



BRADING

Brading

**Neighbourhood
Development Plan**

2014 – 2027

Consultation Statement

Supporting Document 7

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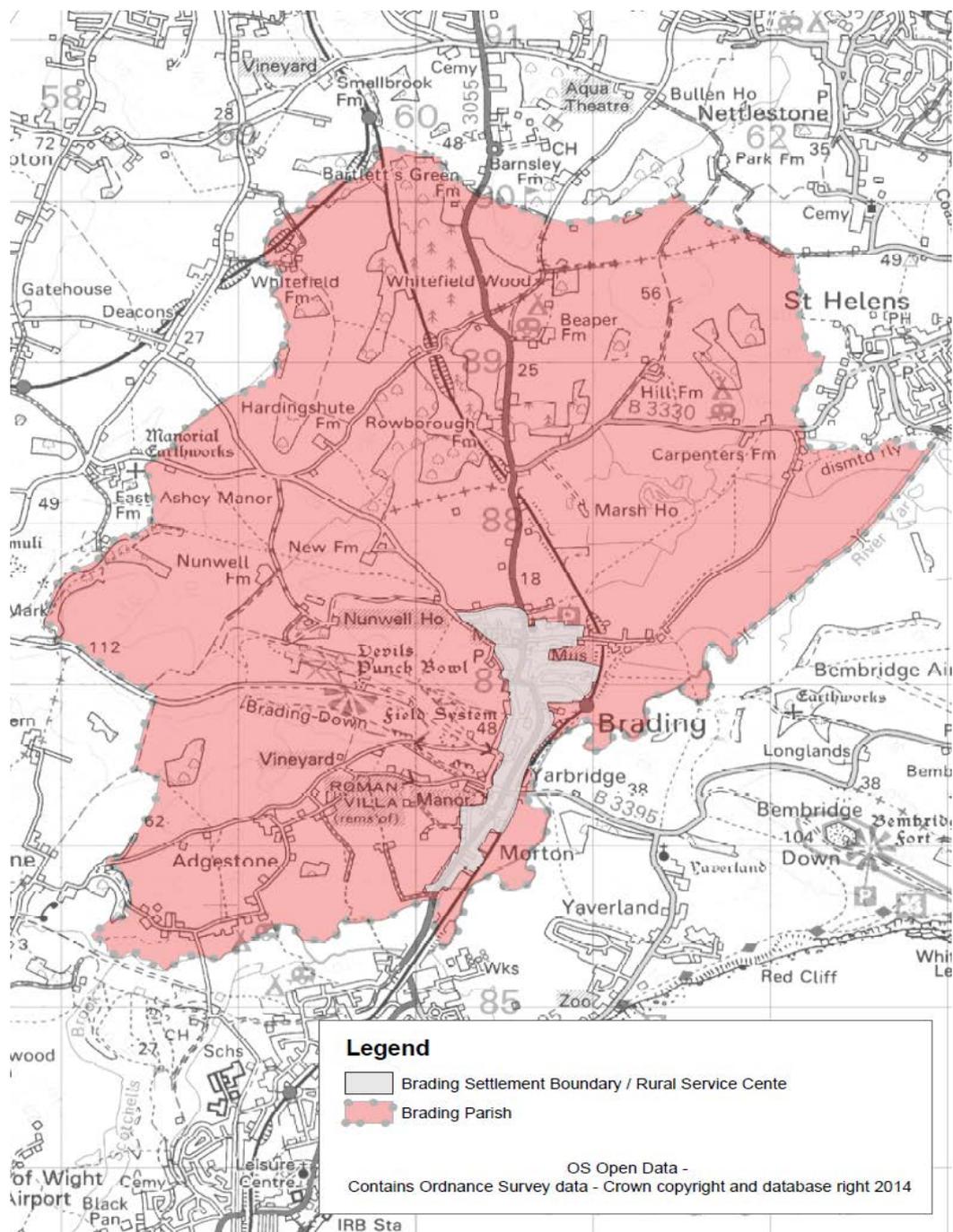
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1 Designated Area

Brading Town Council's application for designating a Neighbourhood Area, in respect of the development of a Neighbourhood Plan for Brading, was made to the Isle of Wight Council on the 25th January 2012. After a six week period of public consultation, undertaken by the Isle of Wight Council the application was formally approved on the 29th May 2012. The designated area is all of the land within the parish boundary (redline) as shown on the map below.



2 Introduction

- 2.1 The Brading neighbourhood Plan was initiated by the Brading Town Council and their application for designation of a neighbourhood area was approved on May 29th 2012. A small focus group was formed which further developed into a more formal steering group of local residents, people with a local connection and town councillors, collectively known as the Brading Neighbourhood Plan Steering Group. The journey of developing a neighbourhood plan finally began on January 23rd 2013.
- 2.2 The steering group have been responsible for the development of the Neighbourhood Plan and its policies; all the result of extensive consultations with the Brading community during 2013. The consultation process included a Residents' Survey, which was delivered to every household in the parish.
- 2.3 This consultation statements contains:
- Details of persons and bodies who were consulted about the proposed Brading Neighbourhood Development Plan.
 - An explanation of how they were consulted.
 - A summary of the main issues and concerns raised by the persons consulted.
 - A description of how these issues and concerns have been considered and, where relevant, addressed in the Brading Neighbourhood Development Plan.
- 2.4 There are bracketed signposts throughout the document to the relevant sections of the Evidence File Appendix, such as (E.F. – B.3; E).

3 Initial Consultation

3.1 Details of persons and bodies consulted

- 3.1.1 Brading Neighbourhood Plan Steering Group came together for their first meeting in January 2013 where they agreed terms of reference and a project schedule. An initial Residents' Survey was drafted in February and finally agreed in May 2013 (E.F. – B.3; E).
- 3.1.2 Local landowners and developers were consulted on potential development land identified in the SHLAA (E.F. – D).
- 3.1.3 Local groups and associations were involved and some of their members joined the steering group.
- 3.1.4 Front runners selected for the Government's original Neighbourhood Plan pilot scheme were consulted on best practice.
- 3.1.5 The AONB, English Heritage, the Environment Agency, Natural England, IW Planning Policy Team were consulted.
- 3.1.6 Collaborative working was taken place throughout the process between the Chairman of the Steering group, the Project Manager and the Isle of Wight Councils' Planning Policy Team

3.2 Consultation Process

- 3.2.1 The Residents' Survey was issued to every household in the parish by members of the steering group and produced a return rate of 25.4%. The survey consisted of 7 categories: (E.F. – E)
 - Providing houses
 - Housing Needs
 - Jobs and the Local Economy
 - Protecting the Environment
 - Improving Community Services
 - Creating a Sustainable Community
 - Crime and Disorder
- 3.2.2 Four public consultations advertised locally and in the local press, were held in various locations in the Town during June 2013. The consultation process included a number of "Planning for Rear" (PfR) consultation events scheduled over a number of days/evenings to encourage optimum participation. Planning for Real is a process which allows residents to register their views on a range of issues using a three dimensional model of the parish. The production of the PfR map was very much a community effort, involving youngsters from the local youth club, local residents and members of the local Art and Knit and Natter groups, with each individual and group contributing to the construction of model houses, suggestion flags or painting maps. (E.F. – G; HI; JK)

- 3.2.3 Two consultation events took place in the local Youth Club to encourage the involvement from the youngsters of Brading.
- 3.2.4 The quarterly parish newsletter has been used to inform and encourage participation from the community.
- 3.2.5 Regular briefings have been given at monthly Town Council meetings, where the public are encouraged to ask questions.
- 3.2.6 All meetings of the steering group have been open to the public and all agendas and minutes are posted on the Council's website. (E.F.- B).
- 3.2.7 The Neighbourhood Development Plan has its own page on the Town Council's website www.bradingtown.co.uk/brading-neighbourhood-plan/ where regular updates are posted and where the public can post comments.
- 3.2.8 Regular meetings have taken place with members of the Isle of Wight Council's Planning Policy Team throughout the development of the Brading Neighbourhood Development Plan to ensure compliance with the local Island Plan and the national Planning Policy guidance.
- 3.2.9 All consultation materials, steering group documentation and other miscellaneous information can be found in the evidence file.

3.3 Summary of issues raised

- 3.3.1 Brading's Vision for the Future and the plan objectives were developed from comments and issues raised by the community at consultation events and through the Residents' Survey. (E.F. – F)

"Brading will be a town and wider parish, which provides a caring environment for its residents from cradle to the grave; where its historic heritage and green spaces are cherished and protected for the use and wellbeing of the community; where appropriate housing development, which meets the needs of the community is supported and where the potential for sustainable development, employment and transport is optimised; a place where residents are proud to live, work and play."

- 3.3.2 The Main issues identified throughout the initial consultation were:

- 1 An overwhelming view for new development to respect the historic heritage, character and landscape setting of the town.
- 2 A requirement for housing of mixed size and tenure to meet local needs, but within the existing settlement boundary and on developments of not more than 10 houses.
- 3 Encouragement of employment development in existing buildings and on brownfield sites in the areas of tourism and retail.
- 4 The preservation of important views.

- 5 The need to preserve the primary retail frontage of the Town's High Street.
- 6 The consideration of traffic and transport implications.
- 7 The consideration of infrastructure implications particularly flooding.
- 8 Maintenance of good links with the police and local support services and the improvement of Community Services.

3.4 Actions taken – Draft Plan

3.4.1 The results of the Residents' Survey, consultation events, together with current Census data and the Sustainability Scoping Report formed the basis for the development of the policies within the Brading Neighbourhood Development Plan. Policies were developed under the following sections relating to the numbered points raised above.

Housing –	(No. 2 - HD2 introduction and a and b; Nos. 6 and 7 - HD3a and b)
Heritage –	(No. 1 – HE1 Introduction; No. 4 – HE2)
Jobs and the Local Economy -	(No.3 – JE1 introduction; b; c; No.5 – JE1a and d)
Protecting our Environment –	(Nos. 1 and 4 – E1 introduction)
Creating a Sustainable Community –	(No. 7 – SC1 introduction; SC2 - b, c and d; No. 6 – SC3 –a, b, c and conclusion)
Action Plans	
Crime and Disorder	(No. 8)
Improving the Community Services -	(No.8)
Traffic and Transport -	(No. 6)

3.4.2 The Isle of Wight Council's Planning Policy Team was consulted at each stage of development of the Plan to ensure compliance.

4 Pre-submission Consultation Process

The pre-submission consultation was undertaken from 18th July to the 31st August 2014.

4.1 Details of the persons and bodies consulted.

4.1.1 All members of the Brading community were invited to attend one of the consultation sessions. Local community groups were contacted and given the opportunity for a speaker from the steering group to attend one of their meetings. Key agencies were sent the web link to the draft Plan and supporting documents and were invited to comment. These were:

Isle of Wight Planning Policy Team
 AONB
 English Heritage
 Environment Agency
 Natural England
 Enplan

4.2 The Consultation Process

- 4.2.1 Public consultation events were undertaken on four separate occasions. These took place on weekdays and at weekends, during the day and in the evening for maximum attendance opportunities. Advertisements were placed in the local press and in the Town Council's Notice Boards. Banners were placed at the gateways to the Town and posters placed at strategic positions throughout the parish.
- 4.2.2 Information on how to comment was provided at static displays, notices around the parish and on the Town Council's website.
- 4.2.3 The Plan and supporting documents were freely available at the Town Council Office, local shops and businesses, at all public consultation events and on the Town Council website.

5 Summary of issues from the consultation:

- 5.1 Comments were received from:

- Brading Roman Villa
- Isle of Wight Local Planning Authority
- Steven Bonsey – local resident
- Fanny Oglander – local resident
- Chris Offer – local resident
- Environment Agency
- Dave Cassell – local resident
- English Heritage
- Peter Fellows – East Wight Landscape Partnership
- Natural England
- Enplan
- John Graney – local resident
- Anonymous – local resident

A copy of each of the comments is included in the Evidence File.

- 5.2 Issues raised throughout the pre-submission events can be categorised as follows:

- Traffic on the High Street
- Criteria to assess effectiveness of new policies
- Clarification of terms e.g. "affordable housing"; "proven local need"; "crime series"
- Cut off number of homes for ratio of affordable homes (9 or 10)
- No mention of maximum of 35 homes over 15 years
- Number of homes needed to get 25% levy
- No mention of Nunwell House as part of the Heritage or history
- Community Infrastructure Levy Status
- Suggestions for changes to Document title

Minor amendments to wording of Housing policies
Minor amendments to Heritage policies
Minor amendments to Jobs and Local Economy policies
Minor amendments to Environment policies
Minor amendments to Sustainable Community policies

5.3 Final amendments to the Plan

5.3.1 All comments were forwarded to the steering group for consideration and two meetings were arranged to determine final amendments to the Plan. It was agreed that all suggestions received from the Isle of Wight Planning Policy team, English Heritage, Natural England and the Environment Agency should be included in the plan.

5.3.2 From the comments received from members of the public it was agreed that:

- Those which referred to traffic and transport had in the Traffic and Travel Action Plan of the Town Council, but that any others should be noted and forwarded to the Traffic Group for consideration. The Traffic and Travel Plan will be considered for adoption by the Town Council, who will work with other agencies to resolve the issues raised.
- Inclusion of information about the Nunwell estate and parklands.
- A glossary of terms should be included.
- The title of the Plan should be Brading Neighbourhood Development Plan
- Revision of the number of homes from ten to nine, to reflect the wishes of the community for small scale development, and to fit with the definition of minor development as set out in the General Development Procedure Order 1995 (as amended).
- Those comments which referred to Crime and Disorder will be passed to the local police.
- These comments and suggestions made in relation to improving community services would be dealt with by a small working group of volunteers from the steering group who would develop an action plan. This would be passed to ten Town Council for consideration and, if appropriate, passed to the relevant agencies for delivery
- Various typing errors or inaccuracies have been corrected.
- All comments have been acknowledged and a response will be made to all contributors.
- An annual report on developments that have taken place in Brading will be requested from the Planning Authority and considered by the Town Council's Planning Committee. The Chair and other members of the steering group are now members of the Planning Committee and will monitor each planning application against the policies within the Plan. These actions are intended to resolve the concerns on assessing the effectiveness of the new policies.