



Note- This document is ongoing and will be updated as the Neighbourhood Plan develops

Betley, Balterley and Wrinehill Neighbourhood Plan

Community Engagement Evidence Document



Prepared by the Betley, Balterley and Wrinehill Neighbourhood Plan

Steering Group

Introduction

The Betley Parish Council formally voted to start the development of a Neighbourhood Plan in May 2016 and set up a Steering Group to begin the process of developing the plan. To start the process a formal letter was sent to Newcastle under Lyme Borough Council requesting the parish of Betley, Balterley and Wrinehill be designated a Neighbourhood Plan area. Members of the steering group arranged an informal meeting with the planning officers at Newcastle Borough Council who were very supportive and agreed to prepare a plan clearly showing the parish boundary. Although aware that there would be a delay before Newcastle Borough Council could formally approve the request for the Neighbourhood area, based on the feedback from the council the steering group were confident to begin initial planning and informing the community of the intention to prepare a Neighbourhood Plan. Newcastle Borough Council formally approved the application on the 30th of August 2016. (view email from Newcastle borough council on website)

Betley is located on the Staffordshire/Cheshire border but although it has a Cheshire CW postcode it is in Staffordshire. In 2011 the combined population of Betley, Balterley and Wrinehill was recorded at 1254 with the majority located in the centre of Betley continuing on the main road through Wrinehill. The surrounding land in the Parish is mainly farmland (see below)



Community Engagement

Betley Parish Magazine

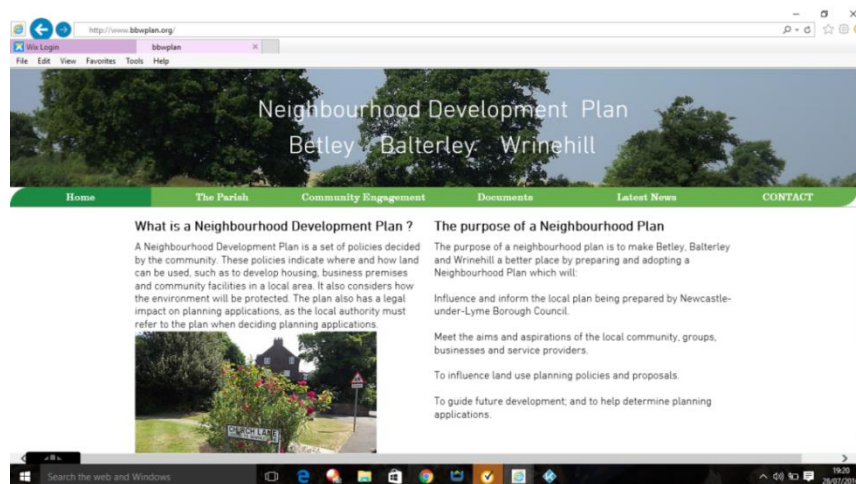
The first information to the community on the proposal to develop a Neighbourhood Plan, was through an article in the 2016 May addition of the Betley Parish magazine, stating the intention of the Parish Council to prepare a neighbourhood plan. A request was made to members of the parish for anyone who would like to help in the development of the Neighbourhood Plan to contact the Parish Council. (View page from the magazine on the website) The parish magazine has a monthly circulation of 435 copies and is delivered to a significant number of homes in the Parish.

Community Engagement Strategy

The steering group in May recognised the need to involve all members of the Parish, community groups, business and stakeholders. A number of local parish councils have started the process of developing a Neighbourhood Plan including Keele and Weston. Members of the steering group made contact with their steering groups and information obtained was useful to all parties. The Weston Parish is in Cheshire but their parish boundary meets the Betley Parish at Balterley. Many of the problems of development in Weston would have an impact on the Betley parish. The various methods of advertising and involving the whole community in the development of the plan was discussed by the steering group and a "Community Engagement strategy" was prepared (see appendix 1).

Betley Neighbourhood Plan Website

The community engagement strategy identified the need to develop a website at an early stage. The website www.bbwplan.org was completed in June 2016. This provides information to the community including the Parish boundary map, up to date documents including minutes of the steering group meetings, latest news and a facility to contact the steering group. The website is updated at regular intervals. A link to the Neighbourhood Plan website was made on the Betley Parish Council official website.



The website address www.bbwplan.org was listed in the leaflet delivered to all residents in the parish. To encourage members of the community to keep up to date with progress on the Neighbourhood Plan, posters were located at various locations around the Parish including the village shop, The reading room, The Hand and Trumpet, The Swan, the village hall and parish notice boards. (See appendix 2)

Information Letter and Leaflets

On the 12th July 2016 an information letter and leaflets were delivered by members of the steering group to all residences in the parish. Delivered in the prepared envelope shown below. The letter informed all the residents in the parish of the intention to develop the Neighbourhood plan and the future importance of a completed plan. While delivering the letter the steering group members talked to as many people as possible receiving a positive response. See Appendix 3 Information Letter, Appendix 4 Information leaflet, Appendix 5 Leaflet update on parish plan).

Envelope for the delivery of the Neighbourhood Plan and information



Important Information Enclosed From Your Parish Council

Betley, Balterley & Wrinehill Neighbourhood Plan

Please Read Do NOT Throw This Away

Road Shows

At a steering group meeting a series of roadshows was planned to take place in July and August 2016. The dates for the road shows was listed on the leaflet distributed with the letter to all residents. The first event was held on Tuesday 26th of July 2016 in Betley Village hall and consisted of an information display with large maps of the parish boundary and an introductory talk and computer display. This first event was attended by eleven members of the public together with a good number of steering group members. Positive and supportive feedback was received. A form and suggestion box was made available to start the process of receiving resident views.

The second event was held on the morning of Saturday 30th of July 2016 in the Reading room in Betley. Twenty five members of the parish were in attendance and again there was a good information display and slide show.



On the 6th Of August 2016 a road show display was set up at Betley show. The information was seen by many people and encouraged more residents to offer their support to help in the development of the Neighbourhood Plan.

The final event in the series was on the evening of the 18th of August 2016 in the village hall. Although attended by a small number of residents another offer of help was received.

To further inform the members of the parish about the importance of the Neighbourhood plan a “pop up” information stand was located at a number of places in the parish. The image below was the stand located on East Lawns on Saturday 17th September 2016.



Neighbourhood Plan Questionnaire

The Betley Balterley and Wrinehill Parish Neighbourhood Plan Questionnaire was developed as part of the community engagement strategy to obtain the views of residents in the Parish on a number of issues.

The questionnaire was developed by members of the Neighbourhood plan steering group acting on behalf of the Parish Council in December 2016 and January 2017, with final changes made in February 2017. Residents in the parish were informed through the Parish magazine, the Neighbourhood Plan website and posters located at various locations in the village advertising the website, that the questionnaire was being developed and would be circulated in March 2017.

At their Parish council meeting on the 26th of January 2017 councillors formally approved the content and layout of the questionnaire with a number of design changes. The steering group applied for a grant to cover the costs of printing and postage. This was approved in February 2017.

576 questionnaires were delivered by volunteers to all residences in the Parish commencing 11th March 2017. Deliveries were recorded to ensure no properties were missed. The return date for completed questionnaires was 31st March 2017. The questionnaire was delivered in an A4 printed envelope containing a covering letter, The questionnaire and a postage paid envelope. An actual printed questionnaire together with the delivery record evidence is available for viewing.

In addition to paper questionnaires, an online version of the questionnaire was developed matching the questions on the paper version using Smartsurvey.co.uk. Details on how to access the online version were provided in an information letter delivered with the paper questionnaires.

A final total of 311 completed questionnaires were returned consisting of 57 online questionnaires and 254 paper questionnaires. A pre-paid envelope was provided to encourage the return of the paper questionnaires.

The return of 311 questionnaires represents an over 50% response rate which provides significant numbers and evidence of community engagement.

The screenshot shows a web browser window with the URL <http://www.smartsurvey.co.uk/s/bbwplan>. The page title is "Betley Balterley & Wrinehill Neighbourhood Plan Questionnaire". The content includes introductory text about the community's role in planning, instructions on how to answer questions, and a link to "Housing in Betley Balterley and Wrinehill". The first question is "1. What do you like about living in the Parish of Betley, Balterley & Wrinehill?". Below the question, there are two radio buttons labeled "Agree" and "Disagree". The "Agree" radio button is selected. The text "A Pleasant place to live" is visible below the "Agree" radio button. The browser's address bar shows the URL, and the Windows taskbar is visible at the bottom with the date 04/05/2017 and time 19:23.

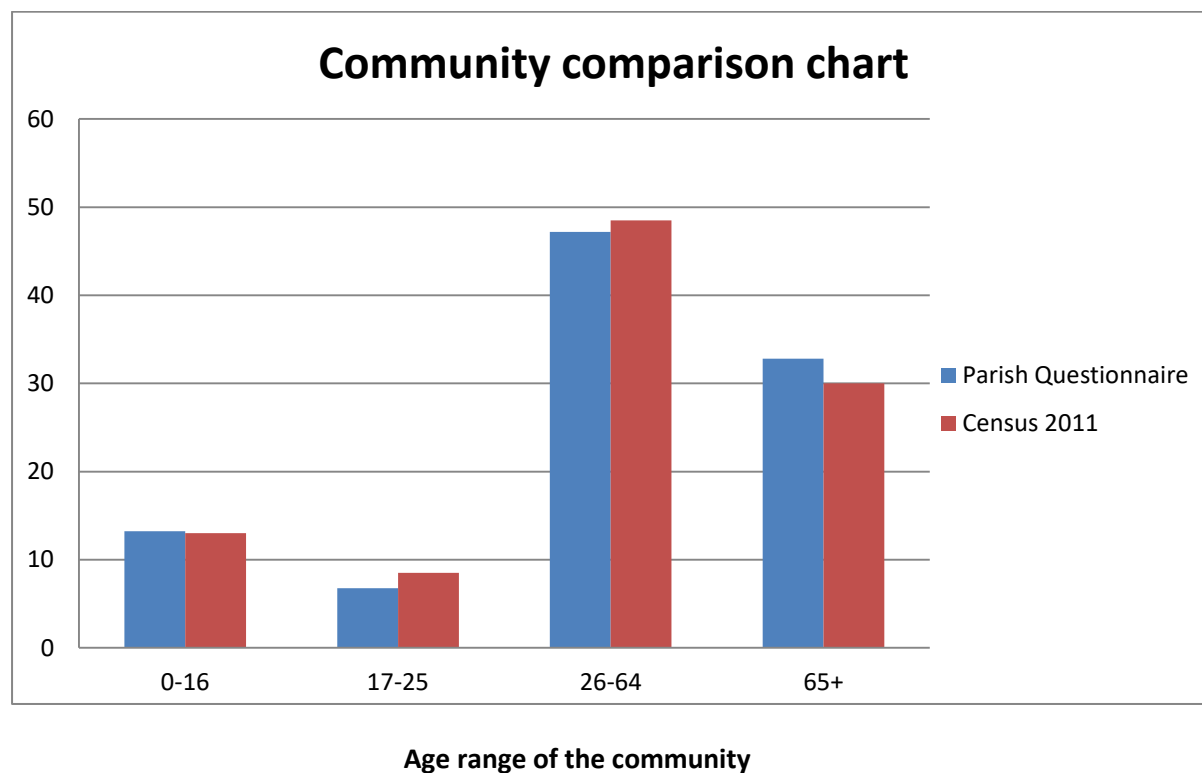
Online questionnaire

A comparison of the Betley Parish community population age range, taken from the 2011 Census Data compared to the results from the Parish Neighbourhood Plan Questionnaire results.

To support the validity of the Betley, Balterley and Wrinehill Parish Neighbourhood Plan Questionnaire, the age range of the Betley Parish community population taken from the 2011 Census data was compared to the results from question 17 on the Parish Questionnaire.

As can be seen from the chart below the percentage results are very close in all age ranges and this indicates the questionnaires returned are a representative sample of the total Betley Parish population.

Percentage of totals



The chart has been created from the following data set

Community Age range	Parish Questionnaire result %	2011 Census %
0-16	13.23529	13
17-25	6.764706	8.5
26-64	47.20588	48.5
65+	32.79412	30

Total 681 people

Proviso: As stated in the Neighbourhood Plan questionnaire summary report, the numbers from question 17 on the questionnaire should not be taken as an exact figure. If more than one questionnaire was completed in a household this could affect the total. However no household requested an additional paper questionnaire. The percentage total from the 2011 census was extracted from a published chart and may not be exact.

Contact with Business and Community Groups

Although some Businesses and organisations may have already completed a Neighbourhood Plan questionnaire, the Neighbourhood Plan Steering group decided to approach businesses and organisations in the Parish to request their views and ask “What would help them to develop their business or organisation”.

This process was started in November 2017 and continued into 2018. An introductory letter was prepared (view the letter on the website)) and a summary table listing business and organisation developed).

The initial approach was for Steering group volunteers to approach the business or organisation directly and record the feedback. A document of replies is available.

Comments from this exercise include:

Consultation with Newcastle-Under-Lyme Borough Council

At the start of the Neighbourhood plan process in 2016, members of the Betley, Balterley and Wrinehill Neighbourhood Plan Steering group met with representatives of the Newcastle-under-Lyme Borough council to state the intention to start development of the Neighbourhood Plan.

Initially the council representatives were very supportive and they supplied the detailed map clearly showing the Betley Parish boundary. (full map available on BBWplan.org website). As required, the Betley Parish Council in a letter, formally requested permission to develop a Neighbourhood Plan. (See website BBWplan.org) In an email the council approved the application in August 2016. (see website)

Fully aware that the Neighbourhood Plan must take into account the development of the combined Newcastle-under-Lyme and Stoke-on-Trent Local Plan the steering group have met a number of times informally with representatives of the Borough Council Planning Department to discuss related issues.

The steering group has responded formally to consultation documents issued by the Borough Council including the joint local plan and preferred options consultation. The steering group made a strong and detailed argument against the housing needs statistics detailed in the preferred options document. (see website bbwplan.org)

In the summer of 2018 the two members of Newcastle Borough council staff responsible for helping with Neighbourhood Plan development left the authority . Subsequent formal letters from the Steering group to the Borough council requesting information on who would be responsible for the development for the development of the local plan and liaison with Neighbourhood Plan Steering groups failed to obtain a reply from the Borough Council.

Appendix 1. Community Engagement strategy

BETLEY, BALTERLY and WRINEHILL NEIGHBOURHOOD PLAN (NP)

To make "Betley a better place"

COMMUNITY ENGAGEMENT TIMETABLE

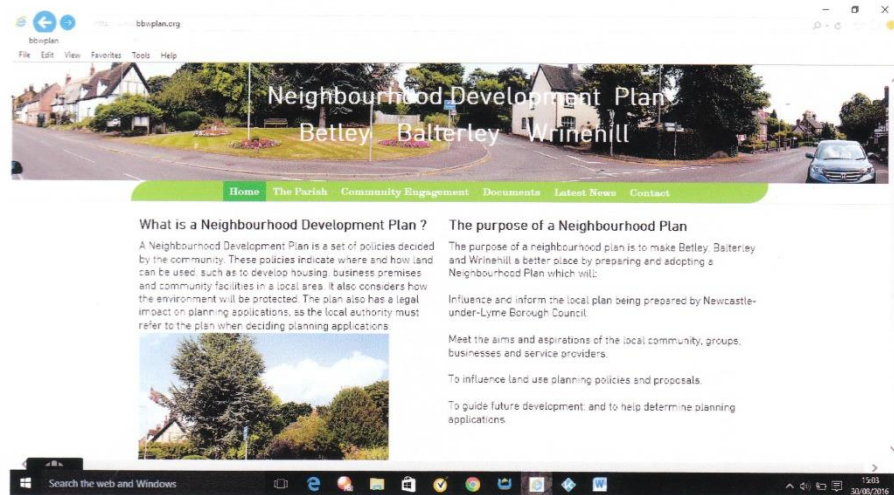
Task or process	Action by whom	Date by
1. Start: Phase 1		
The Parish Council resolved to prepare the NP covering the whole of the Parish		23rd June
Inform NBC formally <i>Letter, and plan.</i>	Gwyn Griffith	24th June
Inform Ward Councillors <i>Letter, and plan</i>	Gwyn Griffith	
Obtain large-scale plans	JVB	
Print <i>letter, leaflet and plan: poster?</i>	SB/RH	30th June
Road Shows		
Inform residents, groups and stakeholders. <i>Letter, leaflet and plan, road-show and stalls: other?</i>	SG	10-16th July
Contact groups, businesses and stakeholders <i>Form group and prepare briefing note.</i>		28th June
Identify and co-ordinate "communicators".		
Road-shows: start: form sub group to decide detail.		30th July
Website: BBW Plan.		30th June
Media: <i>parish magazines, NBC "Reporter", others?</i>		
Monitoring - log of actions.		on-going
Determine "roles".		28th June
Record and analyse responses/concerns/feedback.		
Determine spokespersons,	RBS and SD	28th June
2. Consultation and Issues: Phase 2		
Prepare questionnaires: form sub-group.		23st July
Print and circulate questionnaire: month to return.		30th August
Analyse questionnaires: form sub group.		Sept- Oct
Prepare evidence base: form sub group.		ongoing
Dialogue with NBC.		on-going
Media.		on-going
3. Prepare draft Plan: Phase 3		

Appendix 2 Website information Poster

Betley, Balterley, Wrinehill Neighbourhood Plan Development

Please check the website for regular updates
and progress on the development of the plan

bbwplan.org



Appendix 3 Information Letter



Gwyn Griffiths
Parish Clerk
18 Holly Mount
Basford
Crewe
CW2 5AZ
www.bbwplan.org

30th June 2016

Dear Neighbour,

Thank you for taking the time to read this.

The Parish Council has decided to produce a **Neighbourhood Plan** for the parish of Betley, Balterley and Wrinehill. You may be aware that in 2005 a Parish Plan was produced in which the community set out the things it would like to see in the future. We have now undertaken a detailed review of that Parish Plan and the enclosed booklet highlights many of the things that have been achieved in the last decade.

Times have now moved on and the planning landscape has changed. Under the *Localism Act (2011)* the Government made provision for communities to produce Neighbourhood Plans. These plans, unlike Parish Plans, have a real input into and impact on planning decisions made by local authorities. The Parish Council feel that it is important to find the views of residents in the parish before producing a Neighbourhood Plan that will feed those views into the Newcastle and Stoke Joint Local Plan. The Neighbourhood Plan will give us all the chance to say what kind of developments we want to see (and, perhaps more importantly, don't want to see) in the parish over the next 15 or so years.

Please read the information leaflets enclosed. As you will see we are planning a series of 'Roadshows' over the coming weeks starting with:

- | | |
|------------------------------|----------------------------------|
| o Betley Village Hall | Tuesday 26 July at 7pm |
| o Betley Reading Room | Saturday 30 July at 11am |
| o Betley Village Hall | Thursday 18 August at 7pm |

There will also be an information stand at the **Betley Show on 6th August**.

Please come along to find out more and let us know your views on the future of our parish.

Later this year we will be circulating a questionnaire to all residents to find out in more detail how they would like the parish to develop in the coming years. This questionnaire will be used as the basis for writing the Neighbourhood Plan which, when completed, will then be submitted to residents for approval in a referendum. If approved the Neighbourhood Plan will then go to the Borough Council and become a legal part of the planning process.

If you would like more information or feel you would like to help please use the contact details on the leaflet.

Kindest regards,

Richard Head
Chair, Neighbourhood Plan Steering Group

The Parish Council has decided to prepare a Neighbourhood Plan for the whole of the Parish. Once it has been produced, a local Referendum will give you the opportunity to vote on the approval of the Plan.

What is a Neighbourhood Development Plan?

A Neighbourhood Development Plan ('Plan') is a set of policies **decided by the community**. These policies state where and how land can be used, for example to develop housing, business premises and community facilities in a local area. It also considers how the environment will be protected. The Plan has a legal impact on planning applications, as the local authority must refer to the Neighbourhood Development Plan when making planning decisions.

Why we need one?

We need a Plan so that local people can say how they want their community to develop and change in the future. These views can then feed into the planning system via the Plan.

Other local parishes are producing plans to protect themselves from unwanted development – without one we may become a target for developers.

Who is making the Plan?

A group of residents from all three villages in the parish have volunteered to work on the Plan. But the Plan needs the ideas and participation of the whole community.

Building a Better Community For Everyone

www.bbwplan.org



What are the Issues?

Please tell us what you think are the important issues facing the parish. Not all issues will be covered by a Neighbourhood Plan—for example, traffic is not specifically included as the Plan is focused on housing, economic development and the environment. These will, however, impact on traffic. We will be holding a consultation with everyone in the parish in the coming months. However, some of the issues that have been identified include:

- ◆ A need for housing that is affordable
- ◆ How to protect and build on the current level of public transport services
- ◆ The need to support local shops and businesses
- ◆ The importance of protecting the local green belt from inappropriate development
- ◆ The importance of protecting and enhancing local community facilities.
- ◆ How to maintain viable and successful health care and education services
- ◆ Protect the character

A Neighbourhood Plan for Betley, Balterley and Wrinehill

Building a Better Community for Everyone

Find out more

There will be a Neighbourhood Plan Roadshow at the following times:

Betley Village Hall - Tues 26 July 2016, 7pm

Betley Reading Room - Sat 30 July 2016, 11am

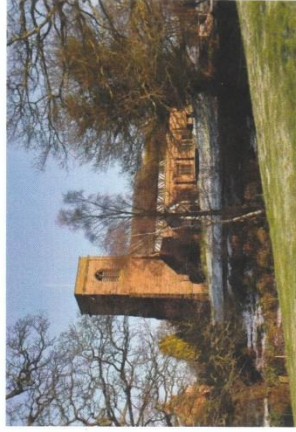
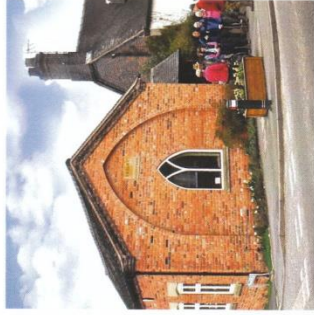
Betley Village Hall - Thurs 18 August 2016, 7pm

The Roadshow will include an exhibition, a slide show and videos outlining the plan.

Come along with *your* ideas for what you would like to see for your Neighbourhood.

It's your chance to help Build a Better Community.





Vision:

"We want the parish to be a thriving, sustainable and distinctive community, able to develop in a way that maintains its outstanding quality of life for current and future generations."

Can you help?

Please get involved...

We need people who can do the following:

- ◇ Help to develop the plan
- ◇ Help with community consultation
- ◇ Analyse information
- ◇ Create and run a website
- ◇ Talk to others about the plan
- ◇ Design leaflets and information sheets

BETLEY, BALTERLEY & WRINEHILL 2025

How many new houses?
Is there still a village Post Office?
...or school?
...or pub?

How about traffic?
...or community facilities?
...or the village character?

Betley, Balterley & Wrinehill



Have your say...

Be involved with

***Your* Neighbourhood
Plan**

Contact Us

Parish Council Neighbourhood
Plan website:

www.bbwplan.org

Richard Head (Chair)

richyhead@yahoo.co.uk
07801 813831

Sebastian Daly (Vice Chair)

Appendix 5. Update on Parish Plan leaflet

Economic Activity and Village Services

Vision: Maintain the viability of local businesses

- ✓ Village Shop and Post Office have been maintained
- ✓ The Swan Inn, The Hand and Trumpet and the Crown Inn are trading successfully and the Broughton Arms has recently been bought by a 'gastro-pub' company
- ✓ Betley Court Farm is the base for several businesses including NFU Mutual

Vision: Develop a regularly updated Directory of Local Services for circulation around the Parish

- ✓ Parish Council Community website serves this function with its directory of businesses and services

Environment

Vision: Promote the planting of native trees where possible

- ✓ Parish Council donated native trees and shrubs to the Village Hall which now form the Jubilee Plantation

Vision: Protection of bio-diversity and geo-diversity in the parish

- ✓ Laudy Croft (Common Lane) reopening to public as a community facility with wildlife areas including a bee-friendly wildflower meadow
- ✓ Emes Society at Betley Court helped to restore the grounds and opened them to the public at specific times e.g. 'Bluebell Walks'

Vision: Development of a litter-free environment

- ✓ Parish Council has erected signs warning against dog fouling
- ✓ Bins have been maintained at key points in the parish

Vision: Reduction of pollution

- ✓ Severn Trent Water have upgraded the sewage works in the parish
- ✓ The Parish Council consistently lobbies the County Council to ensure gully clearing occurs
- ✓ After a long campaign by the Parish Council involving the local MP, the drainage issues at Doddlespool have been resolved

In addition to the above, many of the recommendations of the Parish Plan were discussed in the preparation of the **BETLEY CONSERVATION AREA CHARACTER APPRAISAL** published by the Borough Council in December 2008. This appraisal is used to inform planning decisions in the Conservation Area.

The Parish Council would like to extend its thanks to everyone involved in the production of the Parish Plan

Betley, Balterley & Wrinehill Parish Plan



Review of Achievements

What progress has been made since the 2005 Parish Plan?

Traffic

Vision: Speed Limits to be reinforced.

- ✓ Community Speed Watch Scheme in operation since 2014
- ✓ Regular deployment of Mobile Speed Camera Van by *Safer Roads Partnership*.
- ✓ Parish Council and the *Safer Roads Partnership* have deployed mobile digital speed signs.
- ✓ Parish Council has now secured funding to buy its own mobile digital sign.
- ✓ County Council undertaking a review of traffic on Church Lane after lobbying by Parish Council

Vision: To improve the safety of pedestrians.

- ✓ Parish Council ensures regular clearing of paths and allocates money towards it.
- ✓ County Council to re-pave areas of the parish in summer 2016 after lobbying by Parish Council

Healthcare

Vision: Maintain a single doctor practice in the parish.

- ✓ The parish still has a thriving surgery.

Vision: Maintain current dispensing arrangements

- ✓ Dispensing arrangements still in place and prescriptions can now be ordered online via *Patient Access*

Vision: Development of additional facilities and services for residents.

- ✓ A late surgery is held every Monday until 7pm
- ✓ Surgery opens on Saturdays for annual flu jabs

Police

Vision: Provision of a programme of crime prevention advice and measures

- ✓ Police 'Incident van' visits Betley Show and other sites in the parish to deliver crime prevention information
- ✓ Regular Police Surgeries held at the Reading Room funded by the Parish Council
- ✓ Staffordshire Police *Neighbourhood Watch Newsletter* published on Parish website

Vision: Special Constables/Police Community Support Officers for the parish

- ✓ The number of visible PCs and PCSOs has increased and there is now a local PCSO

Fire and Ambulance Services

Vision: Recruit and train a group of volunteer fire assessors

- ✓ Village Hall has hosted fire safety events
- ✓ Members of the parish are active in staffing and funding the Madeley First Responders

Education

Vision: Maintenance of a high quality performing school in the Parish

- ✓ St Margaret's School was recently voted best primary school in Staffordshire
- ✓ School recently graded Good with Outstanding features by Ofsted
- ✓ The school and parents' groups have received regular support via the Bonfire Awards

Transport

Vision: Maintain the current bus service

- ✓ The parish is still served by an hourly bus service
- ✓ County Council is currently negotiating an enhanced service with additional routes

Vision: Community Transport Scheme widely publicised in the community

- ✓ Parish Council is represented on the scheme board
- ✓ Information leaflets are available around the parish
- ✓ Scheme has used Betley Show to advertise the service

Refuse

Vision: Extend 'blue box' recycling scheme to the parish

- ✓ The Borough Council now has a comprehensive 'kerbside' recycling scheme in operation

Leisure Activities

Vision: Easy access to footpaths for all

- ✓ Kissing gates have now been installed in a number of places where landowners have agreed
- ✓ Parish Council actively works with the County Council to ensure public rights of way stay open

Vision: Expansion of sports and leisure facilities especially those suitable for young people

- ✓ Youth Club meets at Village Hall and receives support from the Bonfire Awards
- ✓ Village Hall is currently bidding for funding for improvements to the children's play area
- ✓ Betley Cricket and Football Clubs have thriving youth sides supported by the Bonfire Awards
- ✓ Regular tennis tournaments at Village Hall and tennis court upgraded
- ✓ Village Hall hosts indoor bowls, badminton and U3A table tennis
- ✓ Madeley Scout Group now meet at Betley Village Hall and are supported by the Bonfire Awards

Vision: A regularly updated leaflet listing the range of activities, clubs and facilities

- ✓ The Parish Council's Community Website lists details for all local societies
- ✓ Village Hall website advertises facilities, clubs and activities that meet there

Vision: Safe areas for children to play and meet

- ✓ Village Hall is currently bidding for funding for improvements to the children's play area
- ✓ Laudy Croft (Common Lane) reopening to public in summer 2016 as a community facility with wildlife areas