

ALCESTER NEIGHBOURHOOD PLAN



STAGE 1 CONSULTATION REPORT
Proposed Issues, Vision and Aims
January 2015



ALCESTER NEIGHBOURHOOD PLAN

ANALYSIS OF STAGE 1 CONSULTATION

PROPOSED ISSUES, VISION AND AIMS

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This report has been prepared for Alcester Town Council by Urban Vision Enterprise, a Community Interest Company specialising in neighbourhood planning, community engagement, regeneration, urban design and heritage conservation.

1 INTRODUCTION

- 1.01 In June 2012 Alcester Town Council resolved to produce a Neighbourhood Plan for the town. The town has been subject to increasing development pressure in recent years: around 475 new dwellings have been granted planning permission in Alcester and the immediately adjoining parishes, and the Stratford on Avon Core Strategy (Submission Draft June 2014) includes a strategic allocation for a further 350 dwellings in the town. The Town Council wishes to ensure that future housing growth has a positive impact on the town, is designed to a high standard and is able to deliver the infrastructure improvements that are needed.
- 1.02 To address the issues around growth, and other matters relating to the future development of Alcester, the Town Council established a small Strategic Planning Task and Finish Group and attended a number of training events organised by Warwickshire Association of Local Councils and the Campaign to Protect Rural England. The Strategic Planning Group began by organising workshops to identify the issues that would need to be addressed in the Neighbourhood Plan.
- 1.03 As the Stratford on Avon Core Strategy will determine not just the number of houses to be built in Alcester, but also the location of those houses, the Town Council considers that the impact this development will have on the town is a key issue for the Neighbourhood Plan.

Outline of the consultation process

- 1.04 Consultation on the Neighbourhood Plan comprised the following activities:
- December 2012 to January 2013 - Four public workshops to identify issues.
 - June 2014 – Clipboard questionnaire by Alcester Grammar School students in Alcester town centre.
 - September to October 2014 – 16 twice weekly Roadshows.
 - Various dates 2014 – Focus group meetings with key interest groups.
 - December 2014 – Facebook survey.
- 1.05 Alcester Town Council resolved that its Parish Boundary should be the designated Neighbourhood Area, but in 2013 Stratford District Council carried out a boundary review and it was decided to defer further work on the Neighbourhood Plan the new Parish boundary was confirmed. This meant that work on the Alcester Neighbourhood Plan could not resume until 2014.
- 1.06 This report summarises the results of the consultation activities carried out to date, and from this identifies some of the main issues that the Alcester Neighbourhood Plan will deal with. A draft Vision for Alcester and a number of proposed Strategic Aims for the Neighbourhood Plan have been formulated.
- 1.07 The Town Council proposes to test the proposed issues, vision and aims in a more detailed household questionnaire which will be circulated in the early part of 2015.

The scope of Neighbourhood Plans

- 1.08 Neighbourhood Plans were introduced in the Localism Act 2011. Whilst giving local communities an unprecedented opportunity to take the lead in the planning of their own areas, Neighbourhood Plans have well defined legal limits on what they can do.
- 1.09 Firstly, Neighbourhood Plans must comply with four basic conditions. They must
- Have appropriate regard to national policy
 - Contribute to the achievement of sustainable development

- Be in general conformity with the strategic policies in the development plan for the local area
 - Be compatible with EU and human rights obligations
- 1.10 It is worth noting that the third of the above requirements means that Neighbourhood Plans must accommodate the level of growth proposed in the Stratford on Avon District Council's Local Plan, which in the case of Alcester currently proposes 350 new homes on an identified site (Allimore Lane) and 11 hectares of employment land. At the time of writing this report the Local Plan has not yet been approved by the Secretary of State and it is possible that these allocations may change as a result of recommendations made by the Planning Inspector.
- 1.11 Neighbourhood Plans can decide where the strategic housing allocation is accommodated, and may decide to allocate more development than the Local Plan proposes, but they cannot override the Local Plan and allocate less than the strategic development allocations.
- 1.12 Secondly, as a part of the statutory development plan for the area the Neighbourhood Plan deals with the development and use of land. Its aims, policies and proposals must focus on development and land use, and cannot cover matters that are the subject of other legislation, such as highways, education, public health, major infrastructure, etc. Where these issues arise and ought to be addressed, the Neighbourhood Plan can make reference to them, perhaps by including them in an appendix to the Plan or other document and dealing with them through other means.

Previous plans for Alcester

- 1.13 In 2002 the Alcester Market Town Partnership, known as Advantage Alcester, produced An Action Plan for Advantage Alcester which identified key issues and provided a vision statement for the town. In 2009 a Vision for Alcester was produced by a successor body, called Vision for Alcester, which was a community organisation set up and funded by Stratford-on-Avon District Council to develop community facilities in the town.
- 1.14 The Town Council produced a Town Plan for Alcester in 2007 and maintains an ongoing dialogue with local people about the issues and needs of the town.
- 1.15 A Housing Needs Survey was conducted in 2012 by the Town Council in partnership with Warwickshire Rural Community Council.
- 1.16 These documents have informed this report.

2 SUMMARY OF CONSULTATION RESPONSES

Workshops

- 2.01 The Town Council organised workshops with members of the public over the period December 2012 to January 2013, to identify issues for the Neighbourhood Plan. Three venues were used: the Town Hall, Globe House, and the Jubilee Centre.
- 2.02 The Workshops were advertised in the Town Council's quarterly newsletter, on the website and by posters to announce that the Town Council was embarking on the Alcester Neighbourhood Plan, and wanted to consult the community to identify the issues to address in our Neighbourhood Plan. Participants used photos of the town to identify priorities on post-it notes.
- 2.03 The Workshops were attended by the public and members of various groups, including Alcester Civic Society, Ragley Estate and members of the public.
- 2.04 People were asked to say how important a priority different subjects are for Alcester:
- Residential – flood free (19 persons regarded this as a priority), housing (8), parking (5)
 - Transport – transport (10 persons), road systems (5), road safety (2)
 - Lifestyle – schools (14 persons), community facilities (13), health facilities (10), cultural facilities (7)
 - Business – High Street (14 persons), business (14), emergency support (9), local jobs (8)
 - Public realm – open spaces (18 persons), sport and leisure facilities (9), streetscape (9), public events (4)
 - Natural resource management – local environment (9 persons), renewable energy (6), carbon emissions (2), air quality (1)

Clipboard questionnaire

- 2.05 In July 2014 an opportunity arose to work with Alcester Grammar School students who wished to undertake community work. This took the form of a clipboard questionnaire carried out by students located in a number of places around the town.
- 2.06 Pairs of students interviewed members of the public at locations in the High Street, Waitrose, Tesco Express, Health Centre and Conway Fields. The target audience was people who live in or use Alcester for work, shopping, health facilities, etc. Different types of people were interviewed at the different locations - older people at the health centre and young parents at Conway Fields for example - so the results covered a wide audience.
- 2.07 The questionnaire was designed to get people talking about what a neighbourhood plan was and to get some feedback on how its best to get the message about the Neighbourhood Plan to local people. For example posters were identified as a preferred form of communication, so for the Roadshows posters were displayed around the town. People also wanted more in the ATC newsletter, so the Town Council now includes a double page spread on the Neighbourhood Plan. In the further community engagement question it seemed that people thought that consultation should be linked with a community event, so the first Roadshow was timed to coincide with the flower and vegetable show which proved a great success.
- 2.08 About a third of those answering the questionnaire (38 out of a total of 120 people - 32%) had heard about the Neighbourhood Plan and about two thirds (82 people -

68%) had not heard about it. When asked how they would prefer to be kept informed about the Neighbourhood Plan, the overwhelming preference was for traditional methods of communication – posters, leaflets, and the newspaper. Only a small number of people favoured social media or the website.

2.09 When asked about the facilities in Alcester that need to be improved, the main things identified were as follows:

- 83 people (69% of respondents) thought the retail offer should be improved
- 68 people (57%) thought that parking facilities should be improved.
- 67 people (56%) thought that there should be more affordable housing.
- 61 people (51%) thought that doctor facilities should be improved.
- 58 people (48%) thought that leisure centre facilities should be improved.
- 54 people (45%) thought that primary schools facilities should be improved.

2.10 Other facilities mentioned as needing some improvement were

- 38 people (32%) thought that open space facilities should be improved.
- 38 people (32%) thought that adult education facilities should be improved.
- 38 people (32%) thought that community nursing should be improved.
- 38 people (32%) thought that there should be more family housing.

2.11 Some mention was also made for the need to improve the following:

- 30 people (25%) thought that youth club facilities should be improved.
- 29 people (24%) thought that secondary school facilities should be improved.
- 24 people (20%) thought that pub and restaurant facilities should be improved.
- 22 people (18%) thought that dental service should be improved.

Roadshows

2.12 Roadshows on the Neighbourhood Plan were held twice weekly from 8 September 2014 (see Appendix A) and questionnaires were distributed with a deadline of early November for return. 16 locations were chosen in locations fairly evenly spread across the town, so that local people could access them conveniently. The Roadshows were held at various times – Saturday mornings and mid-week evenings, in order to catch people when they were at home. Gazebos were set up on street corners in view of surrounding houses and in locations where people passed by.



- 2.13 A total of 130 questionnaires were completed and these generally reflected the priorities which were highlighted in the clipboard questionnaire. The first question asked people to rank in priority order 1 to 3 "What facilities do you think need to be improved or expanded in light of all the new housing Alcester is likely to get?"
- 88 people (68%) thought that improving the retail offer is a most important priority.
 - 88 people (68%) thought that improving doctor facilities is a most important priority.
 - 84 people (65%) thought that providing affordable homes is a most important priority.
 - 77 people (59%) thought that improving car parking facilities is a most important priority.
 - 77 people (59%) thought improving primary school facilities is a most important priority.
 - 76 people (58%) thought that improving community nursing services is a most important priority.
 - 61 people (47%) thought that improving open spaces provision is a most important priority.
 - 61 people (47%) thought that providing family homes is a most important priority.
 - 57 people (44%) thought that improving secondary school facilities is a most important priority.
- 2.14 People were asked "When considering development in Alcester how important is protecting the following features?" The nine features identified were ranked as follows:
- 116 people (89%) thought that protection of the flood plain is very important.
 - 104 people (80%) thought that the impact of traffic on the town is very important.
 - 97 people (75%) thought that the green belt is very important.
 - 96 people (74%) thought that access to employment is very important.
 - 93 people (72%) thought that public transport is very important.

- 80 people (62%) thought that environmental features are very important.
- 79 people (61%) thought that sensitive landscape is very important.
- 74 people (57%) thought that the town's heritage features are very important.
- 62 people (48%) thought that tree preservation orders are very important.

2.15 People were also asked about the importance of a range of community services. Although these topics cannot be addressed directly in a Neighbourhood Plan, the results do reinforce the responses to earlier consultations. For example, 119 people (92%) thought that health care is very important, supporting the view that improving doctor facilities should be a priority.

Business questionnaire

- 2.16 A questionnaire survey of 29 businesses on Arden Industrial Estate was carried out in October 2014, as part of one of the roadshows. The main types of business on the industrial estate are retail (7 businesses – 24%) and manufacturing (7 businesses – 24%); the remainder are finance, distribution, construction and other services.
- 2.17 Of those responding most businesses are locally owned (22 or 76%) and most have been in existence for over 5 years (21 or 72%). The majority of the workforce of most businesses live locally - 19 businesses (66%) have more than 50% of their workforce living locally.
- 2.18 9 businesses (31%) anticipate that their workforce will increase in the next 12 months. 12 businesses (41%) intend to enlarge their premises over the next 12 months. 7 businesses (24%) intend to move to another premises. Premises were regarded as a major constraint on the expansion of their business by 7 businesses (24%). 8 businesses (28%) thought that available premises was a weakness for Alcester as a business location.
- 2.19 When asked what could be done to improve the competitiveness of Alcester as a business location 22 businesses (76%) thought that having a range of premises is important or very important. A further 20 (69%) thought that town centre improvements are important or very important.

Issues raised during consultation

- 2.20 During the consultation process respondents often made individual comments on various matters of concern in Alcester. Appendix B provides a summary of the issues raised by people participating in the various neighbourhood plan consultation events and activities.
- 2.21 The need to improve or provide various community facilities was the issue most frequently highlighted by members of the public during the consultation process. Many people pointed out that Alcester has a strong community spirit and many proactive community members. However, people thought that certain facilities were lacking and should be provided or improved. These included providing a swimming pool (8 persons), better facilities for young people (7), improving the Greig Leisure Centre and diversifying its uses (5), better facilities for older people and the disabled (2), creating a venue for the visual arts (2), making better use of church facilities (2), and improving outdoor play areas for children (2).
- 2.22 On the subject of housing development 7 people expressed their concern about further housing being built in the town, and thought that Alcester is fine as it is. Some people thought that more small bungalows and one bed houses or apartments for single people or low income couples should be provided (3). One

person acknowledged the national and local need for new housing, but thought that the important thing was to ensure that this is done so as not to adversely affect the character of the town and to ensure valuable green space is protected. Another person mentioned the importance of ensuring that new housing development does not aggravate existing flooding problems.

- 2.23 Comments regarding to parking focused on the need to increase parking, particularly long stay parking (3 persons), the need to retain free parking (2 persons), and to incentivize people to walk or cycle when using facilities in the town centre (1 person).
- 2.24 Comments from 4 persons relating to the town centre highlighted the need to maintain its attractiveness by concentrating facilities and shops in the centre, and adding to its attractiveness by encouraging more coffee shops, food fairs and beer festivals.
- 2.25 Some comments highlighted a need for better health and medical facilities to cater for the elderly and disabled (3 persons) and a need for additional dentists (2 persons).
- 2.26 Two persons mentioned the need to improve public transport, particularly early services for people going to work.
- 2.27 The need to ensure that the growth of Alcester is accompanied by a corresponding growth in infrastructure and general amenities was mentioned by 3 persons. Parking, healthcare and supermarket facilities will need expansion as the town expands with new housing.
- 2.28 Other relevant issues mentioned were the Alcester Grammar School should be more accessible to children in Alcester schools (4 persons), the need to preserve green space (1 person), the need for job opportunities for young people (1 person), and eight comments relating to various specific traffic issues in the town which individuals thought should be addressed.
- 2.29 Finally there were 21 general comments relating to matters that are outside the scope of the Neighbourhood Plan, such as the police service (5 persons), the maintenance of roads and footways (4 persons) and grass cutting (3 persons).

Facebook survey

- 2.30 In December 2014 the Town Council asked people asked to respond on Facebook to a series of questions. The first was "If you could name one thing you were most proud of in Alcester, what would it be?" 15 people replied to this highlighting the caring community in Alcester and how it manifests itself in activities which make the town an good place to live. One person mentioned the attractive town centre which is a magnet for visitors.
- 2.31 The second Facebook question was "What do you dislike about the town? is there anything about the way the town looks or works that you don't like?" Responses mentioned the derelict condition of the old guide hut/fire station/football club site on Stratford Road which is prominent when going into Alcester from Stratford, cars parking in the middle of the road behind the town hall, town centre facilities being closed too early and all day on Sundays, and the lack of a decent heavy metal venue.
- 2.32 The third Facebook question asked about car parking, particularly the lack of capacity for visitors when the town stages events. Responses focused on the need to encourage local people to walk or cycle into the town whenever possible, and to

address the shortfall of parking when the food festival or street market are on or when the High Street is closed for an event.

- 2.33 The Alcester Housing Needs Survey May 2012 identified a need for 47 affordable homes for local people at that time. This supports the results of the results of the Clipboard questionnaire and the Roadshow consultation events.

Focus Groups

- 2.34 During 2014 meetings were held with key interest groups who may want to influence the contents of the neighbourhood plan, including the schools, Alcester Civic Society, and groups which are already established and have expressed interest in helping with the neighbourhood plan, such as the Oversley Green Residents Association. From these meetings it has been established that St Nicholas Primary School is currently at capacity and may need to expand. The Civic Society intend to produce a design statement for the conservation area, which could be included in the Neighbourhood Plan, and the Oversley Green Residents Association are preparing their own design statement, which could be included in the Neighbourhood Plan.

3 THE MAIN ISSUES IDENTIFIED

3.01 From the many community consultations carried out to date the following main issues have been identified:

MAIN ISSUES

- The retail offer and services in Alcester town centre should be improved and diversified.
- Parking facilities in the town centre are insufficient at peak times.
- There is a need to provide more affordable housing for local people in Alcester.
- There is a need for more family homes for local people in Alcester.
- New housing development must be accompanied by corresponding improvements to infrastructure and must not increase the risk of flooding.
- Medical services in the town should be improved.
- Community facilities in the town should be improved.
- Primary school facilities need to be improved.
- Open space facilities should be improved.
- Provision should be made for employment growth.
- There is a need to protect the town's green belt and landscape setting.
- Alcester's built heritage is a valuable asset that should be preserved and promoted.

4 A DRAFT VISION FOR ALCESTER

4.01 Several visions for Alcester have been produced in recent years. The Action Plan for Advantage Alcester 2002 contained a vision for the town as follows:

- *To provide an attractive place to live, work and visit, protecting the natural environment and encouraging environmentally friendly activities and practices. Supporting the most appropriate means of travel for its inhabitants, while recognising the needs of its business community.*
- *Enhance and preserve a pride in its heritage and support its historic connections, while embracing the best of modern ideas and facilities in the development of its community, contributing to the development and support of appropriate leisure facilities for all its inhabitants, including arts, sports, social and educational activities.*
- *Create and sustain a healthy economy for its inhabitants, including an appropriate range of shops and businesses, attracting local patronage, tourists and customers from further afield. It will improve the skills of its inhabitants and create job opportunities within the community.*
- *Encourage a real sense of community, enabling the active participation of all its inhabitants and recognising the needs of families, youth, the elderly and disabled. It will seek to provide an inclusive environment and eradicate areas of social deprivation, ensuring support of its voluntary organisations, encouraging community spirit and the participation of its inhabitants in initiatives to enhance the well being of the community.*

4.02 Whilst identifying many of the key issues some of the above statements seem generic and to have been formulated to “tick the boxes” rather than focus in on the expressed aspirations and needs of the town and local community.

4.03 These statements were interpreted in the Action Plan as strategic aims and a series of actions were identified to achieve them. However, several of the key delivery bodies have since ceased to exist, including Advantage West Midlands, the Learning and Skills Council, and the Market Towns Initiative.

4.04 In 2009 a Vision for Alcester was produced by a community organisation of the same name set up by Stratford-on-Avon District Council to develop community facilities in the town. This is as follows:

Our vision is that in 2020 Alcester will be a confident, distinctive and sustainable market town. It will keep its essential character, and welcome the changes that are needed to make it an outstanding place to live and work.

4.05 This was underpinned by aspirational statements focusing on Strength the local economy, A socially inclusive town, and High quality in the local environment.

4.06 The Stratford on Avon Core Strategy Submission Draft 2014 provides the most recent example of a vision for Alcester:

(In 2031) Alcester will have increased its tourism offer by promoting its Roman heritage. Opportunities will have been taken to bolster retail and service provision to maintain and enhance the town as an attractive and important rural centre. To help maintain a thriving community and meet housing needs about 350 new homes will have been built on land north of Allimore Lane. About 11 hectares of additional employment land will have been provided north of Arden Road to support the town's economy and provide job opportunities

- 4.07 This covers several of the main issues which emerged from the Neighbourhood Plan consultation – improving the town centre retail offer, providing housing to meet local needs, and providing opportunities for employment growth. However, it is formulated as a series of targets, rather than as an inspirational vision of the future of the town.
- 4.08 The Alcester Neighbourhood Plan will contain a vision for the town which provides an inspirational foundation for a more focused group of strategic aims which in turn will underpin the policies and proposals in the Neighbourhood Plan.
- 4.09 With the previous visions and the results of recent community consultation in mind the suggested Vision for the Alcester Neighbourhood Plan is as follows:

VISION FOR ALCESTER

In 2031 Alcester will be an attractive, thriving town with a valued historic character located in a beautiful rural setting and offering a wide range of high quality housing, good local employment opportunities and excellent community and recreational facilities.

5 PROPOSED STRATEGIC AIMS

5.01 From the main issues identified in Section 3 above the following strategic aims are proposed for the Alcester Neighbourhood Plan.

Town Centre

- SA1: To improve and diversify the range of shopping and other services offered in Alcester Town Centre in order to increase its attractiveness to the local community and to visitors.
- SA2: To improve the provision and effectiveness of ancillary facilities required to support the town centre, including car parking and visitor facilities.

New development

- SA3: To accommodate new housing to satisfy strategic local policy and to meet local housing need, including sufficient affordable housing and family housing.
- SA4: To accommodate new employment development to satisfy strategic local policy and provide an extended range of employment opportunities for local people.
- SA5: To ensure that all significant new developments make an appropriate contribution towards the necessary improvements to local infrastructure, such as highways, education, green space, community and other necessary facilities.

Environment

- SA6: To ensure that new development achieves high quality design, and complements and respects the local historic built environment wherever appropriate.
- SA7: To preserve and enhance the local historic built environment as a significant cultural and educational resource and an important visitor attraction.
- SA8: To ensure that the landscape setting of the town and its valuable local green space is protected and enhanced.
- SA9: To mitigate the risk of flooding by incorporating appropriate measures within new developments.

Community and recreational facilities

- SA10: To improve the quality and range of community facilities in Alcester.
- SA11: To improve the quality and range of indoor and outdoor recreational facilities in Alcester.

APPENDIX A

POSTER PUBLICISING NEIGHBOURHOOD PLAN ROADSHOWS

Our Alcester

Working together

**Alcester Town Council are bringing
the Our Alcester roadshow to an
area near you soon!**

Localism Working for the Alcester Community.

**What do you think
the town needs to
keep the Alcester
Community
Spirit?**

**How do YOU
want to see the
town grow in the
next 15 years?**

**How can local
infrastructure and
services can be
improved by local
people?**

It's all about the local people so your involvement is essential!

Saturday 6 Sept 1-4pm	Moorfields Park (Fruit & Veg show)	Saturday 4 Oct 10-12am	Crooks Lane Play area (Hopkins)
Wednesday 10 Sept 7-9pm	St Faiths Road (opposite school)	Wednesday 8 Oct 7-9pm	Seggs Lane by the nursery
Saturday 13 Sept 10-12am	High Street (near the Church)	Saturday 11 Oct 10-12am	Old recreation ground
Wednesday 17 Sept 7-9pm	Newport Drive/ Orchard Drive	Wednesday 15 Oct 7-9pm	Mill Lane, Oversley Green
Saturday 20 Sept 10-12am	Oversley Green (Bridge House)	Saturday 18 Oct 10-12am	Westbury Park/ Greville Road
Wednesday 24 Sept 7-9pm	Fields Park Drive/ Fairwater Crescent	Wednesday 22 Oct 7-9pm	Alauna Avenue open green space
Saturday 27 Sept 10-12am	Eclipse Road/ Birmingham Road	Saturday 25 Oct 10-12am	Kings Coughton, Rugby Club
Wednesday 1 Oct 7-9pm	Hertford Road open green space	Wednesday 29 Oct 11am-1pm	Arden Industrial estate

**For more information contact Alcester Town Council:
administration@alcester-tc.gov.uk or 01789 766084**

APPENDIX B

SUMMARY OF ISSUES IDENTIFIED THROUGH STAGE 1 CONSULTATION

DECEMBER 2012 TO DECEMBER 2014

Need for community facilities

- ❖ Swimming pool (8 persons)
- ❖ More facilities for young people (7)
- ❖ Improve the Greig leisure centre and diversify its uses (5)
- ❖ Promote community activities (3)
- ❖ Facilities for older people and the disabled (2)
- ❖ Venue for the visual arts (2)
- ❖ Make better use of church facilities (2)
- ❖ Improve outdoor play areas for young children (2)
- ❖ Involve more people in sports activities (1)
- ❖ Use of river area/environment. Use of Stratford road rec for a bandstand, focal point of activity. The Greig centre as an arts base. Evening Community Cinema. Volunteer work availability for teens. Cycle paths – vast improvement needed. One way system – High Street/School Road/ Priory Road.

Housing

- ❖ We need more small bungalows and one bed houses/apartments for single people/ low income couples (3)
- ❖ We need more houses in the country and in this area. The crazy prices for property is telling us that, for that reason we can say Alcester has to expand. The important thing is how this is done. We all wish it to continue to being a pleasant place to live so we must avoid building on every available bit of green space within Alcester. I have no problem with expanding into green belt providing Alcester remaining a pleasant place to live. It is all too easy to say that we don't want any more houses built

Do not want development

- ❖ I wonder why we need to increase the size of Alcester. This development should not go ahead
- ❖ Keep mostly as it is
- ❖ Alcester does well already
- ❖ Inflatable houses. Bring in a load of people to get a feel of the increased numbers
- ❖ Good as it is
- ❖ It is ok at the moment
- ❖ Uncontrolled building is a concern

Flooding

- ❖ Have been flooded twice due to river flooding so am against more housing unless they dredge the river Arrow

Parking

- ❖ Keep free parking (2)
- ❖ Provide more parking, particularly long stay parking (2)
- ❖ There should be more incentive for people to walk or cycle to use facilities in the town centre.
- ❖ The town centre car parks are often full when the food festival or street market is on or when the main high street is closed.

Town Centre

- ❖ More coffee shops
- ❖ More food fairs or beer festivals
- ❖ A shop community
- ❖ Keep people coming in using local facilities & shops, not big chains on the outskirts, keep chains in the middle of town to keep people in. DIY store. Maintain activities.

Medical and health facilities

- ❖ Need better health and medical facilities to cater for the elderly and disabled (3)
- ❖ Doctors – excellent, but Dentists – too few
- ❖ Healthcare – needs constant update with the extra houses being built.
- ❖ Health care – dentists are only cosmetic & doctors need replacing

Need for better public transport

- ❖ Need more facilities and better transport
- ❖ Public transport to get people to work before 8am is very important

Infrastructure

- ❖ The growth of Alcester must be accompanied by growth in infrastructure and general amenities. Parking, healthcare and supermarket facilities will need expansion as the town expands with new build housing. (2)

Education

- ❖ Alcester Grammar School should be more accessible to children in Alcester schools (4)

Green space

- ❖ We must avoid building on every available bit of green space within Alcester, i.e. land behind Hopkins precinct. Green areas within our community are very important for our well-being. (1)

Employment

- ❖ Jobs for young people.

Traffic

- ❖ Traffic speed on town exit/entry roads (Evesham street, Birmingham road, Stratford road)
- ❖ When coming out of Waitrose you should turn left to go round roundabout – plus you cannot see clearly to the right because of cars parked on the road in front of dentists
- ❖ I also think that Alcester needs a full time traffic warden, people just ignore the yellow lines
- ❖ Noise from poorly maintained road – Alcester Heath
- ❖ People parking on foot path in Alcester and shops using more than 1 metre of the foot path
- ❖ Speeding in High Street and Church Street, current changes not working – huge problem for elderly crossing the roads
- ❖ Local traffic – park and ride or one way system
- ❖ Traffic & parking is a serious concern especially through the High Street
- ❖ The major issue will be traffic congestion accessing the new units as there is already a problem at peak times

General

- ❖ Ask people what they need not what they want
- ❖ Advertise to local villages too
- ❖ Ask the long-term residents what is needed/wanted
- ❖ This is rather like asking an injured person whether they would prefer to have the use of their arms or their legs. I do not know where the greatest demands are or will be.
- ❖ Lack of police cover especially evenings and night time
- ❖ Lack of police visibility
- ❖ All the issues listed are of concern to different people at different times, I'm lucky to have help through church and neighbours
- ❖ No access to the police – in view of increased population. Grass cutting of poor standard
- ❖ Grass verges are a disgrace
- ❖ Path at the end of fairwater crescent/weatheroak road/riverside/alne bank road is dangerous for my frail elderly husband who needs a daily walk for health reasons
- ❖ If you asked me to cut a small area of grass every couple of months as part of a rota I would probably be willing to do it. However I would also spare a thought for hopefully the current Alcester resident whose job it is to cut the grass. I think possibly residents should be more prepared to cut grass outside their property, but

that is easy to say as I have not got any. It is a matter of people having the energy to do it along with all the other demands of life in these bust times.

- ❖ Access to police services very poor
- ❖ Grass cutting – as at a lot of junctions you can't see oncoming traffic as the grass is too high, could cause a serious accident
- ❖ Money wasted on town gate at the town hall and speed cushions, should have been spent on proper road structure and drainage
- ❖ Pot-holes
- ❖ Lack of police presence, amount of litter left lying about, need more community venues and activities.
- ❖ I haven't seen a police man on the beat for over 6 months.
- ❖ Vitally important to feel safe in the town
- ❖ Road/path maintenance – can't look after what we've got, no more houses till these put right
- ❖ Roads/paths (other than the high street) are in very poor condition.
- ❖ All these services are important and under threat. Need improved access to SDC and Orbit need to address the pavements on Hertford Road

FACEBOOK RESPONSES

What are you most proud of in Alcester?

- ❖ The caring community and how it manifests itself in activities which make the town attractive (15 people)
- ❖ The attractive town centre environment (1 person)

What don't you like about Alcester?

- ❖ The old guide hut/fire station/football club site on Stratford Road is a disgrace. It has remained derelict for about 10 years, despite being the first thing you see when travelling into Alcester from Stratford.
- ❖ Would love to see the Holly Bush reopened!! Those cars that park in the middle of the road behind the town hall - grr. Also the speed hump at the pedestrian crossing near Hopkins precinct could do with the markings being repainted.
- ❖ Everything closes too early. Especially Sunday's -it would be fab to walk around but the town is entirely shut down...Such a shame when we have visitors
- ❖ Decent heavy metal venue