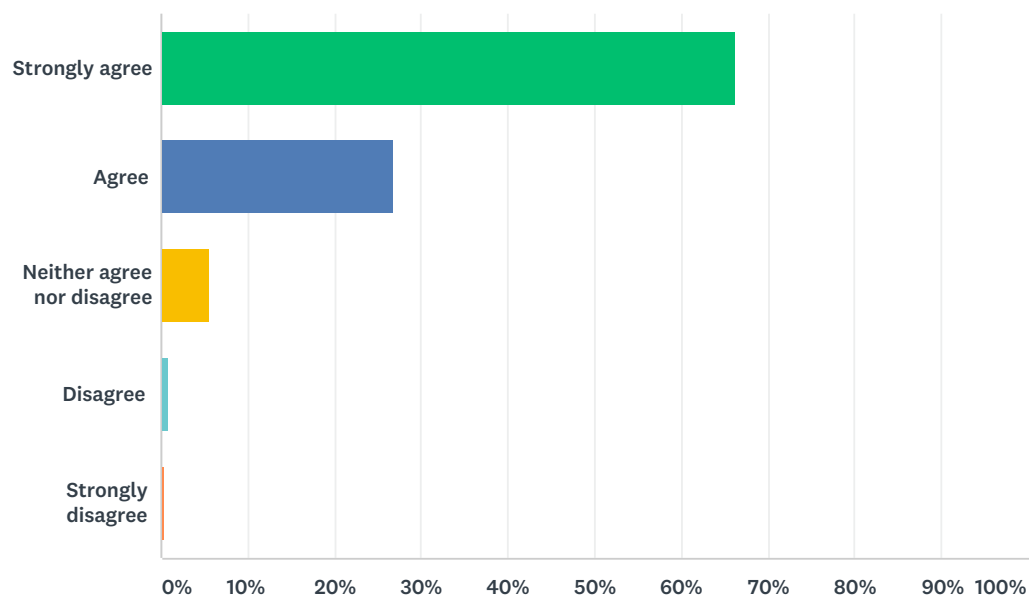
Answered: 230 Skipped: 1



ANSWER CHOICES		RESPONSES	
Strongly agree		29.57%	68
Agree		26.96%	62
Neither agree nor disagree		22.61%	52
Disagree		16.09%	37
Strongly disagree		4.78%	11
Total Respondents: 230			

Q2 d) Should the Plan seek to ensure that the right amount of parking provision is provided in the right places in both new and existing development?

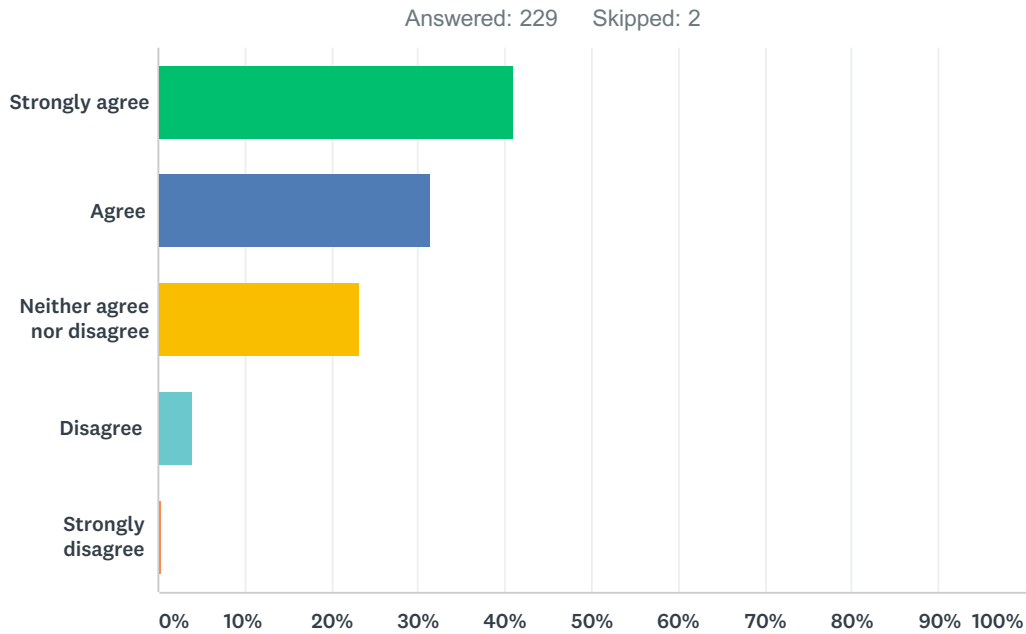
Answered: 231 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	66.23%	153
Agree	26.84%	62
Neither agree nor disagree	5.63%	13
Disagree	0.87%	2
Strongly disagree	0.43%	1
Total Respondents: 231		

Focus Area 3: Green Infrastructure

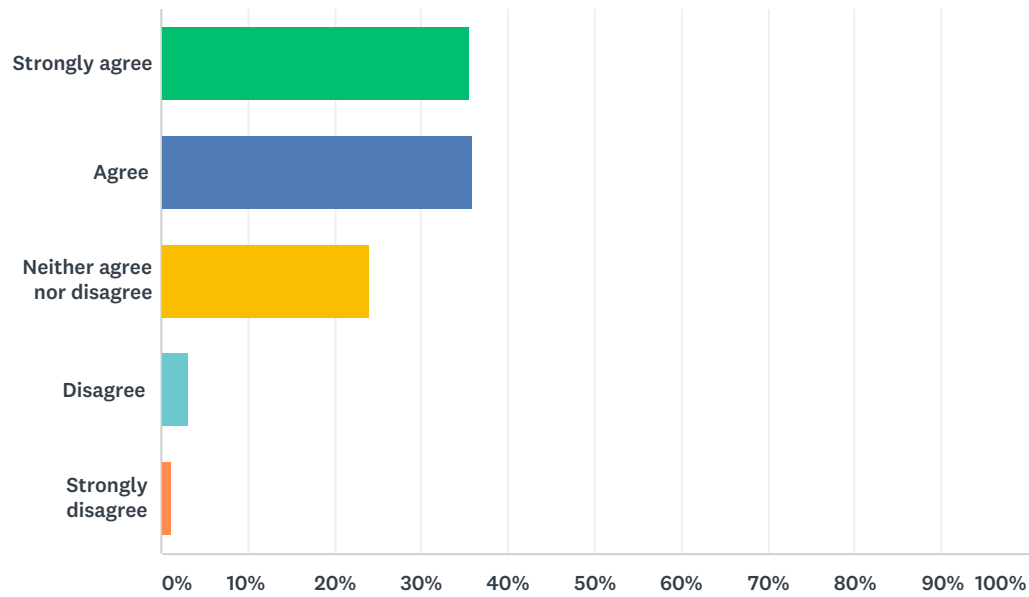
Q3 a) Should the Plan seek to link green space to the town by introducing new street tree planting and green routes in the built up area?



ANSWER CHOICES	RESPONSES	
Strongly agree	41.05%	94
Agree	31.44%	72
Neither agree nor disagree	23.14%	53
Disagree	3.93%	9
Strongly disagree	0.44%	1
Total Respondents: 229		

Q3 b) Should the plan seek to improve access across Ferrers Road to Saltcoats and Compass Gardens?

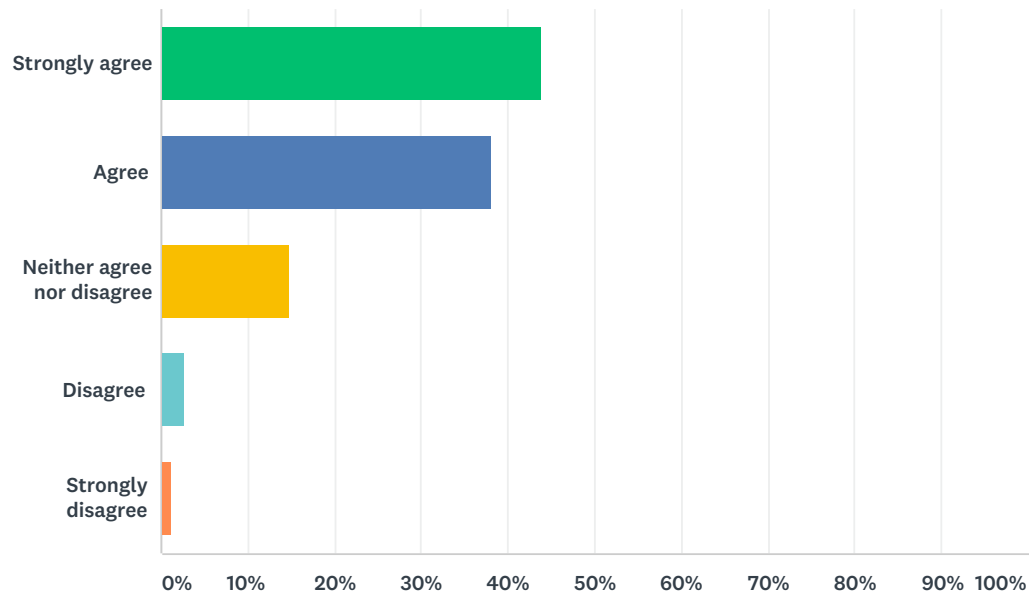
Answered: 228 Skipped: 3



ANSWER CHOICES		RESPONSES	
Strongly agree		35.53%	81
Agree		35.96%	82
Neither agree nor disagree		24.12%	55
Disagree		3.07%	7
Strongly disagree		1.32%	3
Total Respondents: 228			

Q3 c) Should the Plan seek to provide for sports and leisure facilities for all ages?

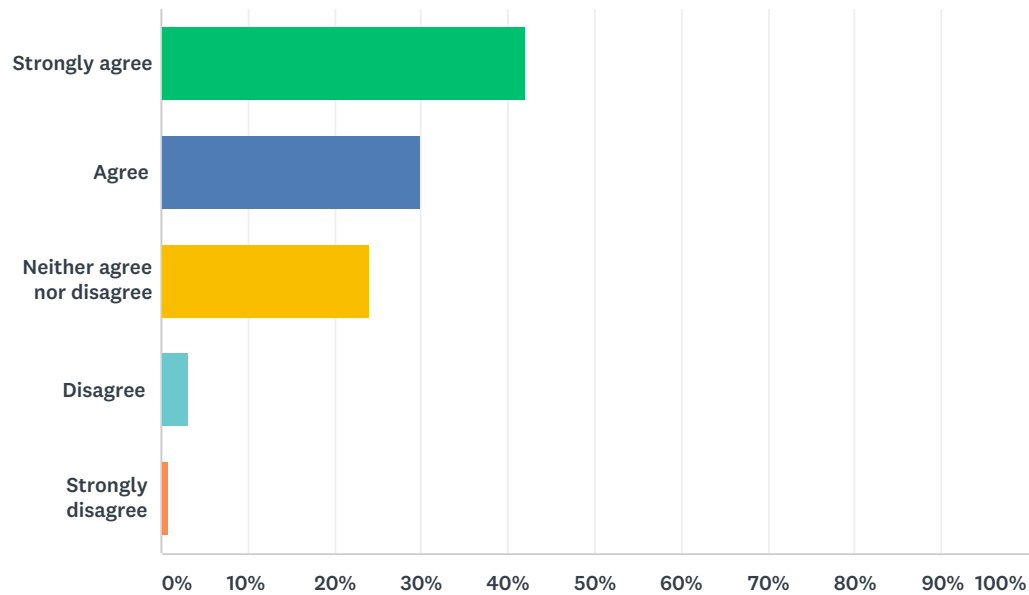
Answered: 228 Skipped: 3



ANSWER CHOICES		RESPONSES	
Strongly agree		43.86%	100
Agree		38.16%	87
Neither agree nor disagree		14.91%	34
Disagree		2.63%	6
Strongly disagree		1.32%	3
Total Respondents: 228			

Q3 d) Should the Plan seek to improve flood defences and provide new flood mitigation measures?

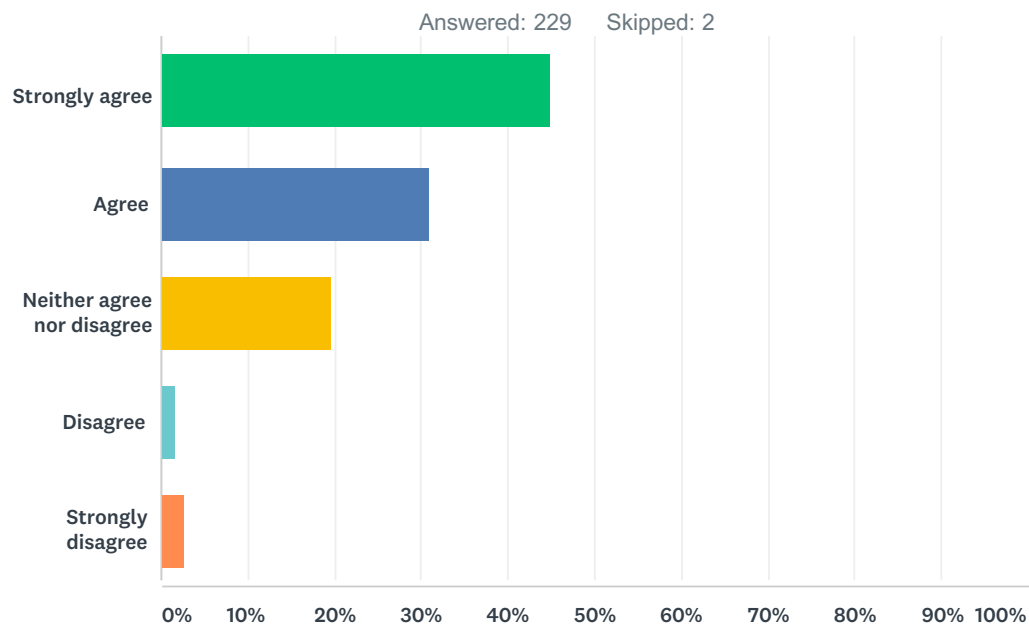
Answered: 228 Skipped: 3



ANSWER CHOICES		RESPONSES	
Strongly agree		42.11%	96
Agree		29.82%	68
Neither agree nor disagree		24.12%	55
Disagree		3.07%	7
Strongly disagree		0.88%	2
Total Respondents: 228			

Focus Area 4: Northern Growth Area

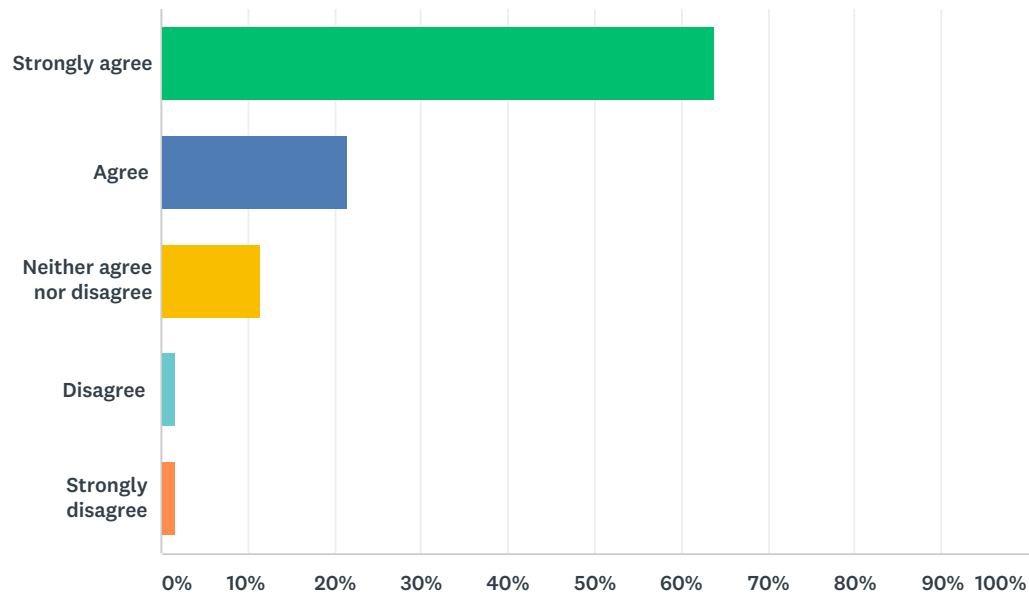
Q4 a) Should the plan seek to influence the design and layout of the growth area?



ANSWER CHOICES	RESPONSES	
Strongly agree	44.98%	103
Agree	31.00%	71
Neither agree nor disagree	19.65%	45
Disagree	1.75%	4
Strongly disagree	2.62%	6
Total Respondents: 229		

Q4 b) Should the plan seek to improve crossings along the Burnham Road?

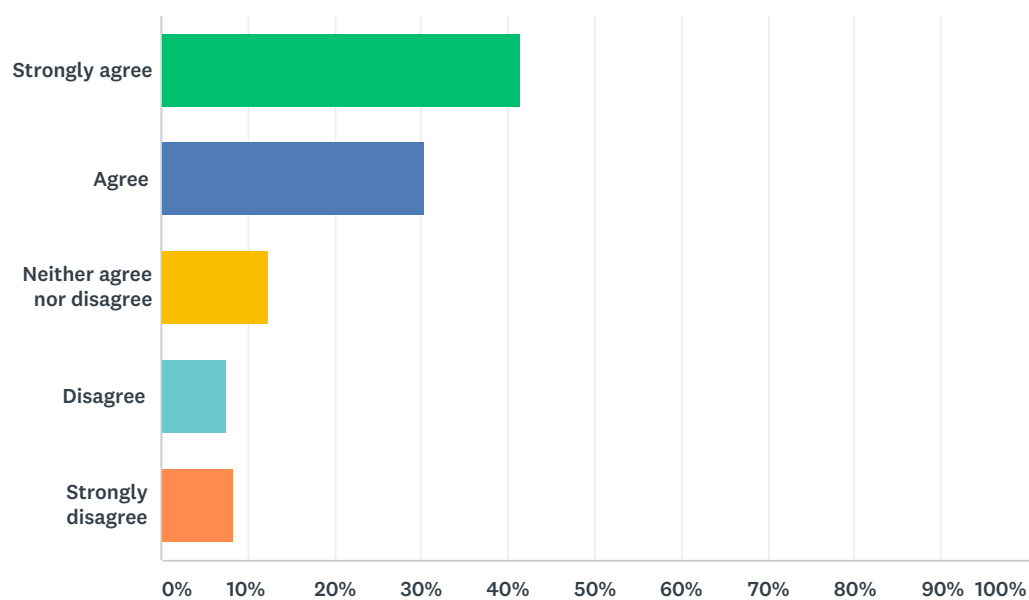
Answered: 227 Skipped: 4



ANSWER CHOICES	RESPONSES	
Strongly agree	63.88%	145
Agree	21.59%	49
Neither agree nor disagree	11.45%	26
Disagree	1.76%	4
Strongly disagree	1.76%	4
Total Respondents: 227		

Q4 c) Should the plan seek to provide a range of housing types, including those for young families, as well as opportunities for self-build homes in the growth area?

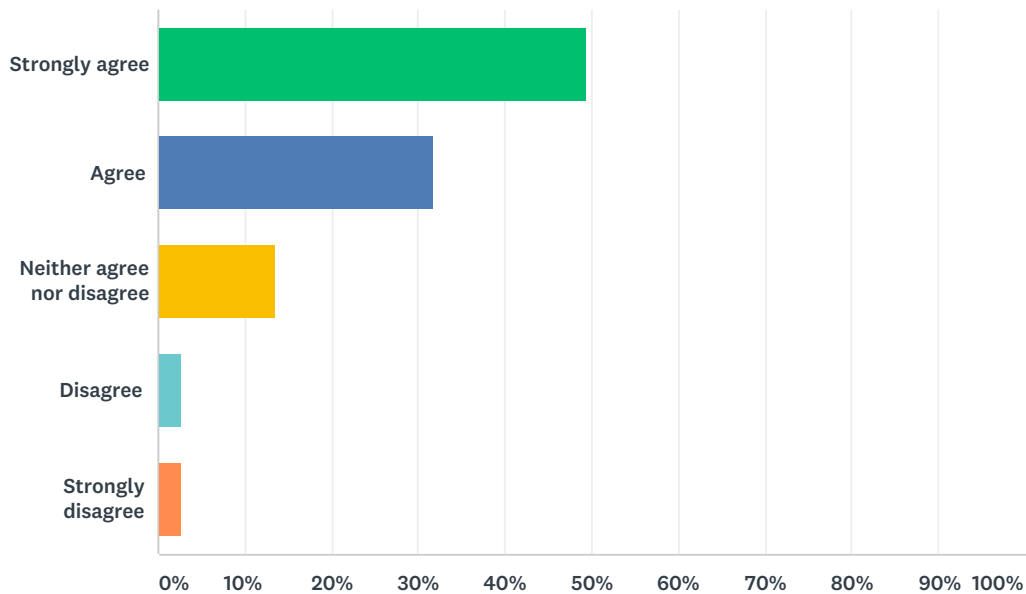
Answered: 227 Skipped: 4



ANSWER CHOICES	RESPONSES	
Strongly agree	41.41%	94
Agree	30.40%	69
Neither agree nor disagree	12.33%	28
Disagree	7.49%	17
Strongly disagree	8.37%	19
Total Respondents: 227		

Q4 d) Should the plan seek to ensure the growth area contributes towards the provision of improved social and community infrastructure across the town?

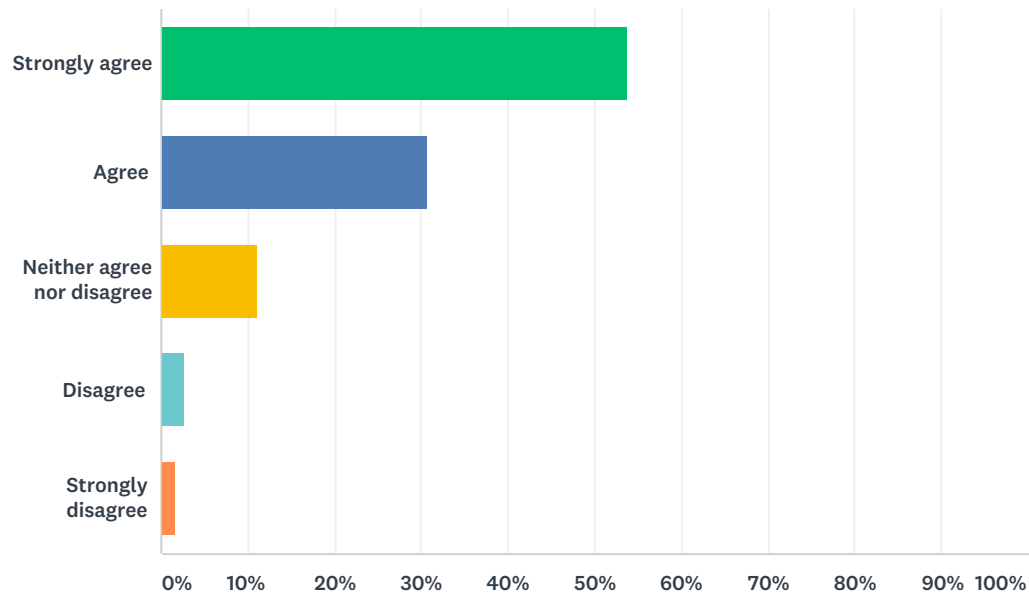
Answered: 229 Skipped: 2



ANSWER CHOICES	RESPONSES	
Strongly agree	49.34%	113
Agree	31.88%	73
Neither agree nor disagree	13.54%	31
Disagree	2.62%	6
Strongly disagree	2.62%	6
Total Respondents: 229		

Q4 e) Should the plan seek to ensure the growth area responds to views, local landscape, and provides access to green space?

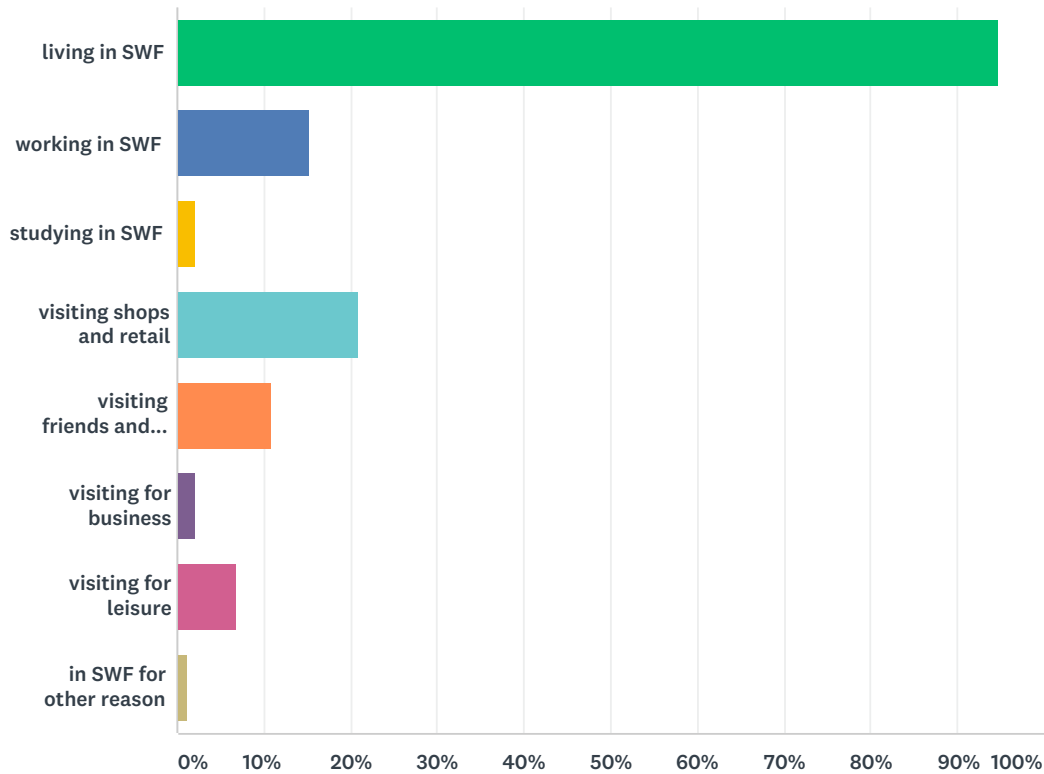
Answered: 227 Skipped: 4



ANSWER CHOICES	RESPONSES	
Strongly agree	53.74%	122
Agree	30.84%	70
Neither agree nor disagree	11.01%	25
Disagree	2.64%	6
Strongly disagree	1.76%	4
Total Respondents: 227		

Please tell us about yourself, please tick all that apply.....I am

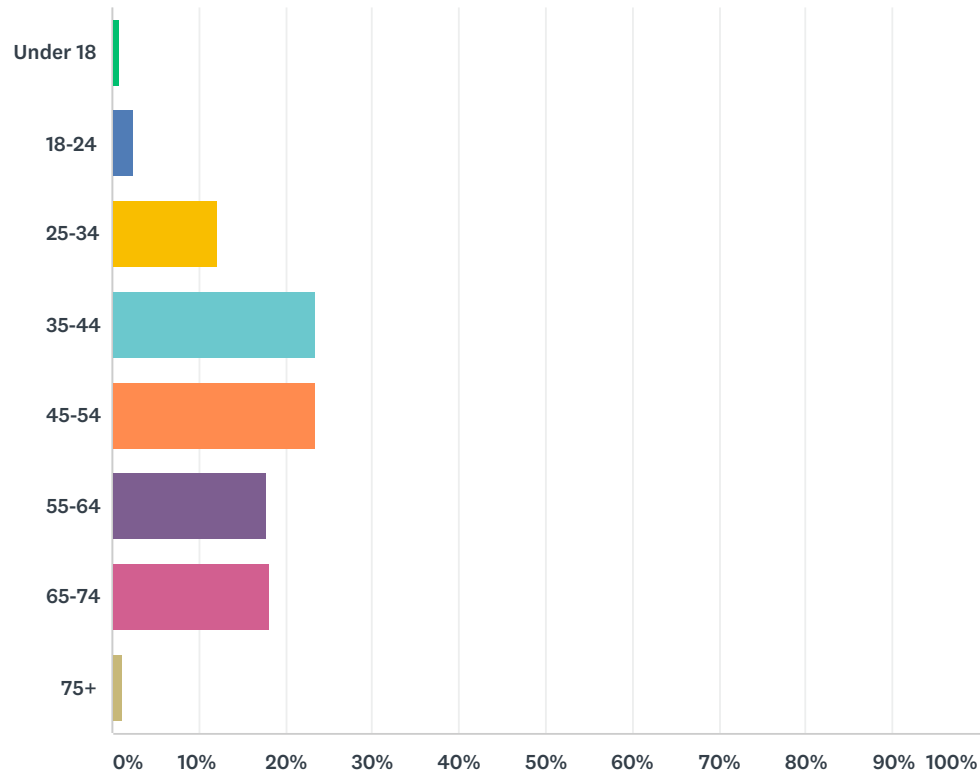
Answered: 230 Skipped: 1



ANSWER CHOICES	RESPONSES	
living in SWF	94.78%	218
working in SWF	15.22%	35
studying in SWF	2.17%	5
visiting shops and retail	20.87%	48
visiting friends and family	10.87%	25
visiting for business	2.17%	5
visiting for leisure	6.96%	16
in SWF for other reason	1.30%	3
Total Respondents: 230		

Age

Answered: 230 Skipped: 1



ANSWER CHOICES	RESPONSES	
Under 18	0.87%	2
18-24	2.61%	6
25-34	12.17%	28
35-44	23.48%	54
45-54	23.48%	54
55-64	17.83%	41
65-74	18.26%	42
75+	1.30%	3
TOTAL		230



South Woodham Ferrers Neighbourhood Plan
Summary Consultation Report, April 2019



4. Town centre consultation

- 4.1 This section includes the summary report of the consultation event undertaken with town centre landowners in June 2019.

SOUTH WOODHAM FERRERS NEIGHBOURHOOD PLAN

SUMMARY OF CONSULTATION EVENT WITH TOWN CENTRE LANDOWNERS



JUNE 2019

1. OVERVIEW

In March 2019 a series of consultation events were held which sought to ratify the areas of focus for the Neighbourhood Plan, seek feedback on these and to welcome ideas and suggestions for inclusion in the Plan.

One area of focus for the Plan – ‘Revitalise the Town Centre’ – was strongly supported, with a range of ideas and suggestions made, relating both to land-use and non land-use matters. It was also suggested during consultation that the pattern of land ownership plays a major role in the shape and mix of uses in the centre.

Following the March 2019 events a number of potential ideas for the Town Centre were developed. Given the comments above regarding land ownership, and the need to test the reality or otherwise of emerging ideas, a meeting was held with landowners in the Town Centre.

All landowners (see Figure 1) were invited to a meeting in June 2019, held at the Town Council offices. The meeting included a presentation that:

- Provided an introduction to Neighbourhood Planning.
- Provided an overview of work undertaken so far on the South Woodham Ferrers Neighbourhood Plan and the key messages from earlier consultation events.
- Provided an overview of ‘challenges’ faced by the town centre, including the changing nature of High Streets, the policy framework and built form. A set of provocative images of the town centre and questions were shown to help inform discussion.
- Provided an overview of emerging ideas, including the role of the centre, potential non land-use initiatives, relating to place branding for example, possible public realm interventions, plus a range of possible development interventions.

The presentation slides are included within Appendix A of this summary paper.

A roundtable discussion was held during which the following questions were posed as prompts for discussion:

- What works well in the town centre?
- What are the threats and opportunities?
- What could work better?
- How might we do that?
 - Should we look at the movement network, how people get to the centre and move around when there?
 - Should we look at improvements to the quality of the environment and public space?
 - Do we need to think about encouraging new uses and activities in the town centre? If so, what?
 - Do we need to think again about the structure and layout of development and parking?
 - What other initiatives should we explore?

A feedback form was also provided for attendees to record their comments.

The event was attended by ten representatives from a range of town centre landowners, including the major land owner (Asda) and local, South Woodham Ferrers based businesses.

Feedback is presented in this report and summarised under three main headings:

1. Key features and assets of the Town Centre.
2. The main challenges for the Town Centre.
3. Actions and opportunities for the Town Centre.

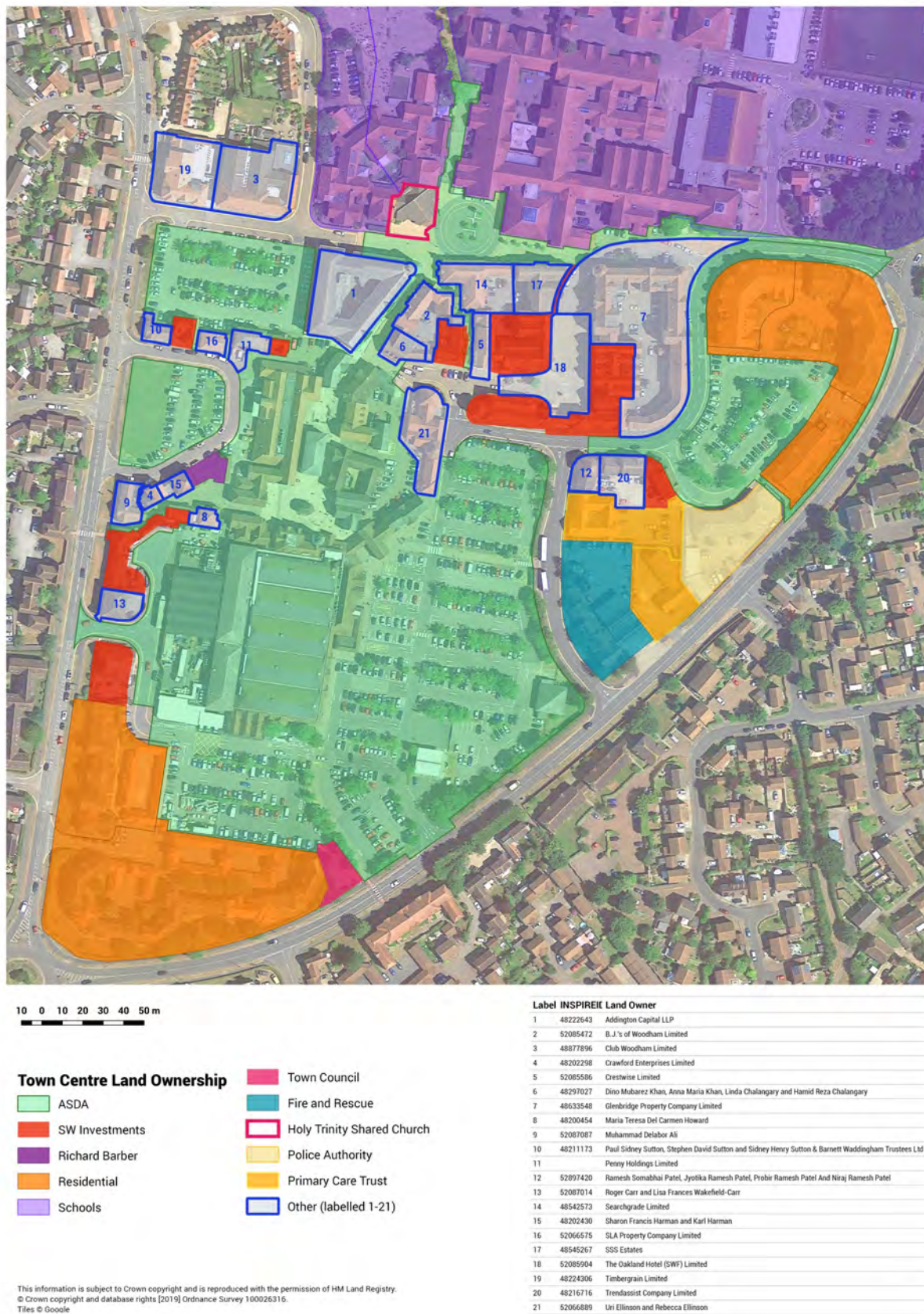


Figure 1: Town Centre land ownership details. Information sourced via Land Registry search (correct as of May 2019)

2. MESSAGES FROM THE EVENT

This section of the report summarises feedback and points made during discussion.

Key features and assets of the Town Centre

1. Affluent town with significant purchasing power
2. Within walking distance of most residents
3. Open spaces in town centre
4. Surrounding green spaces
5. Bandstand in Queen Elizabeth II
6. Proactive and committed business community

The main challenges for the Town Centre

Town centre physical layout:

Attendees were largely in agreement that the physical layout of the centre is a significant hindrance. The main square (Queen Elizabeth II) is hidden from view, with visitors greeted by large car parks upon arrival. Unappealing, narrow and winding alley ways make it difficult to navigate through the centre, with one business representative (also a local resident) claiming they prefer walking 'the long way round' than using the shorter routes due to safety concerns.

Parking:

Despite dominating the town centre land use, car parking is considered to be in short supply. Several attendees voiced their frustration at how difficult it can be to find a space. Current users include commuters from outside the town, staff from the school and office employees, prompting questions around how they can ensure the spaces are used for town centre visitors.

Retail choice:

There is limited choice when it comes to retail, without which it is difficult to attract visitors outside of those doing their weekly shop. Several attendees suggested that Asda, in their role as main landowner, stifle inward investment and brands from locating in the centre who would compete with their offer.

Uninviting public realm and vandalism:

A lack of greenery, inactive frontages and deteriorating infrastructure makes for an uninviting space that people are unlikely to want to spend time in. One attendee explained that her children don't like bringing their friends into the town centre. Low footfall has meant that the centre has become a popular place for 'youths' to

congregate, and, because there is little for younger members of society to do in the town centre, it was suggested that some visitors feel unsafe once the shops close.

Dwindling footfall:

With healthcare services moving out of the town centre, there is increasing concern that footfall will continue to decline.

Actions and opportunities for the Town Centre

Physical improvements (unlikely to receive support from ASDA):

The following were discussed:

1. **Move ASDA entrance on to the main square** – this would mean that shoppers will have to enter into the main square and thus help generate footfall beyond Asda, thus supporting other businesses.
2. **Improve connections** – support was expressed for improving visual connections between the main arrival points in the town centre and the central square, improving connections and visual sightlines, encouraging movement between the two. This would though require investment from Asda (unless other funding sources were available) and might thus be a longer term opportunity.
3. **Turn the centre inside out** – Refocusing the centre around the main car park, creating new streets, frontages and spaces on this was discussed, but considered to be a major challenge, and that efforts might instead be best on making the existing centre and square work much better.

More than just a retail centre:

With retail services increasingly moving away from the high street, there is an opportunity to transition SWF's town centre into a social hub, attracting members of the community and encouraging them to spend more time in the centre. Emphasis was placed on using the public squares to host regular events i.e. farmers market, outdoor cinema or festivals. Activities would also give young adults something to do in town.

Public realm improvements:

Strong support was given to making the town centre a vibrant and attractive environment by adding greenery. Temporary solutions such as parklets, pocket parks and planters can be used to test ideas and offer short-term activities. Wayfinding

tools might help people navigate the centre with confidence and better street lighting would increase feelings of safety when walking around in the evening.

Reducing reliance on cars and rationalising parking spaces:

It was suggested that alternatives to driving to the centre should be encouraged, including better public transport and cycling provision, as well as exploring new mobility solutions in new development (such as shared mobility), and that, if other uses were to be located in the centre (including residential), then land needs freeing up for this – existing parking provision is land hungry and might be reduced through decking.

Residential development:

Increasing the number of people living in the town centre will help increase the footfall, bringing with it greater activity and vibrancy. But, it was suggested that currently planning policies with regard to parking provision is a barrier to delivery, and, given the town centre location, the requirement should be reduced.

Business Improvement District:

The opportunity for business owners to come together to help lift the town centre and act as catalyst for future change was discussed, developing and leading on non land-use matters. Extra funds could be used for public realm improvements and events discussed above.

APPENDIX A: PRESENTATION MATERIAL



Welcome and Agenda



WELCOME AGENDA



10:00 – 10:35

- Introductions
- Introduction to Neighbourhood Planning
- The story so far
- Town centre challenges
- Town centre opportunities



10:35 – 11:30

- Roundtable discussion
- Next steps

Intro to Neighbourhood Planning



WHY DO A NEIGHBOURHOOD PLAN? A POWERFUL TOOL FOR PLACEMAKING



- Neighbourhood Development Plans: a way of giving 'power' to local people
- Must be land use related: but can include a wider manifesto to influence change – can be about more than new development
- No set format: can be very simple or very complex
- Must be in conformity with national and local planning policy
- Can effect very real change
- Can bring about positive planning and community cohesion
- Can draw out the benefits of change
- Expressing the community's aspirations for change

NEIGHBOURHOOD PLANNING IN ENGLAND A GROWING MOVEMENT: GREAT PROGRESS



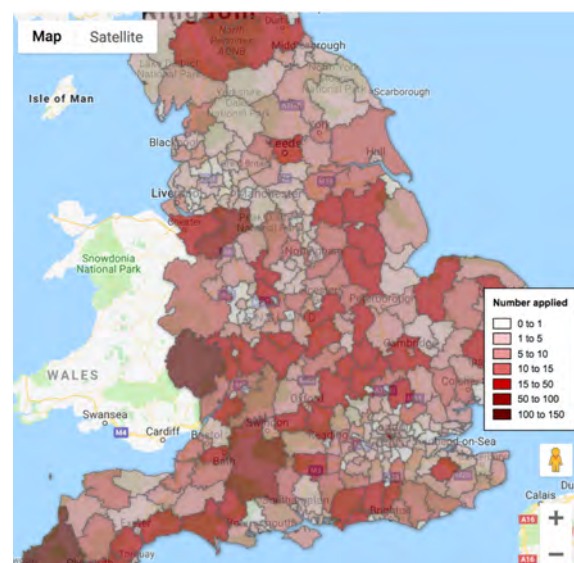
As of December 2018:

- 2,596 Applications
- 2,479 Areas designated
- 1,033 have reached 'pre-submission stage'
- 633 have been 'made'

By contrast:

- Only half of LPAs have an adopted Plan
- 22% have yet to submit a Local Plan for examination

There are more 'made' neighbourhood plans than adopted Local Plans



The story so far



EARLIER CONSULTATION EXERCISES SUMMARY THEMES AND MESSAGES



- | | |
|---|--|
| 1. Revitalise the town centre | <ul style="list-style-type: none"> • Wider range of retailers and facilities • Future of healthcare & emergency services? • Potential for start-up business space? |
| 2. Address transport issues | <ul style="list-style-type: none"> • Better walking and cycling, & public transport • Slow down speeding traffic • Insufficient parking in residential areas |
| 3. Influence the growth area | <ul style="list-style-type: none"> • Connect with the existing community • Provide a range of housing types – including housing for young families and self-build opportunity • Plan for infrastructure provision across the town (education, healthcare etc) |
| 4. Integrate the town with surrounding green space | <ul style="list-style-type: none"> • Green space gives the town character and identity • Better sports facilities and leisure opps for all ages • Deliver flood mitigation measures |

A VISION FOR SWF: THE 'COMPLETE COMMUNITY'

*safe, friendly, green,
welcoming.....*

*a wide range of housing,
leisure and employment
choices...*

*easy to move around by foot
and by bike...*

*a strong and vibrant centre at
the heart of the town...*

We see South Woodham Ferrers becoming the 'Complete Community'.

You previously told us that there is a strong sense of community in South Woodham Ferrers and that the town has a strong identity. Our vision seeks to maintain and strengthen this, providing a safe, friendly, green, accessible and welcoming place for all, with a range of housing choices, leisure and employment opportunities, all in easy walk and cycle of the home, and with a strong and vibrant town centre at the heart of the town.



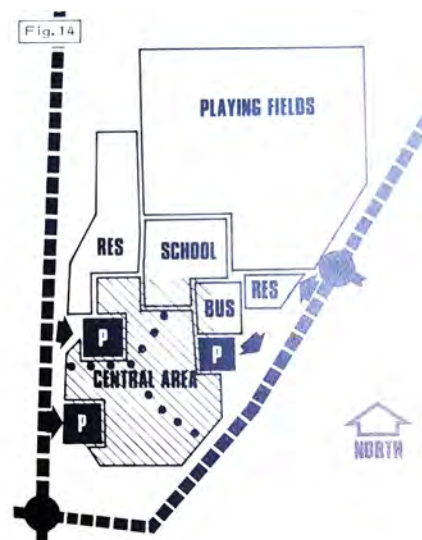
I ♥
SWF
NEIGHBOURHOOD PLAN

Town centre challenges



TOWN CENTRE ORIGINAL VISION AND OBJECTIVES

- To promote the highest standard of design and layout
- All the advantages of a small country town
- Mix land uses as much as possible
- Pedestrian spaces and squares will be carefully treated
- Planting will be introduced
- The smaller shopping units could be combined to suit the requirements of individual traders
- The centre itself is contained by the major road framework

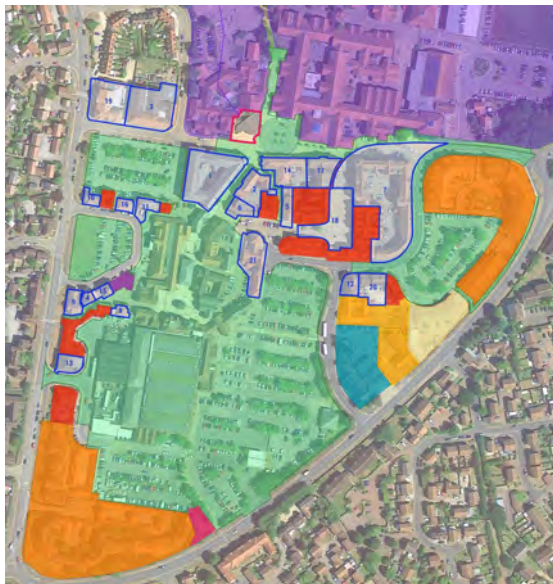


TOWN CENTRE CONSULTATION COMMENTS

- Limited retail offer
- Dominated by Asda
- Encouragement should be given to attract other stores to the town centre, providing choice and competition
- Suggestion that land ownership arrangements 'stifle' change in the centre



TOWN CENTRE LAND OWNERSHIP



- Single main land owner (Asda) with other smaller ownerships
- Scope for change should factor in ownership arrangements and potential for intervention

10 0 10 20 30 40 50 m

Town Centre Land Ownership

ASDA	Town Council
SW Investments	Fire and Rescue
Richard Slater	Holy Trinity Shared Church
Residential	Police Authority
Schools	Primary Care Trust
	Other (labelled 1-21)

Label: RESPARE Land Owner

1	ASDA
2	ASDA
3	ASDA
4	ASDA
5	ASDA
6	ASDA
7	ASDA
8	ASDA
9	ASDA
10	ASDA
11	ASDA
12	ASDA
13	ASDA
14	ASDA
15	ASDA
16	ASDA
17	ASDA
18	ASDA
19	ASDA
20	ASDA
21	ASDA

Data extracted from Ordnance Survey and other sources. Data correct as of 1/1/2014. All Rights Reserved. © 2014 Ordnance Survey. All Rights Reserved.

TOWN CENTRE CURRENT POLICY FRAMEWORK



- A focus on retail frontage
- Do we need to reconsider the role and future of the 'High Street'?
- Does the role of the High Street need to change so it can survive?
- A mix of policy and project ideas required



URBAN MORPHOLOGY TYPICAL TOWN CENTRES



- At the confluence of main routes
- A gathering and trading place
- A place of rest on longer journeys
- A clear hierarchy of streets and spaces
- Strong building frontages and activity on the main street
- Public and private spaces clearly defined
- Civic buildings act as landmarks
- Strong sense of arrival

(image: Walker map of Chelmsford, 1591)

SPACE SYNTAX 'CHOICE' MAIN ROUTES 'BYPASS' THE TOWN CENTRE



- Red routes indicate most connected and direct routes
- Illustrates that the Town Centre is poorly connected
- The main routes 'bypass' the Town Centre

TOWN CENTRE CHALLENGES



- Is the town centre a place for people or for cars?
- Does this create a sense of arrival?
- Is it a welcoming experience?

TOWN CENTRE CHALLENGES



- Where is the 'front door' to the town centre?
- How clear is it that there is a wider town centre offer beyond the arrival point / Asda car park?

TOWN CENTRE CHALLENGES



- What happens in this space?
- Does it lead anywhere?

TOWN CENTRE CHALLENGES



- Am I meant to follow this route?

TOWN CENTRE CHALLENGES



- Are these private or public spaces?
- Is this the front or back of a building?
- Should I be here?

TOWN CENTRE CHALLENGES



- What happens in these spaces?
- What would make people stop and enjoy being in these places?
- Can the environment be softened?

Town centre opportunities



TOWN CENTRE IDEAS VISION FOR THE FUTURE



The town centre is not just a retail centre

It should be the **'centre for everything'**

*retail + civic and community + employment +
entertainment and activities + housing + green
space + places to play + places to learn + a
cultural centre + a market place + a meeting place
+ great streets and spaces*

The main square should be:

the town's 'living room'



What if...? Non land-use ideas



PLACE BRANDING STRENGTHEN IDENTITY, ECONOMY, SENSE OF PLACE

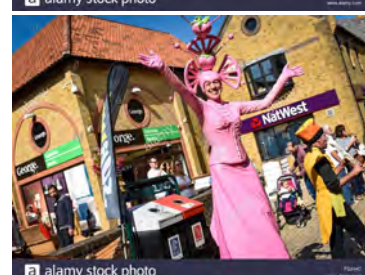


- Identify what defines the town
- Use this to raise profile, drive investment and capture retail spend
- Maximise relationship with landscape
- Maximise legacy as the 'modern birthplace' of residential 'place-making'
- Reflect this in growth area: an 'expo' for the 21st Century 'new garden town'
- A centre of excellence for design and green infrastructure



COMMUNITY EVENTS THE 'SW-FESTIVAL'

- Return of and expansion of festival?
- Series of events, linked to place and identity, e.g.:
 - Housing and town design
 - River-based events
 - Local food and drink produce (eg.: Crouch Ridge and Clayhill Vineyards)
 - Maximise use of the Bandstand
 - Open clocktower as a viewing platform
- Located in the town centre and around town
- Make use of empty properties to activate town centre space (pop-ups and meanwhile uses)



COMMUNITY CURRENCY THE 'SWF' POUND



- A Town Currency
- Exchange rate of 1:1
- Spend in and support local businesses
- Retains retail spend in SWF
- Fosters community pride and identity
- Implemented in Bristol, Brixton, Cardiff, Cornwall, Exeter, Kingston, Lewes, Stroud, Totnes etc



What if...? Greening the centre



INTEGRATING WITH GREENERY GREENING THE CENTRE: EXISTING



INTEGRATING WITH GREENERY GREENING THE CENTRE: FLOODRISK

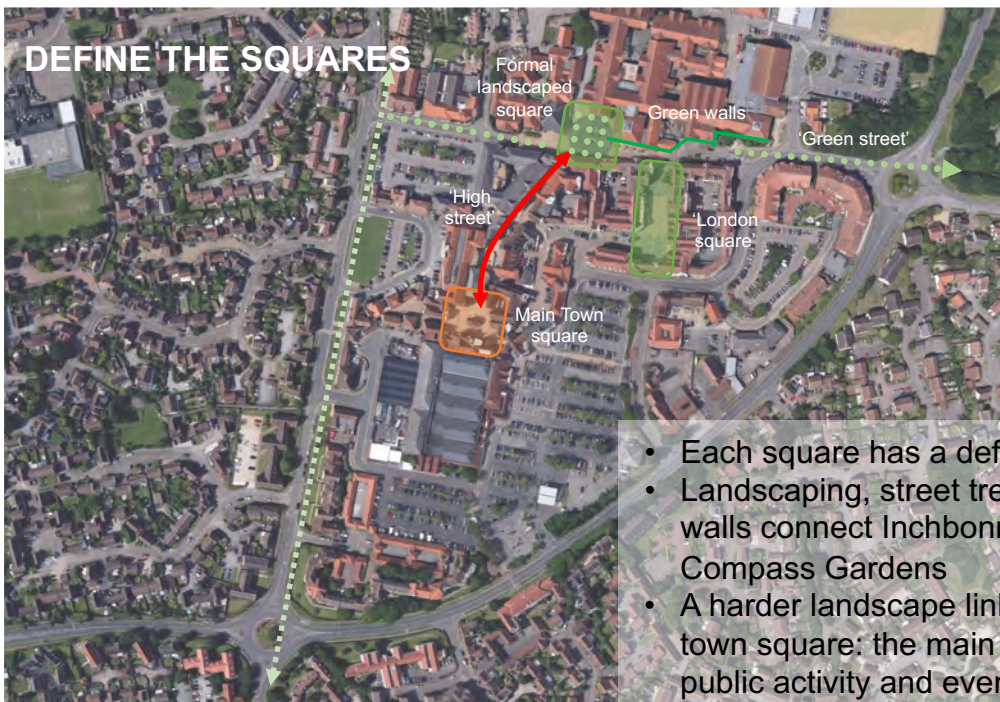


Majority of town centre
in areas of flood risk

Areas of hard surfacing
exacerbate flood risk,
including that from
surface water run-off

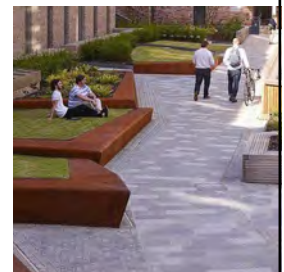
Introducing permeable
surfaces can help
manage the risk, and
green the town centre

DEFINE THE SQUARES

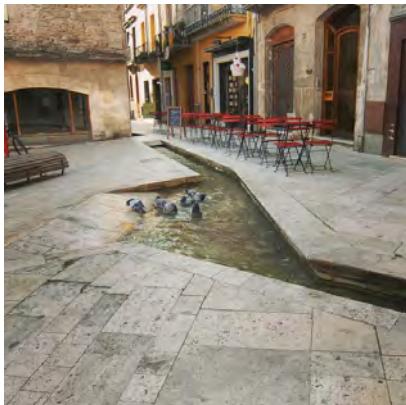


- Each square has a defined function
- Landscaping, street trees and green walls connect Inchbonnie Road with Compass Gardens
- A harder landscape links to the main town square: the main location for public activity and events

INTEGRATING WITH GREENERY GREENING THE CENTRE: EXAMPLES



INTEGRATING WITH GREENERY GREENING THE CENTRE: INTRODUCING WATER



Urban rills and raingardens reinforcing the sense of the 'riverside country town'



INTEGRATING WITH GREENERY GREENING THE CENTRE: TEMPORARY / TRIAL PROJECTS



Parklets



Seating



Outdoor events



Using colour to enliven space

What if...? Town Centre concept ideas

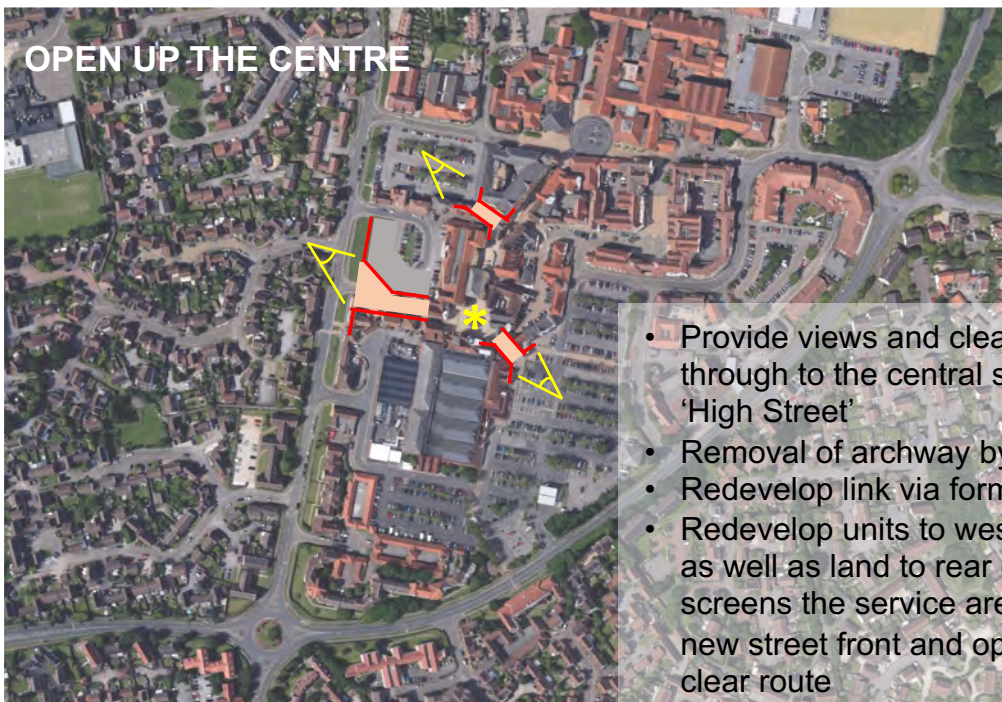


FOCUS ON THE 'HIGH STREET'



- Focus retail activities on central spine
- Public realm and shop front improvements
- Encourage 'Pop-up' / 'meanwhile' uses in vacant units
- Allow contraction of retail activity elsewhere
- Encourage change of use to other supporting town centre uses
- Allow change of use and redevelopment for residential

OPEN UP THE CENTRE



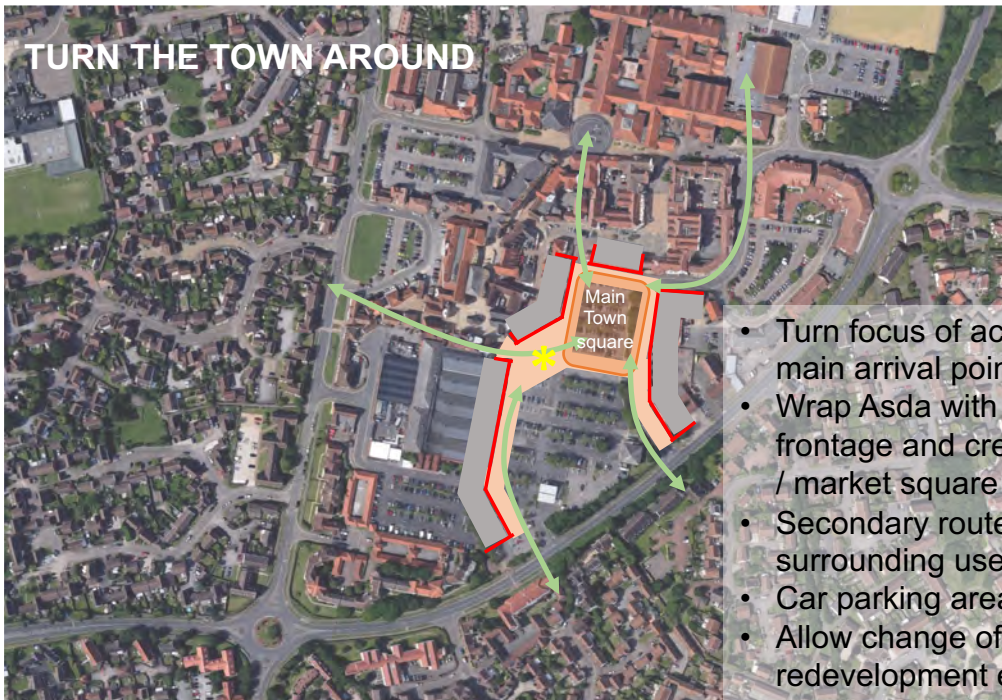
- Provide views and clear links through to the central square and 'High Street'
- Removal of archway by Asda
- Redevelop link via former Natwest
- Redevelop units to west of square as well as land to rear of George: screens the service area, creates a new street front and opens up a clear route

OPEN UP THE CENTRE



I ♥ SWF
NEIGHBOURHOOD PLAN

TURN THE TOWN AROUND



I ♥ SWF
NEIGHBOURHOOD PLAN

- Turn focus of activity onto main arrival point
- Wrap Asda with active frontage and create new town / market square
- Secondary routes link to surrounding uses
- Car parking area rationalised
- Allow change of use and redevelopment elsewhere

'TURN THE TOWN AROUND'



- New retail development in Sevenoaks - new frontage and extended retail loop
- Integrates new and existing
- Sensitive scale development
- Potential to use space for market stalls and other activities

Roundtable discussion



TOWN CENTRE ROUNDTABLE DISCUSSION



- What works well in the town centre?
- What are the threats and opportunities?
- What could work better?
- How might we do that?
 - Should we look at the movement network, how people get to the centre and move around when there?
 - Should we look at improvements to the quality of the environment and public space?
 - Do we need to think about encouraging new uses and activities in the town centre? If so, what?
 - Do we need to think again about the structure and layout of development and parking?
 - What other initiatives should we explore?

Next steps



NEIGHBOURHOOD PLAN NEXT STEPS



- Consultation on ideas in Summer
- Prepare draft Plan
- Formal six-week consultation in Autumn
- Submit to City Council in Winter
- City Council organises an independent review of the Plan, including a further round of consultation
- A referendum follows examination
- Document then becomes planning policy
- Plenty of opportunity for ongoing input and engagement!

Thank you!



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South Woodham Ferrers Neighbourhood Plan
Summary of Consultation Event with Town Centre Landowners, June 2019





5. Ideas consultation

- 5.1 This section includes the summary report of the informal consultation on emerging policy and project ideas for the Neighbourhood Plan undertaken in July and August 2019.

SOUTH WOODHAM FERRERS NEIGHBOURHOOD PLAN
SUMMARY OF CONSULTATION EVENTS ON EMERGING IDEAS



AUGUST 2019

1. OVERVIEW

During the course of July and August 2019 the Town Council consulted on emerging ideas for the Neighbourhood Plan. A set of boards were prepared (appended to this summary paper) for display in the Town Council office and were available for viewing from 9 July through to 16 August. The boards were staffed at two events, timed to coincide with other activities and thus increase footfall and awareness of the Plan. These were:

1. Health centre drop in and information event on Saturday 13 July 2019.
2. Summer 'fun in the park' event on Thursday 15 August 2019.

Alongside these events a survey was prepared, both online and in hard copy. The consultation was advertised by the Town Council through its social media channels (including the website and Facebook pages) as well as through the weekly Focus magazine delivered to every household in the town.

In total, 322 responses were received to the survey. The majority of these were from people living in South Woodham Ferrers (96%), though with some working in or visiting the town. A proportion of respondents (around 10%) both live and work in South Woodham Ferrers.

Despite one of the events being timed alongside 'fun in the park' the response rate was skewed by age. Of those who provided their age, less than 10% of all responses were from those aged below 35. Responses from those in age bands 45-54, 55-64 and 65-75 were fairly evening represented, each accounting for around 23% of total responses received.

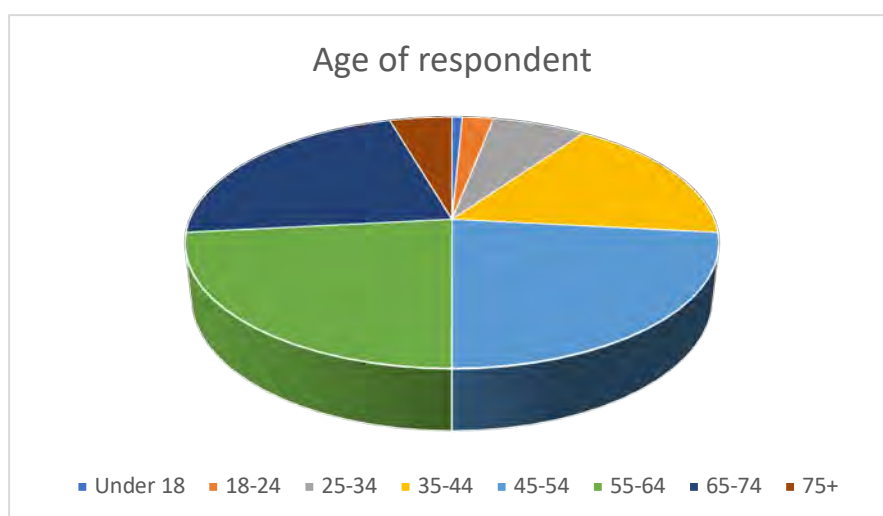


Figure 1: Respondents to survey grouped by age band.

2. THE TOWN CENTRE

VISION

Respondents were asked how they felt about the proposed vision for the town centre, summarised on the display material as:

"We believe the town centre should be more than just a retail centre. It should be the centre of everything. It should have a main square that is the town's living room. It should be the civic hub and heartbeat of the town"

As the chart below shows, strong support was expressed for the vision, with 90% of all respondents either agreeing or strongly agreeing with the statement.

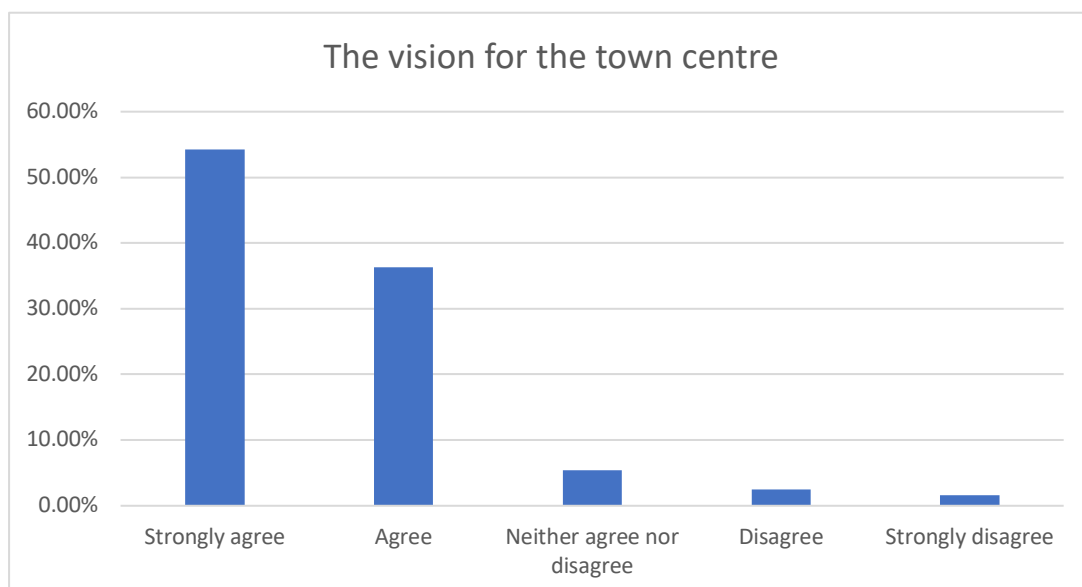


Figure 2: Responses to question about the proposed vision for the town centre

INITIATIVES

A series of questions were posed in relation to 'non land-use and development' opportunities which might form projects in the Neighbourhood Plan and which could help be a catalyst for change. The questions asked:

- >> Q2: Should we...prepare a 'place branding' strategy for the town through which a year-round programme of events are curated, linked back to the unique identity of the town?
- >> Q3: Should we...establish a business forum that brings together members of the business community with the common goal of identifying and progressing projects to improve the quality of the town centre?

>> Q4: Should we...enhance the quality of the public realm, creating a separate identity and function for the different squares and spaces in the town, creating a more welcoming and convivial central area?

Responses are shown in the chart below. Strong support was received for all ideas, with more than 70% either agreeing or strongly agreeing to each question. Support for establishment of a business forum is particularly strong, with 83% of respondents in agreement with this.

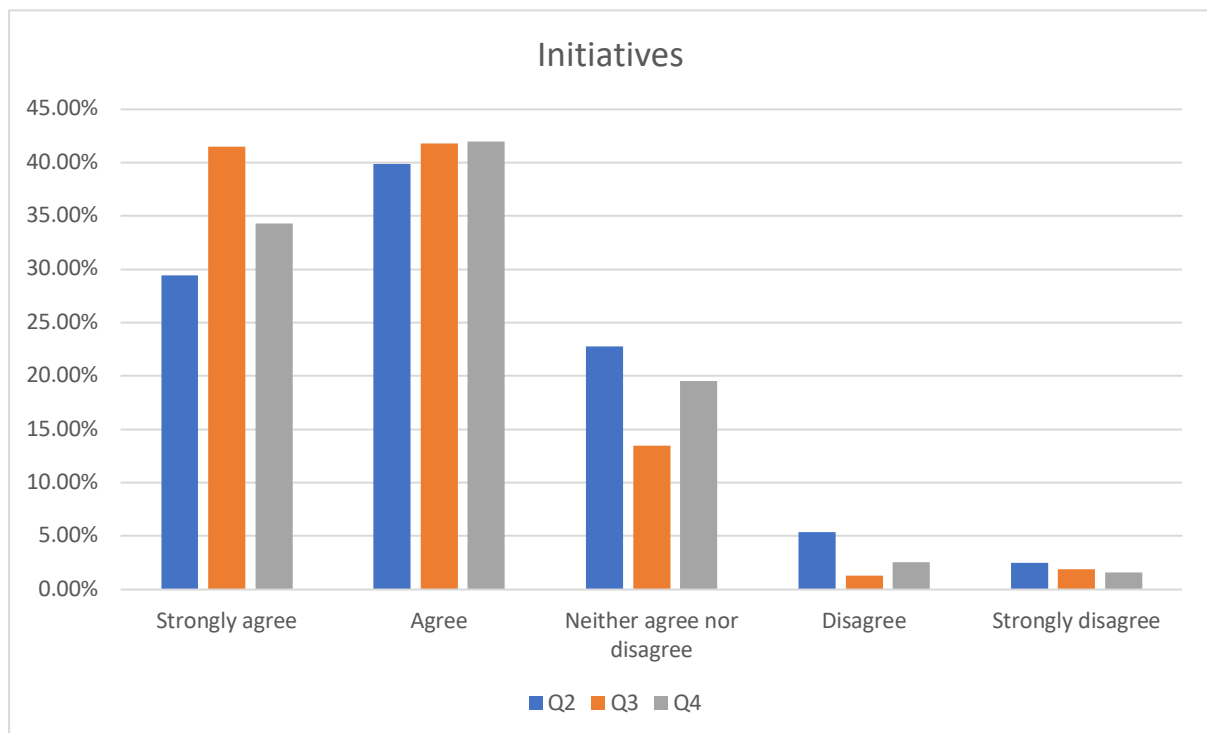


Figure 3: Responses to questions about possible non land use and development projects and programmes for the town centre

USES AND ACTIVITIES

Respondents were asked whether we should look to encourage new activities and uses to locate in the centre that create footfall, new life and activity throughout the day. Again, this was strongly supported, with 84% either agreeing or strongly agreeing. When asked what uses should be encouraged in the centre, the main suggestions were:

- Regular markets, craft fairs and opportunities for selling local produce.
- Promoting a greater range of outdoor events and entertainment.
- Provision of family uses and activities.
- Leisure and recreation, including a cinema and other cultural activities.

PARKING

Respondents were asked about parking provision in the town centre and relationship between this and areas of shopping. The following questions posed were:

- >> Q6: Should we...re-design and or rationalise areas of car parking (for example, through decking) to provide space in the town centre for other uses?
- >> Q7: Should we... open up views and routes through from the car parks into the heart of the centre, encouraging more people to move into and spend time in this space?

Responses to the question about rationalising parking were fairly evenly split though balanced towards disagreement (40%). But the importance of improving links from the car park into the centre was recognised and agreed with (60%).

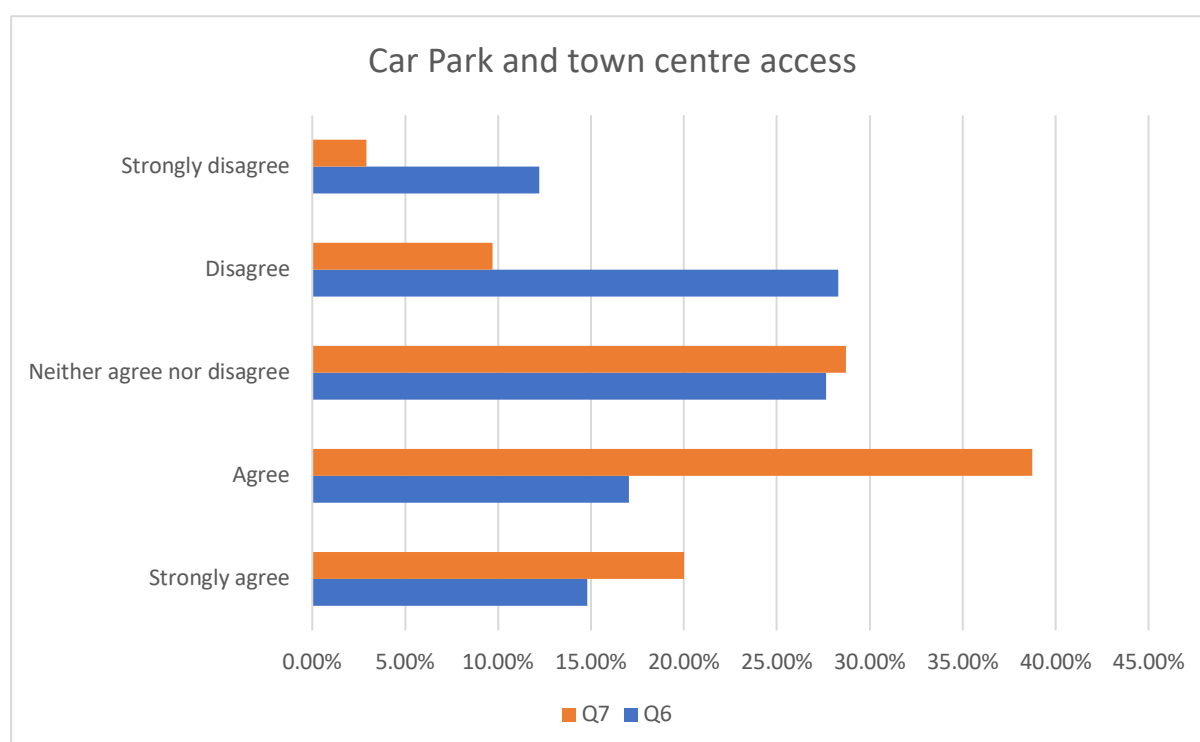


Figure 4: Responses to questions about the car park and visual links to and from these

FOCUS OF THE CENTRE

Respondents were asked about the focus of the town centre. Two options were presented, being:

- >> Q8a: Should we... focus all retail activities on the central spine from ASDA to Trinity Square, creating a true High Street, with the Bandstand being the key space for events and activities?
- >> Q8b: Should we... turn the centre around to face the main car park, creating new street fronts and a new square that caters for different needs as the future of the 'High Street' changes?

Stronger support was expressed for option (a), strengthening the central spine, than for option (b), turning the centre around. Almost 80% registered agreement or strong agreement with option (a) compared to 40% for option (b). The responses suggest that some people were in favour of both ideas.

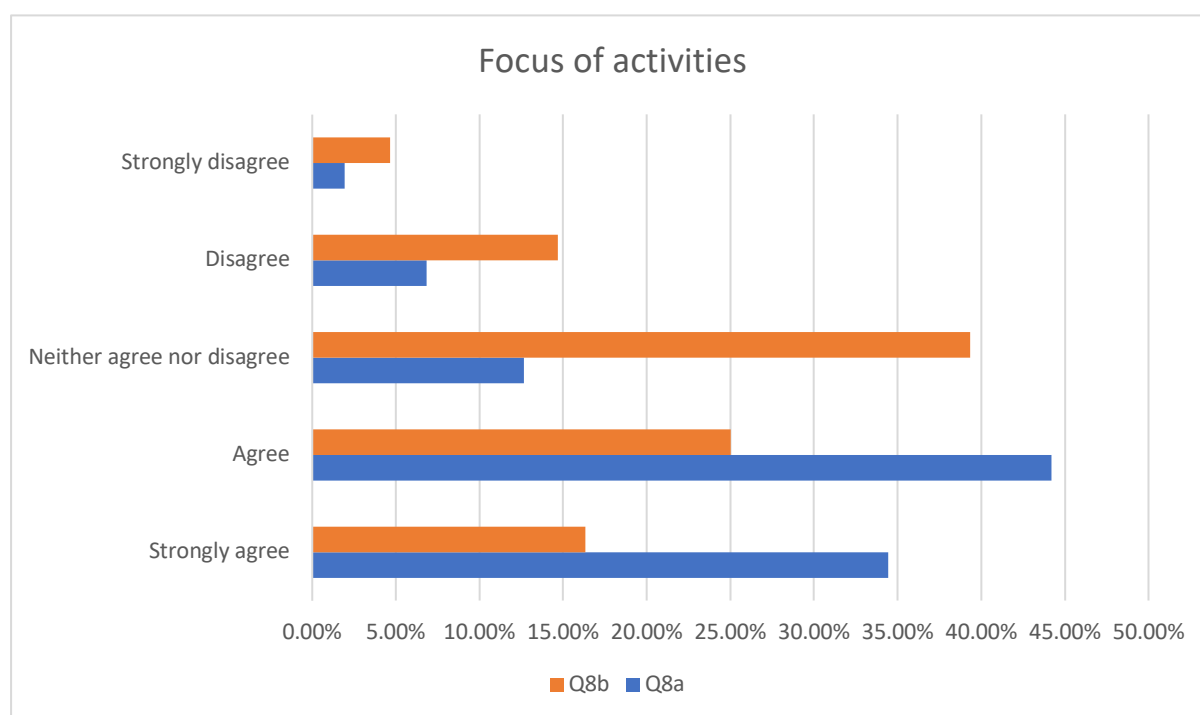


Figure 5: Responses to questions about the orientation of the town centre

3. ACCESS AND MOVEMENT

Respondents were asked the following about access and movement:

- >> Q10: Should we...treat streets as spaces too, providing plentiful and well-defined routes and crossing points along the main road network, transforming these from places for cars to streets for all?
- >> Q11: Should we...make streets safe for cycling, re-balancing road provision and creating safe and attractive cycle routes that allow movement by all ages and abilities for everyday trips?
- >> Q12: Should we...improve the network of alleyways, making them safe and attractive for all to use at all times of the day, including provision of new lighting and encouraging development to have building fronts that look onto the alleyways?
- >> Q13: Should we...plan for an improved public transport service alongside other emerging technology, such as 'mobility as service', promoting these as attractive alternatives to private car use and ownership?

As shown in the chart below, the majority of respondents expressed support for all ideas, with more than 60% saying they agreed or strongly agreed with all suggestions. Particularly strong support was expressed with ideas about the alleyways, with 90% either agreeing or strongly agreeing.

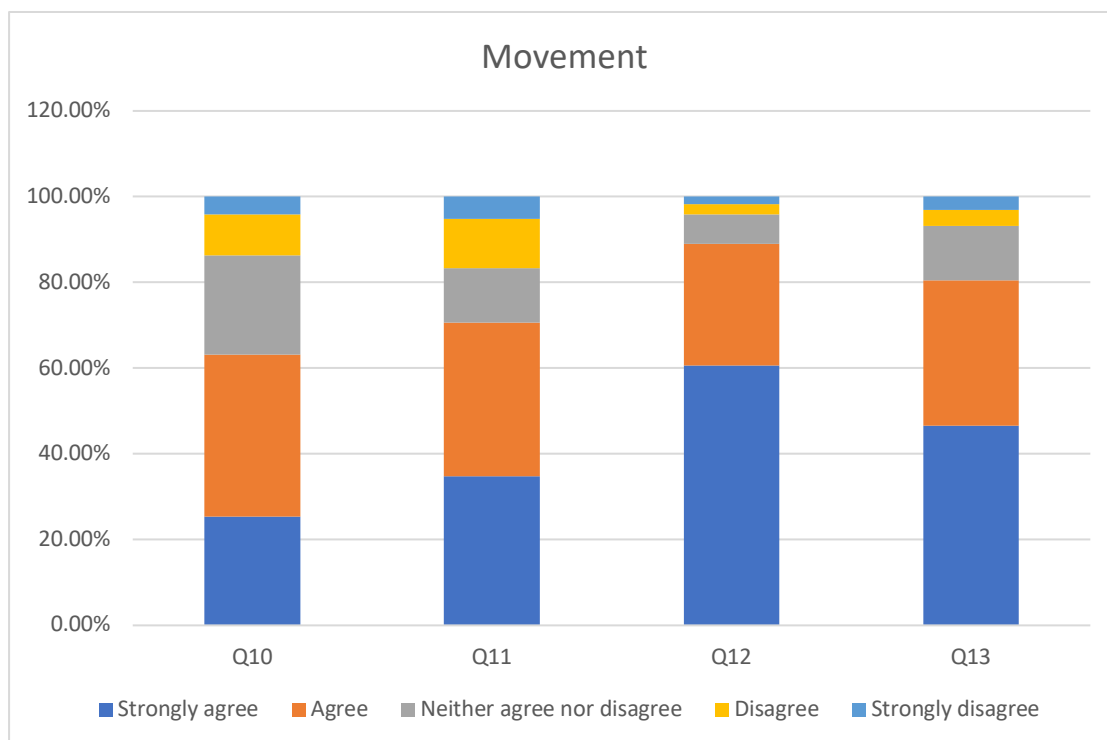


Figure 6: Responses to questions about access and movement in South Woodham Ferrers

4. GREENING SOUTH WOODHAM FERRERS

Respondents were asked the following about ideas for greening the town:

- >> Q14: Should we...create a connected “green necklace” of accessible open space that wraps around the town, including a variety of green, open and play spaces for all to visit and enjoy?
- >> Q15: Should we...better integrate the surrounding green space into the built environment through new street tree planting and landscaping, providing a link between the two?
- >> Q16: Should we... create a new green link along the former route of the railway to Maldon, providing for access to the countryside for walking and cycling?
- >> Q17: Should we...break the barrier created by the main road network with new crossing points along Ferrers Road, so that access to surrounding green space is safer for all?
- >> Q18: Should we...soften the public realm in the town centre with trees and planters, green walls and places to sit and relax, improving the visitor experience but also helping to manage concerns about surface water run-off?
- >> Q19: Should we...soften the nature of the residential street, introducing greenery and creating home zones that reduce the impact of the car, making these safe places to play?
- >> Q20: Should we... look to convert unused ‘grey’ areas, such as unused parking areas and garage courts, into space for biodiversity, community gardens and local food production?

As presented in the chart overleaf, respondents expressed support for all ideas, though with some variance between questions. Questions 14, 15, 16 and 18 received in excess of 80% agreement or strong agreement from all respondents. This fell to 75% for Q17 (making it easier to cross Ferrers Road), and then 70% to 65% for Q19 and Q20 respectively. However, this still represents a strong response and welcomes interventions in the public realm, including within residential areas.

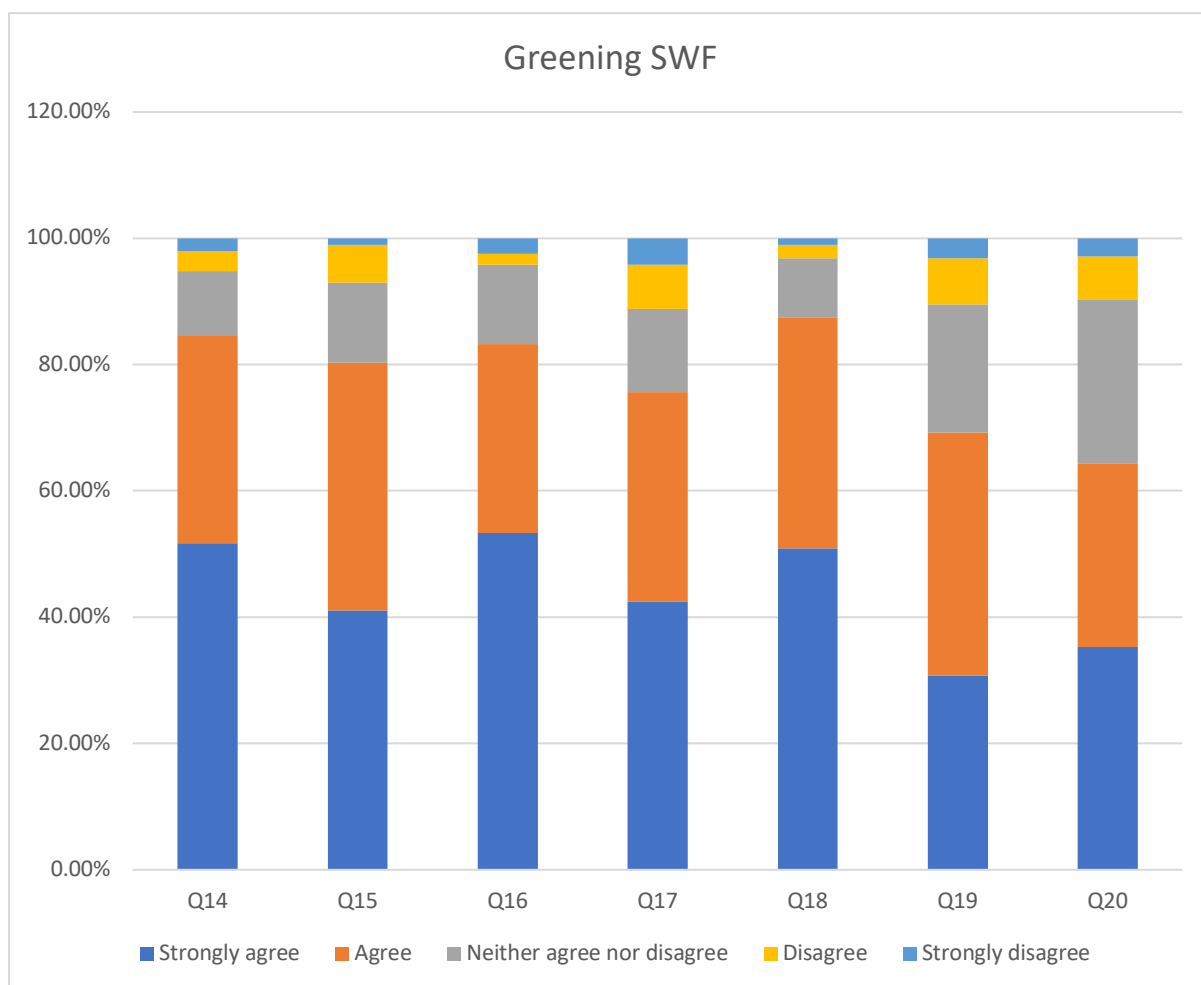


Figure 7: Responses to ideas for greening South Woodham Ferrers

5. NORTHERN GROWTH AREA

DESIGN AND USES

We asked respondents a range of questions about the design and mix of uses to be provided in the new northern growth area. The questions were:

- >> Q21: Should we... require that the design of any new development responds to local character, delivering a variety of housing types to create choice and interest?
- >> Q22: Should we... promote a strong landscape-led approach to design that retains views to and the setting of Radar Hill, and with green space and play areas integrated within areas of new housing development?
- >> Q23: Should we... support the provision of self-build housing opportunities and encourage the delivery of flexible housing types, responding to the changing circumstances of individual households?
- >> Q24: Should we... use development to help invest in town-wide infrastructure improvements, making the best use of existing schools and direct funding to new and improved social and community facilities.
- >> Q25: Should we... focus provision of new facilities along a key spine extending into the development area that connects the railway station and village hall with the new health centre?

As shown in the chart overleaf, very strong support was expressed in relation to influencing the design and layout of the growth area (80%), and, in particular, respecting the setting of Radar Hill (88%). Strong support (84%) was also given to the need to invest in town-wide infrastructure. When asked what infrastructure was required, the main suggestions were:

- Better public transport (bus and train services).
- Youth clubs, sports and leisure facilities.
- Reinvesting in and making better use of existing facilities (e.g.: town centre medical buildings, police station and Chetwood School)

Respondents were more unsure about the provision of self-build housing, though with more than 55% either agreeing or strongly agreeing. However, only 18% disagreed with this suggestion; the balance not answering either way. Equally, some (around a quarter) were unsure about the need for a spine between the new growth area and existing built-up area along which community facilities and services should be located. However, more were in favour of this (60%) than not.

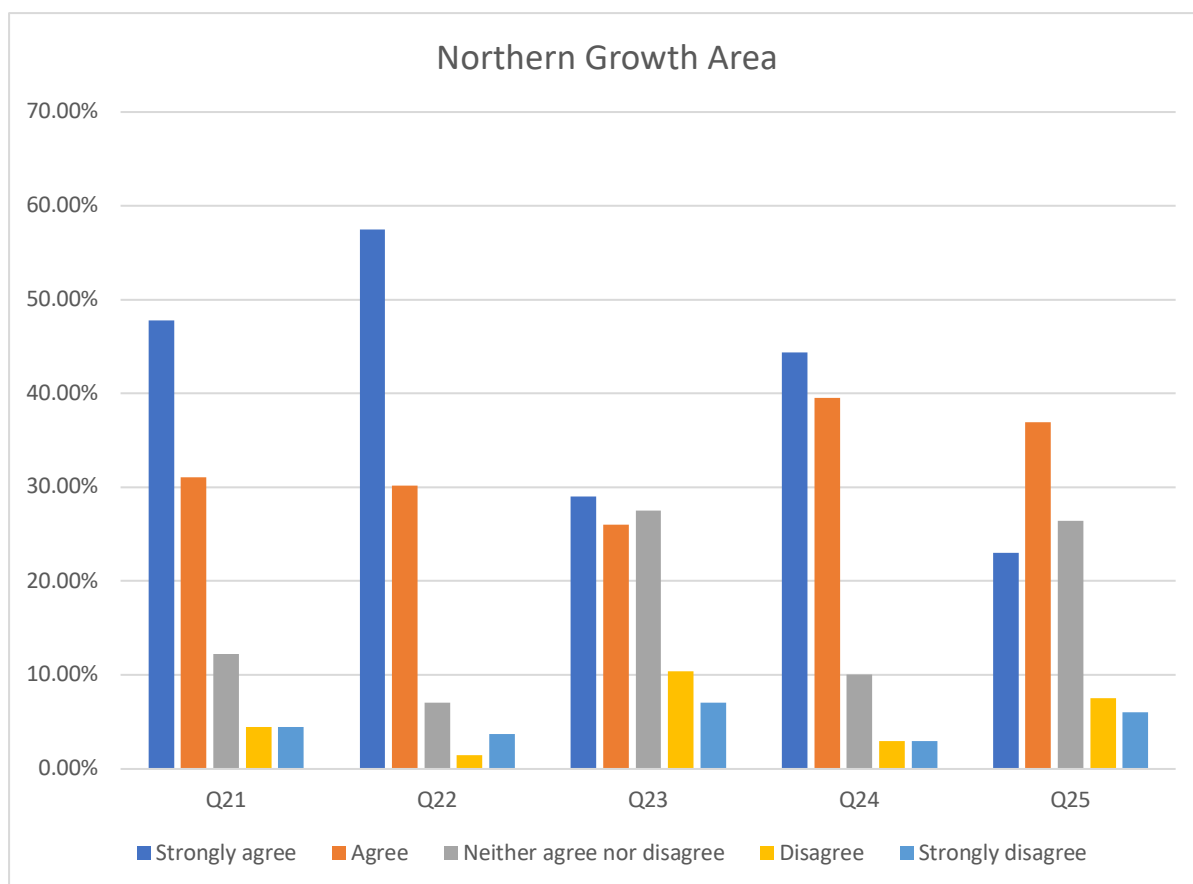


Figure 8: Responses to questions about the design and mix of uses in the Northern Growth Area

BURNHAM ROAD

Two options were presented in respect of Burnham Road and how this might be crossed to help integrate the new development with the existing community. The questions were:

- >> Q27a: Should we... integrate the new growth area with the existing by transforming Burnham Road into a 'central street' which slows traffic down and providing safe places for people, of all ages and abilities, to cross the road?
- >> Q27b: Should we... integrate the new growth area with the existing by exploring provision of a bridge over Burnham Road, maintaining existing traffic conditions?

As the chart below shows there is no real consensus, with both options being equally supported.

This was reflected in comments made:

- Some suggested traffic should not be slowed as this would just lead to increased congestion, whereas others said it was essential to slow traffic to make it safer for people to cross.
- Some suggested a bridge would be a good idea and help maintain traffic flow, but others suggested this might be difficult to use for all, including the elderly and those with pushchairs.
- Some suggested that a new ring-road should be provided, that there shouldn't be any new housing development here in any event, and that the medical centre should not be located to the north of the town.

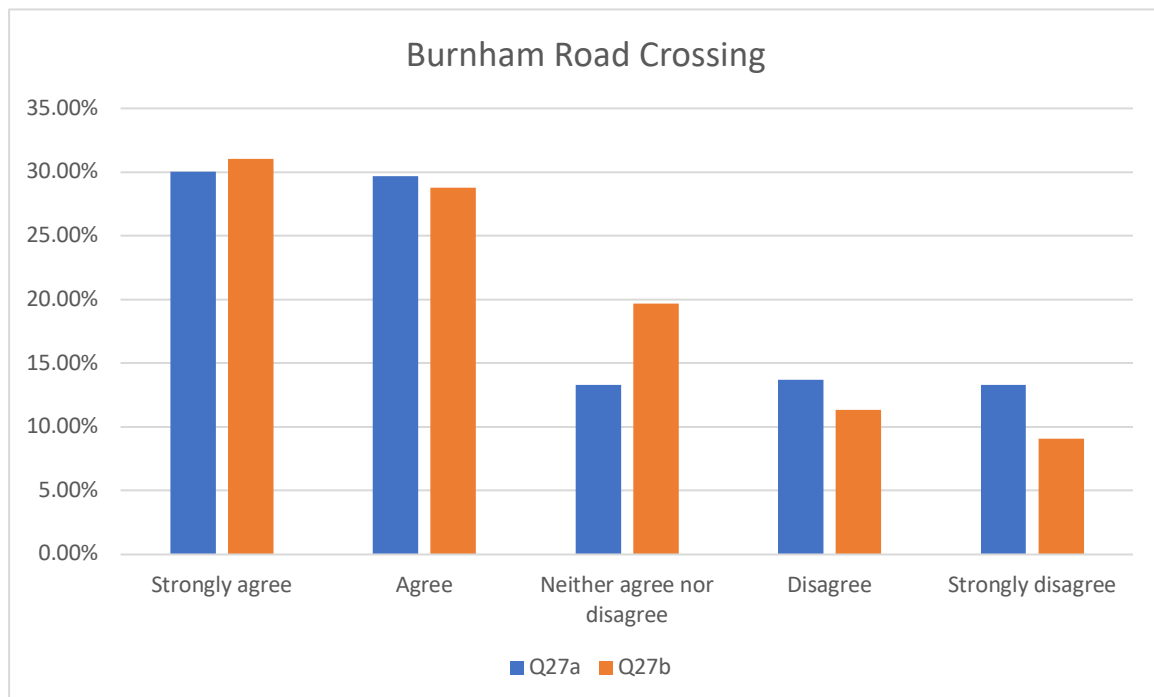


Figure 9: Responses to options for provision of crossing points along Burnham Road

6. SUMMARY

The consultation responses indicate support for the majority of ideas presented. There do though appear to be some contradictions within the results: Although the majority said that town centre car parking should not be rationalised, strong support was expressed elsewhere for measures that encourage people to travel by other means. This was also reflected in questions as to what infrastructure is needed in the town, with many suggestion better public transport.

The responses suggest that both land use / development and non land use / development projects should be progressed in the town centre, and that emphasis should be placed on making the 'High Street' work better, including better links and routes to this, and improved public realm, and promotion of other activities and uses, including markets and cultural events, that would drive footfall to this area.

All movement and greening ideas were well supported, particularly making improvements to the network of alleyways.

The northern growth area remains an area of contention, particularly in respect of crossing Burnham Road, with little agreement as to how this might best be resolved. Many were critical of the housing allocation and the relocation of health services to the north of the town: both of which are decisions outside the control of the Neighbourhood Plan. However, it is recognised that the benefits of growth can be captured to reinvest in infrastructure in the town, including, interesting, provision of youth clubs and facilities for younger members of society: despite very few people from this age group responding to the survey. The majority were keen to see the design and layout of the development influenced through the Neighbourhood Plan.

Overall, this recognises strong support for the emerging ideas and the potential for these to be translated into locally specific policies and projects.

APPENDIX A: PRESENTATION MATERIAL

Revitalise the Town Centre



A vision for the Centre

We believe the town centre should be more than just a retail centre. It should be the 'centre of everything'. It should have a main square that is the town's 'living room'. It should be the civic hub and heartbeat of the town.

"Retail + civic and community + employment + entertainment and activities + housing + green space + places to play + places to learn + a cultural centre + a market place + a meeting place + great streets and spaces"

Place strategies and ideas. What if we:

1. Prepare a 'place branding' strategy for the town through which a year-round programme of events are curated, linked back to the unique identity of the town, including its design legacy, relationship with water and potential for local food and drink production, raising the profile of the town centre and attracting visitors to spend time and money here.
2. Establish a business forum or similar for the town centre that helps to co-ordinate and lead on activities and initiatives that help it to compete with other centres.
3. Enhance the quality of the public realm, creating a separate identity and function for the different squares, including new tree planting, places to sit and relax, creating a more welcoming and convivial central area.



To find out more about the Plan please visit the Town Council website:
www.southwoodhamferrersstc.gov.uk

To leave your comments on the emerging ideas please use the SurveyMonkey questionnaire or scan the QR code:
<https://www.surveymonkey.co.uk/r/FN3NJCX>



SOUTH WOODHAM FERRERS
TOWN COUNCIL



Revitalise the Town Centre



Potential for change and development. What if we?



1. Open up views and routes through from the car parks into the heart of the centre, encouraging more people to move into and spend time in this space.



2. Encourage new activities and uses to locate in the centre that create footfall, new life and activity throughout the day. What other uses should be encouraged to locate here? Could the amount of space used by car parking be reduced to allow for other uses?



3. Focus all retail activities on the central spine from Asda to Trinity Square, creating a true High Street, with the Bandstand being the key space for events and activities, including the market.



4. Turn the centre around, creating new street fronts and a new square, and allowing new development to come forward within a set of design principles that allow for flexible use over time to cater for different needs as the future of the 'High Street' changes.

To find out more about the Plan please visit the Town Council website:
www.southwoodhamferrers.gov.uk

To leave your comments on the emerging ideas please use the SurveyMonkey questionnaire or scan the QR code:
<https://www.surveymonkey.co.uk/r/FN3NJCX>



SOUTH WOODHAM FERRERS
TOWN COUNCIL



Improve access and movement for all



Emerging ideas. What if we?



1. Treat streets as spaces too, providing plentiful and well defined pedestrian routes and crossing points along the main road network, transforming these from places for cars to streets for all, and where vehicle 'capacity' is retained but space rebalanced for the benefit of all.

2. Make streets safe for cycling, allowing short journeys currently made by car to be replaced by bike, rebalancing road provision and creating safe and attractive cycle routes that allow movement by all ages and abilities for everyday trips.



3. Improve the network of alleyways making them safe and attractive for all to use at all times of the day, encouraging people to walk and promoting active and healthy lifestyles.

4. Plan for an improved public transport service, alongside other emerging technology, such as 'mobility as service', promoting these as attractive alternatives to private car use and ownership.



To find out more about the Plan please visit the Town Council website:
www.southwoodhamferrers.gov.uk

To leave your comments on the emerging ideas please use the SurveyMonkey questionnaire or scan the QR code:
<https://www.surveymonkey.co.uk/r/FN3NJCX>



SOUTH WOODHAM FERRERS
TOWN COUNCIL



Integrate green space into the town



Town-wide opportunities. What if we?



1. Create a connected “green necklace” of space around the town, including a variety of green, open and play spaces for all to visit and enjoy.



2. Better integrate the surrounding green space into the built environment, through street tree planting and landscaping, that provides a link between the two. This could include incorporation of wild flowers and raingardens, bringing biodiversity and environmental benefits, helping to make South Woodham Ferrers the ‘riverside country town’ as originally envisaged.



4. Soften the public realm in the town centre with trees and planters, green walls and places to sit and relax, improving the visitor experience but also helping to manage concerns about flood risk and surface water run-off.



5. Soften the nature of the residential street and cul-de-sac environment, introducing greenery, creating homezones and play streets that reduce the impact of the car and making these a safe place to play: ‘taking the park to the people’.



6. Foster community ownership and civic pride through conversion of ‘grey’ areas into space for biodiversity and local food production, including reuse and transformation of the alleyway network and under-utilised spaces.

To find out more about the Plan please visit the Town Council website:
www.southwoodhamferrerstc.gov.uk

To leave your comments on the emerging ideas please use the SurveyMonkey questionnaire or scan the QR code:
<https://www.surveymonkey.co.uk/r/FN3NJCX>



SOUTH WOODHAM FERRERS
TOWN COUNCIL



Influence the new growth area

Emerging ideas. What if we?



1. Require the design of development to respond to local character, delivering a variety of housing types to create choice and interest, based around a permeable street grid to encourage walking and cycling, and where parking is accommodated, but does not dominate the street scene. Responding to the legacy of the Essex Design Guide, this should be an exemplar and innovative development, setting a benchmark for future neighbourhood design. Could it be an 'expo for the 21st century garden town'?

2. Take a strong landscape-led approach to design that retains views to and the setting of Radar Hill, that provides access to green space and integrates streets trees and rain gardens in the urban environment.



3. Integrate the new area with the existing, transforming Burnham Road into a 'central street' which slows traffic down and helps create a cohesive and connected community. Are there other ways to connect the communities?

4. Support provision of self-build housing opportunities and encourage delivery of flexible housing types, that allow for change over time responding to the changing circumstances of individual households.

5. Use development to help invest in town-wide infrastructure improvements, making the best use of existing schools and directing funding to new and improved social and community facilities.

To find out more about the Plan please visit the Town Council website:
www.southwoodhamferrers.gov.uk

To leave your comments on the emerging ideas please use the SurveyMonkey questionnaire or scan the QR code:
<https://www.surveymonkey.co.uk/r/FN3NJCX>





Your ideas and suggestions



The ideas presented here are based upon feedback received at earlier consultation events.

Do you have any ideas or suggestions that should be considered as part of the Neighbourhood Plan?

Please let us know by completing the questionnaire or leaving comments on a sticky note here:

To find out more about the Plan please visit the Town Council website:
www.southwoodhamferrerstc.gov.uk

To leave your comments on the emerging ideas please use the SurveyMonkey questionnaire or scan the QR code:
<https://www.surveymonkey.co.uk/r/FN3NJCX>



SOUTH WOODHAM FERRERS
TOWN COUNCIL





South Woodham Ferrers Neighbourhood Plan
Summary of Consultation Events on Emerging Ideas, August 2019



6. 'Reg 14' consultation

6.1 This section includes the report of the Regulation 14 consultation exercise, within which is found:

- Summary report of feedback and consultation responses.
- Material advertising the Regulation 14 consultation.
- Copies of display material.
- Set of frequently asked questions (FAQs) prepared alongside the display material.
- Copy of the questionnaire for feedback purposes.
- Presentation material for the Annual Town Meeting.
- Extract of information included within Focus magazine.



SOUTH WOODHAM FERRERS NEIGHBOURHOOD PLAN

SUMMARY OF REGULATION 14 CONSULTATION



APRIL 2020

1. OVERVIEW

The Regulation 14 consultation stage of the South Woodham Ferrers Neighbourhood Plan took place for a six-week period running from 14 February 2020 – 27 March 2020.

Notice of the Regulation 14 consultation was sent direct to:

- 46 organisations, representing statutory consultees, and including utility and service providers, and neighbouring local authorities. A full list is presented in Appendix A1a of this consultation summary report.
- The seven parish council's neighbouring South Woodham Ferrers (see Appendix A1b).
- 190 residents who had registered for updates during earlier consultation events (See Appendix A1c).
- Nine other organisations who has expressed an interest in the progress of the Neighbourhood Plan (see Appendix A1d).

The Regulation 14 version of the Plan and supporting documentation were available to view electronically via the Town Council website during this period. Screenshots of the Town Council website homepage and neighbourhood planning pages, as they appeared during the Regulation 14 period, are included in the appendix to this consultation summary document (see Appendix E).

The last week of the consultation period coincided with the COVID-19 pandemic and instructions from the Government for people to stay at and work at home. Some of the organisations invited to submit consultation responses to the draft Neighbourhood Plan contacted the Town Council to request an extension of time. This was granted.

The Regulation 14 consultation period was widely advertised:

- Posters were displayed around the town, within Town Council noticeboards and elsewhere, including for example the community noticeboard in the branch of Costa Coffee in the town centre.
- Posters were also inserted into Focus magazine. This is a full colour glossy A4 magazine distributed free to every household and businesses in South Woodham Ferrers. It can also be viewed at the Town Council offices and at South Woodham Ferrers Library. A copy of the poster is included in this summary report (at Appendix D).
- Articles included within both Focus and the agenda for the Annual Town Meeting, presenting an introduction to the Neighbourhood Plan and the current status of this. A copy of this article is presented in this summary report (at Appendix F).
- Banners were displayed outside the Town Council offices (see image on front cover of this summary report).
- The consultation was widely advertised on the Town Council Facebook page as well as other South Woodham Ferrers group pages on Facebook.

In addition to the website the Regulation 14 version of the Plan was available to view at:

- The Town Council offices, where a permanent display was set up for the duration of the consultation period.
- At the Library in the town centre where, again, a permanent display was set up for the duration of the consultation period.
- At the Annual Town Meeting, where material was displayed and a presentation made on the Plan, it's content and next steps in the process.

Copies of display material, as well as the presentation slides from the Annual Town Meeting, are included in this summary report (in Appendix D). The Neighbourhood Plan was presented at the Annual Town Meeting alongside presentations from the developers leading the masterplanning exercise of the allocated growth area to the north of the town. This provided participants with some context for the two pieces of work and the relationship between them. A Q&A was held as part of this.

Alongside the above a set of FAQs were prepared for reference and a questionnaire form also produced, available in paper form and electronically. Paper copies of the form could be completed and returned to the Town Council offices or at the collection point set up in the Library. Links to the electronic version of the questionnaire were available via the Town Council website (and via the QR code on the display boards), with SurveyMonkey used as the package to collect responses. The feedback form and FAQs are included in this summary Report at Appendix B and C respectively.

The following sections of this report present a summary of responses received during the Regulation 14 period. It is ordered based on consultee.

2. RESPONSES FROM RESIDENTS

OVERVIEW

Responses were received from 41 residents, comprising a mix of hand written and electronic responses. Of those who provided details:

- Responses were fairly evenly spread across age groups, though with most coming from the 45-54 year old age bracket, as illustrated in Table 1 below. However, there were no responses from those under the age of 25.
- There was also a fairly even split between responses from males and females.

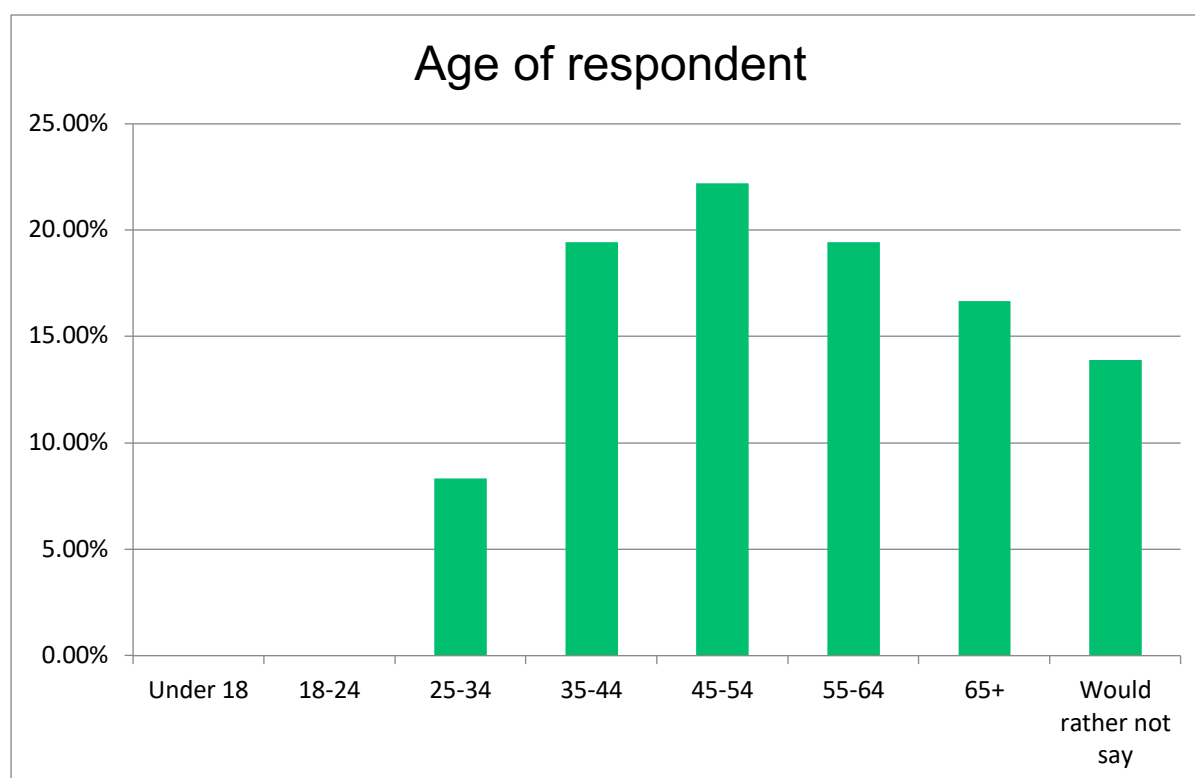


Table 1: Chart showing responses by age group

The responses from residents generally fall into one of two camps

1. Those who express support for the Plan and, in particular, the greening initiatives, policies and projects to enhance the town centre.
2. Those who object to the development of new homes and, in particular, the traffic impacts and solutions proposed as part of the Northern Growth Area.

More response and comments were received in support of the Plan, the policies and ideas contained within it, than objections received. A number of comments were also made, though neither expressing support or otherwise for the Plan. Key messages are summarised below:

SUPPORT EXPRESSED FOR THE PLAN

Comments made in support of the Plan and in agreement with a range of policies and projects, including:

- All policies and ideas relating to the Town Centre, including making this more accessible and inviting to visitors
- Policies and ideas related to greening, both within the town centre and across the town as a whole. It was noted that regimes should be put in place to maintain green infrastructure.
- All policies related to walking and cycling, making these a safer and more attractive proposition for people. Linked to this, some respondents noted that speed limits across the town need reducing, including those on Burnham Road.
- Agreement that bus services need improving.
- Support was expressed for improving the quality of the footpath network, including the alleyways, and for reusing 'dead space' as community gardens.
- Support was expressed for policies seeking to protect and retain community facilities, including the reuse of redundant space in the town centre, retaining Chetwood School for longer-term educational needs, and to establish a Community Land Trust to manage open space.
- Support was expressed for the design aspirations set out in the policies. Some respondents also agreed that residential parking provision needs to be reconsidered, and that garages should not be provided as they are not used as such.
- Protecting the setting of the Garden of Remembrance was considered important.

AREAS OF CONCERN AND OBJECTION TO THE PLAN

Fewer responses were received which expressed concerns with the draft Plan, those these were more detailed and focused in particular on the following:

- Comments were made suggesting that no new housing development should take place in South Woodham Ferrers, particularly on land to the north of Burnham Road.
- That Burnham Road cannot become a safer place for people to cross unless a new northern bypass is funded and delivered, and that no housing should come forward until this is planned and funded. If a northern bypass cannot be delivered then it will not be possible to deliver the aspirations for integrating new housing with the existing community as the volume and speed of traffic will preclude this. It is also considered that the scale of growth across the Dengie Peninsula in the neighbouring authority of Maldon has not been fully considered and that this will result in additional traffic movements on Burnham Road. It is considered that with the growth of traffic that some people will use Ferrers Road instead, increasing traffic movements through the town.
- It was also suggested that the route of the 'Central Street' as shown in the concept masterplan should not extend as far as Willow Grove.
- It was also suggested that the scale of growth would have a negative impact on the town centre.

OTHER RESPONSES

A series of other comments and suggestions were made, including:

- Infrastructure needs providing before any new development should commence.
- The doctor's surgery should be relocated back into the town centre.
- Existing residential amenity should be protected from new development.
- There should be further references and policies in the Plan in relation to climate change and zero carbon development.
- Play space should be integrated into new development.
- There is a need to make streets safer for all.
- Concern about the impacts on flooding resulting from new development.
- Traffic flow on Burnham Road should not be disrupted, and that efforts should be made that avoid people from using Ferrers Road as an alternative to Burnham Road. A northern by-pass should be provided.
- Provision for Travellers should be integrated into the growth area.
- Public transport provision should link the new growth area with the existing residents.
- Parking provision within the new development area should be at a realistic level.
- Walking and cycling infrastructure should be improved.
- A suggestion that a proportion of new development should be available to sale to locals in the first instance.

COMMENTS

It is noted that some of the responses raising concerns about the draft Plan focus on the scale of growth at South Woodham Ferrers and the future role of Burnham Road. These are not decisions that have been taken through the Neighbourhood Plan. Rather the scale of growth has been established through the new Chelmsford Local Plan. And through that traffic implications have also been considered by the City Council and were debated at length through examination of the Plan.

The Neighbourhood Plan needs to be in conformity with the strategic objectives and policies of the Local Plan, which includes those policies in relation to growth to the north of South Woodham Ferrers. The Neighbourhood Plan is unable to change this, nor impose additional requirements (e.g.: a northern bypass) that would increase the financial burdens of development.

It is clear in the Neighbourhood Plan that support is given to different solutions to Burnham Road and these will need to be explored further through the masterplan for the site and the subsequent planning application that will be submitted. This will need to include, as part of the submission material, a detailed Transport Assessment. The Highways Authority will need to be satisfied with the Assessment and package of transport solutions put in place, including how development will resolve issues in respect of traffic generation from the development and the impact of movements from the wider area.

In respect of other responses, those in respect of Willow Grove and the Central Street are also raised by Essex County Council (see later), and thus will be modified in the Neighbourhood Plan. All policies and ideas in the Neighbourhood Plan have been drafted with climate change and

sustainable development in mind. This will be made clearer in the submission version of the Plan through inclusion of a new section relating to the Climate Change emergency declared by Chelmsford City Council and that the policies in the Neighbourhood Plan are aligned with this.

Responses with regard to design, walking and cycling, green infrastructure and community uses are all noted and included within the Neighbourhood Plan. In respect of infrastructure, the Infrastructure Delivery plan prepared as part of the Chelmsford Local Plan identifies those items required to support new growth and development in South Woodham Ferrers. In addition to these, and through the use of the Neighbourhood portion of the Community Infrastructure Levy, a series of projects have been identified which could result in improvements to town-wide infrastructure.

It is also considered that the scale of growth to the north of the town represents an opportunity to improve the quality of the centre, through an increased customer base and through use of the neighbourhood portion of CIL and other initiatives (eg: town centre business forum and place branding) that could improve the town centre offer and environment, and raise the profile of the town.

3. RESPONSES FROM THE CITY AND COUNTY COUNCIL

Comments were received from Chelmsford City Council (CCC) and Essex County Council (ECC) as summarised below.

RESPONSES TO THE DRAFT PLAN

Comments from CCC and ECC helpfully flagged up clarifications and amendments in respect of the new Local Plan, including places where changes should be made to avoid duplication with the Local Plan.

In general, support is expressed for the policies and objectives within the draft Neighbourhood Plan, though with some minor changes suggested in respect of the terminology used. Suggestions were also made as to where policy wording could be strengthened. These suggestions are helpful and will be reflected in the submission version of the Neighbourhood Plan.

Some comments were made in respect of the street network and that amendments to the width of roads and introduction of new street tress would be problematic for ECC. The County Council is acknowledged as a partner within the Neighbourhood Plan for delivery of changes such as these which are identified as projects, rather than policy. Greater emphasis will be given in the Neighbourhood Plan to working together to achieve the ambitions for change, which respond to wider initiatives supported by ECC, including the healthy living agenda and climate change emergency.

NORTHERN GROWTH AREA POLICIES

The response from CCC makes reference to the masterplan for the northern growth area and suggests that the policies in the Neighbourhood Plan should reflect the masterplan once it has been approved. This is a point of disagreement. Although the Town Council has been working closely with the Growth Area masterplan team to ensure alignment between the documents so far as is possible, there remain some minor differences.

At the time of writing the Neighbourhood Plan is more advanced than work on the masterplan, which has yet to be subject to formal consultation and the approvals process, with a planning application to follow after that. In the chain of conformity it is thus appropriate for the Neighbourhood Plan to be establishing policy which the masterplan should respond to. Indeed, this is made clear in the Local Plan, which notes that the Neighbourhood Plan has the potential to shape and influence the form and nature of development in the growth area (see para 7.324 of the Local Plan). This reflects guidance in the NPPF which emphasis the role that communities have in shaping future development through Neighbourhood Plans. This was given added weight following the 2020 Budget announcements and the subsequent Government publication, 'Planning for the Future'. This includes a commitment to local communities being able to produce their own design guides and codes that will help shape the places they want to see delivered. It states:

"We will ask local places to produce their own design guides and codes, informed by listening to local people and considering local context. This will embed standards in

planning policy and give local communities the confidence to demand that they are met".

Comments in respect of the growth area submitted by the Masterplan team are discussed further below. As the comments and responses note there is much alignment between the masterplan and the Neighbourhood Plan and, following the receipt of comments from others, there are areas where clarifications will be made in the submission version. It is not the purpose of the Neighbourhood Plan to stifle change, but it is important that the Neighbourhood Plan reflects, as far as it can, the feedback from the community, and that this is used in a positive way to shape a locally responsive form of development.

Comments have been made by ECC in respect of proposals to change the nature of Burnham Road. Road narrowing is not supported by ECC. In line with the new Local Plan, it is suggested that consideration should be given to inclusion of a grade separated junction (i.e.: a road or bridge). However, for reasons given in the draft Neighbourhood Plan, this is not preferred, given flooding issues, costs, visual and amenity impacts., and the fact that it will retain the road as a barrier to movement. Through work on the ongoing masterplan and subsequent planning application an appropriate set of design solutions should be put in place, which include alternative transport measures in line with the declared Climate Change emergency that seek to reduce the volume of traffic on the road. Other design solutions suggested by ECC that might help reduce the speed of traffic are considered to include the creation of new development frontages. This is included within the draft Neighbourhood Plan.

ECC also note that the central street should not be shown as extending to Willow Grove and that where employment is to be provided on site, the p[reference is for this to be integrated within a new local centre.

4. RESPONSES FROM HERITAGE AND ENVIRONMENT CONSULTTEES

The Environment Agency, Historic England and Natural England were consulted through the SEA/HRA Screening process and all responded to that. They were consulted again at the Regulation 14 stage. Responses were received from the Environment Agency and from Natural England.

ENVIRONMENT AGENCY

The response from the Environment Agency expressed support for the Neighbourhood Plan and that the use of sustainable urban drainage systems (SUDS) to manage surface water runoff align well with the ambitions for introducing greenery within South Woodham Ferrers. The central green space running along the watercourses within the concept masterplan for the Northern Growth Area were recognised and supported, being important for recreation, biodiversity and flood management purposes. Further advice on planning for flood risk was set out in the response from the Environment Agency. It is considered that much of this is already set out within guidance and policy at national level and does not need repeating in the Neighbourhood Plan.

The response from the Environment Agency also expresses support for those policies and projects in the Neighbourhood Plan that seek to improve the biodiversity and ecology of the area under Objective 3. It is suggested that measures to extend the range of bees, butterflies and other insect pollinators could be promoted to further enrich the biodiversity value of the area. This can be included in the Plan.

NATURAL ENGLAND

Natural England noted that the whole of the Plan area falls within the Zone of Influence of the Essex Coast Recreational Avoidance and Mitigation Strategy (RAMS) and that a policy in respect of this should be included in the Neighbourhood Plan. Proposed wording for such a policy was provided by Natural England. In response, this was discussed with Chelmsford City Council, who reviewed the wording and have suggested appropriate text for inclusion in the submission version of the Plan, acknowledging the status of RAMS and the new Local Plan.

The response from Natural England also said that consultation on a Habitats Regulation Assessment was required, despite having been consulted through the Screening exercise and confirming that such assessments were not required. Again, this was raised with Chelmsford City Council who made some changes to the SEA/HRA screening, explaining how the matters in the Neighbourhood Plan area are covered by the Local Plan, particularly in respect of site allocations and RAMS requirements. This was reissued to Natural England by the City Council for consultation and sent to the Environment Agency and Historic England for information.

5. RESPONSES FROM SERVICE AND UTILITY PROVIDERS

Responses were received from Sport England and several of the utility providers. These are summarised below.

SERVICE PROVIDERS

A response was received from Sport England. This highlighted the findings of the Chelmsford Playing Pitch and Outdoor Sports Strategy as prepared for the Local Plan and that reference should be made to the need to meet the demands for indoor and outdoor sports provision generated from the northern growth area, and that this can be provided on or off site. In response the Chelmsford Local Plan, at Strategic Growth Site Policy 10, requires provision of green spaces that provide formal and informal sport and recreation space, as well as the provision of or financial contributions to new or enhances sport, leisure and recreation facilities. It is not considered necessary to repeat this in the Neighbourhood Plan.

No other specific comments were made in respect of the Neighbourhood Plan. We take this to infer support for the Neighbourhood Plan.

UTILITY PROVIDERS

Responses were received from Anglian Water, City Fibre Holdings, Last Mile, and National Grid.

It was noted that design policies outlined in Policy SWF DC1 and DC2 should be clarified as relating to housing and employment uses, and that this would exclude provision of utility infrastructure. In response, this can be clarified in the Neighbourhood Plan, with the policies in the wider Development Plan, including the NPPF and suite of PPG, applying to other uses.

Support was also expressed for the integration of SUDs within the northern growth area, but also that provision of SUDs should be considered on all scales of development.

No other specific comments were made in respect of the Neighbourhood Plan, other than to confirm the presence or otherwise of infrastructure within the Plan area. We take this to infer support for the Neighbourhood Plan.

6. RESPONSES FROM DEVELOPMENT INDUSTRY

Responses were received from three representatives from the development industry, one from Collins Coward on behalf of the landowners of the former Bushy Hill radar station, and the other two on behalf of Countryside Properties and Essex County Council as joint landowners within the northern growth area.

BUSHY HILL

This response supports growth to the north of the town and objective 4 which seeks to integrate new growth within the existing built form. However, the response seeks to expand the area of growth to include the former radar station. It is not the purpose of this Neighbourhood Plan to be identifying sites for growth and development. That process has been recently undertaken through the Chelmsford Local Plan, with Bushy Hill recognised as being a sensitive location. Guidance is clear that Neighbourhood Plans do not need to identify and allocate land for development: Planning Practice Guidance states:

*"the neighbourhood planning body does not have to make specific provision for housing, or seek to allocate sites... Housing requirement figures for neighbourhood areas are not binding as neighbourhood planning groups are not required to plan for housing."*¹

Any application for development of this site will be judged on its merits against the policy framework established through the NPPF, the Chelmsford Local Plan and, once made, the South Woodham Ferrers Neighbourhood Plan.

NORTHERN GROWTH AREA

The representations made by Phase 2 Planning (on behalf of Countryside Properties) and David Lock Associates (on behalf of Essex County Council) are almost identical. This reflects the collaboration between the two organisations in promoting the Northern Growth Area for development through the Local Plan and subsequent work on the emerging masterplan for the area.

Both responses express support for the Neighbourhood Plan, particularly, as stated in the response from David Lock, *'the vision and key objectives of the Plan and the role the Neighbourhood Plan will play in facilitating the development of the Northern Growth Area'*.

Objectives 1 and 2 are supported in the response on behalf of Countryside Properties, as are policies SWF MA3 and SWF MA4 in respect of public transport and the use of technology within the transportation sector.

Further comments are though made in respect of some of the policies, including:

Policy SWF GS1: Green Necklace – although supported, the response suggests that the emerging masterplan has interpreted this differently to the concept masterplan shown in the

¹ Planning Practice Guidance, Housing, para 104, dated 09.05.2019

Neighbourhood Plan. It should be noted that the concept masterplan is just that: it establishes principles but does not fix these, allowing for some degree of flexibility. However, the location of the green necklace in the concept masterplan, which runs centrally through the growth area, is purposely designed to maximise access to green space, to enhance and integrate the biodiversity value of the area, but also to help manage the risk of flooding. It is noted that the response from the Environment Agency is strongly supportive of this approach. It is thus felt important to retain a central green space, though the type and scale of this space can be considered further through the emerging masterplan.

Policy SWF DC1: Design – Support is expressed for reference to and inclusion of best practice design guidance and principles, as well as reference to positive features of character in South Woodham Ferrers. The response notes the emphasis placed on the orientation of buildings to maximise social gain and suggests that this should be balanced with wider design objectives so as not to compromise the ability of future development to meet these principles. This is noted and the Neighbourhood Plan will be amended accordingly.

Comments are also made in respect of building heights and that, within a potential new Local Centre, heights of up to four storeys might be appropriate. The Plan has established building heights in response to the character of South Woodham Ferrers. Any variation from this will need to be justified through the masterplan and subsequent planning application, and follow good design principles.

The references to Passivhaus and the Home Quality Mark within this policy are also questioned, and that standards over and above those established by the Government should not be enforced. It should be noted that the Neighbourhood Plan does not require development to conform to Passivhaus standards and the Home Quality Mark, but rather strongly encourages this.

Policy SWF DC3: Parking – The representations suggest that rear parking courts should not be discouraged and that these can form an appropriate parking solution. It should be noted that the Neighbourhood Plan does not rule out rear parking, but that other design solutions should be explored first and rear parking only used where all other solutions are impracticable. This reflects good practice guidance on the location and use of parking and the impact on the street scene.

Policy SWF NDA1: Placemaking Principles (Northern Growth Area) – The representations note the strong similarities between the concept masterplan in the Neighbourhood Plan and the emerging masterplan being prepared by the Northern Growth Area team. This is reflective of the working relationship developed through the process. However, the representations also draw out differences and comment on these. Whilst there remain some differences it should be recognised that the Neighbourhood Plan is more advanced than the masterplan and that, as it will be forming policy, the masterplan should be responding to this. The Local Plan makes clear that the Neighbourhood Plan can shape and influence the nature of development in the Northern Growth Area. However, the areas of difference are not insurmountable and can be resolved through ongoing discussion as the masterplan develops and through the subsequent planning application. The following comments are made:

- The emerging masterplan shows a green necklace running around the site rather than central to it. The Neighbourhood Plan shows both: the central space is important for the reasons set out above and supported by the Environment Agency. The green space

around the outside of the growth area is equally important as representing the limits of the development area.

- Support is given to creating active frontages along Burnham Road and making it safer and easier for people to cross the road. However, concern is expressed about the unnecessary loss of vegetation this might lead to along the corridor. This is noted and will be referred to in the Plan. The response also suggests that different ways be explored to change the character of Burnham Road beyond narrowing the carriageway, including landscape and public realm treatments that change driver behaviour. The objective is to improve crossings for all, integrating the northern Growth Area within the existing community. Different design solutions that achieve this are welcome. However, retention of the same road width is unlikely to be sufficient to reduce speed and make for a safer environment. Whilst the Plan will acknowledge that different design solutions might be appropriate, the emphasis on changing the nature of the Road will remain.
- The responses support the concept of the Central Street and general design of this but do not agree that this should extend to Willow Road. This and other consultation responses, including those from ECC, make the case that Willow Grove is , stating that Willow Road is unable to accommodate additional traffic flows. The concept plan with the NDP will be updated to reflect this.
- The response suggests that co-locating community and local centre uses around the Medical Centre might not be appropriate and that other locations more centrally located within the Northern Growth Area might be better. A key objective is for the new growth area to be connected and well-integrated with the existing community. This makes the spine along Hullbridge Road a key feature. It is considered that sufficient land is available within the Northern Growth Area adjacent to the Medical Centre and Sainsburys development that would allow local centre uses to be located here thus creating a hub that the community as a whole can use. This should be explored further through the masterplanning process.
- The response suggest that the site adjacent to the Garden of Remembrance is an important gateway into South Woodham Ferrers and thus would be appropriate for development. The Neighbourhood Plan does not share this view. Responses to consultation through the plan-making process highlighted the importance of and sensitive setting of the Garden of Remembrance and that this should be respected. It is not agreed that this is a gateway to the town and that, even if it is, that it would be an appropriate development location.
- The representations request deletion of the requirement for burial space from the policy. This reflects advice from Chelmsford City Council. The Plan will be updated to reflect this. However, the need for Burial Space remains and the Town Council is keen to continue exploring provision of a suitable location with the City Council and, through the emerging masterplan, the Northern Growth Area team.
- The representations suggest that principles which promote the location of employment space around the Medical Centre or in close proximity to existing employment uses are too restrictive and that other alternative locations might be just as appropriate. The representations also suggest that developing land around the Medical Centre and

Sainsburys will be difficult. As with the comments on the local centre, it is considered that sufficient land does exist around the Medical Centre and Sainsburys and that this would be an appropriate location for mixed uses, where there are synergies between employment, health, retail and community uses. The Plan will acknowledge potential for other locations to be explored and that these will need to be justified, but that the focus should remain as currently expressed in the Plan.

- The response from ECC welcomes the suggestions in the Plan with regard to the location of plots for Travelling Showpeople. However, the response from Countryside expresses a preference for the plots to be located to the east of the Northern Growth Area. For the reasons set out in the Neighbourhood Plan, and in response to concerns about the sensitive nature of the Garden of Remembrance, the view remains that a site to the west is more appropriate, particularly given accessibility. It appears from responses that there is a slight difference of opinion within the masterplan team for the Northern Growth Area and that this will need resolving prior to the masterplan being submitted for consultation.

Policy SWF NGA2: Housing – It is suggested that policy in the Local Plan with regard to housing mix and self-build are sufficient and that references to 'minimum' in the self-build policy are removed. The Plan will be updated to reflect and accord with the Local Plan text as advised by Chelmsford City Council. However, strong encouragement is given to delivery of a wider range of housing types that allows for changing demographics and lifestyles, including the desire (and Government support for) delivery of a wider-range of housing products. This is not a requirement of the Plan, but an encouragement.

Policy SWF NGA3: School Provision – Support is expressed for the policy in respect of primary school provision but it is suggested that the text is made clearer in respect of delivering new school places on a reserved area of land in the masterplan area or through expansion of existing schools. The Plan will be amended accordingly.

Policy SWF NCIL1: Community Infrastructure – The response on behalf of Countryside notes and supports the identification of a variety of practical projects through the CIL policy.

As noted above, in response to comments received from Chelmsford City Council, the Neighbourhood Planning Group has worked with the Northern Growth Area team and will continue to do so in the lead up to the submission of the masterplan and eventual planning application.

7. RESPONSES FROM OTHER ORGANISATIONS

In addition to the responses summarised in the preceding sections two further comments were received, one from the South Woodham Ferrers Council Tax Payers Association, and one on behalf of the Village Hall and Playing Fields Association.

No comments were received from neighbouring districts or boroughs, nor from any of the Town or Parish Councils that neighbour South Woodham Ferrers. We take this to infer support for the Neighbourhood Plan.

8. SUMMARY MESSAGES

In response to the comments received the following summarises the main amendments that will be made to the Neighbourhood Plan prior to submission. These are:

- Amendments to policy wording as recommended by CCC and ECC that help clarify the intent of the policy and reflect the most recent modification now included in the Local Plan.
- Give greater emphasis to climate change through introduction of new overarching text in the Neighbourhood Plan.
- Amend the route of the central street within the Northern Growth Area such that it does not extend as far as Willow Grove.
- Provide some flexibility to allow for different design solutions to the greening of the public realm and visual measures to reduce traffic speeds, and thus make it safer and easier for all to cross roads, but maintain preference for rationalisation of road space.
- Inclusion of policies in respect of RAMS.
- Minor amendments to references to solar orientation, such that this does not undermine wider urban design principles.
- Removing the requirement for the Northern Growth Area to provide new Burial Space from the policy into a separate project.

It is important to note that the Neighbourhood Plan has been prepared in the context of the new Chelmsford City Local Plan. It is the Local Plan that establishes the scale of growth that should take place and where – not the Neighbourhood Plan. Through the Local Plan, the impact of traffic associated with new growth, both within South Woodham Ferrers and elsewhere, has also been assessed. The Inspector of the Local Plan was satisfied with that. However, as part of the masterplan and subsequent planning application further work will need to be undertaken by the applicants to assess the impacts of traffic and put in place solutions to this. Ongoing partnership working with the applicants and with the City and County Council will be required such that new growth and traffic solutions are appropriate for South Woodham Ferrers.

APPENDIX A: ORGANISATIONS AND INDIVIDUALS CONTACTED

This appendix contains:

- A1: List of organisations and individuals contacted, ordered according to type of consultee, and example letters sent to each of those groups.

A1a: STATUTORY CONSULTEES CONTACTED

The following organisations were contacted at the Regulation 14 Stage. This list was agreed with Chelmsford City Council:

- Abellio Greater Anglia
- Anglian Water
- Basildon Borough Council
- BT Openreach, Southend ATE
- CenturyLink Communications UK Limited
- CityFibre
- Civil Aviation Authority
- Colt Technology Services
- Confederation of Passenger Transport UK (Hedingham/Chambers)
- Energetics Electricity
- ENGIE
- Environment Agency
- Essex & Suffolk Water (c/o Savills L&P)
- Essex County Council *
- Essex County Fire & Rescue Service
- Essex Wildlife Trust
- First Essex Buses Ltd
- Forestry Commission England
- G.T.C/Utility Grid Installations
- Health and Safety Executive
- Highways England
- Historic England
- KPN (c/-Instalcom)
- Maldon District Council
- Mid Essex CCG
- Mid Essex Hospital Services NHS Trust (c/o RPS Group)
- Mobile Broadband Network Limited
- National Grid (c/o Entec UK Ltd)
- Natural England
- Network Rail
- Police, Fire & Crime Commissioner for Essex (c/o Phase 2 Planning and Development Ltd)
- Rochford District Council
- Sota
- South East LEP
- Sport England
- Stephenson's of Essex Ltd
- Thames Gateway South Essex Partnership Ltd
- The Coal Authority
- The National Trust
- The Theatres Trust
- UK Power Networks

- Utility assets Ltd
- Verizon Business
- Virgin Media Services
- Vodafone
- Vodafone and O2

The letter attached overleaf was sent to each of these organisations.

* Note: the version of the letter issued to Essex County Council requested that responses from different departments within the Council be collated and sent as one response.

Dear Colleague

*Notification of formal consultation on South Woodham Ferrers Neighbourhood Plan
(Regulation 14, Town and Country Planning, England, Neighbourhood Planning Regulations)*

I write to advise you that the Regulation 14 Consultation of the South Woodham Ferrers Neighbourhood Plan runs for a six-week period between 14 February 2020 and 27 March 2020.

The Neighbourhood Plan is available to view at the Town Council offices and is also available online via the Town Council website:

https://www.southwoodhamferrerstc.gov.uk/Neighbourhood_Plan_26846.aspx

Hard copies of the Plan are also available to view at:

The Town Council office, Hullbridge Road
South Woodham Ferrers Library, Trinity Row

If you would like to make representations, please download the pre-submission consultation comment form from the website or contact the Town Clerk for a copy:

Karen Hawkes
Town Clerk
South Woodham Ferrers Town Council
Champions Manor Hall, Hullbridge Road, South Woodham Ferrers, Essex CM3 5LJ
Tel: 01245 429444
Email: karen@southwoodhamferrerstc.gov.uk

Representations can be submitted by hand or by post to the Town Council, or electronically via the Town Council website or by email to the Town Clerk.

A1b: PARISH COUNCILS CONTACTED

The following Parish Councils, all of which neighbour South Woodham Ferrers were contacted at the Regulation 14 Stage. This list was agreed with Chelmsford City Council:

- Rettendon Parish Council
- Woodham Ferrers & Bicknacre Parish Council
- Cold Norton Parish Council
- Hullbridge Parish Council
- North Fambridge Parish Council
- Rawreth Parish Council
- Stow Maries Parish Council

The letter attached overleaf was sent to each of these organisations.

Dear Colleague

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Town Clerk
South Woodham Ferrers Town Council
Champions Manor Hall, Hullbridge Road, South Woodham Ferrers, Essex CM3 5LJ
Tel: 01245 429444
Email: karen@southwoodhamferrerstc.gov.uk

Representations can be submitted by hand or by post to the Town Council, or electronically via the Town Council website or by email to the Town Clerk.

A1c: RESIDENTS CONTACTED

Through the course of work on the Neighbourhood Plan contacted details were collected from 190 residents who expressed interest in being informed of progress on the Neighbourhood Plan. All were contacted at the Regulation 14 Stage. The letter attached overleaf was sent to all.

Dear Resident

*Notification of formal consultation on South Woodham Ferrers Neighbourhood Plan
(Regulation 14, Town and Country Planning, England, Neighbourhood Planning Regulations)*

I am writing to you as you have previously expressed interest in the South Woodham Ferrers Neighbourhood Plan.

I am now pleased to advise that the Regulation 14 Consultation of the Neighbourhood Plan runs for a six-week period between 14 February 2020 and 27 March 2020.

The Neighbourhood Plan is available to view at the Town Council offices and is also available online via the Town Council website:

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South Woodham Ferrers Library, Trinity Row

If you would like to make representations, please download the pre-submission consultation comment form from the website or contact the Town Clerk for a copy:

Karen Hawkes
Town Clerk
South Woodham Ferrers Town Council
Champions Manor Hall, Hullbridge Road, South Woodham Ferrers, Essex CM3 5LJ
Tel: 01245 429444
Email: karen@southwoodhamferrerstc.gov.uk

Representations can be submitted by hand or by post to the Town Council, or electronically via the Town Council website or by email to the Town Clerk.

A1d: OTHER INTERESTED GROUPS CONTACTED

The following organisations were either contacted through the process of work on the Neighbourhood Plan or expressed interest in being kept informed of progress:

- Addington Capital LLP
- Asda
- BJs of Woodham Ltd
- Brickfields Surgery
- DevComms
- Jagged Edge Hair Design
- SSA Planning
- Suttons
- SWF Council Tax Payers Association

The letter attached overleaf was sent to each of these organisations.

Dear Colleague

*Notification of formal consultation on South Woodham Ferrers Neighbourhood Plan
(Regulation 14, Town and Country Planning, England, Neighbourhood Planning Regulations)*

I am writing to you as you have previously expressed interest in the South Woodham Ferrers Neighbourhood Plan.

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If you would like to make representations, please download the pre-submission consultation comment form from the website or contact the Town Clerk for a copy:

Karen Hawkes
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Champions Manor Hall, Hullbridge Road, South Woodham Ferrers, Essex CM3 5LJ
Tel: 01245 429444
Email: karen@southwoodhamferrerstc.gov.uk

Representations can be submitted by hand or by post to the Town Council, or electronically via the Town Council website or by email to the Town Clerk.

APPENDIX B: FEEDBACK FORM

This appendix contains:

- B1: Copy of the feedback form available for making comments (note: this was also available electronically via SurveyMonkey)

B1: FEEDBACK FORMS

Page 1:



**SOUTH WOODHAM FERRERS DRAFT NEIGHBOURHOOD PLAN
REGULATION 14 CONSULTATION: FEEDBACK FORM
PLEASE RETURN BY 27th March 2020**

The draft South Woodham Ferrers Neighbourhood Plan has been informed by and responds to comments made during earlier consultation events. We are now seeking your views on the draft Neighbourhood Plan; all of which will be reviewed when preparing the final version.

Before you complete this questionnaire please do take the time to familiarise yourself with the draft Plan. This is available online and in hard copy at South Woodham Ferrers Town Council. The website for the Neighbourhood Plan is:

https://www.southwoodhamferrers.gov.uk/Neighbourhood_Plan_26846.aspx

This questionnaire can also be completed online at the address above.

Please note that fields marked with a [*] are required.

PART 1: REQUIRED INFORMATION

Name [*]	
Organisation [*]	
Address	
Post Code	

Are you (please tick all that apply)

A resident of South Woodham Ferrers	Yes / No (delete as appropriate)
An employee in South Woodham Ferrers	Yes / No (delete as appropriate)
Other (please indicate)	

How old are you (please only tick one)

Under 18	18 - 25	26 - 35	36 - 45	46 - 55	56 - 65	Over 65	Would rather not say

Are you (please only tick one)

Male	
Female	
Would rather not say	

Page 2:

**PART 2: CONSENT**

We need to store your personal information in order to receive your comments. Please confirm whether you agree to the following:

I consent to South Woodham Ferrers Town Council and Troy Planning + Design (the Town Council's Planning Consultants) storing my personal data [*]	Yes / No (delete as appropriate)
I consent to my name being published alongside my comments in the Consultation Statement prepared for submission and examination of the Neighbourhood Plan [*]	Yes / No (delete as appropriate)
I consent to be contacted with regard to my response by South Woodham Ferrers Town Council and / or Troy Planning + Design [*]	Yes / No (delete as appropriate)

General Data Protection Regulations (GDPR): protecting your data

A summary of all comments will be made publicly available. Please note that any other personal information provided will be confidential and processed in line with the Data Protection Act 1988 and General Data Protection Regulations. The Town Council will process your details in relation to the preparation of this document only.

As part of the consultation and in line with the new General Data Protection Regulations (GDPR) please confirm that you are happy for the Town Council to pass on your contact details (name, address, email address) to Chelmsford City Council (CCC) so that they can contact you at the Regulation 16 consultation and examination stages if required.

I consent to South Woodham Ferrers Town Council passing my contact details (name, address, email address) to CCC so that I can be contacted regarding the Regulation 16 consultation and examination stages [*]	Yes / No (delete as appropriate)
---	----------------------------------

Page 3:



PART 3: COMMENTS

The draft Neighbourhood Plan includes a series of proposed policies that will help shape future change and development in South Woodham Ferrers. These are highlighted in blue boxes throughout the Plan and prefixed with the words 'POLICY SWF'.

The draft Neighbourhood Plan also includes a series of wider projects and ideas for change in South Woodham Ferrers. They are highlighted in green boxes and prefixed with the words 'PROJECT / ASPIRATION SWF'.

Please use the table overleaf to provide your comments on this draft version of the Neighbourhood Plan.

Your comments will be read and considered carefully and may result in modifications to the draft Neighbourhood Plan before it is submitted to Chelmsford City Council for independent examination.

Please return this form to:

Karen Hawkes (Town Clerk)
South Woodham Ferrers Town Council
92 Hullbridge Road
South Woodham Ferrers
Essex CM3 5LJ

This form can also be returned by email, to:
karen@southwoodhamferrerstc.gov.uk

Alternatively, the questionnaire can be completed and returned online, at:
https://www.southwoodhamferrerstc.gov.uk/Neighbourhood_Plan_26846.aspx

Thank you very much for your time and feedback.



Page 4:



RESPONSE FORM

If you have any comments or suggested modifications please add them here, stating the section of the draft Plan to which they refer:

Section of Plan / Policy Reference	Comment

Please continue on a separate sheet if necessary

APPENDIX C: FAQs

This appendix contains:

- C1: A set of FAQs published alongside the Regulation 14 Neighbourhood Plan to support the consultation process

C1: FAQs

Page 1



SOUTH WOODHAM FERRERS NEIGHBOURHOOD PLAN REGULATION 14: CONSULTATION - FAQs

WHAT IS THE NEIGHBOURHOOD PLAN?

The Neighbourhood Plan is a document which will help determine planning applications across South Woodham Ferrers. It is the first document of its kind to have been prepared for South Woodham Ferrers. It has been drawn up over the past three years by local people and is a result of extensive consultation and engagement. The Neighbourhood Plan has not been prepared by Chelmsford City Council, but will be used by them to help determine future planning applications in the area.

WHY HAS A NEIGHBOURHOOD PLAN BEEN PREPARED?

The purpose of the South Woodham Ferrers Neighbourhood Plan is to help improve the quality of life and environment for the community as a whole, and to identify how future change might bring benefits for the town, through delivery of new infrastructure and greenery for example. The Neighbourhood Plan is set in the context of the new Local Plan prepared by Chelmsford City Council. The Local Plan has set housing targets for new development in the town, and allocated land for development to the north of Burnham Road, which developers are now looking to bring forward and will consult upon separately. The Neighbourhood Plan seeks to influence the form and quality of the new development. Importantly, because the Neighbourhood Plan has been produced with extensive input from the local community, it reflects local issues, concerns and aspirations. It has very real potential to influence change for the better – and more so than any other documents prepared before.

CAN'T THE NEIGHBOURHOOD PLAN BE USED TO STOP DEVELOPMENT?

No. Government policy does not allow this, it has to plan for the amount of new development set by Chelmsford City Council. But, the Neighbourhood Plan can be used to make sure that future development in South Woodham Ferrers brings as many benefits as possible to the town.

WHAT DOES THE NEIGHBOURHOOD PLAN DO?

It gives local residents a say in planning decisions and sets out policies which will be used by Chelmsford City Council to determine planning applications. It covers a large number of important local issues including housing, design, business, transport and green space. It also allows the local community to benefit from a larger percentage of payments via the Community Infrastructure Levy.

AREN'T THERE ALREADY POLICIES IN THE CHELMSFORD LOCAL PLAN FOR SOUTH WOODHAM FERRERS?

Chelmsford City Council has been preparing a new Local Plan for the entire district. This identifies land for development to the north of Burnham Road, which will be subject to masterplanning by the developers. This Neighbourhood Plan provides scope to influence the shape of that, as well as establish policies for South Woodham Ferrers as a whole, providing more locally based policies than in the Chelmsford Local Plan.

Continued overleaf/



WHAT IS HAPPENING NOW?

The Neighbourhood Plan has been drafted following consultation feedback on issues and emerging ideas. It is now being consulted upon by the Town Council before submitting to Chelmsford City Council to commence independent examination of the Neighbourhood Plan.

WHAT ARE THE POLICIES IN THE NEIGHBOURHOOD PLAN?

The policies respond to key concerns raised during previous consultation events. In summary, the policies in the Neighbourhood Plan seek to:

- Establish design criteria that promote the highest quality of development in and around South Woodham Ferrers, as well as shaping the form of the new growth area.
- Make it easier, more attractive and convenient for all people of all ages to be able to move around the town, particularly by foot, by bike and by public transport.
- Enhance the quality of the public realm in the town centre, supported by a wider mix of activities, including new shops, restaurants and community activities, making for a lively and welcoming place.
- Enhance and protect the quality of public open green space in South Woodham Ferrers, and access to these, for the enjoyment of all, bringing new greenery into the town.
- Set priorities for spending any funds received from new development.

These themes and policies were developed and tested through earlier consultation events to make sure the Neighbourhood Plan reflects local opinion.

HOW WILL INFRASTRUCTURE IMPROVEMENTS BE PAID FOR?

Developers of schemes over a certain size are required to pay a Community Infrastructure Levy to Chelmsford City Council. Currently, 15% of the monies received come back to South Woodham Ferrers Town Council. If and when our Neighbourhood Plan is made this increases to 25%. This will help pay for improvements to things such as important road junctions, green spaces and play facilities, walking and cycling routes, and improved community facilities. The Neighbourhood Plan includes a set of projects that we would like to see funded.

WHO HAS PREPARED THE NEIGHBOURHOOD PLAN

The Neighbourhood Plan has been led by the Town Council and has involved significant consultation with local residents and businesses over the last three years.

WHAT HAPPENS NEXT?

All comments received will be reviewed and any changes made to the Neighbourhood Plan. It will then go to Chelmsford City Council who will formally consult on the Neighbourhood Plan and appoint an independent examiner to review it. If the examiner is happy that the Neighbourhood Plan has followed due process, a referendum will take place.

WHAT IS THE REFERENDUM?

Everyone who is eligible to vote in South Woodham Ferrers will have the chance to say whether they think the Neighbourhood Plan should be used to begin shaping future change and determining planning applications. If more than 50% of the votes cast agree with the Neighbourhood Plan then it will become part of formal planning policy for South Woodham Ferrers.



APPENDIX D: MATERIAL

This appendix contains:

- D1: Copies of posters advertising the Regulation 14 Consultation
- D2: Copies of display material
- D3: Copy of presentation slides from the Annual Town Meeting of the Town Council



Figure 1: Permanent display at the library for the duration of the Regulation 14 consultation period

D1: POSTERS

I ♥ SWF
NEIGHBOURHOOD PLAN

THE COMPLETE SWF COMMUNITY

**Consultation on
The South Woodham Ferrers
Neighbourhood Plan**

“Your South Woodham Ferrers, Your Plan”

View the material between 14th February
and 27th March at the Town Council and
other venues around town.

Please tell us what you think.

TO FIND OUT MORE ABOUT THE PLAN PLEASE VISIT THE TOWN COUNCIL WEBSITE:
www.southwoodhamferrerstc.gov.uk/Neighbourhood_Plan_26846.aspx

**SOUTH WOODHAM FERRERS
TOWN COUNCIL**

D2: DISPLAY BOARDS

Board 1:

OBJECTIVE 1

To revitalise the town centre such that it becomes the hub of civic life and activity, providing a wide range of uses and facilities that cater for day-to-day needs, entertainment and leisure for all ages.

Policies

TC1: Promote the link between the Bandstand and Trinity Square as the focus of town centre activities

TC2: Establish good design principles for development in the town centre

TC3: Promote a mix of uses that add to the vitality of the town centre

TC4: Encourage new community facilities in the centre, including reuse of buildings for such uses.

TC5: Require development to contribute to creation of attractive public spaces

TC6: Improve the arrival experience in the town centre by reducing the dominance of car parking

Projects

TCa: Promote a place-branding initiative and establishment of a town centre forum to raise the profile of the centre, run and manage events

TCb: Promote a range of public space and greening initiatives



Policies and projects in the Plan aim to strengthen the vibrancy of the town centre

To find out more about the Neighbourhood Plan please visit the Town Council website:
www.southwoodhamferrers.tc.gov.uk/Neighbourhood_Plan_26846.aspx

To leave your comments on the emerging ideas please scan the QR code and complete the SurveyMonkey questionnaire on the Town Council website.



SOUTH WOODHAM FERRERS
TOWN COUNCIL



Board 2:

OBJECTIVE 2

To make it safe and easy for all people of all ages to move around South Woodham Ferrers, promoting active and sustainable travel measures.

Policies

MA1: Require development to provide safe and convenient walking and cycling routes

MA2: Through new development, to create safe walking routes, that are well overlooked, with windows and entrances to homes.

MA3: Require major new development to incorporate provision for buses and waiting facilities

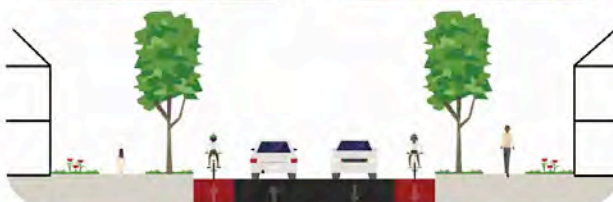
MA4: Incorporate new technology into development that allows people to make smarter choices as to which form of transport they might use

Projects

MAa: Provide safe walking and cycling routes across the town, including segregated cycle lanes

MAb: Improve the maintenance of the alleyways and the sense of safety to allow use at all times of the day

MAc: Promote improved public transport services to Chelmsford, Wickford and other surrounding towns.



Policies and projects in the Plan seek to improve the quality and attractiveness of walking and cycling routes across the town, as well as responding to rapidly evolving technology around personal mobility

To find out more about the Neighbourhood Plan please visit the Town Council website:
www.southwoodhamferrers.gov.uk/Neighbourhood_Plan_26846.aspx

To leave your comments on the emerging ideas please scan the QR code and complete the SurveyMonkey questionnaire on the Town Council website.



SOUTH WOODHAM FERRERS
TOWN COUNCIL



Board 3:

OBJECTIVE 3

To integrate surrounding green space into the town and create new green space for the use and enjoyment of all, whilst also delivering environmental benefits

Policies

GS1: Integrate green space into new growth areas to create a green link around the town, and improve access to existing green space.

Projects

GSa: Plant new street trees, wildflowers and create new habitats, making better use of roadside verges

GSb: Promote creation of play streets within housing areas

GSd: Improve access to the riverside, as well as providing improved facilities for visitors

GSd: Create a Community land Trust to manage and maintain open space for the benefit of the town and its residents



Policies and projects in the Plan seek to introduce more greenery into the town, as well as improving links with surrounding green spaces.

To find out more about the Neighbourhood Plan please visit the Town Council website:
www.southwoodhamferrers.gov.uk/Neighbourhood_Plan_26846.aspx

To leave your comments on the emerging ideas please scan the QR code and complete the SurveyMonkey questionnaire on the Town Council website.



**SOUTH WOODHAM FERRERS
TOWN COUNCIL**



Board 4:

OBJECTIVE 4

To reflect the legacy of the Essex Design Guide in any new development, delivering high quality design in the built form and surrounding landscape. Development should be in keeping with the Essex vernacular and respect existing building heights

Policies

DC1: Promote high quality design that reflects local character and the highest standards of environmentally friendly development, including Passivhaus and eco-friendly homes.

DC2: Protect the green spaces surrounding the town and northern growth area from further development.

DC3: Provide parking in places where it will be properly used, and where it does not create a visual or physical obstruction.

DC4: Safeguard the Chetwood school for future education or community uses.

Projects

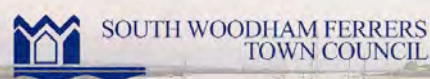
DCa: Require all major development proposals to be subject to independent review to ensure the highest quality of development.



Policies and projects in the Plan promote the highest quality of design, reflecting the heritage of South Woodham Ferrers

To find out more about the Neighbourhood Plan please visit the Town Council website:
www.southwoodhamferrers.gov.uk/Neighbourhood_Plan_26846.aspx

To leave your comments on the emerging ideas please scan the QR code and complete the SurveyMonkey questionnaire on the Town Council website.



Board 5:

OBJECTIVE 5



To successfully integrate new growth and expansion with the existing built form and communities, providing housing choice and opportunities, as well as new community infrastructure, for the benefit of all.

Policies

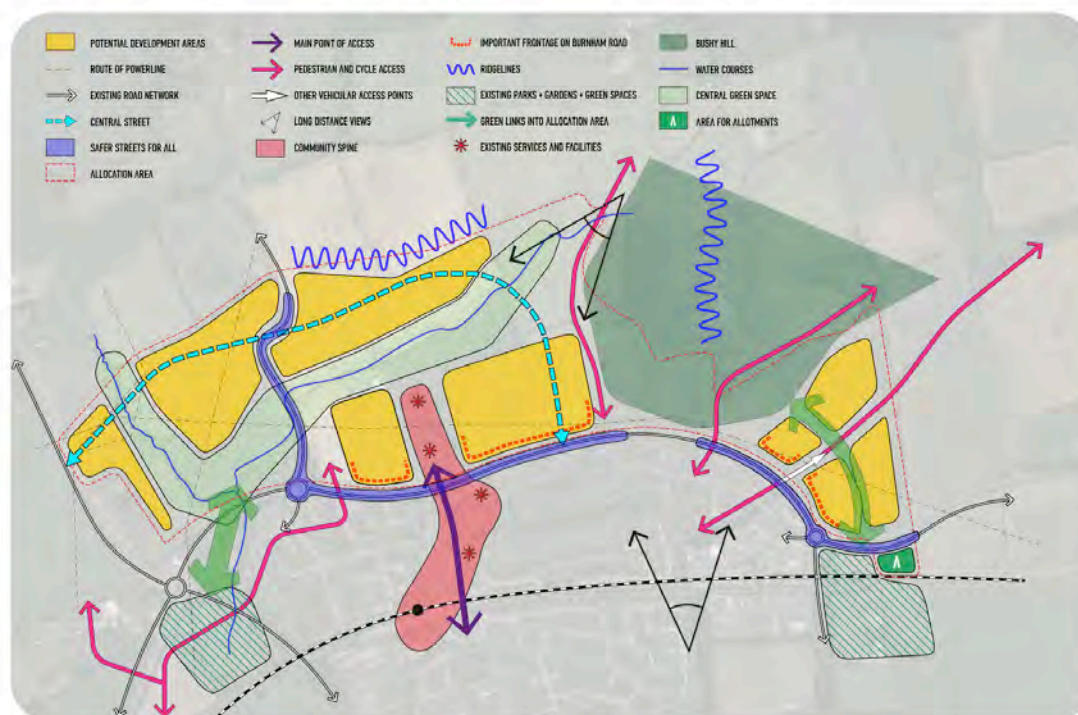
NGA1: Placemaking principles that provide safe crossing points on Burnham Road, which retain important landscape features, respect the setting of the Garden of Remembrance, and create an accessible hub of community facilities

NGA2: Promote a mix of housing types, including self-build opportunities and multi-generational homes that can adapt to changing life cycles

NGA3: Provide a new primary school and childcare facilities within a central hub accessible to all

Projects

NGAa: Explore potential locations for additional burial space in the town, potentially within the growth area



Illustrative concept plan for the Northern Growth Area

To find out more about the Neighbourhood Plan please visit the Town Council website:
www.southwoodhamferrers.gov.uk/Neighbourhood_Plan_26846.aspx

To leave your comments on the emerging ideas please scan the QR code and complete the SurveyMonkey questionnaire on the Town Council website.



SOUTH WOODHAM FERRERS
TOWN COUNCIL



Board 6:

Community Infrastructure Levy and Next Steps



Policies

The Plan includes a set of projects which funds will be directed towards as and when new development comes forward in South Woodham Ferrers. These have been identified through previous events and aim to include the quality of infrastructure and public spaces across the town. These are listed in Policy NCIL1 and include:

- Improvements to quality of public spaces in the Town Centre
- Support a Town Centre Business Forum to promote the centre
- Provision of improved town-wide walking and cycling network
- Making the alleyways safer, through lighting, better maintenance and opportunities for community gardens
- Street greening, tree planting and provision of rain gardens and wildflowers
- Testing a pilot project to explore the potential for introducing 'play streets' in South Woodham Ferrers
- Improved town-wide public transport provision and facilities

Next Steps

Thank you for attending this event. Please do complete the questionnaire and let us know what you think about the draft Plan and policies.

We will review all feedback and prepare a Plan for submission to Chelmsford City Council later this year. This will be subject to independent examination and, eventually, a referendum.

If you vote in favour of the Neighbourhood Plan at referendum it will then be used to guide, shape and determine planning applications and investment opportunities in South Woodham Ferrers.

This Plan aims to put in place policies such that future growth in South Woodham Ferrers is done in the right way, bringing benefits to the town and effecting positive change for current and future generations.



To find out more about the Neighbourhood Plan please visit the Town Council website:
www.southwoodhamferrers.tc.gov.uk/Neighbourhood_Plan_26846.aspx

To leave your comments on the emerging ideas please scan the QR code and complete the SurveyMonkey questionnaire on the Town Council website.

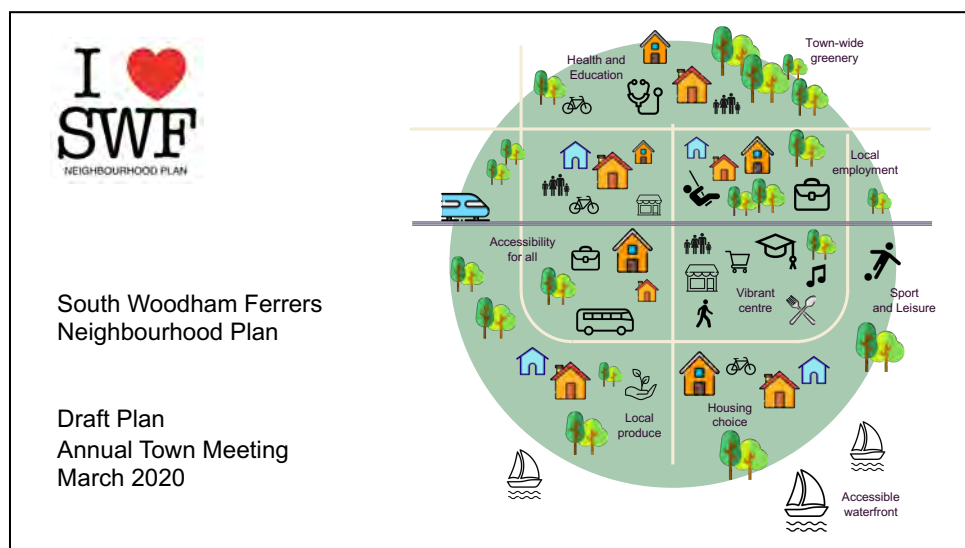


SOUTH WOODHAM FERRERS
TOWN COUNCIL



D3: PRESENTATION SLIDES FOR ANNUAL TOWN MEETING

Slides 1-2:

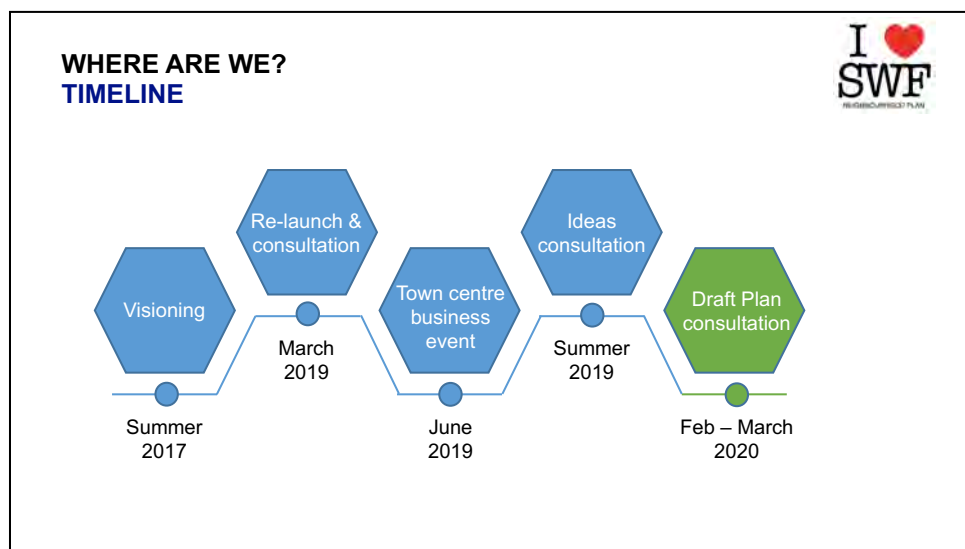


WHAT IS A NEIGHBOURHOOD PLAN? OVERVIEW

- Granted through powers in the Localism Act
- An opportunity to shape locally specific planning policies
- A way for the community to come together and influence the future of South Woodham Ferrers
- Forms part of the Chelmsford Local Plan
- Policies will inform and be used to determine planning applications for development
- A wider manifesto for change to deliver projects



Slides 3-4:



THE FOCUS OF THE PLAN
FIVE OBJECTIVES

1. The Town Centre

“To revitalise the town centre such that it becomes the hub of civic life and activity, providing a wide range of uses and facilities that cater for day-to-day needs, entertainment and leisure for all ages”

I ♥ SWF
REGENERATION PLAN

Slides 5-6:

THE FOCUS OF THE PLAN
FIVE OBJECTIVES



2. Access and Movement

“To make it safe and easy for all people of all ages to move around South Woodham Ferrers, promoting active and sustainable travel measures”



THE FOCUS OF THE PLAN
FIVE OBJECTIVES



3. Greenery

“To integrate surrounding green space into the town and create new green space for the use and enjoyment of all, whilst also delivering environmental benefits”







Slides 7-8:

THE FOCUS OF THE PLAN
FIVE OBJECTIVES

4. Design

“To reflect the legacy of the Essex Design Guide in any new development, delivering high quality design in the built form and surrounding landscape, Development should be in keeping with the Essex vernacular and respect existing building heights”

THE FOCUS OF THE PLAN
FIVE OBJECTIVES

5. Future Growth

“To successfully integrate new growth and expansion with the existing built form and communities, providing housing choice and opportunities, as well as new community infrastructure, for the benefit of all”








Slides 9-10:

LOCAL IDENTITY AND CHARACTER

THE RIVERSIDE COUNTRY TOWN









THE NEXT CHAPTER FOR THE TOWN

GROWING THE TOWN

- Integrate new growth into existing built-up area, particularly by foot and by bike
- Complete the 'green necklace' of open spaces around the town
- Make streets and spaces safer and more accessible for all





Slides 11-12:

THE NEXT CHAPTER FOR THE TOWN GREENING THE TOWN



- Green fingers and spaces reconnect the town with surrounding landscape
- New green spaces, trees and rain gardens in the urban area
- Greening the town helps it become 'the riverside country town'



THE NEXT CHAPTER FOR THE TOWN STRENGTHENING THE TOWN CENTRE



- A wider range of uses and activities are found in the town centre
- Streets and spaces are redesigned as attractive, welcoming places to spend time
- A regular series of events and activities promoting the identity and setting of the town
- The hub of social life and activity in the town



Slides 13-14:

THE NEXT CHAPTER FOR THE TOWN

IMPROVING ACCESS AND MOVEMENT

- Well-connected walking and cycling routes – safe, convenient and direct for all
- Improvements to network of alleys
- Easy access to everyday services and facilities, schools, healthcare, shops, jobs and leisure
- Public transport connections improved

The map illustrates the town's layout with 'TOWN CENTRES' and 'COUNTRY PARK' labeled. It shows various transport routes with arrows: yellow arrows for 'to Wickford', 'to Chelmsford', and 'to Burnham'; a black arrow for 'to Burnham'; and a green arrow for 'to Chelmsford'. The map also indicates 'POS' (Public Open Space) and 'E' (Employment) zones.

I Love SWF
REGENERATION PLAN

WHAT NEXT?

MAKING THE PLAN

The timeline consists of five hexagonal stages connected by a line. The stages are: 'Draft Plan consultation' (green, Feb - March 2020), 'Submit Plan' (blue, May 2020), 'Examination process' (blue, May - November 2020), 'Referendum' (blue, December 2020), and 'Plan 'Made'' (orange, December 2020). A double-headed arrow at the bottom indicates that the 'Examination process' and 'Referendum' stages are organized by Chelmsford City Council.

I Love SWF
REGENERATION PLAN

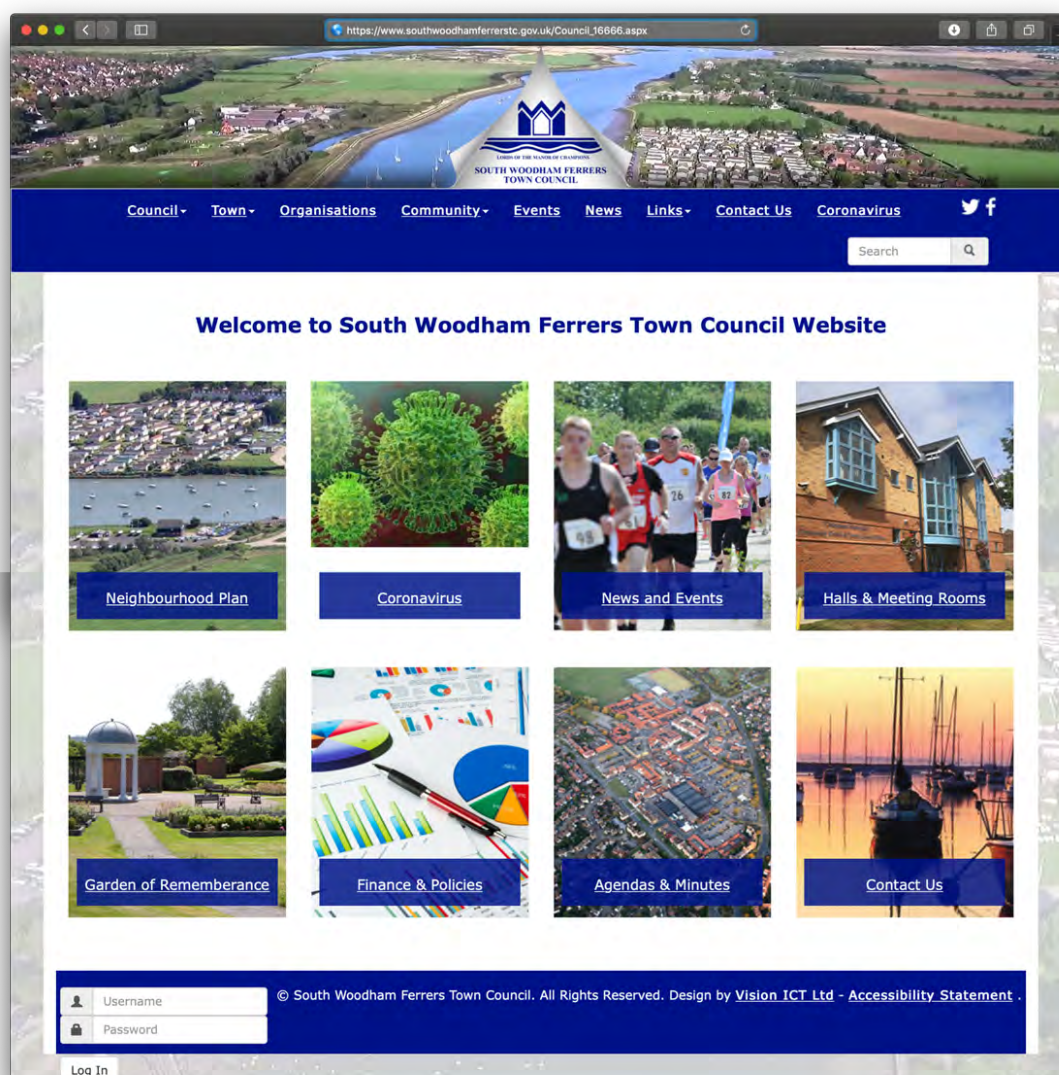
APPENDIX E: WEBSITE

This appendix contains:

- E1: Screenshots of the material and updates available via the Town Council Website during the Regulation 14 period.

E1: TOWN COUNCIL WEBSITE

Home Page (as at 19 March 2020):



Neighbourhood Planning Page (as at 19 March 2020):



Consultation on the Neighbourhood Plan: 14th February – 27th March 2020

The Neighbourhood Plan will be consulted upon for a period of six weeks between 14 February and 27 March. This is known as the formal 'Regulation 14' consultation. Subject to comments received, the Neighbourhood Plan will be updated and submitted to Chelmsford City Council along with all supporting documents to commence the examination process.

The Neighbourhood Plan and supporting display material can be viewed at the Town Council offices.

The Neighbourhood Plan and supporting material can also be viewed by clicking on the links below.

[Regulation 14 version Neighbourhood Plan Display Boards](#)
If you would like to make representations, please download the pre-submission consultation comment form below or contact the Town Clerk for a copy. Representations can be submitted by hand or by post to the Town Council, electronically via the Survey Link below, or by email to the Town Clerk. We have also prepared a set of Frequently Asked Questions which can be viewed below.

[Reg 14 Feedback Form](#)
[Link to Online version of Feedback Form Survey Monkey](#)
[Frequently Asked Questions](#)

What is a Neighbourhood Plan?

The South Woodham Ferrers Neighbourhood Plan
Your South Woodham Ferrers, Your Plan

The Town Council is preparing a Neighbourhood Plan for South Woodham Ferrers. This is a powerful opportunity for the community to have their say and make a difference in the town.

The Neighbourhood Plan will establish planning policies that shape and influence future growth and development in South Woodham Ferrers.

But the Neighbourhood Plan can be about more than planning policies. It can also be used to express your vision for the future and articulate priorities for strengthening the unique qualities of South Woodham Ferrers.

The Plan can help influence change, such as that proposed to the north of the town, and say what improvements in the town that might help deliver, such as infrastructure improvements.

Having a Plan in place will help deliver and fund change: 25% of the money raised from developer contributions paid through the Community Infrastructure Levy can be spent on projects in South Woodham Ferrers. Through the Neighbourhood Plan we can identify our priorities for how and where this money should be spent.

The Neighbourhood Plan is not the same as the new Chelmsford City Local Plan. The Local Plan presents the strategic policy direction, but the Neighbourhood Plan provides the opportunity to present locally specific policies and proposals that will help shape the future of South Woodham Ferrers.

Many communities all across the country have been preparing Neighbourhood Plans. This is an exciting opportunity to influence change in South Woodham Ferrers.

We will be undertaking a series of consultation events on the Plan over the next year.

To find out more about Neighbourhood Planning and the opportunity it provides please visit the Government website: <https://www.gov.uk/guidance/neighbourhood-planning--2>

Neighbourhood Plan Committee

Work on the Neighbourhood Plan is being overseen by the Neighbourhood Plan Committee, comprised of Town Councillors. The Committee meets approximately every 6 - 8 weeks unless required more frequently due to the progress of the plan, the Neighbourhood Plan Committee reports to Council.

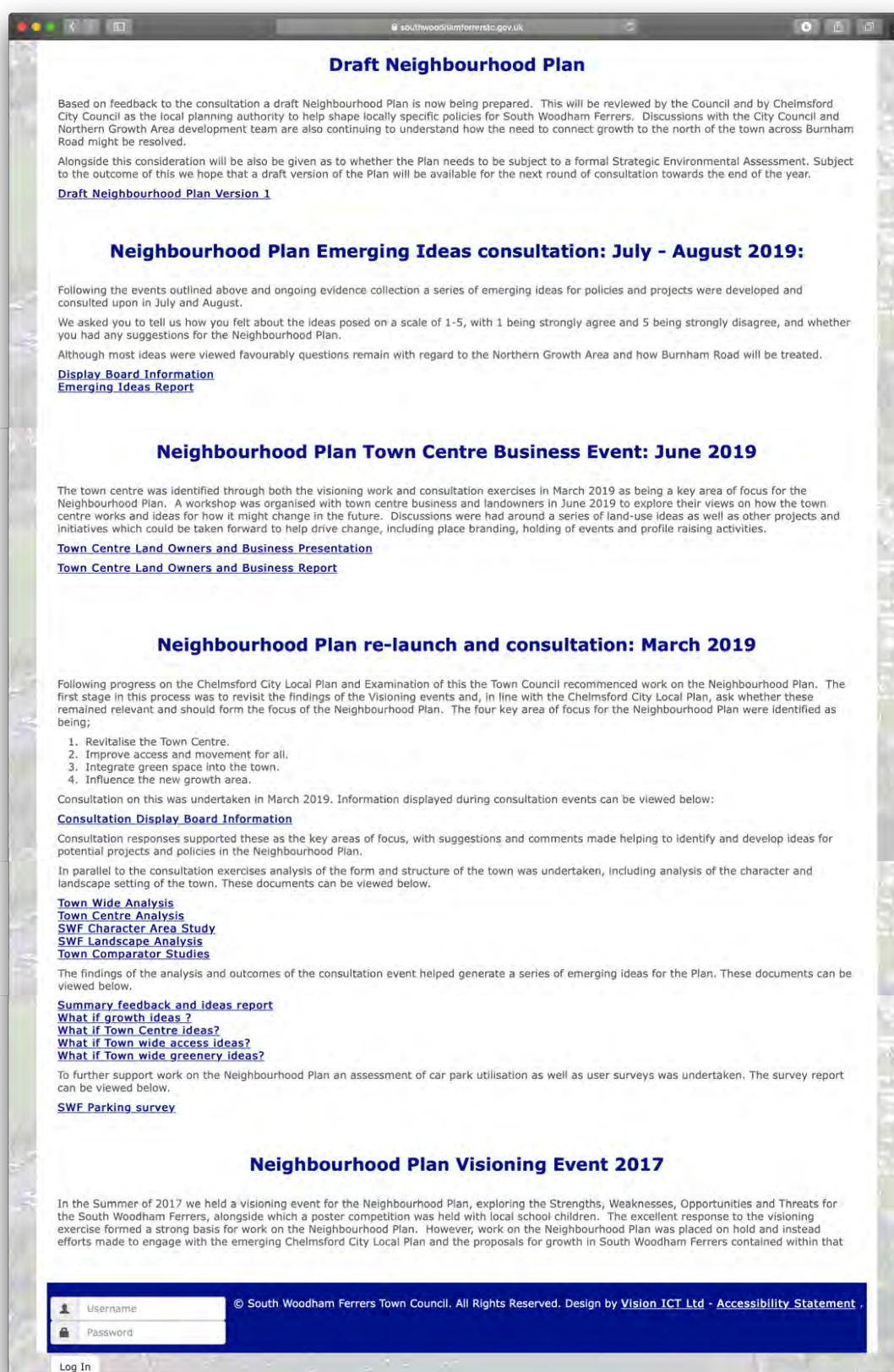
Membership of the Committee, meeting agendas and minutes can be found on the [Neighbourhood Plan Committee Page](#).

Strategic Environmental Assessment: January 2020

Chelmsford City Council has screened the draft Neighbourhood Plan for the purposes of Strategic Environmental Assessment. The City Council consulted with the Environment Agency, Historic England and Natural England, and determined that a Strategic Environment Assessment of the Neighbourhood Plan does not need to be prepared.

Page continued overleaf

Neighbourhood Planning Page continued (as at 19 March 2020):



Draft Neighbourhood Plan

Based on feedback to the consultation a draft Neighbourhood Plan is now being prepared. This will be reviewed by the Council and by Chelmsford City Council as the local planning authority to help shape locally specific policies for South Woodham Ferrers. Discussions with the City Council and Northern Growth Area development team are also continuing to understand how the need to connect growth to the north of the town across Burnham Road might be resolved.

Alongside this consideration will also be given as to whether the Plan needs to be subject to a formal Strategic Environmental Assessment. Subject to the outcome of this we hope that a draft version of the Plan will be available for the next round of consultation towards the end of the year.

[Draft Neighbourhood Plan Version 1](#)

Neighbourhood Plan Emerging Ideas consultation: July - August 2019:

Following the events outlined above and ongoing evidence collection a series of emerging ideas for policies and projects were developed and consulted upon in July and August.

We asked you to tell us how you felt about the ideas posed on a scale of 1-5, with 1 being strongly agree and 5 being strongly disagree, and whether you had any suggestions for the Neighbourhood Plan.

Although most ideas were viewed favourably questions remain with regard to the Northern Growth Area and how Burnham Road will be treated.

[Display Board Information](#)
[Emerging Ideas Report](#)

Neighbourhood Plan Town Centre Business Event: June 2019

The town centre was identified through both the visioning work and consultation exercises in March 2019 as being a key area of focus for the Neighbourhood Plan. A workshop was organised with town centre business and landowners in June 2019 to explore their views on how the town centre works and ideas for how it might change in the future. Discussions were had around a series of land-use ideas as well as other projects and initiatives which could be taken forward to help drive change, including place branding, holding of events and profile raising activities.

[Town Centre Land Owners and Business Presentation](#)
[Town Centre Land Owners and Business Report](#)

Neighbourhood Plan re-launch and consultation: March 2019

Following progress on the Chelmsford City Local Plan and Examination of this the Town Council recommenced work on the Neighbourhood Plan. The first stage in this process was to revisit the findings of the Visioning events and, in line with the Chelmsford City Local Plan, ask whether these remained relevant and should form the focus of the Neighbourhood Plan. The four key areas of focus for the Neighbourhood Plan were identified as being;

1. Revitalise the Town Centre.
2. Improve access and movement for all.
3. Integrate green space into the town.
4. Influence the new growth area.

Consultation on this was undertaken in March 2019. Information displayed during consultation events can be viewed below:

[Consultation Display Board Information](#)

Consultation responses supported these as the key areas of focus, with suggestions and comments made helping to identify and develop ideas for potential projects and policies in the Neighbourhood Plan.

In parallel to the consultation exercises analysis of the form and structure of the town was undertaken, including analysis of the character and landscape setting of the town. These documents can be viewed below.

[Town Wide Analysis](#)
[Town Centre Analysis](#)
[SWF Character Area Study](#)
[SWF Landscape Analysis](#)
[Town Comparator Studies](#)

The findings of the analysis and outcomes of the consultation event helped generate a series of emerging ideas for the Plan. These documents can be viewed below.

[Summary feedback and ideas report](#)
[What if growth ideas ?](#)
[What if Town Centre Ideas?](#)
[What if Town wide access ideas?](#)
[What if Town wide greenery ideas?](#)

To further support work on the Neighbourhood Plan an assessment of car park utilisation as well as user surveys was undertaken. The survey report can be viewed below.

[SWF Parking survey](#)

Neighbourhood Plan Visioning Event 2017

In the Summer of 2017 we held a visioning event for the Neighbourhood Plan, exploring the Strengths, Weaknesses, Opportunities and Threats for the South Woodham Ferrers, alongside which a poster competition was held with local school children. The excellent response to the visioning exercise formed a strong basis for work on the Neighbourhood Plan. However, work on the Neighbourhood Plan was placed on hold and instead efforts made to engage with the emerging Chelmsford City Local Plan and the proposals for growth in South Woodham Ferrers contained within that

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APPENDIX F: NEWSLETTER

This appendix contains:

- F1: Text about the Neighbourhood Plan included in the Agenda for the Annual Town Meeting and in the February edition of Focus, which is sent to every household in South Woodham Ferrers
-

Neighbourhood Plan Committee

Chairman: Councillor Murrough O'Brien

The Town Council is preparing a Neighbourhood Plan for South Woodham Ferrers. This is a powerful opportunity for the community to have their say and make a difference in the town.

The Neighbourhood Plan will establish planning policies that shape and influence future growth and development in South Woodham Ferrers.

The Neighbourhood Plan can be about more than planning policies. It can also be used to express your vision for the future and articulate priorities for strengthening the unique qualities of South Woodham Ferrers.

Having a Plan in place will help fund and delivery change: 25% of the money raised from developer contributions paid through the Community infrastructure Levy can be spent on projects in South Woodham Ferrers. Through the Neighbourhood Plan we can identify our priorities for how and where this money should be spent.

The Neighbourhood Plan is not the same as the new Chelmsford City local Plan. The Local Plan presents the strategic policy direction, but the Neighbourhood Plan provides the opportunity to present locally specific policies and proposals that will help shape the future of South Woodham Ferrers.

The Regulation 14 Neighbourhood Plan consultation closes on 27th March. Subject to comments received, the Neighbourhood Plan will be updated and submitted to Chelmsford City Council along with all supporting documents to commence the examination process, this is anticipated to be in October / November. The Neighbourhood Plan and supporting display material can be viewed at the Town Council offices or via the Town Council website.

After submission, responsibility for taking the process forward lies with the local planning authority. The local authority will publicise the Plan (Regulation 16) and arrange for the independent examination. This will consider whether the Neighbourhood Plan meets the Basic Conditions and other legal requirements. If successful at the examination stage, with modifications if necessary, then the local authority will arrange for a Neighbourhood Plan referendum. If there is a majority yes

vote, then the Neighbourhood Plan is made and becomes part of the statutory development plan for the area.

The referendum question that will be asked is as follows: Do you want Chelmsford City Council to use the Neighbourhood Plan for South Woodham Ferrers to help it decide planning applications in the Neighbourhood area? People on the electoral register will be entitled to vote in the referendum.

If more than 50% of those voting in the referendum vote 'yes', the Neighbourhood Plan becomes part of the statutory plan for the area.



Figure 2: February edition of Focus magazine, including article on the Neighbourhood Plan



South Woodham Ferrers Neighbourhood Plan
Summary of Regulation 14 Consultation, April 2020

South Woodham Ferrers
Neighbourhood Plan, 2019-2036

Consultation Statement - May 2020



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