

**Wyre Forest District
Local Development Framework**

**Churchfields Masterplan
Supplementary Planning Document**

Regulation 18

Consultation Statement

**Wyre Forest District Council
August 2011**



Wyre Forest District Council

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1. Introduction

The Churchfields Masterplan Supplementary Planning Document (SPD) forms part of the Local Development Framework (LDF). The Churchfields Masterplan has been drawn up to provide more detailed design guidance for the Churchfields area of Kidderminster, demonstrating how policies within the Adopted Core Strategy, particularly policy CP11: Design Quality and Local Distinctiveness can be implemented. The Masterplan also demonstrates how the policies set out within the Design Quality Supplementary Planning Guidance (SPG) can be applied to the area.

The Masterplan has been through a number of stages of consultation and is in conformity with the 'Regulation 17' consultation as required by the Town and Country Planning (Local Development) (England) Regulations 2004, as amended. This Statement is made in accordance with Regulation 18(4) of the said Regulations

This Consultation Statement sets out the consultation undertaken, detailing how key stakeholders, as well as the wider community have been involved in the development of the Masterplan. It presents a summary of the main issues arising from the consultation and how these issues have been addressed through the development of the Masterplan. It demonstrates how the consultation meets the requirements of Regulation 17 of the aforementioned Regulations. The statement explores how the consultation complies with the Wyre Forest District Adopted Statement of Community Involvement which sets out how the District Council will undertake consultation on the Local Development Framework.

2. Consultation and Engagement

This section details the consultation which have been undertaken to develop the masterplan. The section provides an overview of the main issues raised though the consultation and how they have been addressed within the Draft Churchfields Masterplan SPD.

2.1 Front-loading

A number of stages of consultation were undertaken in order to inform the development of the Regulation 17 draft masterplan. Each stage of consultation is summarised below. The consultation has been undertaken by a team made up of District Council officers and representatives of Midland Architecture and the Designed Environment (MADE).

Issues and Options – November/December 2010

The purpose of this consultation was to develop an understanding of the Churchfields area and opinions on the development which might be appropriate there in the future. The objectives of the consultation were to:

- inform the development of the masterplan
- gain community buy-in
- demonstrate transparency
- expand the evidence-base for the masterplan.

The following main consultee groups were identified:

- Elected members
- Local residents
- Churchfields and Horsefair businesses
- Wider residential community
- Community organisations
- Private sector development interests
- Public sector stakeholders

The consultation involved a number of engagement methods and events which are set out below.

St. Mary's Primary School Parents Afternoon

St. Mary's Primary School is located within the masterplan area and it was therefore considered a good location from which to engage the community. Members of the masterplanning team set up a mini-exhibition, including a 3D scale model of the area, one afternoon at the end of school. The team talked to both parents and children about their area, asking them their views on what they liked and what they did not like and what their hopes were for the future of the area.

Local Drop-In Sessions

A public consultation event was held over two days, on Friday and Saturday, in a prominent empty shop within the Horsefair local centre. The shop is located within the heart of the masterplan area and presented a good opportunity to engage the community.

The purpose of the event was to seek views from the community on the area at present and also what their hopes were for the future. The masterplan team displayed their initial analysis of the area and showed some very basic ideas about how the area could be developed.

To promote this event, posters were put up around the local area and there was an extensive leaflet drop that covered the majority of the households in the masterplan area. A press release was also sent out and featured in the local paper. As a result more than 100 people from the local community, including local businesses, visited over the two days.

Consultation Blog

The Changing Churchfields website and internet blog was set up prior to the first round of public consultation to provide easy and permanent access to the information regarding the masterplan. The blog has enabled people to follow the progress of the Masterplan, make comments, and find out about upcoming consultation events.

Consultation Round 2 – February 2011

Public Drop-In Sessions

The second public consultation event took place in the local Salvation Army Centre, again on a Friday and Saturday. As with the previous event, the consultation was promoted by leafleting the local houses and advertising in the local press.

This event displayed the latest ideas for the area from the work progressed by the masterplan team using feedback gained through the previous round of consultation. The public were shown some indicative models and sketches showing a future vision for the area. These set out the initial principles that could apply to any future development. Once again over 100 people from the local area attended the consultation.

On-going Consultation

Councillor Preview Events

Several events have been held specifically for Councillors as part of the masterplan consultation process. Invitations were sent to all Members but particularly targeted local Ward Councillors. These events enabled the masterplanning team to brief the Councillors on the latest progress with the masterplan and to set out the schedule for public consultation. These events have enabled Members to express their views on the future of the area and to comment on the draft plans as they have developed throughout the process.

Private Sector Workshops

From the beginning of the masterplanning project there has been regular workshops and meetings with private sector developers and land owners in the area. These workshops and meetings have enabled the masterplanning team to gauge the opinions of these stakeholders and gain their feedback at every stage of the process.

Public Sector Workshops

As with the private sector, public sector involvement in the project has been sought from the beginning. A series of workshops and meetings have been held at every stage of the masterplan development process, which have involved public sector stakeholders and partners from within the District and County Council, as well organisations such as the Environment Agency, British Waterways and the Homes and Communities Agency.

Consultation Feedback

The key issues raised through the consultation process and details of how they have been addressed in the Masterplan, are set out in the table below:

Main Issue Identified	How has it been addressed in the Regulation 17 Draft
Improve connections to the town centre and around the area	The draft masterplan includes a specific design principle named ' <i>Improved Connectivity</i> '. This design principle details actions which could improve the transport network both for vehicles, pedestrians and cyclists.
Regenerate the Horsefair and improve the retail area	The draft masterplan includes a specific design principle ' <i>High quality architecture and finish</i> ' which seeks the aesthetic improvement of the area. The ' <i>Vibrant mixed communities</i> ' principle looks to capitalise on commercial development opportunities and includes strengthening the Horsefair as a local centre. The actions contained in ' <i>Improved Connectivity</i> ' also look to improve the road network in the Horsefair and therefore improve its environment.
Solve traffic and congestion issues	The draft masterplan includes a specific design principle ' <i>Improved Connectivity</i> '. Actions under this principle are to improve the congestion, and resulting air pollution, in this area.
Provide new homes to replace industry	The main aim of the masterplan is to create an urban village that will help to release the potential of this area as a major housing-led regeneration site. The ' <i>Vibrant mixed communities</i> ' principle seeks the provision of a mix of types and tenures of housing.
Improve community facilities	The ' <i>Vibrant mixed communities</i> ' principle seeks to integrate community facilities within development at every opportunity.

2.2 Regulation 17 Draft

The Regulation 17 Draft addressed the consultation responses received as set out above. The Masterplan expands upon the site specific policies within the Kidderminster Central Area Action Plan Preferred Options Paper which relate to the sites within the Masterplan area. These policies have undergone detailed scrutiny at both the District Council's LDF Review Panel and at the Community and Regeneration Scrutiny Panel. The Regulation 17 Draft Churchfields Masterplan was approved by the District Council's Cabinet for public consultation on its meeting on 19th April 2011.

Formal Consultation Period

A formal six week consultation then commenced on 26th May 2011 and finished on 8th July 2011. Relevant stakeholders and statutory organisations were notified in writing and were invited to comment on the draft Masterplan. A list of those notified is given in Appendix 1 to

this statement. A series of articles were also published in the local weekly newspaper discussing Churchfields and the role of the SPD, as well as dealing with the Council’s other Development Plan Documents, and informing people on how they could view the document and how to respond. During this time the document was available to download from the District Council’s website and available to view in hard copy at Worcestershire Hubs and libraries within the District.

During this consultation period a series of road shows were also held to promote the masterplan and provide the opportunity for interested parties to come and talk to the Council about the plans and ideas put forward. These road shows took place as follows:

- Saturday 28th May – Stall at Kidderminster Market – 10am – 4pm
- Saturday 4th June – Bewdley Museum – 10.30am - 4pm
- Thursday 9th June – Rowland Hill Centre, Kidderminster – 11am – 5pm
- Saturday 11th June – Former Lloyds Garage, Stourport-on-Severn, 11am – 5pm

Consultation Feedback

A total of 103 responses were received on the Masterplan from 47 respondents, including local businesses, residents, statutory organisations and development stakeholders. The key issues raised through the consultation process and details of how they have been addressed in the final Masterplan, are set out in the table below:

Main Issue Identified	How has it been addressed in the final masterplan
Concerns that market appraisal and viability information is lacking in the document.	Summary of market appraisal and viability assessments included within the final document. A summary viability report has been made available as an appendix to the masterplan.
Concern that the transport proposals presented are not supported by technical evidence.	The proposals regarding transport infrastructure have been caveated in the document to recognise that these are ambitions for the area but they need to be supported by technical evidence as part of more detailed proposals.
Desire for there to be increased references to flood risk, water management, and ground water contamination.	A separate section dedicated to flood risk and water management is included within the document to make these references
No mention of biodiversity opportunities in regard to the	Additional guidance included to highlight the biodiversity opportunities around the canal. However, there is also recognition of the urban nature of the canal and the need to increase natural

Staffordshire & Worcestershire Canal.	surveillance and activity along it.
Concern regarding the potential loss of the former Sladen School sports pitches.	The Kidderminster Central Area Action Plan contains a policy expecting the relocation/replacement for the loss of any playing fields.
Concern that Blackwell Street will be turned into a 'dead-end'.	The masterplan does not propose to close Blackwell Street and instead suggests that it could become a one-way street.

All the responses received have had a resulting action or response in return and these have been reported to the Council's Committee for formal consideration and approval by Members.

3. Sustainability Appraisal

There is no longer a requirement for SPDs to undergo Sustainability Appraisal (SA) and therefore SA has not been carried out for the Churchfields Masterplan SPD. It is not considered that this SPD is likely to give rise to any significant environmental impact which has not been formally assessed through a higher level plan. The design principles within the Adopted Core Strategy, upon which this SPD builds, were subject to SA during its preparation and did not raise any significant effects. Additionally, a number of site specific options within the masterplan area have been tested as part of the Kidderminster Central Area Action Plan Development Plan Document, the document which will allocate land uses within the area, once adopted. Where these have raised negative impacts, appropriate mitigation measures will be identified as the document develops.

4. Compliance with the Adopted Statement of Community Involvement

The District Council's Adopted Statement of Community Involvement (SCI) sets out how consultation will be undertaken on SPDs. The SCI requires early stakeholder involvement to be undertaken. The details in the paragraph 2.1 of this statement demonstrate how this has been achieved.

The SCI also identifies a number of tasks which must be undertaken at Draft Regulation 17 stage. The details in the paragraph 2.2 of this statement demonstrate how this has been achieved.

The consultees (as set out in Appendix 1) who were notified on the Regulation 17 Draft Masterplan was also in accordance with the list of proposed consultees as defined in the SCI.

5. Advice and Assistance

For further information relating to this document please contact:

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Appendix 1 – List of Stakeholders and Statutory Bodies notified in writing

Specific Consultation Bodies (Adapted from Planning Policy Statement 12, Annex E.)

- Bridgnorth District Council
- Bromsgrove District Council
- Malvern Hills District Council
- Shropshire County Council
- South Shropshire District Council
- South Staffordshire District Council
- Staffordshire County Council
- Worcestershire County Council
- Wychavon District Council
- Local Parish and Town Councils (within & adjoining Wyre Forest District)
- The Countryside Agency
- The Environment Agency
- Highways Agency
- The Historic Buildings and Monuments Commission for England
- English Heritage
- English Nature
- Office of Rail Regulation
- Network Rail
- Advantage West Midlands
- Relevant telecommunications companies
- West Midlands South Strategic Health Authority.
- Relevant electricity and gas companies
- Relevant sewerage and water undertakers

Government Departments

- Home Office (GOWM)
- Department for Education and Skills (GOWM)
- Department for Environment, Food and Rural Affairs (DEFRA) (GOWM)
- Department for Transport (GOWM)
- Department of Health (GOWM)
- Department of Trade and Industry (GOWM)
- Ministry of Defence
- Department of Work and Pensions
- Department of Constitutional Affairs (GOWM)
- Department for Cultural , Media and Sport (GOWM)
- Office of Government Commerce (property Advisers to the Civil Estate)

General Consultation Bodies

- Kidderminster, Stourport-on-Severn and Bewdley Civic Societies
- Bewdley Chamber of Commerce
- Bewdley Town Centre Management Forum
- Disability Action Wyre Forest
- Federation of Small Businesses, Herefordshire & Worcestershire
- Herefordshire & Worcestershire Chamber of Commerce

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- Kidderminster Town Centre Partnership
- Opportunity Bewdley
- Stourport Business Association
- Stourport on Severn Town Centre Forum
- Stourport Forward
- Wyre Forest Business Club
- Wyre Forest Business Forum
- Wyre Forest Highways Partnership Unit
- Worcestershire Racial Equality Council

Other Consultees

- Arts Council West Midlands
- British Horse Society
- British Waterways
- Citizens Advice Bureau
- Civil Aviation Authority
- Commission for Racial Equality
- Council for British Archaeology
- Council for the Protection of Rural England (CPRE)
- Country Landowners Association
- Crown Estate Office
- Culture West Midlands
- Developers and Business Representatives
- Diocesan Board of Finance
- Diocesan Schools Commission
- Disabled Persons Transport Advisory Committee
- Equal Opportunities Commission
- Fire & Rescue Services
- Forestry Commission
- Freight Transport Association
- Friends of the Earth
- Health & Safety Executive
- HM Prison Service
- Housing Associations
- Independent Schools Council (Central)
- Local and adjoining MPs
- Local Landowners and Farmers
- Local NHS Trusts
- Local Resident Associations / Tenant Consultative Committees
- Local Transport Operators – Centro/WMPTE, Train Operating Companies (TOCs) and Local Bus Operators.
- Midlands Architecture and the Designed Environment (MADE)
- Museums, Libraries and Archives
- National Air Traffic Services (NATS)
- National Farmers Union
- National Playing Fields Association
- National Trust
- North Warwickshire Primary Care Trust
- Ramblers Association

- Registered Social Landlords
- Royal Society for the Protection of Birds (RSPB)
- Royal Town Planning Institute (RTPI)
- SHA Estates (Midlands)
- South Worcestershire Primary Care Trust
- Sport England
- The Diocese of Worcester
- The Home Builders Federation
- The Housing Corporation
- The Inland Waterways Association
- The Theatres Trust
- Tourism West Midlands
- West Mercia Police
- West Midlands Planning Aid
- Worcestershire Acute NHS Hospitals Trust
- Worcestershire Mental Health Partnership NHS Trust
- Worcestershire Wildlife Trust
- Wyre Forest Cycle Forum
- Wyre Forest Local Strategic Partnership
- Wyre Forest Primary Care Trust

Hard to Reach Groups

- Age Concern
- Anglo Polish Society
- Buddhist Community
- Church Commissioners
- Disability Rights Commission
- Independent Advisory Group for Black and Ethnic Minority Issues
- Islamic Mosque
- Italian Club
- Local Schools and Youth Groups
- Oldington & Foley Park Neighbourhood Management Pathfinder
- The Gypsy Council
- The Showmen's Guild of Great Britain
- Wyre Forest Action Group for Older People
- Wyre Forest Bangladeshi Forum
- Wyre Forest and District Race Relations Council