

Alvechurch Tomorrow



The Alvechurch Parish Plan



2005

Alvechurch Parish Council
16 The Square
Alvechurch
B48 7LA

tel : 0121 447 8016
e-mail : plan@alvechurch.gov.uk

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1. Executive summary

For an explanation of words in italics, see Glossary, section 11



- A_T** The need for an agenda to guide its future actions was approved at a meeting of *Alvechurch Parish Council* in January 2002 when the then Clerk to the Council was appointed to oversee the project, supported by a *steering committee*.
- A_T** After talking with residents and parish groups, volunteers and professionals the views contained herein are those of Alvechurch Parish residents supported by research.
- A_T** Alvechurch Parish Council has approved the Plan from the outset and formally adopted it on 12 September 2005. The Council expect the Plan to inform its future actions and will be responsible for its regular review and revision.
- A_T** Funding and support has been provided by the *Countryside Agency*, now part of *DEFRA*. Partnerships have been forged with *West Mercia Police*, *Bromsgrove District* and *Worcestershire County Councils*.
- A_T** Consultation with the parish took the form of a series of *outdoor events* and *school visits* in June 2002, a *parish questionnaire* (the Priority Matrix) in September 2002, and a *community workshop* in May 2003.
- A_T** It is clear from the consultations that residents greatly value our Alvechurch community; for instance the health, social and emergency services are considered good. Apart from a few 'time-sensitive' issues such as contentious planning applications, many concerns are nationally shared such as excessive traffic speeds, inadequate policing and lack of recreational provision for young people. Parish-specific concerns are highlighted in the Plan.
- A_T** The Plan provides a road-map for the Parish Council to follow to achieve the hopes and aspirations of the community. Many of the actions require working with others, such as the Community Safety Partnership. Some of the actions require direct involvement by the community itself. The Parish Council will undertake to monitor progress and initiate action.
- A_T** Since the start of the Plan process some actions have already been taken, such as greater provision for recycling, a bus-stop at Waterside Orchard and the requirement for an outside cash-point.
- A_T** All those involved in the production of Alvechurch Tomorrow by providing comments and opinions, ideas and practical advice are to be commended for showing their commitment towards supporting and improving our community.

Our vision for Alvechurch Tomorrow...

2. The background to the Parish Plan



AT Work on the Parish Plan started in February 2002 following the successful completion of the *Alvechurch Village Design Statement*. The reason for the Plan is to provide a blueprint for local action on matters of most importance to Alvechurch Parish residents, and thereby guide the thoughts and actions of the Parish Council. Since starting the Plan a *Housing Needs Survey* has also been undertaken.

AT Named 'Alvechurch Tomorrow' the Plan looks forward to the future; it encompasses the expressed wishes of those involved in the various exercises carried out by the Plan team, open to all residents.



AT The impetus for Parish Plans came from the Countryside Agency, now in the remit of DEFRA, acting upon the requirement for greater inclusivity, probity and general enhancement of the democratic process called for within the *2000 Rural White Paper*. To this end funding was made available to Parish Councils aiming to support those principles. Alvechurch was successful in its funding bid with 75% of the costs being met by the Countryside Agency; the Parish Council has met the outstanding amount from its own funds.

AT The aim is for Alvechurch Tomorrow to be referred to by all tiers of local government ie parish, district and county councils, and agencies when dealing with local issues, in much the same way as the *1969 Gedge Report* and the *Village Design Statement* inform planning decisions. It is a statement of wishes that can be used to influence policy decisions made by others such as the health service or the police force. The Plan takes into account, and is complementary to, policies set at local and regional level.



AT The benefits include

- ☺ an enhanced community spirit
- ☺ improved local governance
- ☺ tangible benefits to the parish
- ☺ new partnerships with 1st, 2nd and 3rd tier authorities
- ☺ new strategic partnerships

AT The Parish Plan should:

“identify key facilities and services, set out the problems that need to be tackled and demonstrate how distinctive character and features can be preserved”.

Our Countryside - the Future
A Fair Deal for Rural England

3. Introduction



AT The Civil Parish of Alvechurch consists of four electoral wards – Alvechurch, Bordesley, Hopwood and Rowney Green. Alvechurch ward comprises the village of Alvechurch and Withybed Green; the Hopwood ward includes the north half of Weatheroak, whilst the southern half is contained within the Rowney Green ward that also encompasses the Holloway and Grange Lane.

AT Sited within the Worcestershire district of Bromsgrove, Alvechurch is one of Bromsgrove’s 20 parishes and shares boundaries with Beoley, Wythall, Barnt Green, Cofton Hackett and Tutnall & Cobley Parishes. The parish also borders both the city of Birmingham and Redditch new-town and is therefore a vital part of the West Midlands *Green Belt* that serves as a buffer between conurbations.



AT The only part of the parish that is not covered by the Green Belt classification is the built-up area of Alvechurch village itself. The resultant restrictions on new building development in the Green Belt mean demand for new housing in the parish is high.

AT The *Bromsgrove District Local Plan* has identified parts of the parish as *Landscape Protection Areas*, *Special Wildlife Sites*, *Sites of Special Scientific Interest*, and a *Scheduled Ancient Monument*.

AT Alvechurch Village Centre is a designated *Conservation Area*, host to a number of listed buildings originating from the 15th century. The parish church of St Laurence is listed grade 11*.



AT The parish is host to good transport links of all types including (by road) the north/south A441 and the east/west M42, (by rail) the Redditch/Lichfield cross-city service, and (by canal) the Worcester Birmingham canal. The river Arrow flows from its source in the nearby Lickey Hills through the parish and out towards Alcester. The village of Alvechurch lies in a valley surrounded by Hob, Scarfield, Coopers, Hopwood, Wast, Weatheroak and Newbourne Hills.

AT Some employment in the parish is related to transport services, such as the Hopwood Park M42 motorway service area, the Alvechurch marina and the car manufacturing plant at Longbridge. The impact of the recent closure of the latter with the attendant changes to work patterns, social health and prosperity, has yet to be assessed.



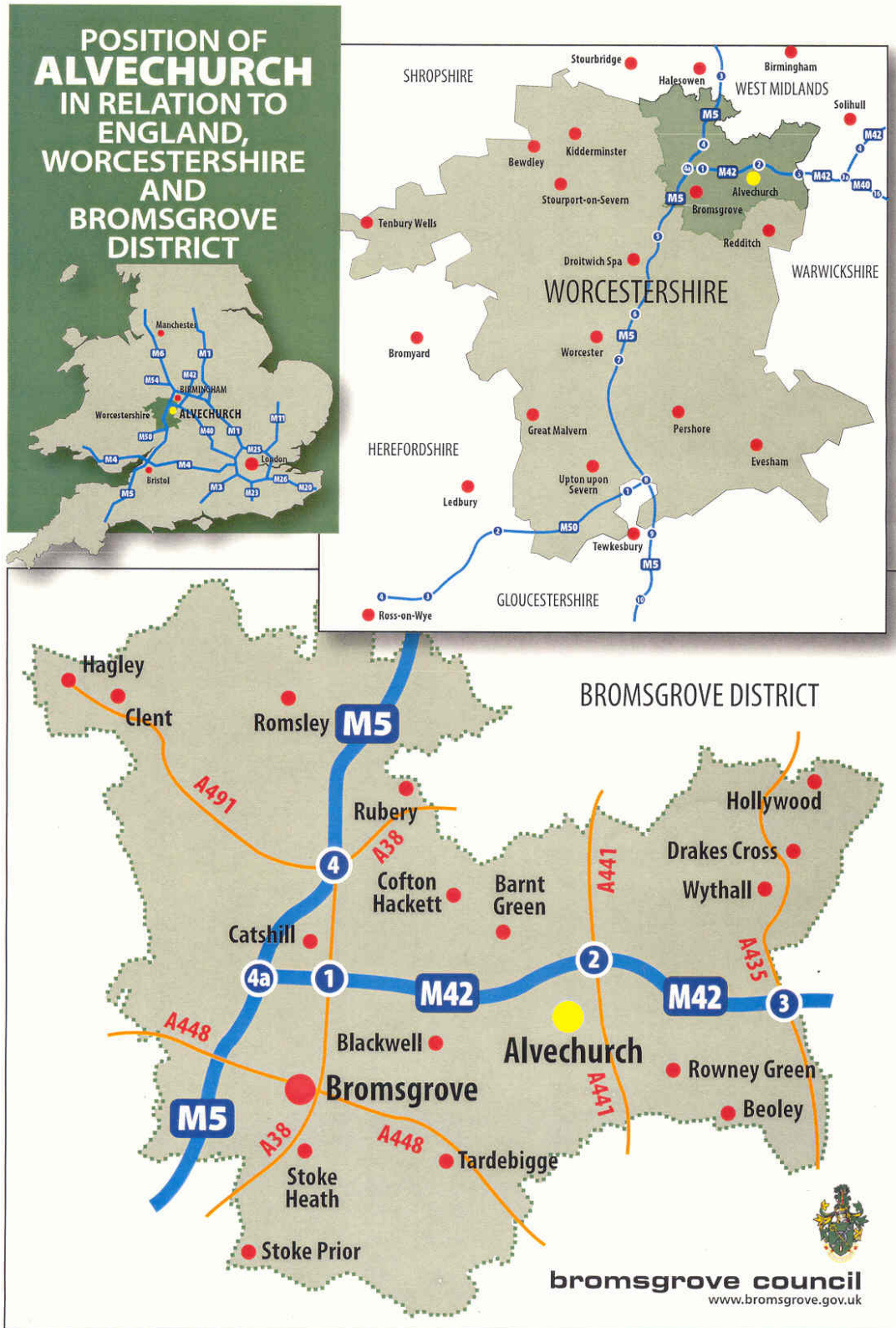
AT The two schools in Alvechurch, Crown Meadow First School and Alvechurch Church of England Middle School, cater for children from Reception age to Year 8. At the time of writing both schools and the library share a site on Tanyard Lane, but are due to move to a new site on Birmingham Road within the next three years.

3. Introduction, cont.

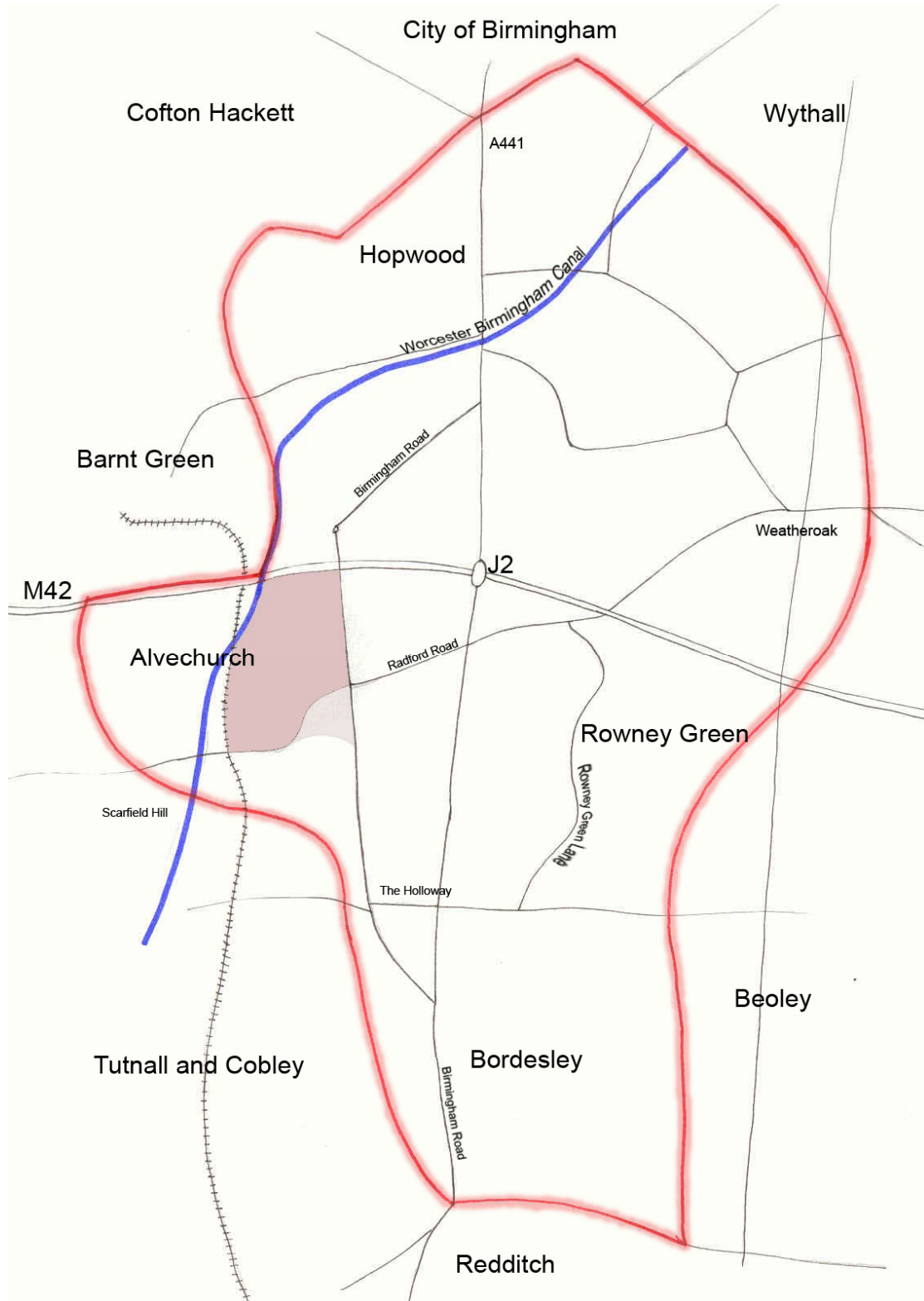
Census information

- A_T From the *2001 census* the parish covers an area of 2426 hectares, has 2166 households and a total population of 5316. Of those, 1102 (21%) are under 18 years of age, whilst 1028 (19%) are over the age of 65.
- A_T Work patterns have changed since the late 1800's when much of the local employment was agricultural; of the current economically active residents (71%) the average distance travelled to work is 14km.
- A_T The parish has grown as a tight-knit community; traditionally children aspired to leave home to settle elsewhere within the parish. The type of housing is varied, ranging from flats and maisonettes to detached homes with 5/6 bedrooms. 83% of households are owner-occupied whilst Local Authority or Housing Association rentals account for 10%.
- A_T The ethnic mix of the parish is predominantly white (98.5%). Just over 25% of residents aged between 16 – 74 have no qualifications whilst slightly fewer than 25% are qualified to degree level or above. 92% of residents claim their health is good or fairly good.
- A_T Car ownership in the parish rates highly compared to the national average. Of Alvechurch households 12.8% do not own a car or van, whilst nationally this figure is 26.8%, and 48.2% of Alvechurch households run two or more cars.

4. Alvechurch is here



Parish Boundary Map



Interpretative map showing the boundary of Alvechurch Parish relative to neighbouring parishes, Birmingham City and Redditch New Town. The Alvechurch shaded area is excluded from the Green Belt.

Not to scale.

5. The process



AT The idea for Parish Plans originated in the 2000 Rural White Paper: Our Future: The Countryside – A Fair Deal for Rural England. It was proposed that all rural communities “map and safeguard their most valued features and influence future development plans”.

AT In January 2002 the Clerk to the Parish Council was tasked with setting up a steering group to produce the Parish Plan. An earlier community meeting had promoted the scheme and asked for volunteers to serve on the steering group. This committee of nine parish residents met monthly to discuss the issues and plan ahead.

AT The steering group consisted of three parish councillors, a local government officer, three parish residents already involved in voluntary community activities, the Chairman of Bromsgrove CPRE and the parish council clerk.



AT Financial support and advice was provided by the Countryside Agency and Community First (Worcestershire’s Community Council). Further advice has been provided by Bromsgrove District Council’s Local Plans and Community Safety Officers. Practical help was given by Dr Forest Hansen regarding analysis of results and by Mark Hinton, the facilitator at the community workshop.

AT Information gathering was the prime concern and to this end the steering group set up an ‘Alvechurch Tomorrow’ outdoor consultation stall over the five weekends in June 2002 at four different locations in the parish. These were the village centre on three Saturday mornings, the Rowney Green picnic (Jubilee celebration), the Hopwood Village Hall Open Gardens event, and the First School Fete.



AT The stall comprised three members of the steering group sheltered by a gazebo with a table and three presentation boards headed – “What I like about Alvechurch”, “What I dislike about Alvechurch”, “What improvements could be made?” Passers-by were encouraged to make comments by writing on a post-it note either to be stuck to the relevant board or posted into a post-box sited on the table. Maps of the parish were pasted onto boards for reference.



AT A brief presentation was also made to the Middle School in July that produced a number of issues relating to children. The steering group was also present at the Alvechurch Alight Village Showcase event in September.

AT Weatheroak and Bordesley wards were each visited by two members of the steering group who called at residents’ homes for comments. The number of comments supplied by Bordesley is not included in the analysis in the following paragraph, although the comments are included elsewhere.

Alvechurch Tomorrow



A_T The 662 individual comments made at these consultations were collated and analysed. As some people may have made more than one comment it would not be a true analysis to state 662 people commented on the consultations. However, many comments were provided by couples or families who may otherwise have made similar remarks individually. A response by 662 individuals would be a 12% coverage of the Alvechurch population.

A_T In September 'Alvechurch Speaks' a colour-print, A4 four-page leaflet was posted to every household in the parish along with a questionnaire. The content of the questionnaire, called the *Priority Matrix*, was based on the comments made at the earlier consultations and it asked respondents to rank in order of importance the main issues of concern.



A_T To ensure a good return of the Priority Matrix a raffle was organised; the winner was the person named on the completed Matrix drawn out of a hat by the closing date of 7th October 2002.

A_T The return of the completed matrices amounted to 413 out of 2166 households, or 19%. Basic analysis showed that, of those who responded to the questionnaire, there was a 2-tier raft of issues. The first tier related to crime and disorder (this was of most concern) followed by highways, development (building), health and emergency services. The second tier issues related to transport, social services, recreation, education, housing, waste-collection and recycling, environmental and youth.

A_T Voluntary/volunteering issues were ranked of least importance.



A_T A *Draft Plan* was produced based on the community responses, with star ratings indicating the level of concern (5*s being of most concern) This was used to form the starting point of the *Parish Plan Prioritisation Exercise* that was held on 7th May 2003.

A_T This community consultation workshop was publicised throughout the parish and open to all parish residents. At least 42 residents took part to develop consensus on the actions required to respond to the concerns raised during the year's information-gathering exercises.

A_T A *Draft Action Plan* was then produced and presented to the Parish Council in July 2003.



A_T Due to changes in personnel and personal circumstances the steering group did not meet again, but the need for a Parish Plan was again supported by the Parish Council and a small meeting was held in March 2005 when it was agreed to proceed with the production of the Alvechurch Tomorrow Parish Plan based on results to date with some amendments as necessary due to the time lapse.

A_T Further mini-surveys held amongst a small sample of residents at Crown Meadow First School in May 2005 provided information to update concerns.

Calendar of events:

November 7 th 2001	Community Meeting to establish interest in Parish Plan; mailing list
January 2002	Parish Council approve production of Parish Plan
February 7 th , 28 th 02	1 st and 2 nd Meetings of Steering Committee
February 23 rd 2002	GL & PS attend Parish Plan seminar in Hereford
March 6 th 2002	Confirmation of Countryside Agency approval of funding
March 14 th 2002	3 rd meeting of Steering Committee
March/April 2002	Distribution of info flyer to names on mailing list & throughout parish.
April 2002	Collection of data from Bordesley; follow-up to flyer
April 4 th 2002	4 th meeting of Steering Committee
April 17 th 2002	Annual Parish Meeting – promotion of Parish Plan
April 18 th 2002	Spotlight Forum – promotion of Parish Plan
April 25 th 2002	5 th meeting and consultation with representatives of the elderly
May 23 rd 2002	6 th meeting of the steering group
May 2002	Collection of data from Weatheroak; follow-up to flyer
June 1 st 2002	Village Centre promotion to gather information
June 3 rd 2002	Rowney Green Jubilee Celebration Picnic - to gather information
June 9 th 2002	Hopwood Village Hall Open Gardens Event - to gather information
June 12 th 2002	7 th meeting of the steering group
June 15 th 2002	Village Centre promotion to gather information
June 22 nd 2002	School's Fete – interactive information gathering
June 29 th 2002	Village Centre promotion to gather information
July & Sept '02	Articles in The Village magazine
July 4 th 2002	8 th meeting of the steering group
July 16 th 2002	Alvechurch C of E Middle School – promotion to gather information
August 29 th 2002	9 th meeting of the steering group
September 21 st '02	Village Showcase event for Alvechurch Alight – inc children's raffle
September/Oct 02	Production of 'Alvechurch Speaks' and the Priority Matrix sent to every household
October 7 th 2002	Priority Matrix £50 prize draw winner announced
October 10 th 2002	10 th meeting of the steering group
October 24 th 2002	11 th meeting of the steering group
October/Nov 02	Analysis of Priority Matrix
January 16 th 2003	12 th meeting of the steering group
April 2003	Production of Draft Plan based on issues
May 7 th 2003	Community Workshop – prioritisation exercise
July 14 th 2003	Presentation of Draft Plan to Alvechurch Parish Council
July 5 th 2004	Information meeting
March 3 rd 2005	Re-visit need for Parish Plan; meeting with Community First rep.
March 14 th 2005	Confirmation of support for Plan by Parish Council
May 2005	Consultation at First School and class 4J consultation exercise
July 2005	Completion of final draft for approval by Parish Council
September 12 th '05	Parish Council approval of Parish Plan
September 2005...	And onwards..... To work with partners and action the Parish Plan

6. Summary of results

AT The table below shows the issue of concern in relation to how it was rated in the Priority Matrix exercise and also the comparative number of times it was raised at the consultation events.

ISSUE	ISSUE OF CONCERN As raised via Priority Matrix Number of times ranked 1 st , 2 nd or 3 rd	ISSUE OF CONCERN As raised at Consultation Events
CRIME & DISORDER	67% importance ranking	4.8% commented on this issue
DEVELOPMENT	35% importance ranking	24.5% commented on this issue
EDUCATION	12% importance ranking	1.9% commented on this issue
EMERGENCY SERVICES	29% importance ranking	0% commented on this issue
ENVIRONMENT	12% importance ranking	4.7% commented on this issue
HEALTH	32% importance ranking	0.1% commented on this issue
HIGHWAYS	35% importance ranking	20.5% commented on this issue
HOUSING	12% importance ranking	2.4% commented on this issue
RECREATION	11% importance ranking	28.8% commented on this issue
SOCIAL SERVICES	9% importance ranking	0.4% commented on this issue
TRANSPORT	15% importance ranking	2.8% commented on this issue
VOLUNTARY	1% importance ranking	0.7% commented on this issue
WASTE COLLECTION & RECYCLING	10% importance ranking	2.2% commented on this issue
YOUTH	13% importance ranking	3.6% commented on this issue
OTHER	1% importance ranking	2.1% commented on unlisted issues

AT This second table shows the order of importance given to each issue via the Priority Matrix and Consultation Events.

Ranked in order of importance or significance	ISSUE OF CONCERN As raised via Priority Matrix	ISSUE OF CONCERN As raised at Consultation Events
1 st	Crime & disorder	Recreation
2 nd	=Development	Development
3 rd	=Highways	Highways
4 th	Health	Crime & Disorder
5 th	Emergency Services	Environment
6 th	Transport	Youth
7 th	Youth	Transport
8 th	Education	Housing
9 th	Environment	Waste Collection & Recycling
10 th	Housing	Other
11 th	Recreation	Education
12 th	Waste Collection & Recycling	Voluntary
13 th	Social Services	Social Services
14 th	Voluntary	Health
15 th	Other	Emergency Services

7. The Issues



A_T For ease of use the Parish Plan has been split into five issue-categories from the 15 originally identified areas of concern highlighted in the Priority Matrix and summarised in the previous chapter. These are :

- 7.1 Crime
- 7.2 Built Environment
- 7.3 Natural Environment
- 7.4 Leisure, Education and Young People
- 7.5 Community

A_T The limitations inherent in the Priority Matrix style of questionnaire that was used, such as lack of age analysis and lack of detail as to what particular aspect of the issue was important, have been tempered by the consultation events that were held both before and after the questionnaire was sent out.

A_T Written comments that were added to the returned Priority Matrix questionnaires have been noted along with the comments made at each of the consultation events, see appendix A2, and have formed the basis of the actions and hoped-for outcomes.



A_T The census statistics show that one-fifth of the Alvechurch population is under 18 years of age; the opinions of some of this age-group have been collected via consultation events and whilst they are no less valid than the opinions of any other age group the priorities are clearly different. As the Priority Matrix was addressed to 'The Occupier' it is unlikely to have been completed by anyone less than 18 years of age.

A_T It would be fair to say that the under-18's were more interested in issues concerning leisure, recreation and environmental awareness whilst the older consultees considered the issue of crime and disorder to be of utmost importance.

A_T The following sections 7.1 to 7.5 summarise the issues raised and put them into context. The issues are then dealt with in the Alvechurch Tomorrow Action Plan in section 12.

A_T A summary of all the comments made during the consultation period can be found listed in the appendix A2; where more than one comment was made on a particular subject, they have been grouped together.



7.1 Crime

What happened to the police presence?
Would you confront a gang of youths on

Everyone needs to feel

We think there should be a stronger police presence.
Gangs of teenagers can be very noisy

Alvechurch station can feel threatening on

Please may we have more street lights eg Latimer Road, Snake Lane,

The anti-social behaviour of a small group of youths in the village is

AT Crime was considered the most important issue to those who completed the Matrix; it was given priority rating of 1st, 2nd or 3rd in 67% of responses in relation to safety in public places and in the home, vandalism, drugs and CCTV.

AT This is despite figures from West Mercia Police that confirm in fact Alvechurch is a comparatively safe environment in which to live and work, see the latest statistics in the appendix A5.

AT The issue of crime in the parish was also mentioned by those taking part in the consultation exercises, providing 4.8% of comments.

AT These are the concerns:

- ⊗ Anti-social behaviour
- ⊗ Lack of police presence
- ⊗ Neighbourhood safety
- ⊗ Drugs – sale and use
- ⊗ Poor street lighting
- ⊗ Lack of CCTV at railway station

AT Comments made reference to the lack of noticeable police presence in the parish. However the participants at the Community Workshop were advised the return of the 'beat bobby' would be unlikely and for this reason it was discarded as a required outcome. Since then the District Council has introduced accredited Neighbourhood Wardens in parts of the district, thus the issue has been revised and included but with a 'soon' timescale rather than immediate.

AT Several of the desired outcomes depend on action being taken by residents themselves. Actions such as the setting up of active Neighbourhood Watch schemes and the reporting of anti-social behaviour can only be successful if undertaken by those living and working in the community.

AT Support and advice can be provided by the Parish Council, the Police and Community Safety Partnership by making contact numbers available, providing information via newsletters and notice-boards and by giving residents the confidence to act. The Council is also required to be aware of its responsibilities within the remit of the *Crime & Disorder Act 1998*.

AT The parish benefits from the presence of CCTV in the centre of Alvechurch village with a planned CCTV link to the railway station.

AT A number of comments referred to the education policy of introducing the subject of 'citizenship' into the school's curriculum. It is expected that this will cover subjects related to drug use and abuse, anti-social behaviour and personal safety.

AT Although driving over the speed limit is a criminal offence, the issue of speeding cars is dealt with in section 7.2 below.

7.2 Built Environment

There should be more affordable housing for young people -

More publicity for historic areas so not overlooked planners

There isn't a parking problem - just lazy people who have forgotten how

Repairs needed for holes in side-roads!

- A_T** This section deals with building development such as new houses, and highways issues.
- A_T** Of most concern to residents is the protection of the Green Belt and the desire to maintain the rural character of the parish. Development issues ranked highly in both the Priority Matrix and the consultations, achieving 2nd place in both instances.
- A_T** Most respondents were against the building of new houses, yet the survey also reveals that respondents consider the village centre lacks retail variety. Thus we have a 'catch-22' situation; shops close due to lack of business - if market demand is small with no capacity for growth there is little likelihood of new businesses moving in.
- A_T** Highways issues were ranked of equal second importance in the Priority Matrix and related to a fifth of responses in the consultations.
- A_T** The main concern regarding the highways is the speed of traffic. This is a national concern that affects parishes, towns and cities throughout the country. In Alvechurch some traffic calming measures have already been installed to good effect and traffic calming is an ongoing issue championed by the Parish Council aided by the Alvechurch Village Society in liaison with the County Highways Partnership.
- A_T** The Bordesley consultation uncovered the impact of the A441 on the community, 'people use e-mail to talk to neighbours rather than cross the road'. Since starting the Parish Plan 'Alvechurch Tomorrow' project there may now be a possible solution to the Bordesley situation. Plans that have been lodged to upgrade the Abbey Stadium to a multi-purpose leisure centre include provision for a road to be built around Bordesley between the stadium and the existing Alvechurch bypass.
- A_T** The animal-waste rendering plant proposed for Hopwood, on a site that has a history of causing a statutory nuisance, has been widely criticised. The outcome of the planning inquiry is awaited.

These are the concerns:

Housing & Development

- ⊗ The soon-to-be-vacant schools' site in Tanyard Lane
- ⊗ The new schools
- ⊗ The appearance of village centre retail outlets
- ⊗ Inappropriate development in Green Belt
- ⊗ Deterioration of the Green Belt
- ⊗ Housing needs of community to be identified
- ⊗ Encroachment into the village envelope
- ⊗ The Square lacks focus/café
- ⊗ Plans for rendering plant at Hopwood

Traffic & Highways

- ⊗ Bypass needed for Bordesley
- ⊗ Speeding traffic
- ⊗ Uneven footpaths
- ⊗ Potholes in the roads
- ⊗ Gully & drain blockages
- ⊗ Difficult to cross A441 at Hopwood & Bordesley
- ⊗ Overgrown hedges and grass verges
- ⊗ Railway station car park
- ⊗ Lack of adequate signage for tourists

7.3 Natural Environment

There should be
a compost
waste bin in
the village

Litter is very
bad in

Overgrown hedges;
paths are
dangerous in
Buckleys Green;

Catch the litter-
bugs at it and
make them clear
it up!

Wonderful
place to live!

The railway
station needs
TLC. I am
prepared to help in
clearing up or

A_T This section deals with the appearance and maintenance of the parish where we live and work.

A_T In this instance the 'natural environment' refers not only to the state of the flora and fauna found here, but includes the effect each person has on this locality whilst going about their daily lives.

A_T Whilst environment issues ranked 1st, 2nd or 3rd only 12% of the time in the Priority Matrix exercise and accounted for 4.7% of comments during the consultation events, they took on greater prominence during the Community Prioritisation Exercise. This may be due to the relatively easy measures that can be taken to reduce the problems.

A_T These are the concerns:

- ⊗ Fly-tipping
- ⊗ Litter
- ⊗ Dog mess
- ⊗ Recycling – no facilities for cardboard recycling
- ⊗ Lack of care for environment

A_T One of the most frequent complaints received at the parish council office relates to the amount of litter and dog-mess left on pavements. This was borne out by comments made during both the Priority Matrix and consultation events. Recycling, pride in our appearance and greater eco-awareness were also mentioned.

A_T The solutions and actions rely more heavily in this section upon individual residents taking responsibility for achieving satisfactory outcomes. The Parish Council can help with this by providing the necessary information and supporting residents' actions. The Parish Council will also be responsible for the regular monitoring of the parish environment that will be required.

A_T The national trend for eco-awareness is encapsulated in the 3R's of Reduce, Re-use and Recycle. The District Council's recent change to their waste collection scheme has been accommodated well by the parish; residents are encouraged to sort waste into containers for recycling and composting thereby reducing the amount being sent to land-fill sites. This example is being actively followed in the local schools.

7.4 Leisure, education and young people

Where can I get an allotment?

Let's have Saturday morning
" " " "

No focal point, apart from the bus shelter, where young people can meet

New school needs an up-to-date play area and proper

The Meadows is brilliant, but they could do with a skate park. George Road park could do with some football.

I can't always get to the library in time; I'd like it to be open for longer.

AT This section deals with the education, recreation and youth issues that were raised throughout the exercise.

AT Recreation was by far the most discussed item during the consultation events (28.8%) and accounted for a 1st, 2nd or 3rd ranking 11% of the time in the Priority Matrix. Education and youth were similarly ranked in the Priority Matrix but were discussed less at consultation events.

AT Recreation was of the highest priority amongst the young people with a number of requests for more and varied facilities to be made available.

AT These are the concerns:

- ⊗ Needs/wants of community will fail to be recognised at new schools site
- ⊗ Parish residents fear they are not given priority for local school places
- ⊗ Young people have nowhere safe & socially acceptable to meet
- ⊗ Lack of sports facilities, especially indoor sports
- ⊗ Lack of adult education facilities

AT At the time of the consultation events news that the parish would benefit from two new school buildings was in its early stages and the new site had not been identified. However comments were made relating to the need for consultation, not only on the new site but also on the future use of the old Tanyard Lane site. This latter issue will become more important as the time for the schools' relocation draws nearer.

AT The Parish is well-served by outdoor team-sports facilities such as for football, rugby and cricket. The Parish Council provides tennis courts at Rowney Green along with football pitches at Hopwood and Rowney Green. There are three children's play areas in Alvechurch ward as well as at Hopwood and Rowney Green.

AT The Parish is well-placed to take advantage of the local countryside as a recreational resource providing 50+ miles of footpaths for ramblers to enjoy. Recognition was made of the value of these footpaths that are maintained by the Village Society via the County Council's Parish Paths Partnership.

7.5 Community

We need a café in the village centre.

The lights at Christmas are very plain. Can't we have something more

I worry about the increasing number of children with

Those who own a car could offer their services to Rural Rides to improve the quality of life

We need better communication in the village, like they have in French

I wish we could have meals-on-wheels seven days a

A_T This section covers issues relating to the well-being of the community and communication. Comments considered here were made under the Priority Matrix headings of Health, Social Services, Transport, Voluntary and Other.

A_T A number of the comments made during consultation events referred to the lack of an outside cash-point machine in Alvechurch village. This has now been addressed by the installation of a Link cash-point at the Co-op in The Square.

A_T Many residents who made a comment on the subject mentioned their appreciation of the community atmosphere of Alvechurch. The wide range of community groups was also valued and the annual Alvechurch Alight festival was especially commended for the way in which 'it draws everyone together'.

A_T Efficiently run voluntary community groups abound in Alvechurch that add to the rich variety of its social life and are appreciated by those who make use of them. However some residents commented that it was not easy to find out about these groups or how to become involved.

A_T The perceived lack of communication has been partly addressed by the Parish Church publication of a monthly newsletter, the Grapevine, delivered free throughout the Parish. To meet the demand for the sharing of information on council activities the Parish Council could perhaps provide a greater input to the Grapevine or it could produce its own newsletter.

A_T Consultation amongst Bordesley residents produced a number of comments concerning the perceived inferior service from Bromsgrove District Council compared to Redditch Borough Council. Bordesley is immediately adjacent to the district boundary where Redditch town centre is more easily accessed. Those comments also related to comparative value for money, social services provision, age-concern and dial-a-ride facilities.

A_T The 2001 census shows that a majority of households (87.6%) have at least one car, which would explain the relative complacency regarding public transport. As a commuter village Alvechurch is well served by the public transport network of regular bus and train services. However elderly residents asked for the return of free bus-passes and other comments related to hopes that the Bromsgrove - Alvechurch bus service will continue.

A_T Royal Mail have decreed that the Alvechurch postal address should include Birmingham, however a number of residents strongly identify Alvechurch as being an integral part of the Bromsgrove District in Worcestershire and would like this reflected in their address.

8. The Next Steps



A_T The consultations, meetings, requests for ideas, opinions, comments and this publication are only the start of Alvechurch Tomorrow. For the Parish Plan to be realised the Parish Council must now act upon it.

A_T The Parish Council endorsed the plan at its meeting on 12 September 2005 and it is hoped it will be included as part of the District's Local Development Framework.

A_T The plan will need to be re-visited regularly to assess progress; to review timescales, remove completed actions and add new ones. Regular community consultations will be necessary to ensure validity of actions and ensure continuity.

A_T A champion for each of the five issue-categories will be appointed by the Parish Council and they will need to forge links with the partners indicated in the "who will act" column in section 12, overseen by the Parish Plan co-ordinator acting as the central point of contact.

A_T Throughout this process it will be essential to maintain communication with the Alvechurch ward representatives at District and County Council levels.



A_T It is vital to maintain the process as openly and accessibly as possible. Residents are to be encouraged and welcomed to participate in planning the future direction of their community; interest will be stimulated by actions achieving the stated aims of the Plan.

A_T Clearly the Plan process is continuous; residents can contribute at any time by contacting parish councillors, the Parish Council office, or any of the partners. A list of useful contacts is found below in section 10.



9. Acknowledgements

Thanks for help in the production of Alvechurch Tomorrow go to:

Steering Group

Bob Dale – CPRE member and Weatheroak consultant
Dawn Dearden – community representative, Alight stalwart
Margaret Dieterman – expertise & knowledge
Gill Lungley – editor of this piece
Paul Newby – parish footpath officer
Patricia Rich – parish councillor
Lynn Royle – community representative
Peter Sanders – parish councillor & Bordesley consultant

Roger Hollingworth – instrumental initiator

Support

The Countryside Agency
Karen Humphries – Community First
Paul Crysell – Local Plans
Graham Rocke – Community Safety Partnership
Mark Townsend – Community Police Officer

Professional Advisers

Mark Hinton – Community Workshop
Forest Hansen – Priority Matrix Analysis

Photographs & photographic layout

Richard Peach
James Lungley

Venue providers

Alvechurch Village Hall
The Red Lion

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10. Contacts

For further information about the Parish Plan please contact:

Gill Lungley

tel : 0121 447 8016

e-mail: plan@alvechurch.gov.uk

Other useful contacts:

Parish Council Chairman, John Puckering	0121 447 8016	chair@alvechurch.gov.uk
Parish Council Clerk, Yvonne Goode	0121 447 8016	clerk@alvechurch.gov.uk
Alvechurch Village Society, Martin Phipps	0121 445 2213	
Alvechurch WI, Denise Cashmore	0121 445 3246	
Hillside WI, Felicity Rixon	0121 445 2371	
Hopwood WI, Ann Thurrell	0121 447 7668	
St Laurence Rector, David Martin	0121 445 1087	
Alvechurch Baptist Church, Fiona Lee	01527 63822	
St Mary's RC Church	01527 63096 (0121 445 3253)	
Editor, The Grapevine, Graham Clark	0121 445 2547	
Editor, The Calling Oak, Pauline Knight	0121 447 7082	
Editor, The Village, Richard Peach	0121 445 6757	
Alvechurch Village Hall, Barbara Baker	0121 447 7382	
Hopwood Village Hall, Zoe Taylor	0121 4455078	
Rowney Green Peace Hall, Jude McManus	0121 445 2806	
Hopwood Community Centre	0121 447 8016 (bookings) or 0121 445 4369	
Bordesley Bypass Committee, Prof P Sanders	01527 598252	
Carers Group, Barbara Parsons	0121 445 2897	
Crown Meadow First School	0121 445 4540	
Alvechurch C of E Middle School	0121 445 1033	
Alvechurch Sports and Social Club	0121 445 2121	
Alvechurch Cricket Club	0121 445 1023	
Alvechurch Lions Football Club, Dave Baker	07795012016	
Alvechurch & Hopwood Cricket Club	0121 445 3212	
Ward Councillor, County, George Lord	01527 875244	
Ward Councillor, District, June Griffiths	01527 62018	
Ward Councillor, District, Roger Hollingworth	0121 445 0323	
Ward Councillor, District, Jean Luck	01527 64358	
Police, Community Officer Mark Townsend	08457 444888	
Community Safety Partnership, Graham Rocke	01527 881486	
Local Plans, Paul Crysell	01527 881318	
Environmental Health	01527 881418	
Highways Partnership Unit	01527 881368	
Railway Operator	09065 500 000	
Primary Care Trust	01527 507040	
Community First, Rural Community Council	01684 573334	

11. Glossary

Alvechurch Alight	Annual 3-day festival in September celebrating the Alvechurch community
Alvechurch Parish Council	Grassroots tier of local government based in Alvechurch. Meets monthly; provides recreation sites, footpath lighting, grant aid, planning comment, roadside seating, liaison with agencies.
Alvechurch Speaks	Published in September 2002 summarised the results of the consultations, sent to all households in parish with the Priority Matrix questionnaire.
Alvechurch Village Society	Formed in 1975 to protect the interests of Alvechurch; holds monthly talks and walks, membership open to all parish residents & businesses.
Bromsgrove District Council	Middle tier of local government; responsible for housing, planning, licensing, road safety, highways repairs, bus services, refuse collection, voter registration. Based in Bromsgrove
Census	Statutory survey of all households in the UK undertaken every 10 years.
Community First	The Rural Community Council for Herefordshire & Worcestershire, based in Malvern.
Community Safety Partnership	Consists of representatives from the district council, West Mercia Constabulary, Hereford & Worcester Fire & Rescue Service, Redditch & Bromsgrove Primary Care Trust and public, private & voluntary bodies; aim is to improve quality of life by creating a safer community for all who live & work in Bromsgrove district.
Community Strategy	Prepared by the local authority aiming to improve the social, environmental and economic well-being of the area, co-ordinating the actions of the District's public, private, voluntary and community sectors.
Community Workshop	Open to all residents, May 2003; discussed the draft plan based on the analysed results of the Priority Matrix and consultations; sorted actions to be SMART - Specific, Measurable, Achievable, Relevant, Timetabled.
Conservation Area	An area designated by the Local Planning Authority as one of special architectural or historic interest; Alvechurch Conservation Area is based around the nucleus of Alvechurch village
Countryside Agency	The statutory body working to make the quality of life better for people in the countryside and the quality of the countryside better for everyone.
CPRE	Campaign for the Protection of Rural England
Crime & Disorder Act 1998	Section 17 of this Act states that "an authority (inc Parish Councils) should consider the implications for crime & disorder in all of their activities." It is an opportunity to take preventative measures and work in partnership with local residents, statutory & voluntary organisations.
Defra	Government Department for the Environment, Food and Rural Affairs
District Local Plan	Planning policies that apply to Bromsgrove District relating to land use and development.
Draft Action Plan	Initial document produced after the Prioritisation Exercise; approved by Parish Council

11. Glossary, cont

Gedge Report	Architect Major Gedge carried out survey of Alvechurch in 1969, proposed its eventual development; used as supplementary planning guidance
Green Belt	Status applied to land separating conurbations acting as a 'green lung', attracts specific planning policies and development restrictions.
Housing Needs Survey	Survey of whole parish carried out by the Housing Needs Officer based at Malvern in 2003; summary attached as appendix 6.
Local Development Framework	Portfolio of local development documents and related documents including development plan documents, supplementary planning documents, statement of community involvement, local development scheme and annual monitoring reports - setting out how the local area may change over the next few years.
Local Planning Authority	The body responsible for deciding whether development can proceed; for Alvechurch Parish the LPA is Bromsgrove District Council.
Neighbourhood Wardens	Funded by the District Council their role is to prevent crime and ease public fear factor; improve the environment; develop the community.
Outdoor events and school visits	Three Saturday mornings in Alvechurch village centre, 01/06/02, 15/06/02, 29/06/02; Rowney Green Jubille Picnic 03/06/02; Hopwood Village Hall open gardens 09/06/02; School Fete 22/06/02; Middle School 16/07/02; Alvechurch Alight 21/09/02. Face-to-face c
Parish Questionnaire - the Priority Matrix	Sent to every household in the parish with Plan newsletter "Alvechurch Speaks", October 2002, asking respondents to rank in order of importance the 15 named issues. SAE enclosed; 19% response.
Prioritisation Exercise	Open to all parish residents, held 07/05/2003; discussed the analysed results of the consultations & Priority Matrix to produce the Draft Action Plan
Rural White Paper (2000)	Government consultation paper relating to the future of Britain's countryside; included promotion of Parish Plans for all parishes and the Quality Parish Scheme.
Scheduled Ancient Monument	An archaeological site considered to be of national importance & protected by law; in Alvechurch SAMs at the site of the Bishops Palace at the Moat House; Moated Site & Fishponds west of Weatheroak Hill.
Sites of Specific Scientific Interest, SSSI	Areas of unique wildlife and geology protected by statute; include Bittell Reservoirs, Hopwood Dingle
Special Wildlife Sites	Non-statutory identification of areas of valuable wildlife habitat; include Bittell Reservoirs, Alvechurch Playing Fields, Old Fish Ponds, Hopwood Dingle, Peck Wood.
Steering Committee	Committee formed to produce the Parish Plan; names of those involved are shown in s.9, 'Acknowledgements'
Village Design Statement	Document produced, like this one, by the Alvechurch community, used as supplementary planning guidance; states the required style of building development using existing form & best practice.
West Mercia Constabulary	Police Force serving 1.1m people in Worcestershire, Herefordshire, Shropshire, Telford & Wrekin
Worcestershire County Council	Upper tier of local government; responsible for education, social services, trading standards, environment, major roads, drainage. Based in Worcester.

12. The Action Plan

CRIME & DISORDER

Ref	THE CONCERN	SOLUTION	ACTION REQUIRED	WHO WILL ACT	AIM
C&D					
C&D1 **	LACK OF POLICE PRESENCE	Regular police patrol/beat bobby	Liaison with police & Community Safety Partnership; Appointment of a Community Officer or Neighbourhood Warden	Parish Council with District Council Community Safety Officers & Police	Reduction of fear of crime
C&D2 !**	FEAR OF CRIME IN THE HOME	Establish a Neighbourhood Watch	Liaison with police	Residents groups Named roads and Estates	To create a safer environment
C&D3 !**	DRUGS Drug-taking and Drug-pushing	1. Ensure local schools include drug awareness education	Liaison with police to visit schools	Parish Council with Community Safety Partnership and schools	To support vulnerable youth
C&D4 !***	DRUGS Drug-taking and Drug-pushing	2. Encourage all to report incidences when seen	Publicise contact numbers for offences eg Crimestoppers or local police officer	Parish Council with Community Safety Partnership and schools	To reduce incidences of drug-taking and availability of drugs
C&D5 !***	ANTI-SOCIAL BEHAVIOUR	More community awareness and respect for others; citizenship education in schools	Liaison with police and Community Safety Officers; Education and social information	Parish Council with District Council Community Safety Officers, Police and Schools	To create a more harmonious environment
C&D6 ***	INADEQUATE STREET LIGHTING	Install street lighting to those areas that need it	Undertake parish-wide survey of requirements	Parish Council	To create a safer environment
C&D7 ***	FEAR OF ATTACK	Install CCTV to railway station	Lobby Community Safety Partnership	Community Safety Partnership with railway station operator	To create a safer environment

Key : Timescale
 ! = ongoing
 *** = now
 ** = soon
 * = later

The Action Plan

BUILT ENVIRONMENT

	THE CONCERN	SOLUTION	ACTION REQUIRED	WHO WILL ACT	AIM
BE					
BE1 ***	PROPOSED NEW SCHOOLS	To be kept well informed on progress and use of new schools	Regular update from County Council	Parish Council to liaise with County Council and schools	To accept new schools into existing community
BE2 ***	ALVECHURCH VILLAGE CENTRE APPEARANCE	Maintenance of footpaths, shop fronts	All shopkeepers to be responsible for maintenance of their properties plus council employee to keep pavements tidy; set up an Alvechurch Retailers Forum	Owners of village centre properties; Parish Council to appoint a Lengthsman and encourage best practice amongst village retailers	To show the Village Centre as welcoming and tidy
BE3 !***	INAPPROPRIATE DEVELOPMENT IN PARISH	Refer developers to the Alvechurch Village Design Statement (VDS) & Local Plan	Promote the Village Design Statement; resist inappropriate development	District (planning services) & Parish Councils; VDS to be widely available	To ensure development is appropriate and in keeping with the Parish style
BE4 **	HOUSING NEEDS FOR SPECIFIC GROUPS Eg affordable housing for young people; suitable housing for elderly	Provide the required housing for specifically identified groups in need	Analyse the Housing Needs Survey to establish needs followed by <u>agreed</u> introduction of requirements	District Council planning and housing services to establish siting and allocation in liaison with community	To ensure parish retains its community mix; ensure housing is available for the young and elderly
BE5 **	ENCROACHMENT INTO GREEN BELT – village envelope protection	Resist Green Belt development; provide visible boundary signs	Erect boundary signs on all parish roads; show boundaries on parish maps	District Council (planning), Parish Council (signs) Alvechurch Village Society (maps)	To ensure retention of, and adherence to, the Green Belt policy in the parish
BE6 ***	A441 THROUGH BORDESLEY	To build a bypass around Bordesley, between Alvechurch and Redditch	Lobby Worcestershire County Council	Alvechurch Parish Council, Bordesley By-pass Committee, Alvechurch Village Society, all residents	To reduce traffic problems through Bordesley and improve quality of life for residents

Cont...

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The Action Plan

BUILT ENVIRONMENT cont.

BE	THE CONCERN	SOLUTION	ACTION REQUIRED	WHO WILL ACT	AIM
Cont.					
BE7 !***	OVERGROWN HEDGES	To have hedges cut back allowing unimpeded pedestrian access on footways	Owners of hedges to take responsibility and keep hedges clear of footways	Owners to be reminded of duty by County Highways Partnership and Parish Council via the Lengthsman scheme	To allow ease of access for pedestrians
BE8 !***	LACK OF HIGHWAYS MAINTENANCE	No potholes in roads, no uneven footways, no creeping verges, no blocked gullies or drains	Regular and timely maintenance of highways	Highways Partnership Unit and Parish Council Lengthsman	To allow for ease of access for local drivers and pedestrians
BE9 ***	DANGERS OF CROSSING A441 ROAD at Bordesley & Hopwood	Installation of pedestrian crossings	a) Lobby ward-representatives; b) liaison with Highways Partnership Unit	a) All residents, Alvechurch Village Society, Bordesley By-pass Committee, b) Parish Council	To ensure safe pedestrian crossing of A441
BE10 ***	UNATTRACTIVE STATE OF THE RAILWAY STATION	Improved appearance of and security at the station	Regular cleaning and maintenance of the station platform and car park; installation of CCTV	Rail Network with District Council Community Safety Partnership	To encourage use of Alvechurch Station by the provision of attractive and safe surroundings
BE11 **	LACK OF ADEQUATE SIGNAGE FOR VISITORS	Installation of information and direction signs in village centre and from marina	Survey what is needed as seen by the eyes of a visitor	Parish Council and Village Society request to District Council	To aid visitors and encourage future tourism
BE12 !	RENDERING PLANT AT HOPWOOD	Cessation of environmental nuisance	Monitoring of site to report incidences of nuisance	Local residents with District Council Environmental Health	To improve quality of life for Parish

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The Action Plan

NATURAL ENVIRONMENT

NE	THE CONCERN	SOLUTION	ACTION REQUIRED	WHO WILL ACT	AIM
NE1 a !***	TOO MUCH DOG MESS	Encourage people to clear up after their dogs	Provide free poop- scoops for dog owners	All dog-owners; poop scoops provided by District Council via Parish Council office	To ensure clean mess-free pavements
NE1 b !***	TOO MUCH DOG MESS	Prosecute persistent offenders	All residents to be vigilant and report offenders; offenders to be 'named and shamed'	District Council will take court action based on factual evidence; contact numbers to be made available via Parish Council, Village Society	To ensure clean mess-free pavements
NE2 a ***	TOO MUCH LITTER AND DOG MESS	More litter and waste bins throughout parish	Installation of small litter and waste bins	Parish Council and District Council to liaise over siting and frequency of emptying	To ensure clean and tidy pavements
NE2 b !***	TOO MUCH LITTER AND DOG MESS	Greater eco- awareness	Education of children and adult- improvement campaign	Schools and Village Society with District Council	To ensure clean and tidy pavements
NE3 a !***	VILLAGE LOOKS DIRTY AND UNCARED FOR	Village centre to be better maintained	Shopkeepers to take more care of external appearance; weeds and litter to be removed	Village shopkeepers; parish, district and county councils	To ensure clean, tidy & attractive village centre
NE3 b !***	PARTS OF PARISH LOOK DIRTY AND UNCARED FOR	Parish environment to be better maintained	Creation of eco-aware Parish Task Force to identify & maintain waste areas	Volunteers from Parish Council, Village Society, WI's, anyone interested	To maintain pride in local surroundings
NE4 !***	TOO MUCH FLY- TIPPING	a) Prevent need to fly-tip; b) Make fly-tipping areas less vulnerable	a) Provide a better refuse collection service; b) Ensure regular monitoring and clearing of vulnerable areas; provide fly- tipping hotline	a) District Council is improving waste collection; b) All residents can monitor vulnerable areas and report instances of fly- tipping – hotline number to be widely advertised	To ensure litter- free environment

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The Action Plan

EDUCATION, LEISURE AND YOUNG PEOPLE

ref	THE CONCERN	SOLUTION	ACTION REQUIRED	WHO WILL ACT	AIM
ELY					
ELY1 a !***	NEW SCHOOLS WILL BE BUILT WITHOUT OUR INPUT	The new schools will be of benefit and use to whole community after in-depth planning	Identify those who would like an input into plans and encourage plan participation	County Council, also via schools & library, Parish Council and Village Society	To ensure informed acceptance of new schools and library
ELY1 b !***	School access; Use of school after school hours; Priority of school places to parish residents; Safety of school site after hours	Consult with parish residents and businesses	Regular updates on progress provided via school newsletters, library info boards, parish newsletters (Grapevine, The Village Mag), parish notice boards	County Council, also via schools & library, Parish Council and Village Society, newsletter editors	To ensure informed acceptance and continued community use of new schools and library
ELY2 !**	LIBRARY IS NOT OPEN AT CONVENIENT HOURS	Library to be open for longer	Library hours to be reviewed (in line with move to new site); to consult with users	County Council	To encourage wider access to community library resources
ELY3 !***	LIBRARY FACILITIES ARE LIMITED	High-tech library facilities available for use by all	Library facilities such as internet access, conference room etc to be reviewed in line with move to new premises	County Council	To encourage wider access to community library resources
ELY4 !***	YOUTH HANG ABOUT AND CAN BE INTIMIDATING	Youth to meet in a safe, drug-free and sound-proof environment	To identify and seek to include at-risk youth; provide youth-workers and suitable venues	County Council, Community Safety Partnership, Parish Council, Churches & Social/Sports Clubs	To ensure socially acceptable behaviour of youth
ELY5 !***	LACK OF ADULT AND YOUTH RECREATIONAL FACILITIES	a) Provision of community use sports hall at new school b) Existing sports providers to welcome wider membership	a) To liaise with County Council and schools b) To liaise with existing sports providers eg football/rugby/social clubs	Parish Council with Village Society, Youth worker, WI's, Mayflower Club etc.	To improve health benefits of exercise & reduce social exclusion

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The Action Plan

EDUCATION, LEISURE AND YOUNG PEOPLE

Cont.

ref	THE CONCERN	SOLUTION	ACTION REQUIRED	WHO WILL ACT	AIM
ELY ELY6 *	LACK OF ADULT EDUCATION FACILITIES	Make use of village halls/community rooms/new school available at suitable hours	Identify the sort of adult education classes required	County Council via schools and library	To provide recreational benefit & increase health and social well being
ELY7 !***	THERE ARE NO ALLOTMENTS	Provision of council or privately owned area for community use as allotments	Identification of suitable land for allotments	1) District Council to seek site for purchase or rent; allotments to be administered by Parish Council, or 2) Private landowner makes land available	To provide recreational, health and social benefits
ELY8 **	WHERE CAN WE WALK/RAMBLE?	Provision of information relating to country walks	Village Society to make 'Alvechurch Walks' leaflets more widely available	Village Society; County Council and/or Parish Council to assist with costs & distribution	To provide recreational, health and social benefits

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The Action Plan

COMMUNITY

ref	THE CONCERN	SOLUTION	ACTION REQUIRED	WHO WILL AC	AIM
Cy 1 a !***	NOT ENOUGH INFORMATION ABOUT WHAT GOES ON IN THE PARISH	Publish community information including parish news and 'what's on' more widely	Production of regular newsletter and up-to-date maintenance of website and notice-boards	Parish Council	To improve communication & participation, reduce isolation
Cy 1 b !***	LACK OF INFORMATION IN THE PARISH	Arrange for local groups to meet together regularly to inform on progress & future dates of note	Appoint one or two representatives of group to attend 'Village Forum'	Churches, Village Society, WI's, local groups, Parish Council, ward representatives	To improve communication & participation
Cy 2 !***	THE FREE NEWSPAPERS DO NOT REFER TO BROMSGROVE	To change from Redditch Advertiser/Standard to Bromsgrove Messenger/Standard	Lobby the editors & distributors of the newspapers to deliver appropriately	All residents, all local groups, Parish and District Councils	To improve communication & gain better understanding of local politics
Cy 3 **	THERE IS NO CENTRAL MEETING POINT LIKE A CAFÉ	The setting-up of a community café	Identify premises; pursue EU/lottery funding	Parish Council	To improve community well-being
Cy 4 *	LOCAL PRODUCE SHOULD BE ON SALE	A regular Farmer's Market	Seek to establish local level of supply and demand	District Council, Parish Council	To provide local produce for local consumption
Cy 5 **	THE POSTAL ADDRESS PUTS ALVECHURCH IN BIRMINGHAM	Remove need for Birmingham to be shown on postal address	Lobby Post Office to recognise Alvechurch is in Worcestershire	Parish Council, Village Society, WI's, local groups, all residents	To establish Alvechurch identity as part of Worcestershire
Cy 6 !***	CHRISTMAS DECORATIONS in Alvechurch village ARE PLAIN	Ensure a better display of Christmas lights and festive cheer	1) Purchase more lights and decorations; 2) Encourage participation in Christmas window display	1) & 2) Parish Council in partnership with retail outlets and businesses	To encourage seasonal celebrations and lift spirits
Cy 7 ***	CHILDREN'S RESPIRATORY HEALTH	Reduce the cause of the problem	Investigate air quality Best practice guidance to cope with health problems	District Council's Environmental Health Department; local doctor's surgeries	To prevent respiratory ill-health

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APPENDIX

Appendix 1	page 32	List of documents produced during plan
Appendix 2	pages 33 - 37	Summary of consultation responses
Appendix 3	page 38	Bibliography & references
Appendix 4	pages 39 - 41	Census information
Appendix 5	page 42	Police Statistics
Appendix 6	page 43	Housing Needs Survey, summary

Appendix 1

Documents produced during the course of the Parish Plan process and available for inspection at the Parish Council office, 16 The Square, Alvechurch, B48 7LA.

Initial flyer
Minutes of steering group meetings
Bordesley Response
Weatheroak Response
Consultation 'post-it' notes (summarised in appendix 2)
Priority Matrix
Priority matrix returns (summarised in appendix 2)
Consultation analysis
'Alvechurch Speaks'
Priority Matrix analysis
Draft for Community Workshop
Draft Plan following Community Workshop
Draft Action Plan for Parish Council meeting 14/07/2003
Housing Need Survey
Flyer for consultation 11/05/2005

Appendix 2

Comments made at all of the consultations are summarised here. Comments that were similar in content have been grouped together.

ISSUE	ISSUE OF CONCERN As raised via Priority Matrix	ISSUE OF CONCERN As raised at Consultation Events
	Number of times ranked 1 st , 2 nd or 3 rd = 67% importance ranking	
CRIME & DISORDER	More police presence required	4.8% commented on this issue More police patrols needed
	Fear of burglary	Too much vandalism
	Concerns about young people using drugs	No one seems to be fined for dropping litter, or damaging property
	Fears of crime at the railway station, especially at night	Intimidation at railway station, especially on dark nights
	Concerns with vandalism	We used to have a police station
	Need for larger pedestrianised area in village centre	Intimidation by gangs of youths in play areas, such as The Meadows
	More street lighting required within residential areas	Re-open the police station to sort out the speeding drivers
	Lack of respect for the law	Want CCTV at play areas and railway station
	CCTV important for safety	Want more frequent visits from traffic warden
	CCTV cameras not needed here	Want a Neighbourhood Watch scheme
	CCTV needed in Tanyard Lane; station	Anti-social behaviour is upsetting
	CCTV should be regularly monitored	
	Local PC should live in the village	
	No police contact or liaison	
DEVELOPMENT	Number of times ranked 1 st , 2 nd or 3 rd = 35% importance ranking	24.5% commented on this issue
	Limits on development required	Limits to new housing; no more new housing
	Need for a village centre cash point	Cash-points wanted in village centre
	Alvechurch Village Square to be more of a local focus	Lost so many shops, need more shops, need more information about the mobile shops
	Green Belt surroundings to be retained	Need a café/tea shop; regular farmers' market
	A regular farmers' market would be good idea	Village centre bollards look untidy; village is becoming an urban slum
	Stop the infilling of houses in larger gardens	Want no more estate agents; banking facilities are scarce; lost the betting shop
	Like the idea of a burger bar (maybe Mobile) as a focal point for children	Must preserve the historic heritage and give more publicity to heritage sites
	Should retain unique character	Must protect the Green Belt
	New building development should be sympathetic to the character of the parish	Should not have to build on unused land
	Concern that the building of stables is a prelude to residential development	Question need & ethics of new church hall
	Renovations to old buildings should retain original characteristics	Sympathetic restoration of old properties
	The Square needs re-designing; has potential to be a focus for local life	Precinct needs to be improved
	Need for a shop/PO in Rowney Green	Takeaway stands out as out of place
	Need for a shop/PO in Hopwood	Red Lion Garage causes problems
	No need for a shop/PO in Hopwood	Chip shop is good
	Easier access to shops by disabled needed	No pub caters well for children
		Retain village envelope, don't extend it

Alvechurch Tomorrow

		Keep our Post Office
		Encourage small business in old farm buildings
		Village Centre deserves special consideration
		Hopwood – wants return of general stores
		Hopwood – to monitor farm activities
		Rowney Green – wants return of general stores
		R.G. - Need a newspaper delivery service
		R.G. - Want a pub/do not want a pub
		Weatheroak – wants vital shops
		W/oak - Need for affordable housing
		W/oak - Support for agriculture
HIGHWAYS	Number of times ranked 1st, 2nd or 3rd = 35% importance ranking	20.5% commented on this issue
	Bordesley Bypass urgently needed	Bordesley bypass needed
	Safe crossings of A441 needed in Bordesley and Hopwood	Highways lighting is poor – need more and better street lighting
	Complaints about pot-holes, footpaths and verge drainage maintenance	Too many potholes; hazardous footpaths – too many are overgrown by grass and hedges
	Concern speed of traffic thru' Bordesley	Need better maintenance of road surfaces
	Speeding traffic is of high concern with traffic calming measures requested in specifically named roads	Keep speed of traffic down; need better traffic calming and speed cameras; camera needed at traffic lights
	There should be speed cameras	Cars should not be parked on pavements
	More car parking should be made available	Stop wasting money on bollards and seats
	Cyclists on the pavements are a hazard	Need better highways directions for visitors
	Pavements should be wider with drop kerbs for the disabled	Tidy up the bypass – remove laybys and stop overnight lorry-parking
	Verges and hedges should be cut back	Provide 'residents only' parking in village centre
	Cycle lanes are required	Remove humps from Tanyard Lane car park
	Should review street lighting provision	Disabled parking bays are abused
	Bus shelter in The Square is horrible	More pedestrian crossings are needed
	Too many metal posts in village centre	Need a road sweeper; person with cart
	Concerns about horse-riders who take up road space 2- or 3-abreast	Roads should be better marked; Callow Hill Rd canal bridge should have priority markings
	Bordesley traffic lights have caused extra car fumes	Bar horses/ponies from pavements
	Car parking at schools is irresponsible	Children should not ride bikes on pavements
	Use of public car park for business sales is wrong, takes spaces out of use	Reduce motorway noise
	Seats wanted at various points in village	
	Parking bays for the disabled are misused	
HEALTH	Number of times ranked 1st, 2nd or 3rd = 32% importance ranking	0.1% commented on this issue
	Important to have enough doctors	Need a health centre, especially for elderly
	We all need good health	Children's respiratory health a concern
	Suggest complementary health services to be available one day a week at village hall	
	Good health should be promoted	
	Disabled need access to goods & service	

Alvechurch Tomorrow

EMERGENCY SERVICES	Number of times ranked 1 st , 2 nd or 3 rd = 29% importance ranking	0% commented on this issue
	Emergency services should be protected night	
	Provide private police; charge parish levy	
	'999' call-centre is inadequate	
	Important to us all, should be supported	
HOUSING	Number of times ranked 1 st , 2 nd or 3 rd = 12% importance ranking	2.4% commented on this issue
	Concerns about lack of housing availability for older people	No more council or social housing
	Wide range of homes required for both public and private ownership	No new houses in School Lane
	Council properties need to be refurbished	Affordable housing for young people of village
	Council maintenance could be better	More housing for elderly, inc warden controlled
	Accommodation for elderly should be Sited appropriately for ease of access to services	Cap housing prices and sizes
	Should be provision for the mentally ill	More garages required
ENVIRONMENT	Number of times ranked 1 st , 2 nd or 3 rd = 12% importance ranking	4.7% commented on this issue
	Concerns about excessive litter	Want a cleaner environment
	Concerns about dog fouling	Too much litter
	Canal at Crown Meadow is a dump	Too much dog mess, not enough dog bins
	Appreciate our trees and green fields	Landscape needs attention
	Dirty state of village centre stream	Traffic noise a problem, especially from m/way
	Pavements rarely swept	Improve appearance of village
	Fly-tipping is bad around here	Need a better gateway entrance to village
	Roadside trees felled without discussion	Need to know more about our heritage sites
	Concern re smells from Hopwood pig farm	Need to tie in with nature conservancy bodies
	Anglers leave mess behind on canal	Stop fly-tipping
	Traffic noise nuisance at Hopwood	Stop travellers from stopping here
	Flies at Hopwood	Too much litter thrown from passing cars
	Cars are dumped and torched	Losing wild flowers when grass cut too soon
	Dogs being walked should be on leads	Want more wild-bird feeders
		Want a wild-life centre
		Like the village centre flower boxes
SOCIAL SERVICES	Number of times ranked 1 st , 2 nd or 3 rd = 9% importance ranking	0.4% commented on this issue
	Tidy the WRVS building, Crown Meadow	Lack of facilities for people in wheel-chairs
	Lack of local help	Meals-on-wheels should be provided all week
EDUCATION	Number of times ranked 1 st , 2 nd or 3 rd = 12% importance ranking	1.9% commented on this issue
	Positive comments about the local school	Bordesley to stay in Bromsgrove catchment
	Concern re school places for local children	Keep the library; better/longer hours required
	Curriculum should include First Aid	Better car parking at the library
	Funding allocation should be increased	Would like more adult education facilities
	R Green infants must attend Beoley School, no choice to attend Alvechurch	Need input into schools regarding citizenship

Alvechurch Tomorrow

	Schools should teach litter awareness	Play groups for young families needed
	Local schools for local children fosters a good sense of community	Would prefer to go to 2 schools, not 3
	Lack of free nursery provision	Wants all three schools on one site
		Sign language should be on the curriculum
RECREATION	Number of times ranked 1 st , 2 nd or 3 rd = 11% importance ranking	28.8% commented on this issue
	Alvechurch youth need more facilities	More facilities needed in The Meadows
	Need more for children aged 7+ at the Meadows, eg rope ladders, assault course	Allotments wanted
	Need for a community sports hall	BMX and skateboard park area wanted
	Want mixed Keep Fit class for over-60's	Village hall chairs need cushions
	Community sports day needed	Walks should be clearly way-marked
	Alvechurch Alight is crucial to retain Community spirit & should be encouraged	More fields to play in; play areas to be better and not built upon
	Need to know what's on in the village	Support Alvechurch FC
	Allotments needed	Better maintenance of weeds at The Meadows
	Concern re use of roads by skateboarders	Bridle paths need better maintenance
	More publicity for cross-country walks	George Road park needs goal posts
		The parish needs a sports hall
		Requests included : indoor swimming pool, adventure playground, indoor skate park
		More publicity on what's available
		Better information/signage for visitors
		Refurbish Hopwood tennis courts
		Need an adult Sunday league football team
		Need for civic pride projects
		Want clubs for : gardening, horse-riding, tennis, rugby, netball, skating/ice-hockey,
		Want a rock-climbing wall
		Want drama, cinema & music facilities
		Like to walk by the canal (feed the ducks)
		Toilets wanted at The Meadows
WASTE	Number of times ranked 1 st , 2 nd or 3 rd = 10% importance ranking	2.2% commented on this issue
COLLECTION & RECYCLING	Concerns that not enough done via refuse collection	Litter and broken glass is left on ground at recycling centre
	Want facilities for disposal of batteries	Want to be able to use wheelie bins
	Introduction of wheelie bins would turn Village into 'water-butt city'	Want more reliable waste-paper collections
	Introduce separate recycling bins to be collected separately	Want a fairer system of waste collection (not always Mondays – miss out on Bank Holidays)
	Bank holiday non-collection is unhygienic	
TRANSPORT	Number of times ranked 1 st , 2 nd or 3 rd = 15% importance ranking	2.8% commented on this issue
	Hopes that the Alvechurch/Bromsgrove bus service continues	Bordesley bus stop is sited inconveniently
	Hopes for free bus passes for older people	Village centre bus shelter is dirty
	Request for bus stops in Bear Hill and Waterside Orchard	Better public transport – trains often late or not running
	Concern about the litter left at bus stops	Free bus services for OAP's

Alvechurch Tomorrow

	Would like more frequent service for Short journeys for elderly frail	Need a better bus service to and from Bromsgrove (82/83 route)
	More public transport needed on Saturday evenings for youth to socialise	Need a shuttle service around the village and between the village centre and railway station
	Easier transport to local hospital needed	Need a service for the housebound & elderly
	Hopwood bus shelter seats should be inside the shelters, not outside	Alvechurch railway station needs CCTV and needs to be tidied up
	Need better information at railway station	
	Bus timetables should be better advertised	
YOUTH	Number of times ranked 1 st , 2 nd or 3 rd = 13% importance ranking	3.6% commented on this issue
	Concern at lack of facilities	Need a youth club
	Concern that vandalism occurs because Of lack of facilities	Activities should be organised to keep the children entertained and off the streets
	Priority should be given to equipping our youth to be educated and responsible	Teenagers can seem intimidating to the younger children
	Open village hall every evening with a trained staff for drama, crafts, music	Provide special very large bus-shelters with activities inside for the teenagers
		Organise disco/party nights for teenagers
		Need a youth worker
		Tell youth about local walks/countryside
VOLUNTARY	Number of times ranked 1 st , 2 nd or 3 rd = 1% importance ranking	0.7% commented on this issue
	Not enough advertising of what is done	More volunteers needed as drivers
	Supports improvements to village halls	Support our village halls
	Calls for volunteers to help neighbours	Voluntary efforts should be encouraged
	More volunteers, less officialdom	
OTHER	Number of times ranked 1 st , 2 nd or 3 rd = 1% importance ranking	2.1% commented on this issue
	Preserve the feeling of community	Postal address should be Bromsgrove or Worcestershire, not Birmingham
	Should be a Bromsgrove postal address	Council tax is too high
	Need a home newspaper delivery service	More respect should be given to the elderly
	Timely and detailed community Information Needed	Bordesley residents perceive Redditch Council as providing better services
	Should be more public debate on these issues; possibly via Village Society	Nothing happens despite requests, discussion Stop talking – Action Required!
	Parish Council office is welcomed	Needs better community communication
	Need a local business directory	Regular newsletter required
	Reliable water supply needed for R Green	Must retain a sense of village entity
	Weatheroak should have its own parish Councillor	The 2 Alvechurch books will have helped to inform village people of our heritage
	Feel forgotten in Hopwood	Want support from district council for the whole Parish, not just for Bromsgrove Town.
	Why can't we get cable tv?	Need better decorations at Christmas – lights in The Square, precinct, Xmas tree etc.
	Post Office is not manned to capacity	
	TV reception can be poor	

Appendix 3

Bibliography & references

Alvechurch – The Gedge Report 1969
Bromsgrove Community Strategy
Bromsgrove District Council Local Plan
Involving the Community – Countryside Training Partnership
Make Health An Issue – South Worcestershire Primary Care Trust
Our countryside : the future; Rural White Paper 2000
Parish Plans Guidance - Countryside Training Partnership
Parish Plan newsletters – Community First
Planning for Vital Communities – The Countryside Agency
The Community Planning Handbook – Nick Wates
What is Planning For Real? – Shell Better Britain Campaign

Appendix 4

Census Information 2001

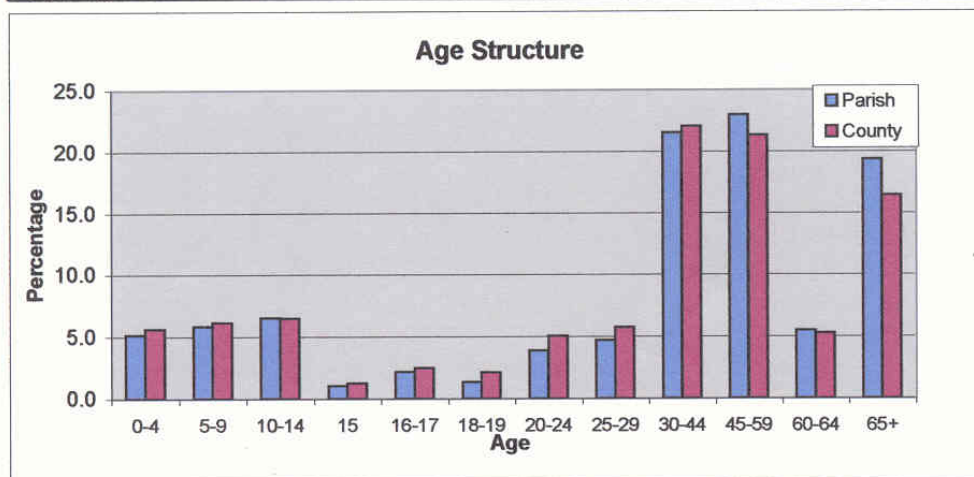


Parish Profile Alvechurch

Parish Statistics		Worcestershire Total
Area (in Hectares)	2426	173529
Population Density (people per hectare)	2.19	3.12
Number of Households	2166	223049
Number of people living in Households	5223	532823
Average Household Size (persons per household)	2.4	2.4

Population	Number	Percentage	Worcestershire
Total Population	5316		542107
Males	2566	48.3	49%
Females	2750	51.7	51%
Number of Students living away from home	66		6316

Age Structure	Number	Percentage	Worcestershire %
People aged 0-4	272	5.1	5.6
People aged 5-9	310	5.8	6.1
People aged 10-14	348	6.5	6.5
People aged 15	55	1.0	1.3
People aged 16-17	117	2.2	2.5
People aged 18-19	73	1.4	2.1
People aged 20-24	206	3.9	5.0
People aged 25-29	249	4.7	5.7
People aged 30-44	1144	21.5	22.1
People aged 45-59	1222	23.0	21.3
People aged 60-64	292	5.5	5.3
People aged 65+	1028	19.3	16.4



Census information for Alvechurch Parish, 2001

Ethnicity	Number	Percentage	Worcestershire %
White	5238	98.5	97.5
Mixed	43	0.8	0.7
Asian Indian	8	0.2	0.3
Asian Pakistani	0	0.0	0.5
Asian Bangladeshi	0	0.0	0.2
Asian Other	3	0.1	0.1
Black Caribbean	6	0.1	0.2
Black African	3	0.1	0.1
Black Other	3	0.1	0.0
Chinese	5	0.1	0.2
Other	7	0.1	0.1

Economic Activity (All people aged 16-74)	Number	Percentage	Worcestershire %
Economically Active			
Part Time Employees	498	13.0	13.3
Full Time Employees	1598	41.6	42.9
Self Employed	472	12.3	9.5
Unemployed	82	2.1	2.6
Full Time Student	87	2.3	2.3
Economically Inactive			
Retired	619	16.1	14.1
Student	94	2.4	3.2
Looking after home/family	185	4.8	5.6
Permanently sick/disabled	140	3.6	4.0
Other	65	1.7	2.5

Qualifications (All people aged 16-74)	Number	Percentage	Worcestershire %
No qualifications	1009	26.3	28.5
Highest qualification level 1*	582	15.2	17.3
Highest qualification level 2**	737	19.2	20.2
Highest qualification level 3***	231	6.0	7.3
Highest qualification level 4/5****	957	24.9	19.2

*Level 1: 1+ O level passes, 1+CSE/GCSE any grades, NVQ level 1, Foundation GNVQ.
 **Level 2: 5+ O level passes, 5+ CSEs (grade 1), 5+ GCSEs (grades a-c), School Certificate, 1+ A levels/AS levels, NVQ level2, Intermediate GNVQ
 ***Level 3: 2+ A levels, 4+ AS levels, Higher school certificate, NVQ level 3, Advanced GNVQ
 ****Level 4/5: First Degree, Higher Degree, NVQ level 4/5, HNC, HND, Qualified Teacher Status, Qualified Medical Doctor, Qualified Dentist, Qualified Nurse, Midwife, Health Visitor.

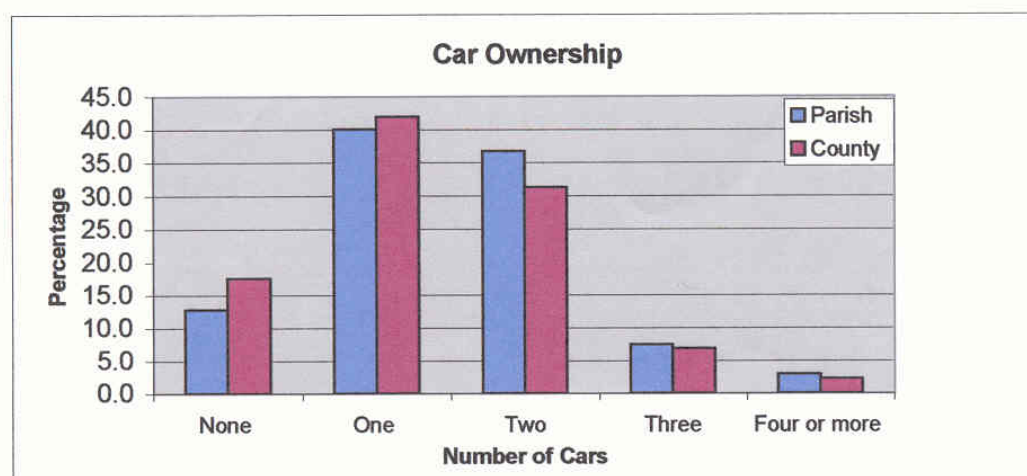
Health	Number	Percentage	Worcestershire
People with a limiting long term illness	927	17.4	16.7%
People whose health is good	3726	70.1	69.7%
People whose health is fairly good	1182	22.2	22.3%
People whose health is not good	408	7.7	8%
All people who provide unpaid care	645		57,164
All people who provide 50+ hours of unpaid care/week	108		10,296

Census information for Alvechurch Parish, 2001

Household Tenure	Number	Percentage	Worcestershire %
Owns outright or with a mortgage or loan	1790	82.6	75.5
Shared Ownership	5	0.2	0.5
Rented from Local Authority or Housing Association	218	10.1	15.2
Privately Rented	106	4.9	5.9
Rented from other	47	2.2	2.9

Household Composition	Number	Percentage	Worcestershire %
Pensioner Households	560	25.9	23.8
Married or Co-habiting Couples with dependent children	487	22.5	22.8
Lone Parent households with dependent children	79	3.6	4.9

Car Availability	Number	Percentage	Worcestershire %
No cars per household	277	12.8	17.6
One car per household	868	40.1	42.0
Two cars per household	796	36.7	31.3
Three cars per household	162	7.5	6.8
Four or more cars per household	63	2.9	2.2



Travel to work (All people aged 16-74 in employment)	Number	Percentage	Worcestershire %
Work mainly from home	321	12.1	10.3
Tube, Train, Bus or Coach	194	7.3	5.1
Motorcycle, Scooter or Moped	17	0.6	1.0
Drive a Car or Van	1766	66.7	64.4
Passenger in a Car or Van	149	5.6	6.7
Taxi or minicab	5	0.2	0.3
Bicycle	21	0.8	2.5
On Foot	163	6.2	9.4
Other	10	0.4	0.3
Average distance travelled to fixed place of work	13.97		13.7km

APPENDIX 5

Police Statistics

The Wythall Division of West Mercia Police Force covers approximately 17,500 residents whilst Alvechurch Parish, part of the Wythall Division, covers 5,316 residents. The figures in the chart below show the number of reported crimes for one year 22/08/2004 to 23/08/2005. The figures in brackets show Alvechurch Parish as a percentage comparison to the whole of the Wythall Division.

Type of crime	Wythall Division	Alvechurch Parish	Alvechurch ward	Bordesley ward	Hopwood ward	Rowney Green ward
Burglaries	253	71 (28%)	44	4	22	1
Vehicle crime	246	85 (34%)	38	1	43	3
Violent crime	136	51 (37%)	32	1	16	2
Drugs	18	4 (22%)	2	0	2	0
Other reported crime*	956	448 (46%)	134	62	249	3
All crime [†]	1591	658 (41%)	250	67	332	9

*Other reported crime includes, amongst other things, driving away without paying from garage forecourts, shop-lifting, domestic disputes, criminal damage.

[†]All crime does not include driving offences.

APPENDIX 6

Housing Needs Survey - Summary

The survey was carried out in November/December 2003. A total of 595 surveys were returned out of 2,300, ie a 26% return. 103 of the returns stated some sort of housing need. The full analysis can be viewed at the Parish Council office, 16 The Square, Alvechurch.

In response to the question: "Would you support a small affordable housing scheme in the village for local people?" the majority of responses were in favour – 502 (84%) with a significant minority 93 (16%) not in favour.

Eight questions were posed in the survey, with the following responses to the first four questions:

Q1 : Is your home.....

A1 Owned by you? = 533 responses (90%)
 Rented from Housing Association? = 20 responses (3%)
 Rented from private landlord? = 17 responses (3%)
 Tied to a job? = 6 responses (1%)
 Other? = 19 responses (3%)

Q2 : How long have you lived in the Parish?

A2 : Under 3 years = 74 (12%)
 3 – 10 years = 133 (22%)
 11 – 20 years = 136 (23%)
 21+ years = 251 (42%)
 Not mentioned = 1 (1%)

Q3 : How many bedrooms do you have?

A3 : one = 75 (13%)
 Two = 177 (30%)
 Three = 196 (33%)
 Four = 104 (17%)
 Five = 31 (5%)
 Six = 2 (1%)
 Seven = 0 (0%)
 Eight = 2 (1%)
 Not mentioned = 8(1%)

Q5 : Do you support the idea of a housing scheme?

A5 : Yes = 502 responses (82%) No = 93 responses (16%)