



**SOUTH WOODHAM FERRERS  
TOWN COUNCIL**

# **NEIGHBOURHOOD PLAN COMMITTEE A G E N D A**

**For a Meeting to be held at 7.30pm on  
Tuesday 2<sup>nd</sup> July 2019**

**at Champions Manor Hall, Hullbridge Road,  
South Woodham Ferrers**

**Membership:**

**Chairman Councillor D Eley**

**Troy Planning: Jon Herbert (advisory role)**

Councillor A John  
Councillor M O'Brien

Councillor I Roberts  
Councillor A Shearring

Councillor I Hammond

**Karen Hawkes BSc Hons  
South Woodham Ferrers Town Clerk  
25<sup>th</sup> June 2019**

**1. Apologies for Absence**

To receive apologies for absence.

**2. Declarations of Interest**

Any Member declaring an interest is asked to state whether this is a pecuniary or non-pecuniary interest. Clarification, if required, can be sought prior to the meeting with the Chairman or the Town Clerk.

**3. Confirmation of Minutes**

To APPROVE the minutes of the meeting held on 2<sup>nd</sup> July 2019 as a true record.

**4. Public Participation**

In accordance with Standing Order 3.e to allow up to 15 minutes for members of the public to make representations, answer questions and give evidence in respect of any item of business on the agenda. At the close of this item members of the public will no longer be permitted to address the Council; Members with pecuniary interests will also not be permitted to speak, address the Council on those interests and must leave the meeting when the item in relation to their interest is being discussed.

**5. Update from Jon Herbert (Troy Planning) :**

- Northern Area Growth Concept Plan
- Countryside Team
- Chelmsford City Council
- Land Owners meeting
- Future consultation events

**6. Car Parking Survey**

To consider carrying out a car parking survey with Alpha Parking at a cost of £3,978 as detailed on the attached scope of works.

**7. Budget**

To be circulated at meeting

**8. To agree next steps**

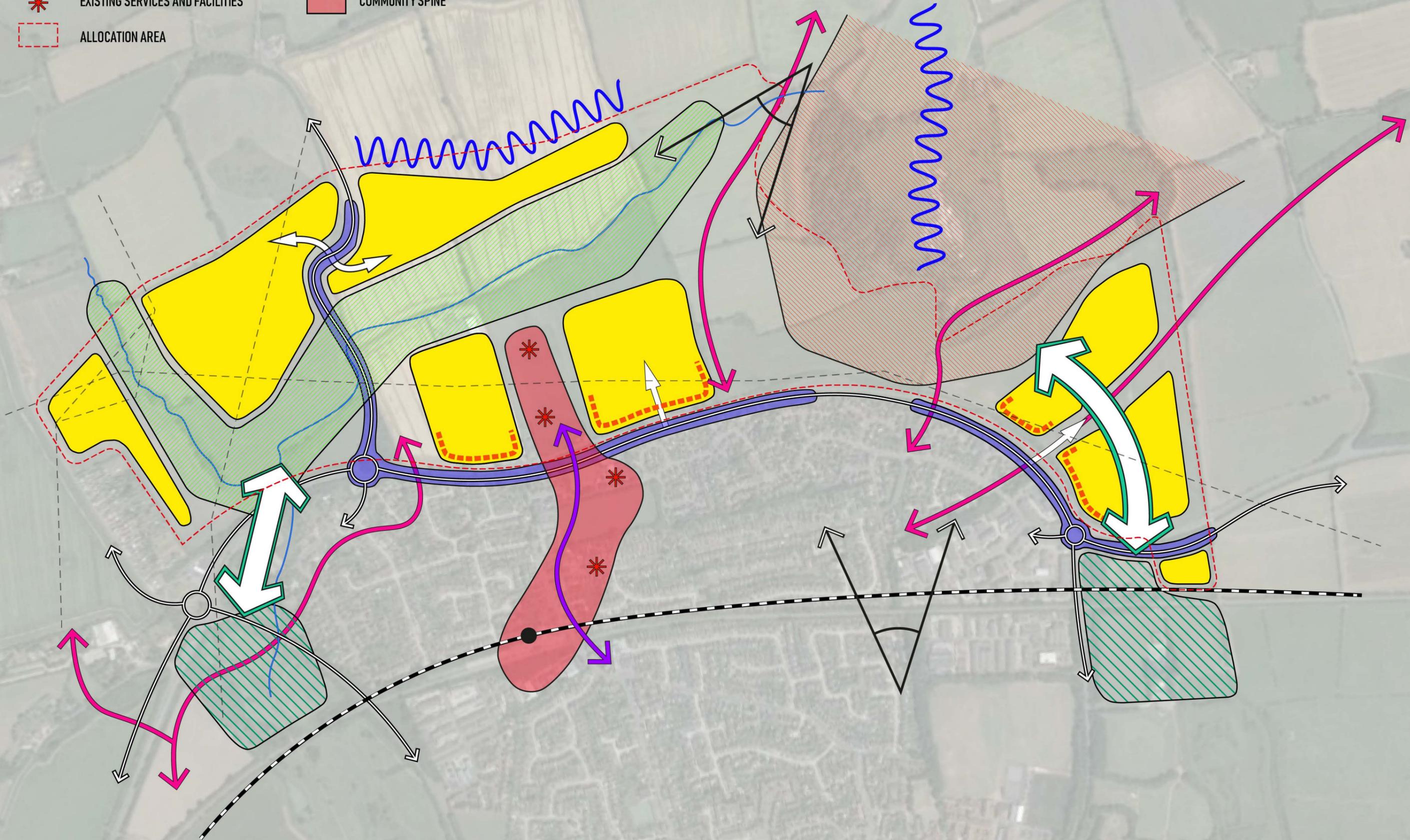
**9. Report to Council**

To agree report for Council 10<sup>th</sup> September 2019.

**10. Date of the next meeting**

To be agreed

- |  |                                  |   |                               |   |   |   |                     |
|--|----------------------------------|---|-------------------------------|---|---|---|---------------------|
|   | POTENTIAL DEVELOPMENT AREAS      |   | MAIN POINT OF ACCESS          |   | IMPORTANT FRONTAGE ON BURNHAM ROAD      |   | BUSHY HILL          |
|  | ROUTE OF POWERLINE               |  | PEDESTRIAN AND CYCLE ACCESS   |  | RIDGELINES                              |  | WATER COURSES       |
|  | EXISTING ROAD NETWORK            |  | OTHER VEHICULAR ACCESS POINTS |  | EXISTING PARKS + GARDENS + GREEN SPACES |  | CENTRAL GREEN SPACE |
|  | AREAS FOR SAFER STREETS FOR ALL  |  | LONG DISTANCE VIEWS           |  | GREEN LINKS INTO ALLOCATION AREA        |   |                     |
|  | EXISTING SERVICES AND FACILITIES |  | COMMUNITY SPINE               |   |   |   |                     |
|  | ALLOCATION AREA                  |   |                               |   |   |   |                     |



## SOUTH WOODHAM FERRERS NEIGHBOURHOOD PLAN

### SUMMARY OF CONSULTATION EVENT WITH TOWN CENTRE LANDOWNERS



# 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:

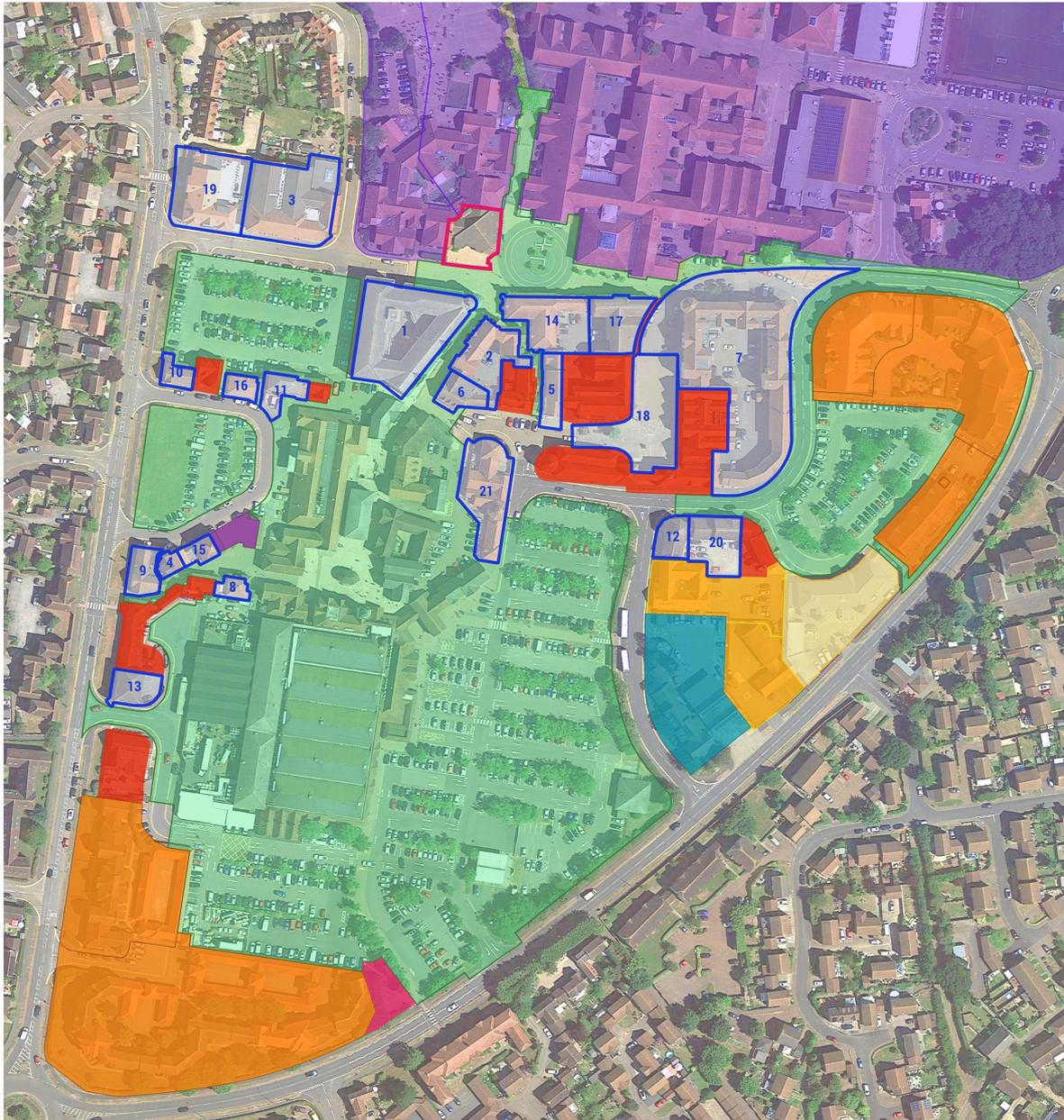
- What works well in the town centre?
- What are the threats and opportunities?
- What could work better?
- How might we do that?
  - Should we look at the movement network, how people get to the centre and move around when there?
  - Should we look at improvements to the quality of the environment and 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.



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**Town Centre Land Ownership**

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

**Label INSPIREI Land Owner**

1	48222643	Addington Capital LLP
2	52085472	B.J.'s of Woodham Limited
3	48877896	Club Woodham Limited
4	48202298	Crawford Enterprises Limited
5	52085586	Crestwise Limited
6	48297027	Dino Mubarez Khan, Anna Maria Khan, Linda Chalangary and Hamid Reza Chalangary
7	48633548	Glenbridge Property Company Limited
8	48200454	Maria Teresa Del Carmen Howard
9	52087087	Muhamamd Delabor Ali
10	48211173	Paul Sidney Sutton, Stephen David Sutton and Sidney Henry Sutton & Barnett Waddingham Trustees Ltd
11		Penny Holdings Limited
12	52897420	Ramesh Somabhai Patel, Jyotika Ramesh Patel, Probir Ramesh Patel And Niraj Ramesh Patel
13	52087014	Roger Carr and Lisa Frances Wakefield-Carr
14	48542573	Searchgrade Limited
15	48202430	Sharon Francis Harman and Karl Harman
16	52066575	SLA Property Company Limited
17	48545267	SSS Estates
18	52085904	The Oakland Hotel (SWF) Limited
19	48224306	Timbergrain Limited
20	48216716	Trendassist Company Limited
21	52066889	Uri Ellinson and Rebecca Ellinson

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Tiles © Google

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.

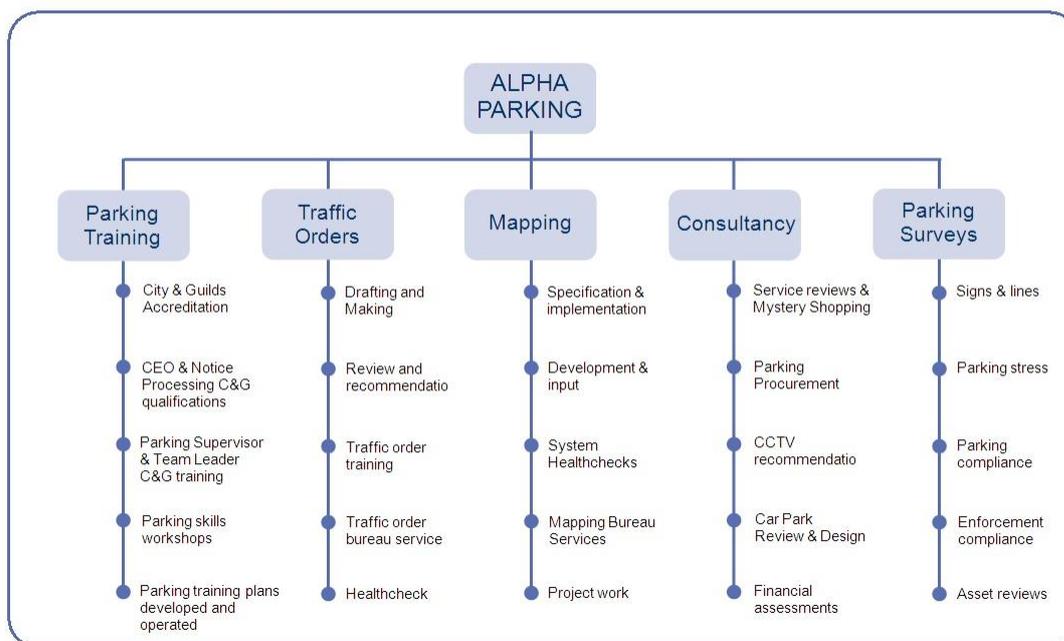
<p><b>Client:</b></p>	<p>South Woodham Ferrers Town Council via Troy Planning</p>
<p><b>Project:</b></p>	<p>Car parks surveys to assist development of a Neighbourhood Plan</p>
<p><b>Project:</b></p>	<p>Carrying out occupancy surveys on the following four car parks:</p> <ul style="list-style-type: none"> <li>▪ Main town centre car park = approx 420 bays</li> <li>▪ Barons Rd car park = approx. 130 bays</li> <li>▪ Knight Street car park = approx. 50 bays</li> <li>▪ Brickfields Rd car park = approx. 100 bays</li> </ul> <p>Surveys will be carried out within the same hour in the morning and evening of a week day in the school term time, another weekday during school holidays and on one Saturday.</p> <p>We can adjust the survey times to meet the client requirements but would suggest appropriate times will aim for high usage periods which, we would expect, will be from 11.30 to 12.30 for the morning and 5.30 to 6.30 in the evening.</p> <p>On the same days we will attend in the car parks and at any other agreed key points (e.g. at school gates during drop off and collection times) to address users and complete short questionnaires. The questions will be agreed with the client but we would suggest using queries such as:</p> <ul style="list-style-type: none"> <li>▪ First three letters of the users postcode (to ascertain start point of journey)</li> <li>▪ Why are they using the car park?</li> <li>▪ Which car park do they use?</li> <li>▪ How often in a week/weekend do they use the car</li> </ul>



	<p>park?</p> <ul style="list-style-type: none"> <li>▪ Estimated stay duration</li> <li>▪ Would they use other forms of transport?</li> </ul> <p>The results of the surveys and the questionnaires will be presented in table and graphic format on spreadsheet pdfs. The survey results will include volumes and percentage of use.</p> <p>The Town Council would need to provide standard authorisation letters for the survey team in case they are queried by members of the public.</p> <p>If required, the Council will provide a parking space for one vehicle</p>
<p><b>Project Cost:</b></p>	<p>All costs exclude VAT and include expenses:</p> <p>Cost: £3,978 ex VAT</p>
<p><b>Payment Schedule:</b></p>	<p>First invoice for 50% is submitted on order, second invoice for 50% is due on submission of reports</p> <p>Payment period is 14 days from invoice date</p>

# Alpha Parking

Alpha Parking is a specialist parking consultancy that has been working within the UK parking industry for more than 15 years. We have a wide client base and experienced in-house teams covering the specialist areas shown in the diagram below.



Our consultants are knowledgeable and skilled with hands on experience of a wide range of parking environments including both local authorities and private parking contractors.

The company belongs to both the recognised parking trade bodies; the British Parking Association (BPA) and the International Parking Community (IPC).

We are City and Guild’s partner in developing and delivering specialist parking training for areas such as enforcement, notice processing and parking customer service. In the survey field we are one of the Approved Data Collectors for TRICS.

Over the last 15 years Alpha has contributed articles and seminar sessions for the parking industry and each year we organise the half day “Spotlight on Parking” seminar in central London. This is a popular event and attended by around 150 delegates

# Sample Alpha Clients

