

Madeley

Neighbourhood Plan



Consultation Statement



Serving
Cuckoo Oak,
Madeley & Woodside

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1. INTRODUCTION

This consultation statement has been prepared to fulfil the legal obligations of the Neighbourhood Planning Regulations 2012. Section 15(2) of part 5 of the Regulations sets out what a consultation statement should contain:

1. Details of the persons and bodies that were consulted about the proposed neighbourhood development plan.
2. Explanation of how the general public, agencies and stakeholders were consulted
3. Summary of the main issues and concerns which arose through the consultation process.
4. A description of how issues and suggestions have been considered and where objectives have been developed in relation to the neighbourhood plan.

This consultation statement will highlight that a greater level of community consultation and engagement has been undertaken with members of the public than the legislation requires.

2. STRATEGY

This document explains the stages of consultation and the engagement processes undertaken. It sets out a range of techniques that have been used to gather information from the community. It also demonstrates how the information gathered is used to produce a Plan that will guide and control new development and protect designated areas.

Neighbourhood Planning is an inclusive approach to consider how land should best be used or developed to meet the overall needs of the community. It extends beyond traditional land use planning which tends to focus on regulation and development control. Whilst these elements are still vital the neighbourhood planning process allows for greater scope for plan makers, acting with the community, relevant agencies and service providers to promote and manage change in the area. This is why we needed to ensure that extensive, appropriate and well planned engagement and consultation took place.

The engagement undertaken must have purpose and must be seen to influence what is included in the final version of the plan. We must also understand what various and sometimes competing interests need or expect from the neighbourhood plan.

We have ensured and demonstrated transparency through the engagement process by:

- Making all information available to the community.
- Making every effort to gather and understand views expressed by individuals and groups and respond clearly to matters raised
- Obtain information on current or proposed physical development in the area which may well take place before the Neighbourhood Plan is adopted.
- Making sure that all views are readily accessible and easily understood in a selection of paper and online based formats.
- Gathering a wide base of evidence and views using a range of consultation methods that have been tried and tested.

It is also important that we are prepared to demonstrate from the start that this process has fully engaged the community throughout the development of the neighbourhood plan, as this is a fundamental prerequisite to the independent examination.

Consultation was undertaken by existing members of Madeley Town Council staff with support from Steering Group members, Councillors and Officers from Telford & Wrekin.

3. METHODS OF CONSULTATION & ENGAGEMENT

Over the past decade there has been an expansion in the range of community engagement tools and techniques and organisations giving detailed case studies and advice on the effective use of such tools.

For the purpose of guiding and supporting the engagement and consultation process, in August 2011 a Neighbourhood Plan Steering Group was established. This open Steering Group was made up of local residents, local representatives and support staff from both Telford and Wrekin Council and Madeley Parish Council.

Experience has shown that no consultation tool will ensure 100% community involvement; however the Neighbourhood Plan Steering Group decided to undertake community engagement using the most open and transparent consultation techniques that allowed local people the freedom to participate.

4. OUR COMMITMENT

As lead organisation in the development of the Neighbourhood Plan, the Steering Group agreed to adopt a set of key principles in relation to community and stakeholder engagement. These are presented as an agreed set of actions:

- All information collected to support the development of the plan was openly available.
- Communication and approaches with members of the community was transparent
- All consultation events were open to the public and promoted and publicised in the best appropriate and effective manner
- Regular press releases were provided to give updates.
- The Madeley on the Map website www.madeleyonthemap.co.uk and the Council website www.madeleytowncouncil.gov.uk provided up to date information and feedback opportunities.
- Information was regularly sent out through the Madeley Matters magazine which is distributed to 7500 households in the parish.

5. HOW WERE PEOPLE CONSULTED

The principle consultation processes have been:

- The BIG MAP consultation (large map based process)
- Young Peoples Consultations
- Community Focus Groups based on BIG MAP results
- One to one interviews with key and statutory stakeholders
- Residents Survey

6. STAGES OF CONSULTATION

June 2011 - Front Runner Application

Madeley Town Council (then Parish Council) was told that their bid to be a pilot Front Runner Neighbourhood Plan area under **Wave 3** had been successful.



July 2012 - Formation of a Steering Group

The Town Clerk gave a presentation to Full Council who agreed to set up a working group which developed into the Steering Group

Purpose - To form a group of Councillors, Officers and members of the public who would guide and manage the process of consultation for the Neighbourhood Plan. The group agreed broad stages and methods of consultation, the timetable, the management of the process & themes for consultation.



September 2011 - January 2012 - First Consultation Exercise

Purpose - To consult widely on the 6 agreed themes to gauge the general issues and concerns that were prevalent.

Method - The 'Big Map' (sections 8, 9 & 10) was taken to various locations and public events with members of the Steering Group and Officers from T&W and Madeley Parish/Town Council facilitated and collated this information.



March 2012 - May 2012 - Focus Groups

Purpose - To explore the issues that had emerged from the Big Map consultations in more detail with the Steering Group and to use this information to formulate draft objectives.

Method - Self nominated & invited members of the public attended a series of group discussions at the Madeley Town Council offices. The discussions were based around each of the 5 themes and the discussions were led by a facilitating officer. Between 8 and 12 local people attended each focus group (see section 11).



March 2012 - June 2012 - Youth Consultation

Purpose - On analysing the information through the big map consultation, it was apparent that the views of young people were not adequately represented.

Method - The big map was used at the two youth clubs along with a short questionnaire based around the chosen themes. The first youth consultation in Sutton Hill Community Centre was supported by 'Groundwork West Midlands'. The second consultation was undertaken at Park Lane Centre, Woodside (see section 12).

Young people themselves undertook a big map consultation with their peers at Madeley Academy in October 2012.

May 2012 - Public Open Evening

Purpose - To obtain information on community priorities from the emerging issues.

Method - An open invitation to the Annual Parish Meeting (see section 13).



June 2012 - September 2012 - Interviews with Key Agencies

Purpose - To gather information on issues in order to develop an evidence base. To check if the emerging issues were being addressed by existing Local Authority policies and to ensure that the views of minority groups were represented.

Method - One to one interviews with key agency representatives & stakeholders (see section 14).



October 2012 - November 2012 - Development of Objectives

Purpose - Having consulted widely through the Neighbourhood Planning area, the Steering Group agreed on Objectives to guide future direction of the work and the structure of the Plan.

Method - The Objectives were developed by the Steering Group with professional advice from the appointed consultant. Additionally the existing Telford & Wrekin strategies and plans that were relevant to Madeley were studied and were drawn on to develop the objectives. The objectives were formally agreed by the Steering Group in November 2012 (section 15).



January 2013 - March 2013 - Residents Survey

Purpose To produce a questionnaire for distribution to every household & business within the plan boundary to gather evidence in support of the agreed objectives.

Method – The Steering Group held 2 workshops and produced a questionnaire that reflected the agreed objectives and sought to clarify the issues. The questionnaire was available on line, through the Council magazine and at central locations. A number were completed face to face in the local centre, whilst some were completed door to door (section 16).



April 2013 - Green Infrastructure Workshop - Rough Park

Purpose – To trial a process of assessing the value of green space against development.

Method – Map based workshop with key stakeholders who play a role in Rough Park, assess views on green space value and views on future development.



July 2013

The Draft Neighbourhood Plan was presented to Madeley Town Council who endorsed its adoption

MADELEY TOWN COUNCIL – CONSULTATION SCRUTINY

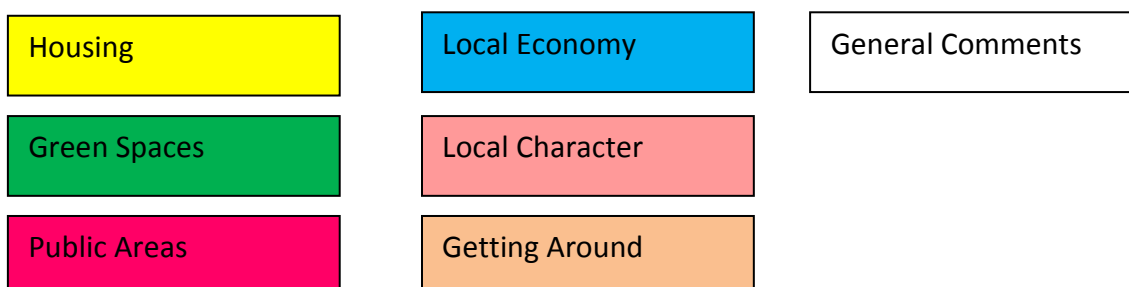
Throughout the process Madeley Parish Council¹ as the responsible body was kept informed of the progress of the emerging Neighbourhood Plan. A report was made to each the Full Council meeting, every two months.

7. HOW THE CONSULTATION EVENTS WERE PUBLICISED

- Regular articles and updates were made on both Madeley Town Council and the Madeley on the Map websites.
www.madeleytowncouncil.gov.uk
www.madeleyonthemap.co.uk
- Press releases were regularly sent to Shropshire Star & Telford Journal (see appendix 5).
- Regular articles in Madeley Matters, which is a free Town Council newsletter that is distributed to quarterly to over 6500 households. (appendix 9).
- Posters in bus shelters throughout the 3 wards
- Leaflets handed out outside Tesco supermarket
- Promotion at key locations including library, 2 community centres and at the Town Council Office.

8. MAP BASED CONSULTATION DETAIL

Based on the ‘Planning for Real’ model, the map based community consultation exercise used with a series of colour coded option cards on a 6 different themes. These were:



The participants were invited to pin their cards on the map in the locations that concerned or interested them. We were conscious that without some guidance people were likely to comment on a wide range of issues that would not necessarily be useful to the Neighbourhood Plan, at the same time we were careful not to be too prescriptive and restrict ideas. We therefore came up with a variety of ‘prompts’ under each theme for example:

‘More Housing Needed’

‘Valuable open space’

‘This space could be better used for....’

‘Businesses needed here’ etc.

People were free to use the prompt cards and write additional comments, or they could pick a blank card entitled ‘Your Idea’ and write about anything they wished.



¹ In October 2012, Madeley Parish Council became Madeley Town Council



The map itself was a large scale - 1:1250. This large scale was chosen so that individual homes, streets and features could be easily identified. The size of the complete map created impact and attracted interest from the casual passer-by.

Key information such as SHLAA (Strategic Housing Land Allocation) areas, planned development, protected area and proposed Local Nature Reserves was included on the map. This was to give the participants up to date information and to ensure that comments were not passed on land that was already allocated for some purpose.



We kept a record of the postcodes of the participants, we also asked for their age range to ensure that in as far as possible we were recording the views of a cross section of the population.

Three targeted youth consultations were also carried out one of which took place in Madeley Academy and was conducted by the pupils with their peers.



9. MAP BASED CONSULTATION DATES

In order to involve as many people as possible in the BIG Map consultation a variety of dates, times and locations were arranged. Madeley Town Council staff, Councillors and Steering Group members undertook the consultations with support from officers from Telford & Wrekin Council.

| Date | Location | Time |
|---|---|-------------------------------|
| Monday 22 nd August 2011 | Park Lane Centre, Woodside | 12 – 3pm |
| Tuesday 23 rd August | Park Lane Centre, Woodside | 9.30am to 12.30pm |
| Monday 5 th September | Outside Tesco, Madeley | 1pm to 5pm |
| Tuesday 6 th September | Outside Tesco, Madeley (Market Day) | 10am to 1pm |
| Friday 9 th September | Outside Tesco, Madeley | 3 – 6pm |
| Saturday 10 th September | Outside Tesco, Madeley | 10am to 1pm |
| Tuesday 13 th September | Madeley Town Council Jubilee House | 9.30am to 12.30 |
| Wednesday 14 th September | Madeley Court Centre | 12 – 3pm |
| Thursday 15 th September | Madeley Town Council Jubilee House | 3pm to 6pm |
| Monday 19 th September | Sutton Hill Community Centre | 3pm to 6pm |
| Tuesday 20 th September | Sutton Hill Community Centre | 9.30am to 12.30 |
| Thursday 22 nd September | Park Lane Centre | 1pm to 5pm |
| Friday 23 rd September | Park Lane Centre | 1pm to 5pm |
| Saturday 24 th September | Sutton Hill Community Centre (Young People’s consultation) | 12 – 3pm |
| Sunday 2 nd October | Green Day Madeley Park | 1pm to 4pm |
| Thursday 1 st March 2012 | Woodside Youth Consultation | 4pm to 8pm |
| October 2012 | Madeley Academy peer group consultation | Activity over two week period |

10. BIG MAP CONSULTATION – SUMMARY OF RESPONSES

A total of 832 responses were received through the Big Map consultation.

Although people were guided to comment on planning and land use matters, inevitably a number of the ideas and the issues that concern people were outside the remit of the Neighbourhood Plan. We recognised that having asked for local opinion it was important to follow through all responses and the additional information was compiled in a separate document, 'The Community Action Plan' (appendix 8). This document now guides the work of The Madeley Partnership and is a reference document for the Town Council.

10a. HOUSING – 160 responses

Housing issues featured heavily throughout process and the issues were wider ranging. Comments were made on housing styles, locations of housing and tenure. Social and affordable housing was the main focus of housing issues, along with the need for more family (2/3 bedroom) housing.

Affordable Housing

There were several comments relating to the lack of local social housing and a number of people said the this shortage made it difficult for people to swap or transfer to housing which may be more appropriate to their needs.

"More social housing of decent quality for local young people"

Provision of Older Persons Housing

Many people said that there is insufficient housing for older people, particularly for those people who want to move within the same area and stay close to friends & family.

"More bungalows – free up larger homes – need to look at future needs"

Sutton Hill

There were a significant number of comments on social housing around Sutton Hill. People generally welcomed the redevelopment of the centre of the estate but felt that it didn't go far enough; they were disappointed that there were no long term plans to regenerate the estate. They were happy to see the demolition of poor housing stock providing that new houses were built up on the cleared sites and that there was investment in the existing housing stock.

There were a number of comments concerning the poor quality of private and social rented accommodation on Sutton Hill.

The main issues of were:

- Damp and cold housing
- Issues relating to poor maintenance, particularly private landlords not keeping their properties in a good state of repair and the failure of some tenants to look after the properties.
- Lack of social housing for young people
- Views of 'dumping' problem tenants into the area
- Lack of affordable housing
- The need to upgrade the existing housing stock

Many of the comments about the Sutton Hill estate specifically referred to the high cost of heating and the need for more efficient heating systems e.g.

“More efficient housing – reduction in energy costs”

“Any future development needs to be sustainable. Need a range of housing types not to look like a social housing estate”

Woodside

Woodside estate has been through a series of regeneration programmes. A number of the streets in Woodside have gone through Home-Zone regeneration and a large private development is currently under construction.

“Very good, well impressed with the regeneration so far”

This has all been significantly positive for Woodside, however Willowfield and the south eastern side of Woodside has not been through the regeneration programme. Local people have expressed dismay regarding the end of the regeneration programme feeling that their part of the estates has been overlooked.

There were also some negative comments from local people regarding the public realm features within the Home-zone area in relation to the financial cost, inappropriate designs and lack of maintenance.

Many comments were made about the size of the houses on Woodside. Generally people commented on the need for accommodation for young people and bungalows for the elderly but Woodside attracted a lot of comments about the need for family homes.

There were a number of comments relating to the need for a much higher proportion of funding obtained from the sale of development land in the area to be retained rather than being used to fund projects and developments in other parts of Telford.

10b GREEN SPACES & PUBLIC AREAS – 154 responses

Many of the comments about public spaces related to existing play areas and green spaces, it therefore seemed logical to combine the two themes in the analysis.

Rough Park

It was clear that local residents value Rough Park as an important community asset and were concerned about the nature of development in Rough Park. People generally knew that parts of Rough Park are owned by HCA (Homes and Communities Agency) and were likely to be built on, their main concern was for development at this location to be limited and for it to be sympathetic to the surrounding natural environment.

There was a desire for the parts of Rough Park that are not set aside for housing to be protected against future development. Local people value the site and use it regularly for recreation. They value its wildlife and the green corridor, creating links with the Gorge.

Comments included: -

“Important green lung for the area – important area for wildlife”

“Protect as a conservation area”

Russell Green

Russell Green is situated off Russell Road and is a well-used community space which enhances the ambiance of Madeley centre. The site is fairly well maintained and a key community asset which local people use and enjoy.

Madeley Park

Madeley Park also featured as a valued open space, particularly as the Silkin Way, which is a well-used walking and cycling route runs through it.

There were comments concerning litter and the neglect of natural features

“Madeley Park canal – remove rubbish and make it a wildlife area”

Madeley Pit Mounds

Madeley has five Pit mounds of approximately 44 hectares of land. The BIG Map showed the proposed boundaries of the pit mounds and people were informed of the current proposal to seek Local Nature Reserve status for these areas.

Of those who expressed an opinion, all were in support of the proposal. Madeley Town Council has co-ordinated the research and prepared for documentation to submit for the declaration of these sites as a Local Nature Reserve.

Madeley Community Orchard & Allotments

Madeley Community Orchard at Bartlett Gardens is one of the key assets in the Parish.

Allotments are also important assets within the community with 7 responses relating to the need to conserve and increase the number of allotments available. This can be endorsed by the long waiting lists for allotments held by Madeley Town Council.

Play Areas

The prevailing view was that the play facilities are generally inadequate. Some play areas are in need of upgrading and that there are not enough play areas on the new town estates.

“Replicate the Sutton Hill skate park” (on Woodside)

The existing playing fields are well used and valued but a number of people thought they could be improved with lighting and better surfaces.

10c LOCAL ECONOMY – 149 responses

Madeley Town Centre attracted the most comments. People welcomed the recent improvements but felt that there is a limited retail offer. They felt that to attract more shoppers there needed to be a wider range of shops and particularly wanted to see support for the smaller local shops, but were clear that they wanted no more take aways.

“No more fast food outlets”

A number of people thought that there Madeley should provide more facilities to serve the tourists who visit the Ironbridge Gorge museums.

“Encourage people to use Madeley as a place of interest. Needs promotion for local tourists. Tourist destination”

Industrial Estates

There were very few comments on the industrial estates other than the suggestion that Tweedale could be considered for housing and that the signage in Halesfield needs improving. Comment was made that there should be more support for local business start-ups.

“Support businesses to take on young people”

10d LOCAL CHARACTER – 90 responses

Madeley in the World Heritage Site

Many local people are very interested and proud of the history of Madeley and its inclusion in the World Heritage Site boundary. However there were 8 comments that local people feel Madeley is the poor relation and that there is significantly less investment in Madeley than in other parts of the World Heritage Site.

Protecting and enhancing the local heritage was very important to people, in particular key buildings such as the Anstice Memorial Institute. Its current state of disrepair attracted many comments and its impact on the overall appearance of Madeley Centre was regretted.

People also expressed concern that a number of prominent buildings are falling out of use and are not well maintained. They hoped to see refurbishment and new uses found.

The need to protect the character of the conservation area including shop frontages and residential properties also featured.

“Need a tighter control on shop fronts”

“Enforce protection in the World Heritage Site and the buildings within it”

10e GETTING AROUND – 93 responses

Cycle Routes

In discussion with a number of cyclists there were issues regarding the cycle routes in the Plan area. There are several cycle routes where sections have been removed or altered resulting in a lack of continuity and a disjointed network.

The underpasses also attracted a number of comments, people thought them shabby and threatening and the footpaths, particularly on the Sutton Hill estate are in need of attention.

“Better pavements and remove underpasses due to maintenance and safety issues”

“Existing footpaths – poor state. Investment in Sutton Hill”

Traffic related issues and the need for traffic calming have featured strongly through the consultation process. Road safety, speeding, parking and safe crossing points attracted a number of comments. These concerns were recorded in the Community Action Plan (appendix 8)

10f COMMUNITY FACILITIES – 177 responses

There were many general comments on social and community issues. As many of the points raised could not be addressed through the Neighbourhood Plan they were incorporated into the Community Action Plan (appendix 8).

Conclusion

The map based consultation process was a successful tool which engaged local people in the neighbourhood planning process and provided a wealth of information on land use and other issues. As a first step it brought out the broad concerns of local people and provided base information for further research, consultation, and eventual development of the Neighbourhood Plan objectives (section 15)

All the individual and group responses from the Big Map consultations were collated and filtered by location, suggestion, theme, comment card used, and numbers. Same and similar responses were combined together (Appendix 1) and these grouped responses were used to generate a series of questions to prompt the discussions in the focus groups.

11. FOCUS GROUPS

Once the BIG map consultations were complete the issues and suggestions under each theme were summarised and a series of questions were put forward to a series of focus groups. The purpose of the focus group was to research the issues identified through the BIG Map consultation process. Members of the public were recruited at the consultation events to participate in the focus groups at a later stage.

These sessions allowed for the public to take part in more comprehensive discussion about particular themes. Those who attended were also invited to join the Steering Groups.

Members of the public who were initially interested in the focus groups were contacted and asked which themes were of most importance. They were then invited to round table focus group discussion based at Madeley Town Council. A series of prompt questions ensured that the informal discussion continued whilst all participants were actively encouraged to express their views. Approximately 7 to 10 local people took part at each focus group.

Once the focus groups were completed the evidence was used with the Big Map results in order to develop the draft neighbourhood plan objectives.

Housing : 16th February 2012 – attended by 9 members of the public

- Views that there is a shortage of quality and adequate social housing generally in all tenures.
- With the imminent 'bedroom tax' there were strong feelings that there is insufficient social housing supply to allow local people to transfer and move.

- There were feelings of being let down in relation to the regeneration of the new town estates; the regeneration of Woodside had not tackled all of the estate, and that very limited regeneration has taken place on Sutton Hill.
- A clear and robust strategy is required to deal with properties that are in poor condition and particularly the need for private landlords to maintain properties better.
- That a more robust strategy for the longer term regeneration of Sutton Hill is needed.
- Local people are not against additional housing development but want to ensure that it is not at the detriment of green spaces. One large area where it was felt housing development would be ideal is Tweedale industrial estate. By relocating existing businesses to Halesfield this would free up land for housing.
- The quality of social housing generally needs improving.
- Views regarding the changes in demographics and whether there needs to be more thought into the types of housing needed
- The need for sustainable housing featured through the focus group. There were views that housing developments must start to take into consideration energy efficiency measures, use of grey water (rain water) and for locally sourced renewable energy.

Green Spaces and Public Spaces: 6th March 2012 – attended by 9 members of the public

- Green spaces have featured as being highly important to the quality of the community. The importance of Madeley Park, Rough Park, Russell Green and Madeley Orchard were discussed in detail at this focus group.
- Rough Park has been highlighted as a good resource for the community for leisure and recreation, wildlife and conservation. There is currently no designated protection of Rough Park and Madeley Park, and it is important for this to be considered.
- Discussions took place around protection and to ensure that these areas are not affected by development. Questions were asked regarding the levels of housing development that would be required in the parish and whether this would affect any of the green spaces discussed.
- It was felt that Rough Park, the proposed Madeley Local Nature Reserves and Madeley Park could link together as an important green corridor which should be protected.

- Bluebell Park is also a valuable green space and the park is popular with the local community.
- No strong views were expressed about public areas.
- Some of the features and planted areas as part of the Woodside regeneration were criticised as being inappropriate and not well maintained.

Local Economy: 28th February 2012 – attended by 10 members of the public

- On a whole local people are positive about the town centre regeneration and the improvements to the local infrastructure.
- Concerns and views that Tesco has created a strangle hold on the centre as Tesco has too much influence in controlling rents in the new units and makes it difficult for competition.
- There is a need for an effective town centre with a balance of traders.
- There were views that local businesses should be supported more by Telford & Wrekin Council and that Madeley Market should be improved to encourage more traders and more variety.
- Some of the businesses on the High Street do not take pride in their appearance. It was thought that Telford & Wrekin are not adhering to planning regulations and ensuring that shop frontages are kept up to an acceptable standard.
- Some businesses could move from Halesfield to Madeley where there may well be more footfall.
- The way in which people shop are changing; online shopping, more flexibility in when people shop, larger brand and shop incentive means that there is much more competition and that town centres are not necessarily the hubs of shopping now. There also needs to be more vitality in the centre with other uses such as housing or entertainment.
- It was felt that smaller shops need to take these points on board and look at ways to be flexible around how people shop.
- There were discussions about the need to promote Madeley more as a tourist destination and to extend the tourist offer in a way that would help support the local economy.
- Incentives are needed to encourage new businesses to set up in the area.

Local Character : 7th February 2012 – attended by 11 members of the public

- Although the character of the Plan area is changing as a result of regeneration, the focus group thought that it is vitally important that the character of Madeley is protected due to its historical legacy.
- People felt that the regeneration of Woodside has had a positive effect on the character of Woodside. However it was felt that with no long term regeneration plans for Sutton Hill, this was having a negative effect on perception of the area.
- Views were expressed that Madeley has a 'raw deal' in relation to its role within the World Heritage Site. Better protection of key buildings, stronger planning enforcement and more opportunities to promote the history of the area would be welcome.
- There were views that character of an area should be enforced by positive change and that better policing to reduce anti-social behaviour are essential.
- There are a number of small projects that could be done to enhance the character of the neighbourhood i.e. cleaning street signs, repairing damaged signs and street furniture, ensuring grass areas are re seeded.
- That future public realm improvements must take the historical fabric into consideration
- The High Street and the surrounding area should be protected and that generally historical buildings and features should be improved or at least looked after.

Getting Around : 23rd February 2012 – attended by 8 members of the public

- The irregularity of public transport and the lack of provision in areas with higher levels of elderly people were discussed in great detail.
- Parking issues were also of concern in particularly on Park Avenue. Illegal and inconsiderate parking outside Domino's Pizza, Post Office and on Anstice Square. Park Street is also a concern due to on street parking and the narrow road.
- Local people are generally happy that parking is free however car parks need to be maintained in particular Legges Way car park.
- The fragmentation of the cycle network needs to be looked into and for there to be consideration for future developer contribution to support the development of the cycle network.
- More prominent signage

Conclusion

The focus groups gave us a snapshot of public opinion and confirmed many of the issues that had been identified through the BIG MAP consultation. General discussion around the issues brought out the detail behind the views and gave depth to the emerging information. This information was then collated and used to develop the draft core objectives.

12. YOUTH CONSULTATION



Madeley Parish Council was working in partnership with Groundwork to develop activities for young people in the area. Groundwork had developed good working relationships with local young people and was therefore asked to assist with 2 targeted BIG Map consultations and additionally to devise a young people's questionnaire (Appendix 2) which was also made available on line through survey monkey.

Young People's Questionnaires

A total of 49 surveys were completed by young people ranging from the age of 8 to 16. The bulk of the responses related to green space, play areas and recreational land. There were concerns about the lack of maintenance of some green spaces and the young people that felt more equipment and outdoor facilities are needed on both Sutton Hill and Woodside estates. They also commented on the need for woodlands and family spaces.

Young people also expressed their opinions on housing: -

"Too many houses and being built too close"

"Houses too close together"

"Need new houses – Sutton Hill"

A third of the respondents felt that their houses were overcrowded

Part of the survey also asked young people the types of houses that they liked and would like in the future. There were mixed views: half those who participated preferred the older traditional style housing and the others preferred a more modern design.

Madeley Academy

Young people at Madeley Academy undertook a consultation with their peers in October 2012. There were 68 comments put forward on the BIG Map. Of particular interest were: -

- The need to provide good career opportunities to keep young people in the area.
- The need for local affordable homes for young people
- The desire to retain and improve the parks and green spaces
- The need for Job opportunities on Halesfield for local young people

- The need for better public transport to get to large employment sites.

Summary

Young people's comments and suggestions through the consultation process endorsed many of the views expressed in the other consultations. The most interest was in the green and recreational spaces, they were also very concerned about poor housing and lack of job opportunities.

13. OPEN PUBLIC EVENT – 14th May 2012

Members of the public were invited to an open evening at Madeley Town Council, Jubilee House to review and comment on some of the main points that had been identified through the BIG Map consultation and focus group discussions. The comments were written on 'post it notes' and posted in the different categories

Below is selection of some of the comments which reflect the views of those present: -

Housing

- "More quality social housing is needed on Sutton Hill"*
- "The land next to Chilcott Gardens could be used for housing"*
- "More affordable housing for young people is needed"*
- "Demolish the factories on Tweedale and build more housing"*
- "New housing should be energy efficient"*

Green Spaces and Public Spaces

- "No more building on Rough Park, keep it as it is and encourage more wildlife"*
- "Turn the unused land on Halesfield into wooded/forested area"*
- "Keep some of the green space when development at the former Court site takes place"*
- "The Community Orchard is a good resource and needs protecting"*
- "Russell Green is a valuable open space and needs protection"*
- "The Bluebell Field is a valued public space and should be protected"*
- "Keep the pit mounds as green spaces"*
- "Protect Madeley Park from future development"*

Local Economy

- "Support businesses to take on young people"*
- "Incentives are needed to encourage new businesses to set up in the area"*
- "Money obtained from land sales should be reinvested in the area"*
- "No more Takeaways in Madeley Centre"*
- "A greater variety of shops are needed in Madeley centre"*
- "There are too many empty shops in Madeley Centre"*

Local Character

- "The Anstice is an important local building that needs preserving and improving"*
- "The shop frontages in the World Heritage Site should be in keeping with the standards and character of the area"*
- "Fletcher Memorial is an important building and a use needs to be found for it"*
- "Planning regulations should be enforced to preserve the local character"*
- "Madeley's position in the World Heritage Site should be promoted"*

Getting Around

- "A pedestrian crossing is needed outside the Anstice"*
- "Speed in Tesco car park needs controlling"*



“Parking on double yellow lines should be controlled generally”.

Conclusion

The informal, conversational nature of the open evening enabled those present to discuss their views with each other and the comments that were made endorsed much of the earlier information and gave detail and specifics in other areas.

14. ONE TO ONE INTERVIEWS

An important part of the consultation process has been to consult with a range of local individual stakeholders, statutory organisations, groups and agencies.

Once the one to one interviews were completed the main points, concerns and comments were pulled together based around the themes of Housing, Local Economy, Local Character, Green Spaces & Public Spaces and Getting Around in order to inform the development of core objectives within the neighbourhood plan.

Consultee List

| Date | Person | Organisation | Purpose of Meeting |
|------------------------------|---|---|---|
| 9 th May 2012 | Phil Edwards | (Borough of Telford & Wrekin Housing) - Development Allocations | Housing numbers and housing supply in Madeley Parish |
| 11 th June 2012 | James Dunn | (Borough of Telford & Wrekin Asset & Property) | Existing and planned development sites owned by TWC and ascertain any plans for development on Rough Park |
| 11 th June 2012 | Mark Birling | Sanctuary Housing | Planned housing sites and numbers in Sutton Hill, and any longer term plans for housing development by Sanctuary Housing in the area |
| 11 th June 2012 | Jean Teichmann (Head of Development) & Andrea Martin | Wrekin Housing Trust | Social housing provision in South Telford and any longer term objectives for development. |
| 20 th June 2012 | Helen Wilkes | Homes & Communities Agency (Area Manager) | HCA plan for any future regeneration, required housing targets on the back of the Woodside regeneration funding, existing land holdings particularly Rough Park 3. and the land next to Chilcott Gardens. |
| 17 TH July 2012 | Cadi Price - Community Development Officer Russell Rowley – Manager Natham Morris – Countryside Officer | Severn Gorge Countryside Trust | Conservation and maintenance of SGCT land next to Rough park and the importance of the area for wildlife and community use. |
| 17 th July 2012 | Richard Sheehan, CEO | Shropshire Chamber of Commerce, | Employment issues, any longer term business investment plans in the areas, any information on jobs / investment around the industrial sites / town centre. |
| 21 st August 2012 | Geoff Kitchen/Dominic Proud/Beverley Partridge | Telford & Wrekin Highways Dept. | Local Transport Plan and relevance to Madeley parish, highways transport plans and investment in footpaths, cycle ways, and public transport. |
| 29 th August 2012 | Chris Winter/Kathy Mulholland | Telford & Wrekin Council (Housing Development) | Social housing provision in Madeley Parish, future investment / regeneration and consideration of the future of new town estates renewal |
| 29 th August 2012 | Rachel Taylor/Iain Wheeler & Mike Vout ref: Green Space Infrastructure | Telford & Wrekin Council | Discuss Green Infrastructure Policy, general sustainability and future renewables such as solar schemes. Green Deal - grants |

| | | | |
|---------------------------------|---|---|---|
| 11 th September 2012 | Tina Jones | Listen Not Label / RAFT | Housing needs and demand relating to specialist housing and supported housing relating to disability and older persons |
| 15 th October 2012 | Robin Mager | Shropshire Wildlife Trust | Local sustainability and green space protection, impacts of development on wildlife and discussions relating to county wildlife sites |
| 26 th October 2012 | Katherine Kynaston (BTW) & Kathy Mulholland (BTW) Helen Wilkes (HCA) | Telford & Wrekin Borough Council Homes & Communities Agency (Area Manager) | Follow up meeting relating to Rough Park and general discussion regarding future regeneration of Woodside and Sutton Hill. Clarify the position of the land owners (BTW & HCA) on the Rough Park area. Clarify the position regarding future plans for the Sutton Hill and Woodside estates |
| 1 st November 2012 | Keith Osmund Smith | South Telford Association of Churches | Discussions around listed church buildings and scoping opportunity for the Baptist Church to build new facilities on Legges Way car park. |

Conclusion

The one to one interviews have helped fill gaps on information about existing strategies and policies which are linked to the plan. They were also used to test the draft core objectives against any existing policies. This technical information was important for our evidence base.

Discussions with Housing officials from Telford & Wrekin Council and the local Housing Associations reinforced the messages that were being given by local residents that a long term approach was still needed for the regeneration of the Woodside and Sutton Hill estates. Current plans appear to be working to a relatively short timescale based around the 5 year Affordable Housing Programme. Although there is no available up to date information on the condition of the housing stock, it is evident that rented housing on Sutton Hill and Woodside is going to deteriorate over the next twenty years and it will need substantial public investment if this housing is to be refurbished or replaced by new housing in the long term.

Telford & Wrekin Council and partners will need to target these areas for private investment to develop profitable private housing and mix with good quality, well managed, affordable social housing where people feel valued and respected. However, unless there is significant investment in these estates, the inherent problems with the housing stock will not be properly addressed.

Generally, the meetings also confirmed the need to increase the provision of affordable homes, particularly social rented housing for lower income families, as there is a growing demand for affordable housing that is not being met by the local housing market. Because of the economic climate, a number of recent housing schemes have not provided any affordable housing because of viability concerns.

In terms of the supply of housing land, it was clear that there were already a significant number of properties in the Plan Area with planning consent. Whilst Telford & Wrekin had put forward a number of growth scenarios in their Shaping Places Strategy & Options paper, there was no indication that further allocations were needed within the Plan Area. It was felt that any small scale development could be controlled using generic policies. The exception was Rough Park 3 where a specific policy may be needed to ensure that its relationship to the adjoining Rough Park green space was taken into account and in particular to ensure that the southern entrance into the Park was not compromised. It was agreed that this should be tested through a further workshop involving the local residents.

The use of the Green Deal initiative was specifically mentioned to encourage more refurbishment of properties e.g. better insulation and energy efficiency measures

Meetings with Telford & Wrekin Council and local agencies provided useful information on existing and proposed open spaces. At this time, discussions were held about the need for a sustainability appraisal.

On employment issues, the discussion with HCA confirmed that land on Halesfield will remain allocated for employment uses. The preference in the Plan would be for this land to be developed for industry before any new sites were identified. Before any other land (in this or other areas) is designated for industrial use, the current industrial estates need to be improved and updated.

The Chamber of Commerce representative endorsed this approach and identified the need for upgrading and investment on Halesfield. They also commented on the dire state of Tweedale industrial estate. In its current state, it is unlikely to attract any new businesses.

They also highlighted the need to support businesses in Madeley Town Centre.

On transport matters, a meeting with Highways officials from Telford & Wrekin Council identified the key objectives from the LTP. These included:-

- Connecting new housing to Madeley centre and the wider area with good pedestrian, cycle and bus connections.
- Improving existing pedestrian and cycle connections within Madeley, especially the Silkin Way
- Improving signage throughout the Plan area
- Ensure car parking and traffic circulation supports the viability of Madeley Centre

Discussions were held with reps from local groups to gather views on how we can ensure we engaged people with disabilities and ensured BME representation. A meeting was also held with a representative of the local churches. Religious buildings are often not fit for purpose but it is difficult to refurbish or redevelop the sites because of the tight controls in the Conservation Area and WHS.

15. DEVELOPMENT OF NEIGHBOURHOOD PLAN OBJECTIVES

The following key issues were identified from the consultation exercises and presented to the Steering group for development into Objectives.

Key Issues Identified from Initial Consultation

1. The need for more family (2/3 bedroom) housing.
2. The lack of affordable housing, especially for younger people.
3. The need for supported housing for older people in an ageing population.
4. The need to redesign the layout of the Sutton Hill & Woodside estates and provide more quality social housing.
5. The need to make any new housing energy efficient.
6. The need to build any new housing on brown-field or vacant land, such as Tweedale Industrial Area or Hills Lane.
7. The need to promote Madeley' s position in the World Heritage Site.
8. The need to protect and enhance buildings of local heritage importance.
9. The need to protect the residential amenity and the character of the Conservation Area.
10. The need to protect and enhance existing open spaces.
11. The need to attract new retailers into the town centre to improve its competitive position by increasing the range and quality of shops, improve its environment and bringing empty properties back into use, such as Madeley Malls.
12. The need to provide improvements to existing employment areas and to provide for the growth of existing and new businesses.
13. The need to improve the management and provision of public parking to ensure appropriate capacity and the attractiveness of the town centre to users.
14. The overall quality and appearance of the public realm needs to be improved to provide better footpaths and cycle-ways and more attractive outdoor spaces.

Madeley Neighbourhood Plan Objectives

The Objectives were formally agreed at a Steering Group meeting held on 5th November 2012

THEME: HOUSING

More Choice of Housing

- To maximise the provision of high quality and affordable housing of the right size, type and tenure to contribute towards the Borough's local housing need
- To provide a good range of adaptable housing that can be changed to meet the needs of existing and new residents
- To widen the range of options for older people and those with disabilities through provision of accommodation which is designed to meet these diverse

Sustainable Development

- To apply the principles of sustainable development at a neighbourhood level and in the design of individual buildings and sites, and ensure that development addresses flood risk requirements and future climate change impacts.
- To maximise energy efficiency and encourage the use of low carbon and renewable energy sources in order to reduce CO2 emissions and fuel poverty needs

Neighbourhood Quality

- To achieve a phased redevelopment of the Woodside and Sutton Hill Estates over the plan period, delivering new and more balanced mixed communities with far better living conditions.

THEME: GREEN & PUBLIC SPACES

Good Quality Open Spaces and Green Infrastructure

- To deliver an excellent network of high quality public and private open spaces
- To develop and enhance the green infrastructure provision within the parish, recognising its contribution towards the wider green infrastructure network in Telford
- To ensure that public open spaces, such as Rough Park and Madeley Park are designated as local open spaces
- To protect and enhance local play areas
- To protect and enhance the proposed local nature reserves

Easier & Safer Movement

- To re-arrange existing streets so they are more secure and accessible. New homes will overlook streets and spaces so there is improved natural security.

THEME: LOCAL ECONOMY**Vibrant and Competitive Town Centre**

- To protect and enhance the special role of Madeley Town Centre in serving its local community
- To develop additional shopping and community facilities in Madeley Town Centre

Promote World Heritage Site Status

- To promote Madeley as a tourism hub for the World Heritage Site.
- To encourage tourist attractions, guest accommodation and facilities.

Successful Local Economy

- To ensure that employment opportunities are accessible to all and assist in securing the provision of employment and training opportunities for local residents.
- To enhance existing industrial estates and focus any new commercial development onto sites that is already allocated for that purpose.

THEME: LOCAL CHARACTER**Developing a Quality Place**

- To protect and enhance the historic environment, including archaeological remains and non-designated buildings and sites of heritage value, for the benefit of residents and visitors alike
- To maintain and enhance local character and areas of historic importance by ensuring high quality design on buildings and public realm

THEME: GETTING AROUND**Integrated & Sustainable Transport**

- Improve pedestrian and cycle connections within Madeley parish and into the rest of Telford
- Connect new housing into Madeley Town Centre and the wider area with good pedestrian and cycle routes
- Connect new housing into Madeley Town Centre and the wider area with good bus routes

16. RESIDENTS SURVEY

The final stage of the consultation process was the resident's survey. (Appendix 6) The purpose of the survey was to validate the objectives, and to provide information to quantify the emerging neighbourhood plan policies.

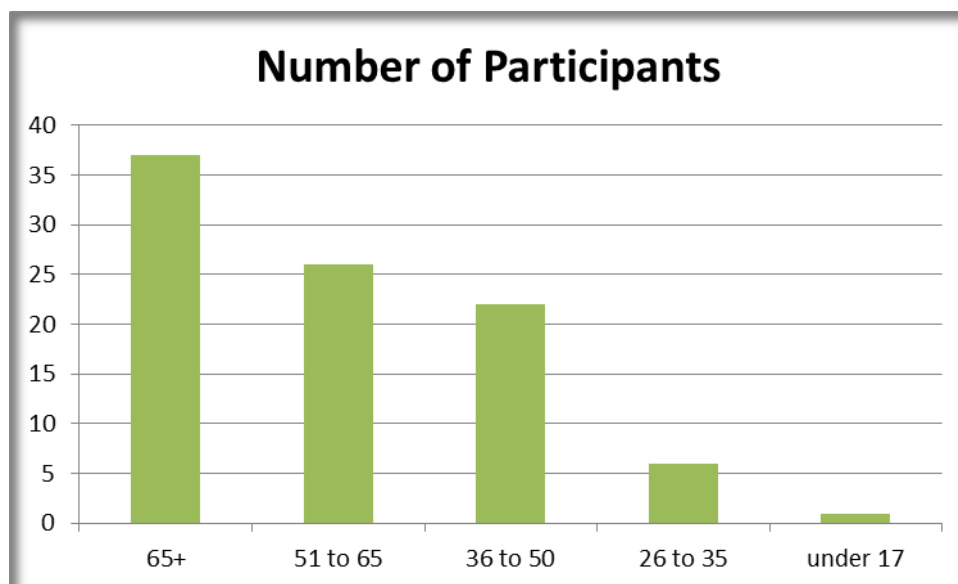
During February and April 2013, 7500 questionnaires were distributed throughout the parish. Every household received a copy through the Town Council newsletter 'Madeley Matters', and there was a prize draw by postcode of a £50 Tesco voucher as an incentive to participate.

The questionnaire was also available to be completed online at www.madeleyonthemap.co.uk and was distributed at the local shopping centre. A small number were completed door to door.

This final stage of the consultation was widely publicised through the local paper and publicity in town library, doctor's surgeries, and community centres and through the local ward Councillors

A total of 159 surveys were completed by members of the public. This was a disappointing response but nevertheless was enough to analyse & to draw information to further inform the emerging policies.

Age Breakdown of Participants



The results of this survey have been interpreted in the light of the high number of respondents being over 50 years of age.

Results (see Appendix 7)

Future Housing

46 people (30%) said that somebody currently living in their household would need other accommodation in the near future. Those people who will need future housing were asked to identify what type of houses they would need and the option of 2/3 bed roomed houses to rent were the most popular. Other options were given

concerning the numbers of bedrooms and renting or purchasing but the numbers involved were too small for further conclusions to be drawn.

Specialist Housing

We also asked residents if anybody in their household required or would require specialist housing and 13% of those who replied said that they would. The principle need is for warden controlled housing for older persons. As a large number of respondents were over 50 this result is to be expected.

Factors in a New Home

We asked which factors were most important in a new home. Affordability was the most important factor, followed by house size. Energy efficiency was not the first choice for many people but a significant number rated it as second or third in their priority list and it clearly emerged as of importance to people. This is likely to be for financial reasons as well as environmental interest.

In terms of what people look for in their home, access to green spaces did not rate particularly highly in this question, which was a surprising result as previous consultation exercises have highlighted its importance. This could be due to the age profile of the respondents.

Locations for New Houses

When asked to identify locations for new housing, in order of priority: Madeley was the most popular choice, followed by Tweedale and Sutton Hill

There were however a number of comments against any more development such as:

- *“maintain houses that already exist, improve the way the estate looks, good old tidy up”*
- *“no need for any more houses on above estates need to redevelop existing homes”*
- *“There are enough houses around here”*

World Heritage Site

We therefore asked how important it is that parts of Madeley are within the world heritage site.

96 people (62%) felt that the World Heritage Site designation was important.

Promotion of Madeley in the World Heritage Site

Most people felt that information would best promote Madeleys' position in the World Heritage Site, closely followed by better transport links.

Buildings of Historical Importance

We asked about the importance of key buildings and asked people to rate each building as to the importance of its conservation and refurbishment.

- Anstice Memorial
- Fletcher Memorial
- Lumley Hall
- Rough Park House

Anstice Workmen's Club (known as Anstice Memorial) was considered the most important candidate for renovation with 113 people listing it as 'most important', with Fletcher Memorial Chapel coming second. Rough Park House was of the least interest although 52 people still scored it as 'most important'. The conclusion we can draw from this is that there is a strong interest generally in the preservation of historic buildings in the area.

Green Spaces

Although this survey showed that access to green spaces is not an important factor in the choice of a home, there was a high response to this question and there is clearly concern about the conservation and protection of green spaces. The natural features that are most valued are trees and woodland, closely followed by wildlife areas.

Green Space Sites

There are a number of appreciated and well used green spaces in the parish. We asked respondents indicate their importance.

The results showed that the most important green space in the parish is the Silkin Way, (91 responses) which is not, strictly speaking a green space but a well-used pathway that is popular with walkers and cyclists.

Madeley Park (The Silkin Way passes through Madeley Park) also attracted 83 positive responses

Bluebell Fields, Rough Park and Russell Green also attracted interest. The area that was least valued was the Madeley Pit mounds, probably because of the available choices on the questionnaire, these are the areas with the least public access

Rough Park and Madeley Park

Earlier consultations had shown that these two sites are of local importance so we asked an open question about what improvements people would like to see. Only half the respondents used one or other of the spaces, their suggestions for improvements included: -

- Pathway improvements
- Lighting
- Better signage
- Picnic and play areas
- Architectural features

Local Economy

We sought to clarify and confirm what improvements people would like to see in Madeley Centre.

The top priority was for the empty shops to be occupied, followed by more choice of shops and the market. Transport and parking did not emerge as of particular importance.

Halesfield Industrial Estate

Respondents were also asked how Halesfield industrial estate could be improved and how new business could be attracted. Again a number of options were given.

10% of respondents did not answer this question but of those who did, the most popular option was the provision of affordable start up units followed by work place nurseries and better public transport.

Encouraging People to Visit the Area

We asked what would encourage people to visit the area. The most popular options were restaurants and entertainment. Public transport was a third choice which would indicate that local transport services to and from Madeley Centre are good (see Local Economy results) but transport further afield to Halesfield and the surrounding areas could be improved options.

Public Areas

In seeking information on views of the public area, better maintenance was the most popular choice with maintenance of public footpaths as a close second.

Future Development – Developer Contributions

The final question of the survey was to gauge how people felt about financial contributions from developers and how they would prioritise where those contributions should be spent.

Improvements to the natural environment scored highest with better leisure and community facilities also scoring highly in the respondent's first and second priority choice.

Conclusion

The residents' survey provided some interesting information that could be more closely analysed but the low response and the age profile might produce an unrepresentative result. However in the light of previous consultation exercises the information can be broadly summarised as follows:

- There is a need in the area for affordable family homes and accommodation for older people.
- New homes need to be energy efficient
- People do not factor in access to green spaces when choosing their home but value them whether they use them or not.
- Woodland and wildlife areas are the most valued natural green spaces
- The Silkin Way is of particular importance as a walking and cycling route
- Public areas should be better maintained
- Public transport within the plan area is generally good but links to other areas could be improved – either to either to bring visitors in or for local people to access other areas.
- Local historic buildings are valued and their refurbishment is desired.
- The retail offer in Madeley Centre could be improved
- Future developer contributions should be spent on improving the natural environment and leisure and community facilities.

17. GREEN INFRASTRUCTURE WORKSHOP

Telford & Wrekin Council are currently preparing a Green Infrastructure Framework that will provide a strategic planning framework to guide the planning, design and management of green infrastructure within the Borough. It will feed into their emerging Core Strategy. This framework presented an opportunity to bring interested parties together to look specifically at Rough Park, an area that many residents had identified as of great importance for a variety of reasons.

Community and Agency representatives worked in three groups to determine: -

- What features give Woodside it's 'sense of place' and pinpoint what makes it different from neighbouring areas.
- Assess the open space value & quality of the whole of the Rough Park study area
- Assess if any part of the Rough Park study area had development potential
- Repeat the assessment to decide if allocating land for development within the study area would significantly devalue the open space. Assess if any mitigation measures would be necessary to compensate for development i.e. investment in additional planting, improved footpaths/bridleways, better habitat management etc.
- Define the boundaries of the Open Spaces that can be put forward for designation as Local Green Spaces in the Neighbourhood Plan



Conclusion

By the end of the workshop the attendees were agreed on: -

- A clear boundary for Rough Park within which there should be protection and enhancement of the wildlife features.
- An acceptance that areas of land within Rough Park 3 have been allocated for housing.
- Any new housing developments should have clear linkages to Rough Park and the estate.
- Any new housing should be in keeping with and relate to the surrounding green space i.e. without high fencing or unsympathetic features.