KETTERING TOWN COUNCIL

SOUTH WEST KETTERING (HEADLANDS COMMUNITY)

NEIGHBOURHOOD PLAN 2019 – 2031

SUBMISSION VERSION

South West Kettering (Headlands Community) Neighbourhood Planning Forum

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Foreword

With the opportunity presented to us by the Localism Act, and its purpose to give people both the influence and responsibility for shaping the development of their own localities, our neighbourhood plan reflects the wishes of residents and others who work or who run businesses here in that regard.

Our consultations with the residents of South West Kettering (Headlands Community) Neighbourhood have revealed almost unanimity of view that ours is a nice place to live and that whatever development opportunities do arise in our somewhat already crowded neighbourhood we want to see the existing balance of occupation, and the ambience of our surroundings maintained and wherever appropriate enhanced.

Harry Frankland
Chair Neighbourhood Forum Management Committee

Contacts

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Further details of the current composition of the Forum Management Committee and the address for written correspondence may also be found in the 'Contact Us' page of the website.

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List of Maps

Note: the policy-related maps are also reproduced as simplified miniature illustrations within each of the Policy Sections.

1. Introduction

What is a Neighbourhood Plan?

Communities have powers to shape development through neighbourhood planning, which is a right introduced through the Localism Act 2011.

A neighbourhood plan can set out a vision for an area and planning policies for the use and development of land. It will form part of the statutory planning framework for the area, and the policies and proposals contained within the neighbourhood plan will be used in the determination of planning applications.

South West Kettering

The neighbourhood is located within the built-up area of Kettering, which is situated in the East Midlands about 15 miles north-east of Northampton.

The area is situated to the south west of Kettering town centre. It is bounded by the Midland Mainline Railway to the south and west, London Road to the east and Station Road/Bowling Green Road to the north (though excluding some properties on these roads). Headlands provides a spine road running through the middle of the area in a north-south direction.

The area is predominantly residential with a mixture of house types. However, there are also several companies present providing professional services as well as three schools, three religious centres, two care homes, sheltered accommodation and some retail provision.

Governance

Since 1st April 2021 the administrative area for Kettering now falls under the responsibility of North Northamptonshire Council.

Kettering Town Council is the qualifying body preparing the neighbourhood plan. It is anticipated that members from the qualifying body will continue to support the development and delivery of the South West Kettering (Headlands Community) Neighbourhood Plan given their local knowledge and experience.

The Plan Period

The neighbourhood plan covers the period from 2019 to 2031. This corresponds to the end date for the adopted North Northamptonshire Joint Core Strategy 2011 - 2031 and the Site-Specific Part 2 Local Plan for Kettering Borough 2011 - 2031.

Developing the Neighbourhood Plan

There are three main stages to preparing a neighbourhood plan.

Stage 1 is about the designation of a neighbourhood area and, where appropriate, a qualifying body. It also requires the development of the evidence base, community engagement and an element of publicity to let people know a plan is being prepared for the area. The designations will be considered in more detail below. Further information on community engagement can be found in Chapter 4. The evidence base has been used to inform the Plan's development and in particular, the policies.

Stage 2 is about drafting the plan, meeting the basic conditions, and undertaking the pre-submission consultation in accordance with Regulation 14 of the Neighbourhood Planning (General) Regulations (2012) (as amended).

Meeting the basic conditions has been an iterative process through the plan preparation. These require the Plan to have regard for national policy, to contribute to the achievement of sustainable development, to have general conformity with the strategic policies in the development plan for the local area and to

be compatible with EU obligations. A Basic Conditions Statement has been prepared to show how the requirements have been met.

The South West Kettering Draft Neighbourhood Plan (Pre-submission Draft for Public Consultation) was prepared and submitted to the Borough Council for public consultation on 16th December 2019 until 19th February 2020 (see Chapter 4: Community Consultation).

Stage 3 – this is the current status of the South West Kettering (Headlands Community) Neighbourhood Plan. It has been modified in line with comments received from the pre-submission consultation. It was formally submitted to the Borough Council on 20th October 2021 in accordance with Regulation 15 of the Neighbourhood Planning (General) Regulations (2012) (as amended). It is the plan proposal for South West Kettering (Headlands Community) and it is submitted with a Basic Conditions Statement, a Consultation Statement and the Screening Report setting out why the Plan does not require an Environmental Assessment. A six-week period of publicity will now follow before the Plan is subjected to an independent examination.

If the examiner finds the Plan satisfactory (subject to modifications) it can proceed to a referendum. If more than 50% of those voting in the referendum vote 'yes' then the Plan will become part of the statutory development plan.

Designation of the Neighbourhood Area and Neighbourhood Forum

The local community felt that the creation of a neighbourhood plan would enable them to have a greater say over future development in the area. In this first stage the community needed to ask the Borough Council to formally designate the boundary of the neighbourhood plan, known as the neighbourhood area.

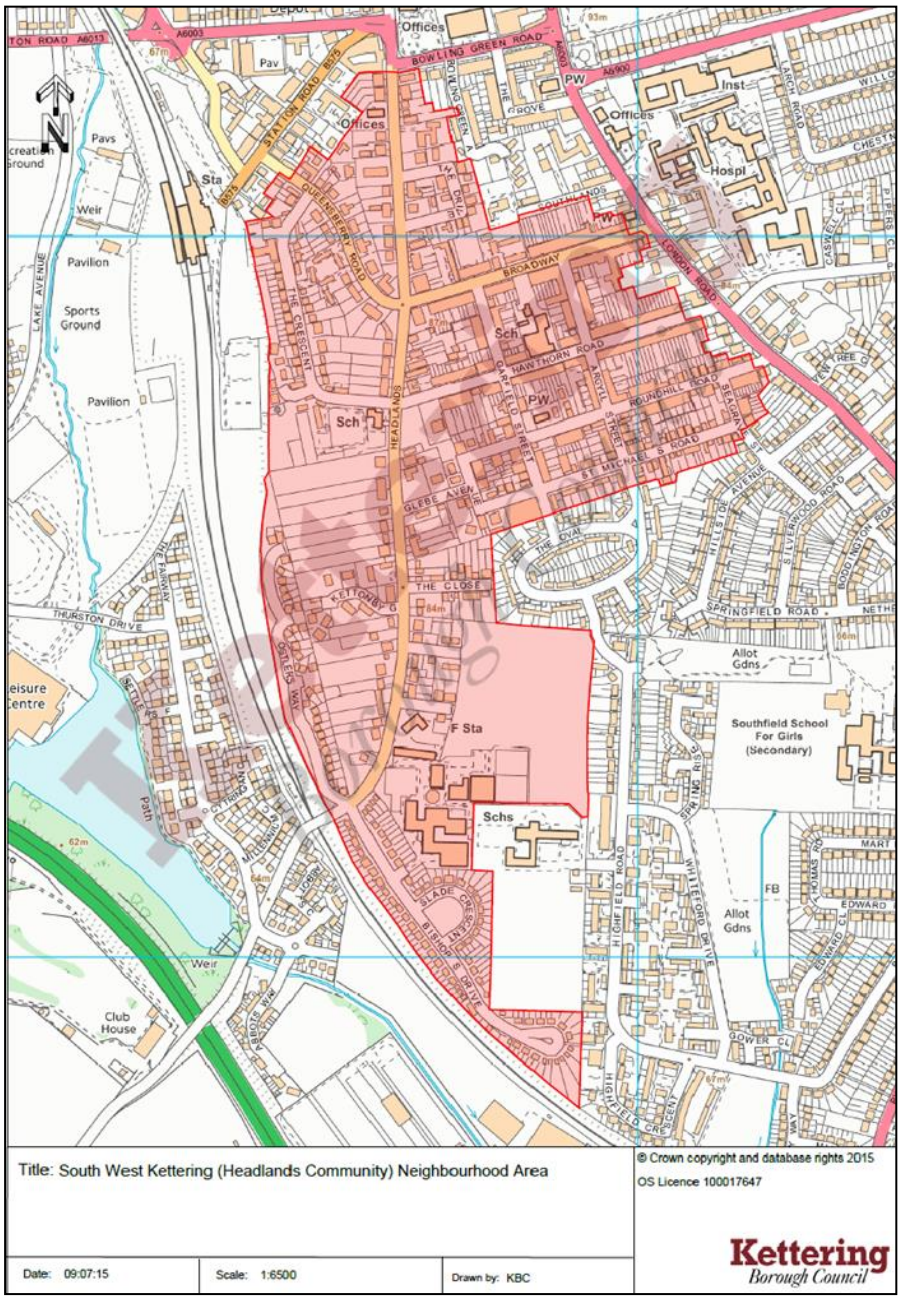
As the area was not covered by a town or parish council, the Borough Council also had to designate an appropriate organisation to prepare the neighbourhood plan, known as the qualifying body, usually referred to as a neighbourhood forum. The South West Kettering Headlands Community Neighbourhood Forum was therefore formed by the local community on 15th March 2015.

The neighbourhood boundary had been composed in preparation for its presentation at that first public meeting, and which had been publicised through hand delivery of an explanatory note and invitation to every property in the proposed neighbourhood area. The neighbourhood borders had been based around Headlands, itself an effective cul de sac at its southern end and of the railway line at the western side. The 'natural' northern boundary was identified as Station Road on and beyond which future development would likely be subject to different criteria to those which might reasonably be considered for a predominantly residential neighbourhood area. The eastern boundary was settled on a range of considerations; historical, geographical (focus towards Headlands / focus towards London Road) etc., and with advisory input from KBC.

On 8 July 2015 the Borough Council received joint applications from the community to designate the South West Kettering (Headlands Community) Neighbourhood Area and the South West Kettering (Headlands Community) Neighbourhood Forum.

The Borough Council publicised the applications for a six-week period on their website, through public notices and via a press release as well as making paper copies of the applications available for public inspection at the Municipal Offices, Kettering. Representations were invited but none were received. The Executive Committee of Kettering Borough Council subsequently approved the neighbourhood area and the neighbourhood forum on 14 October 2015.

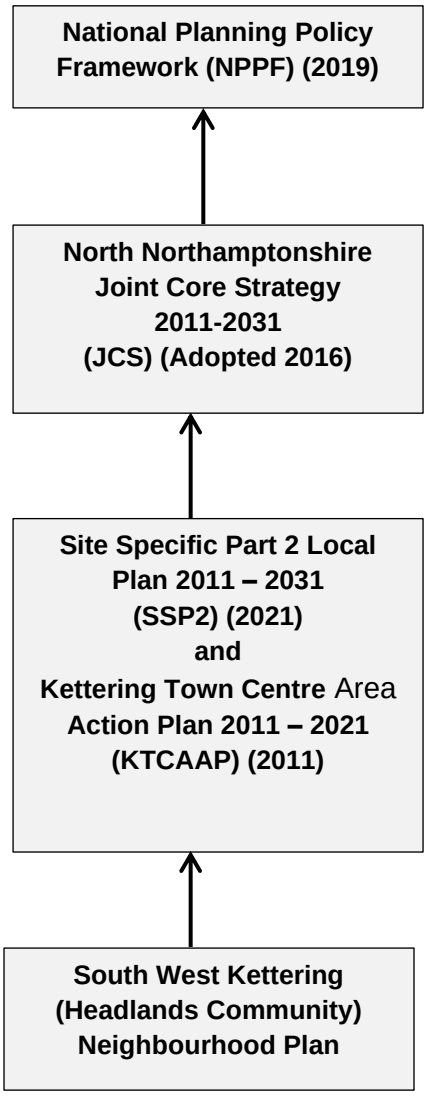
Boundary of the Neighbourhood Area



The Town and Country Planning Act 1990 (as amended) states that a neighbourhood forum ceases to have effect at the end of the period of 5 years. Therefore, the Forum were formally re-designated by the Executive Committee on 14th October 2020 to continue the development of the Neighbourhood Plan.

2. Planning Context and the Status of the Neighbourhood Plan.

The flow chart below illustrates the national and strategic policy hierarchy. The SWK Neighbourhood Plan must align with these planning policies to meet the basic conditions requiring the plan to have regard to national policy and be in general conformity with the strategic policies in the development plan for the local area;



The NPPF is the overarching planning document for England. With regard to neighbourhood planning it states that planning should empower local people to shape their surroundings with succinct local and neighbourhood plans setting out a positive vision for the future

The JCS sets out the overall spatial strategy for North Northamptonshire. It is the Part 1. Local Plan that provides the Vision for North Northamptonshire up to 2031

The SSP2 provides planning policies to guide future development for Kettering Borough up to 2031. It is a Part 2. Local Plan which develops in more detail the strategy outlined in the Part 1. Local Plan, the JCS.

The KTCAAP sets out the visions for the Headlands Quarter and the Station Quarter both of which fall partially within the Neighbourhood.

The SWK Neighbourhood Plan sets out planning policy for the South West Kettering Neighbourhood. Through its Vision, Objectives and Policies it will guide future development in our Neighbourhood Area.

Local Planning Context

North Northamptonshire Joint Core Strategy 2011 – 2031 (Adopted 2016)

The JCS sets out a vision for 2031 for this part of the county. It includes the following reference to Kettering:

"Kettering will be the largest retail centre and its vibrant town centre, regarded for being characterful, distinctive and fun, will provide a focus for its surrounding market towns and villages. The town will be the focus for healthcare and will lead the way in renewable energy investment to strengthen the green economy. Its business community will capitalise on its excellent connectivity, including its position on the Trans-European (E24 route) A14 and on the electrified Midland Mainline rail route."

Site Specific Part 2 Local Plan (2021)

The SSP2, when adopted, will form part of the North Northamptonshire Development Plan. The Plan will cover the whole of Kettering Borough with the exception of issues addressed in the JCS and the KTCAAP. The SSP2 will allocate land for housing, employment, retail, leisure and community facilities and will contain policies relating to specific areas including Kettering, Rothwell, Desborough, Burton Latimer.

Kettering Town Centre Area Action Plan (2011)

KTCAAP sets out visions for both the Station Quarter and the Headlands Quarter, which both partially fall within the neighbourhood area. Within the KTCAAP, figure 5.6 on Page 71 shows the extent of the Station Quarter and figure 5.11 on page 83 shows the extent of the Headlands Quarter.

The vision for the Headlands Quarter is:

"An attractive residential quarter within the Kettering Conservation Area, but at the heart of the town which offers large family sized homes in a sustainable location. The Area Action Plan supports the continued and future success of the area by retaining and enhancing its period pieces and ensuring that inappropriate development is robustly opposed to retain the important and historic asset."

The vision for the Station Quarter is:

"The Station Quarter will be a high quality sub-regional destination offering a sustainable mix of employment, transport infrastructure and open spaces with complementary residential and hotel uses, set in an attractive pedestrian friendly environment that respects its heritage whilst accommodating new development and promoting high quality design. The station and its environs will be well connected to the town centre through an attractive and accessible public realm."

The KTCAAP 2011 does not allocate land in the Neighbourhood Area for development, with paragraph 5.8.1 confirming that no development sites have been identified within Headlands Quarter as the objective is to preserve and enhance the existing historic and residential character and appearance and heritage assets of the area.

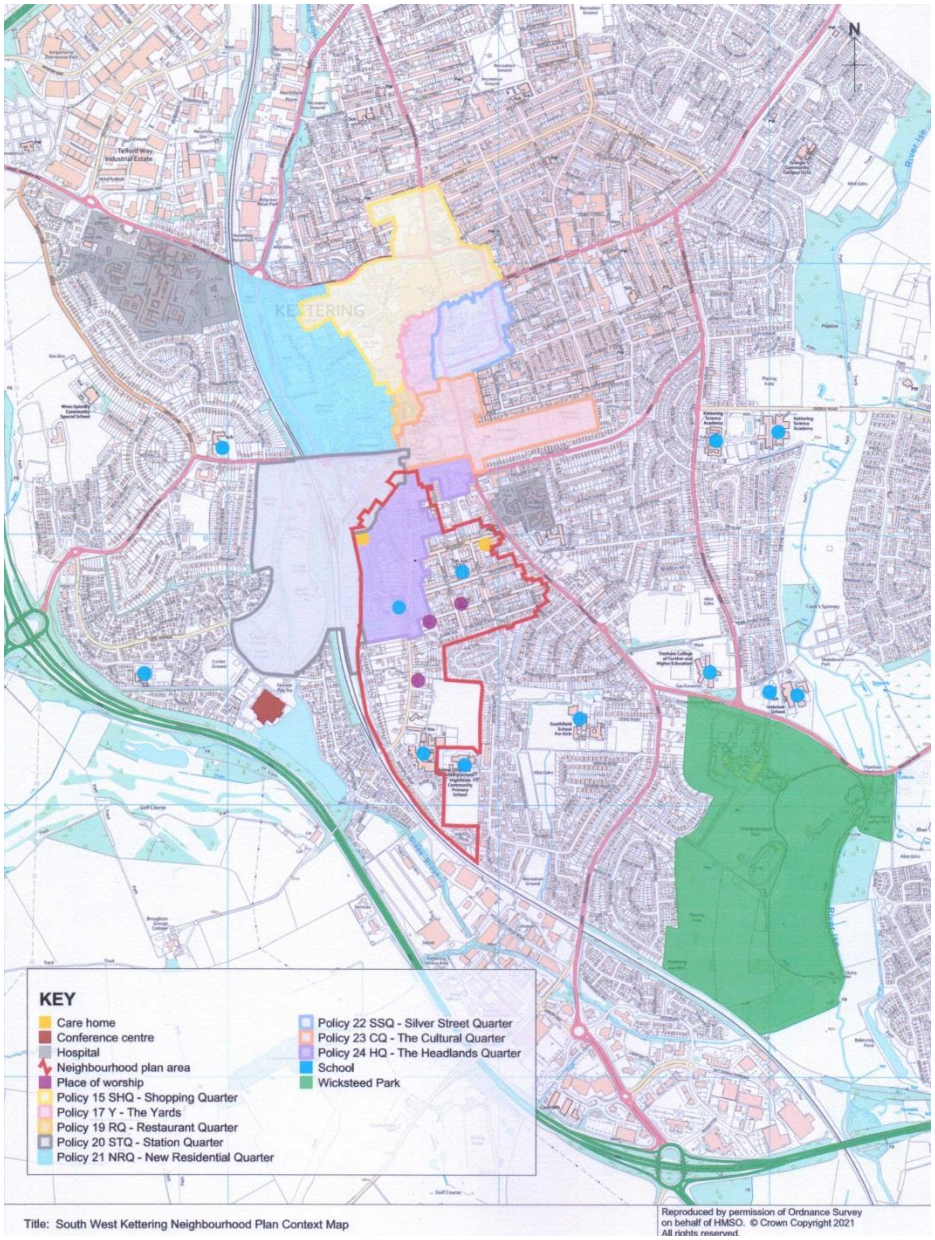
The South West Kettering (Headlands Community) Neighbourhood Plan will support these and deal with the key issues for the designated Area.

3. Historical Development, Profile and Character Assessment.

Neighbourhood Area in Context

As noted above, the Neighbourhood Area is situated to the south west of Kettering town centre. Headlands is essentially the spine for the Neighbourhood Area which is illustrated below in Map 7 . The map shows the Neighbourhood Area in context with the wider locality including the KTCAAP quarters Kettering General Hospital, St Mary's Hospital the Kettering Conference Centre and Wicksteed Park. The Neighbourhood Area is predominantly residential with a mixture of house types though there are several businesses located here providing professional services and some retail provision. Community facilities include three schools, three places of worship, two care homes and some sheltered accommodation. Further details about these facilities can be found in Chapter 3.

The SWK(HC) Neighbourhood Location.



Topography

The area forms a promontory being higher at its north end and dipping to the south and west as the Slade Brook valley parallels the railway and to the east towards the Ise valley.

Historical Development

The neighbourhood is primarily a residential area. The development of the area occurred in distinct phases. Until the late 19th Century it was farmland, the Headlands was a farm access road. The first phase of development occurred nearest the town centre from the 1870's to early 1900's. Development was largely middle-class villas and terraces. This phase saw the building of new streets off Headlands to join the London Road – Broadway, Hawthorn Road, Garfield Street, Argyll Street, Roundhill Road and St Michael's Road. Queensberry Road was built to link to the railway station via Station Road.

The impetus for this first phase of urbanisation was the building of a number of shoe factories in the town. The drivers were the captains of industry for their time, the shoe magnates. They commissioned local builders to construct imposing villas along Headlands. The architectural gem is Sunnylands (1894) that was designed by Gotch for one of the major Victorian Kettering business families (Timpsons shoe manufacturers). It has a Grade ll designation. It is currently owned by a Trust and used as an independent preparatory school. The Crossways on the corner of Headlands and Hawthorn Road is also known to have been designed by Gotch for the Toller family (Baptists and solicitors). Many of the other houses are also of high quality and were probably the work of other local architects – and not least the work of local builders. Their value thus is not simply that of contributing to an attractive, cohesive and identifiable district. They are a testament to the power and talents of Kettering in its exciting years of expansion.

A small second phase started in the 1930's with both detached and semi-detached housing. It was during this period The Crescent, The Drive, The Close, Cranleigh Road were added to Headlands.

The third phase has been episodic from the 1950's with both full street development in the south of the area – Bishops Drive and Slade Crescent in the late 1960's/early 1970's and Ostlers Way in the late 1990's. The other element of this phase has been infill development, which has involved the reuse of existing footprints (such as Kettonby Gardens) as well as the use of gardens (such as Ostlers Gardens).

Kettering Conservation Area

In recognition of the quality of development at the northern end of the neighbourhood area (as far south as Glebe Avenue) it is included within the wider Kettering Conservation Area. This was first designated by the Borough Council in 1982 and then extended in 1985. The boundary included much of the Headlands and the southern part of the historic town centre including the Parish Church and Art Gallery.

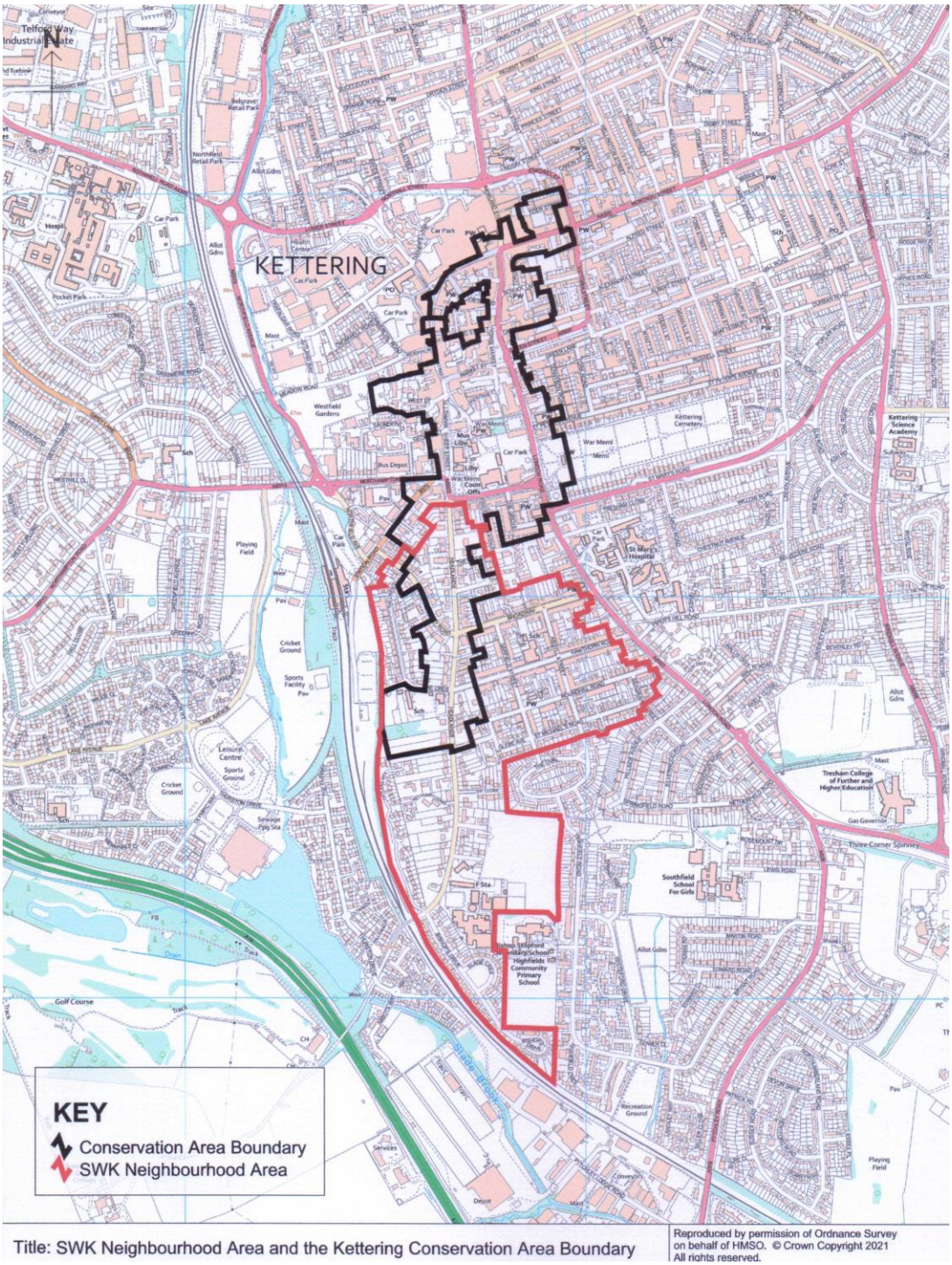
In 2007 the Borough Council adopted an appraisal of the Conservation Area Appraisal undertaken by Donald Insall Associates. Section 8.4 provides a character assessment of the Headlands area covering such topics as building scale, height, type and materials.

This assessment states that “the area is characterised by substantial detached or semidetached villas in their own grounds with mature trees and bushes. Houses are most commonly three storeys in the central part of the street, generally with the second floor partly within the roof, and two storeys on Bowling Green Road, side roads and at the southern end of the area” As regards building materials the appraisal adds “the local red brick is used on almost all the buildings ... with local stone dressings – in window and door surrounds, string courses and frequent decorative plaques – particularly celebrating dates or house names, a characteristic particularly of the later nineteenth century blocks. Roofs are almost wholly of Welsh slate, steeply pitched with effective use of chimneys ... gables and dormers, often with robust painted woodwork”.

The survey and research undertaken in the course of the appraisal identified a wide range of issues and trends which threaten the unique historic and architectural character of the Conservation Area. The appraisal also felt that there is much in Kettering waiting to be ‘discovered’ and was not generally appreciated for its artistic or historical worth. For more information see:
http://www.kettering.gov.uk/downloads/file/7317/kettering_conservation_area_appraisal_adopted_30032007

The forum is aware so far only of small issues, e.g. front garden walls demolished to provide vehicular access to house frontages, one attempt to erect a large noticeboard to publicise the presence of a commercial operation.

Overlap of the Neighbourhood and Conservation Areas.



Profile of the Neighbourhood Area

Census Data Analysis Methodology

The boundary of the neighbourhood area does not fall neatly within the 2011 Census areas. It straddles two lower layer super output areas (LSOAs), each of which extend beyond the boundary of the neighbourhood plan to include areas immediately beyond. This makes a precise statistical analysis quite difficult so certain assumptions have had to be made.

LSOA 007C includes the 'north' of the neighbourhood area. It is estimated from inspecting the maps that some 70% of this LSOA is within the neighbourhood area boundary. LSOA 009B covers the 'south' of the neighbourhood area. It is estimated that about 30% of this LSOA is within the neighbourhood area boundary.

A South West Kettering (Headlands Community) statistical data base has therefore been established by taking 70% of the population and households from 007C and 30% of the population and households from 009B. The findings from this assessment are summarised below. The full methodology and more detailed statistical data can be found here on www.swketteringnp.org.uk.

Population

The assessment yields an estimated population (Census 2011) of about 2,000 residents. Of this estimated population 48% are males and 52% females, which roughly equates to the Borough Council average.

It is estimated that 96% of the population live in 878 households. The remaining 4% live in communal establishments, which is higher than the 1% average for the Borough. School children and students (FT) make up 2% of the population, which again is higher than the 1% average for the Borough as a whole.

The population density is 30.1 persons per hectare. The national population density is 4.1 persons per hectare, for the East Midlands it is 2.9, and for the Borough it is 4.0. It is therefore an area of high-density housing.

The age profile reveals that 5.4% of the population is children under 5, with 12.1% aged 5-15 yrs..

It also indicates that 16.3% of the area's population is between 65 and 84, with a further 5.2% over 85. This is high compared with the whole of the Borough and significantly higher than the national average.

In terms of social grades in the neighbourhood area the percentages of AB (Higher and intermediate managerial/admin/professional occupations) is estimated as 24% and C1 Supervisory, clerical and junior managerial/admin/professional occupations) at 30%. These levels are slightly higher than across the Borough as a whole.

It is estimated that 73.8% of the population aged 16 to 74 are economically active. Of this figure 90.3% are in employment comprising:

- 64.5% full time employment;
- 21.25% part time employment; and
- 14.3% self-employed.

In terms of the 26.2% economically inactive:

- 51% are retired;
- 17% are long-term sick or disabled;
- 13.2% are students, and
- 13% are looking after home or family.

The levels of long-term sick or disabled estimated are higher compared to Borough and national levels, probably due to the number of care homes in the neighbourhood area.

Housing

It is estimated that:
- 66% of households own their property;
- 19% rent privately;
- 12% are social rent; and
- 3% are living rent free.

This level of home ownership is slightly lower than for the Borough as a whole, whilst private rentals are higher. However, the level of social rented is lower than the Borough average. In terms of the type of housing it is estimated that 25% are flats, maisonettes or apartments. This is a distinctively different pattern compared with the Borough as a whole where flats account for some 12% of the housing stock. Of these properties 80% are in purpose-built blocks of flats or tenement, 16% part of a converted or shared house and 4% in a commercial building.

Similarly, there is relatively high percentage of terraced properties at 38%.

Conversely 17% of the properties are detached and 20% semi-detached, which are both lower compared to the Borough as a whole.

Businesses

Whilst the area is primarily residential a number of professional service companies have taken advantage of the large detached properties and utilised them as offices. These are SME's and include a regional architectural practice (Gotch Saunders and Surridge); a regional planning company (Berrys); an educational academy trust (EACT) and a radio broadcaster (Smooth FM) as well as an accountancy practice (Baldwins). An example of the reuse of an original villa is 10 Headlands, which is a serviced office unit housing a number of micro businesses.

Aside from the initial suitability of the buildings, the location is accessible to the town centre and the major road networks via the A14. The rail network is also nearby with the station being a 10-minute walk away providing Intercity trains to London and the East Midlands.

In discussion with the regional organisations comments were made about the changing demands for space and constraints of older buildings. They wish to remain so long as they can accommodate any future staffing growth.

This accessibility also makes the area attractive to home workers and there are internet marketing companies as well as photographic services based in residential properties.

Community Services and Facilities

There is a small but well used retail base including a butcher, launderette, hairdresser, beautician, cake supplies, fish and chip shop, Girl Guide clothing and two convenience stores. These retail outlets are concentrated on Hawthorn Road and Argyll Street. The butchers, hairdresser, Girl Guides clothing and cake supplies all draw trade in from the wider Kettering area.

There is also a doctor's practice, an osteopath's and a dentist, which similarly serve a wider area.

These services make the area distinct from the town centre even if it is only 15 minutes' walk away.

The Kettering Fire Station is located at the southern end of Headlands. It was relocated in the 1960's from the Town Centre. The County Council has proposed that it should move at some future time.

There are three schools in the area. St. Peter's is an independent preparatory school. Hawthorn Community Primary School is located in a Victorian building. Bishop Stopford is a major secondary school campus at the southern end of the area, which includes substantial playing fields. These playing fields are an important part of the community providing local sports facilities out of school hours.

There are three religious establishments in the area. A mosque was opened in 2008 by the Kettering Muslim Association, who converted a 1930s house in Headlands. It attracts worshippers from the whole town as well as surrounding settlements, however there is off-road parking capacity for approximately 11 cars. There is also a Church of England “tin” church (St Michael's and All Angels) in Garfield Street, which is a daughter church to the main parish church in the town. It was opened in 1909.

This also attracts worshippers from the immediate area and surrounding streets but has no capacity for off-road parking. On the same site is a scout hut and the whole site provides a green space for the surrounding streets. There is also a representation of Our Lady’s Convent located in a private house in Glebe Avenue.

There are no public houses in the area. However, there is a Working Men’s' Social Club in Argyll Street.

Finally, there are two residential care homes at Gabriel Court in Broadway and St Ann's off The Crescent. There are also two sheltered housing developments, namely Broadway Cottage Trust set up by the Timpson family and Grundy Court located between Queensberry Road and The Crescent.

There is very little public open space in the area. There are small greens in Slade Crescent, Bishop’s Drive, Londsdale Drive and a green strip between Ostlers Way and the railway. There are no formal children’s play areas.

Whilst there has been development on the other side of the railway sandwiched between the tracks and the A14 trunk route, there is access to farm land to the south within a 15-minute walk.

Transport

The busy train station serves a mainline railway line that connects to London St Pancras International and destinations to the north, including Leicester and Nottingham. Residential properties on the south and west boundary receive noise and vibration from the adjoining railway line.

Due to the proximity of the A14 trunk route parts of the neighbourhood area are subject to constant background traffic noise.

The area has a mix of off-road parking for some residents but for the majority of those in Victorian terraced houses there is only on street parking. In the areas without any off-road parking there are limited spaces available in the adjoining streets.

Parking pressure is increased during the working week by car travelling commuters who work locally or use the train station. This is compounded when events are held at the Kettering Muslim Association, especially on Fridays. There is a deal of road traffic to and from Bishops Stopford at the start and end of each school day. As Headlands is a cul-de-sac congestion often occurs.

There is a local bus serving the northern half of the area that links the town centre with a large supermarket.

There are a growing number of mobility scooters in the area taking advantage of some of the street’s wider pavements, especially Headlands.

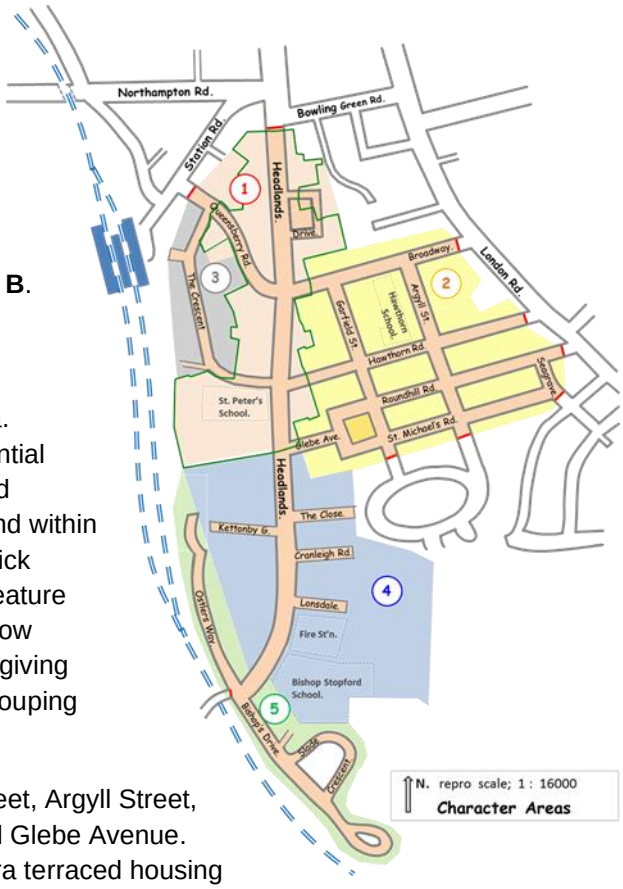
Character Assessment

The National Planning Policy Framework (paragraph 124) says the creation of high-quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process.

Accordingly, as part of the evidence gathering for the neighbourhood plan the Forum decided to undertake a character assessment of the entire neighbourhood area. In part this was prompted by a concern that new development sometimes pays little regard to the existing character of an area. This lack of understanding or disregard of what makes a place special often results in average or even poor design. Good design should be sensitive to the setting and character of the neighbourhood.

The character assessment is therefore a study that analyses and describes the area. It communicates the key physical features and characteristics that combine to give the neighbourhood its local distinctiveness and unique identity. It articulates what is of value and what makes the area special.

The different character areas were defined according to criteria such as land use, building type, or the period when they were constructed. They are best described as areas that have their own distinctive, individual character or 'sense of place'. In other words, they share a similar appearance and feel. After this assessment the neighbourhood area was divided into five groupings to reflect the subtly differing character of each.



These areas are illustrated in closer detail in Appendix **A**, map **5** and the full detail of the Character Assessments are contained in Appendix **B**.

Group 1 - Headlands North, The Drive and Queensberry Rd.

This group aligns in part with the conservation area. The area is characterised by predominantly substantial red brick Victorian era detached and semi-detached buildings, set relatively close to the winding road and within generally well planted grounds, usually behind a brick boundary wall. The buildings themselves tend to feature decorative elements including stone door and window surrounds, bay windows and stone name plaques, giving a sense of individuality in an otherwise cohesive grouping of Victorian buildings.

Group 2 - Broadway, Hawthorn Road, Garfield Street, Argyll Street, Roundhill Road, St. Michael's Road and Glebe Avenue.

This area is characterised by brick built Victorian era terraced housing set back a little from the road and usually behind front boundary walls. Bay windows and chimneys are common features, and many buildings feature decorate stone date and name plaques, contributing to subtle variations in building style within an otherwise repetitive terrace of buildings. The road layout in this area is rectilinear and planting within front gardens tends to be infrequent, although trees are common on some streets.

Group 3 - The Crescent, Kensington Gardens.

The Crescent is the 1930 development between Queensberry Road and the railway. Kensington Gardens is a small 1990's infill cul-de-sac off the Crescent. This character area is more mixed than the other character areas and it a character area in its own right, by default, of being distinctively different to the neighbouring character areas. This area is defined by its mix of building types from 1930's semi-detached buildings and detached bungalows, built from red brick with white/cream render, through to modern (c.1980/1990's) buff brick bungalows and flat blocks, including a large care home building. The defining characteristic of this area is its greenery which is created not only by the regular spaced mature street trees, but also by the mature trees within the grounds of properties on Queensberry Road (at a much higher land level) and properties on Headlands; particularly those growing with the grounds of St Peter's School (Sunnylands) and those properties sought of Sunnylands. These trees give the Crescent the sense that it is surrounded by greenery.

Group 4 - Headlands South, The Close, Cranleigh Road, Lonsdale Road and Kettonby Gardens.
This is a collection of 1930's and 1950's plus modern infill properties. This character area generally reflects the suburbanisation of the Town from around the 1930's onwards, with the spread of development to the south along the winding road of Headlands. The predominant characteristic of this area is its greenery and linear pattern of building following the curvature of the road. The verdant appearance of the area is created by the dense coverage of mature trees and other shrubs growing within around the buildings, particularly within front gardens. This serves to obscure views of the substantial detached buildings which are located beyond. The buildings themselves share common characteristics of being substantial brick built and rendered structures, but there is considerable variance in design detailing from one building to the next.

Group 5 - Bishops Drive, Ostlers Way Slade Crescent, Ostlers Way and Ostlers Gardens
- all later development.

This area is characterised by modern development of from c.1960's onwards. Bishops Drive and Slade Crescent are characterised by rows of bungalows and houses built to a simple standardised design in considerable volumes by housebuilders of the 1960's. These standardised designs were largely devoid of detailing. By comparison, Ostlers Way and Gardens are a modern equivalent, but show greater individuality with more variation in the design and materials used in construction, such as front gables, dormer windows and lead-effect windows.

4. Community Consultation.

The preparation of the South West Kettering Neighbourhood Plan has been a community-led activity. Community engagement has taken place to gather information, understand points of view and to identify key issues and themes. The principle findings arising from the engagement events are:

- maintaining the diverse mix of land uses in the neighbourhood: the established mix and type of residential property together with the provision of schools, care homes, places of worship, professional services and shops contribute to the sustainability of the area and give it its special identity and character within the wider town. The desire is to retain the current balance of mixed land uses,

- preventing the unsympathetic development of established properties and an infill of spaces between them and resisting inappropriate proposals for change of use of residential homes: such development threatens to erode the distinctive townscape and heritage of the neighbourhood,

- supporting the current businesses to remain in the area,

- retaining and supporting the retail hub around Hawthorn Road and Argyll Street that provides for both day-to-day convenience shopping needs and local services,

- If possible addressing the lack of publicly accessible green spaces for informal recreation, especially parks for children to play in and for people to meet and interact.

- Accessibility in the area by public and private transport is a great strength that allows convenient access to the wide range of land uses in the area. This accessibility brings with it the need for traffic management to ensure the area retains its good access to the town and the major roads, and the need for good levels of parking to be available for any new development. The accessibility of the area to vehicles is also a threat to the safe movement of pedestrians and cyclists across the area.

The findings above have informed the development of the vision, aims and policies set out in the Plan. This Chapter will continue by setting out details of the individual events that have taken place along with the principle findings from each event. Data analysis from these events can be found in Appendix D.

Pre-submission Consultation – Regulation 14 – December 2019
16th December 2019 until 19th February 2020

Regulation 14 of the Neighbourhood Planning (General) Regulations (2012) requires that before submitting a plan proposal to the local authority the qualifying body, in this case the Neighbourhood Forum, must publicise a draft plan locally so it is brought to the attention of people who live, work or carry on business in the neighbourhood area.

The consultation took place on the Pre-submission Draft of the South West Kettering (Headlands Community) Neighbourhood Plan (2019 – 2031) from Monday 16th December until Wednesday 19th February 2020. It was publicised on both the Neighbourhood Forum's website and Kettering Borough Council's. Hard copies of the Plan were made available for inspection at Kettering Library and Kettering Borough Council Offices and invitations distributed to all addresses in the neighbourhood to attend drop in sessions which were held in St Michaels' Church on Tuesday 14th January 2020 and Sunday 19th January. In addition, representations were invited from key stakeholders and statutory consultees, including the Borough Council.

Representations were received from the Council which have been addressed in this plan proposal wherever appropriate. Responses were received from the Environment Agency, Historic England, Natural England, and the County Ecologist - no objections were raised.

Neighbourhood attendees at the drop-in sessions raised queries about procedure and what happens next and expressed satisfaction and support throughout. No objections arose from those discussions and none were received from others in the neighbourhood.

Mid-stage Consultation Event - January 2017

This second public engagement event built on the findings from the early-stage consultation in January 2016. It was held on 15th January 2017 having been first advertised through a leafletting campaign; it attracted 52 attendees and generated 147 comments. The purpose was to gather more detailed information on the development of land and buildings in the area. The findings were analysed and considered alongside the responses from the 2016 exercise and including the subsequent business responses solicited later that year.

The Forum did not anticipate that the Neighbourhood Plan would contain allocations for housing or any other type of development. The Neighbourhood Area is already 'built up' and the main opportunity for development, Kettering Fire Station, has already been allocated for housing in the emerging Site-Specific Part 2 Local Plan. The Forum's view was supported by residents at both events, as they expressed no desire to allocate sites for development.

Instead, the evidence, once analysed, pointed to a preference for the Neighbourhood Plan to have a focus on the management of development including:

- an aspiration to maintain the mix of uses in the area;
- retaining the mix of house types/sizes to promote mixed communities;
- preserving the distinctiveness of the townscape;
- preserving and enhancing the Conservation Area and Listed Buildings; and
- the overall quality of the built environment in the area.

There were also comments relating to minimising additional demands for parking on the highway, and aspirations for highway improvement.

Business Specific Consultations (mid 2016)

At our requests to all non-resident addresses in the neighbourhood we agreed meetings with two shop proprietors, two schools, one of the care homes and five of the more substantial businesses. The range of responses covered the business advantages of their addresses, the range of constraints imposed currently and which were mainly associated with availability of parking space, and the prospects of whether or not their existing properties could continue to accommodate any significant expansion of their operations.

All the responses are included in the Appendix D.
Analysis of Feedback, pages 46 to 51 (B – business. S – shops. E – educational)

Early-stage Consultation - January 2016

Following designation of the Neighbourhood Area (NA) the Forum hosted their first public engagement event on 17th January 2016. It was advertised through a leafleting campaign to all properties in the Area; residential, shops, businesses, schools, religious centres and care homes. It attracted 57 attendees, all residents who generated 143 comments. This early engagement focussed on what residents valued or thought could be improved in the NA.

The event reflected a general contentment with the Neighbourhood Area. A significant proportion of respondents made positive comments about location noting the convenient access to town centre, shops, support services and travel and leisure opportunities. The area was considered to be 'a nice place to live' but some respondents raised the lack of open space and no post office as negative factors. Roadside parking (much of the NA is within a short walk of the Midland Mainline Railway Station) and traffic flow were raised as perennial problems.

In terms of built development respondents were generally satisfied with the existing mix of buildings including their appearances and uses. With a few exceptions, most were happy with the ‘style’ of the neighbourhood and did not want anything new which would not blend in nicely.

5. Vision, Objectives and Policies.

Vision.

In 2031 the Headlands area in South West Kettering will continue to maintain a complimentary contrast to the bustling town centre and the vibrant and developing business area; it will be inclusive of the expanded facility of the railway station adjacent to its northern and north west boundary.

It will retain its residential character of attractive streets and buildings in harmony with its mix of services, facilities and businesses. The Headlands will accommodate change to reflect the changing needs of its residents, employers and employees. It will accommodate redevelopment which compliments the characteristics of the immediate locality and is sympathetic to the practical limitations presented by eager urban expansion through the years.

Objectives.

To deliver this vision the plan has the following objectives;

- Maintain the current mix of services and facilities to encourage the neighbourhood to remain vibrant and enable residents to have many of their needs met within the local area,
- Promote and enhance local business opportunities to support a prosperous local economy,
- Conserve and enhance local heritage features and buildings, including their settings,
- Ensure all future development is of a suitable mix, and of high quality.

Policies.

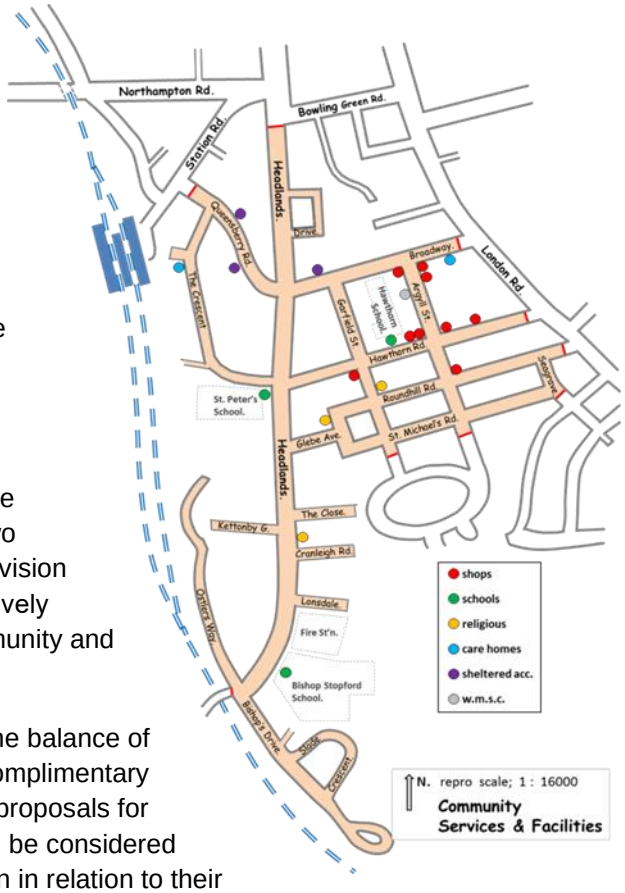
The table below indicates the alignment of policies derived in support of the achievement our neighbourhood plan objectives.

Maintain the current mix of services and facilities	Policy 1. Community Services and Facilities.
Promote and enhance local business opportunities	Policy 2. Defined Business Area.
Conserve and enhance local heritage features	Policy 3. Dev't in the Conservation Area. Policy 4. Protected Housing Areas.
Future development	Policy 5. Design of New Development. Policy 6. Natural Features and Landscape.

6. Policies.

Policy 1.

Community Services and Facilities.



Introduction.

Consultation shows that the community services and facilities within the neighbourhood area are highly valued by those who live and work here. They help meet basic convenience needs and contribute to the identity and inclusivity of the area as a community.

Although the area is predominantly residential there are also three schools, two places for worship, two care homes, sheltered accommodation, retail provision and a working men's social club (WMSC). Collectively these make the area a relatively sustainable community and quite distinct from the neighbouring town centre.

Residents have expressed their satisfaction with the balance of residential development interspersed with these complimentary social and community uses. However, any future proposals for additional community services and facilities should be considered on the basis of the appropriateness of their location in relation to their scale and intended catchment as well as their compatibility with nearby uses. Such should be appropriate to their surroundings in terms of scale, character and purpose, should not harm residential amenity or the local environment, nor ultimately contribute to significant additional pressure on car parking capacity.

Note: the simplified illustration is shown in closer detail in appendix A, map 1.

Policy Context.

- National Planning Policy Framework (2019), para. 92
- North Northamptonshire Joint Core Strategy (2011 – 2031) (Adopted 2016), para's 3.78 and 3.81, and Policies 7 (Community Services and Facilities) and 8 (Place Shaping Principles).
- Site Specific Part 2 Local Plan (Submission Plan) (May 2020)
- Policy HWC2 (Protection of Community Facilities)

These policy directions combined do reflect the importance expressed by residents concerning the availability of community services and facilities within the neighbourhood, their retention and the constraints on any of their replacement.

Policy Aspirations.

The retention and future enhancement of the community services and facilities available within existing neighbourhood locations and particularly those clustered around Argyll Street and Hawthorn Road. This policy is included as reassurance to neighbourhood residents to illustrate that their expressed concerns about community services and facilities are properly addressed.

Policy 1. Community Services and Facilities.

A development proposal that would result in a change in the existing balance between residential, and community services and facilities would be supported where;

a) - the proposal complies with the relevant policies in this Plan and the Development Plan for Kettering Town.

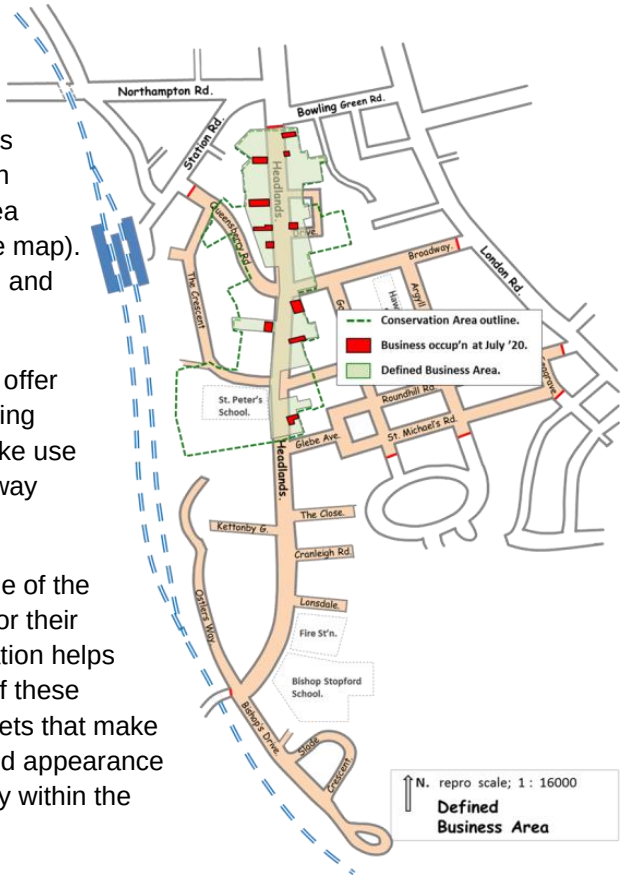
b) - it would result in the loss of a community service or facility which would bring about a clear and convincing benefit to the neighbourhood.

Policy 2.

Defined Business Area.

Introduction.

Consultation with residents and business proprietors has shown there is a symbiotic relationship between residents and business in the Defined Business Area concentrated in the northern part of Headlands (see map). This relationship is valued by residents, businesses and workers in the Neighbourhood Area.



Another benefit recognised by residents is that some of the larger properties and older villas are just too large for their original purpose as family homes. Business occupation helps to support the integrity and maintain the condition of these buildings. Some of them are important heritage assets that make a significant contribution to the special character and appearance of that part of the neighbourhood which falls partially within the Conservation Area.

The policy direction for business development in KTCAAP is that new A2 (financial services) and B1a (offices) uses should locate in the town centre or Railway Quarter. There is a concern this could prevent business development previously considered appropriate in the Neighbourhood Area.

It is important to residents that existing business opportunities remain available should an existing business relocate out of the area. If it can be demonstrated that the premises no longer offer a viable business opportunity within its existing use a change of use, including back to residential, will be considered providing it meets the provisions set out in Policy 2(Defined Business Area).

Note : the simplified illustration of the defined business area is shown in closer detail in appendix A, map 2.

Policy Context.

- North Northamptonshire Joint Core Strategy (2011 – 2031) (Adopted 2016), Policy 8 (Place Shaping Principles).

- Kettering Town Centre Area Action Plan (2011), Policy 1 (Regeneration Priorities);

Policy 4 (Commercial Offices); Policy 20 (Station Quarter); Policy 24 (Headlands Quarter).
- Site Specific Part 2 Local Plan (Submission Plan) (May 2020) – Policy EMP4 (Live Work Units)

Whilst KTCAAP acknowledges the presence of financial and professional services and offices it also highlights that the Station Quarter is to be the focus of business development. This Plan seeks to protect and grow existing business provision, and where appropriate enable new business development by defining a business area for Headlands where business opportunities will be encouraged.

Policy Aspirations

The Plan is seeking to define a business area where existing businesses will be encouraged to prosper and which will enable new business development providing it does not have a negative impact on the special character of the area nor damage to heritage assets in place.

Policy 2. Defined Business Area.

Proposals for the development of new Financial Services (A2), Offices (B1a) and Live-Work units in the Defined Business Area as defined on map 2 (appendix 1) will be supported providing;

a) they meet the provisions set out in SWK Policy 3 (Conservation Area)

b) they do not lead to a continuous row of three or more business premises that would result in loss of the special character and appearance of the area

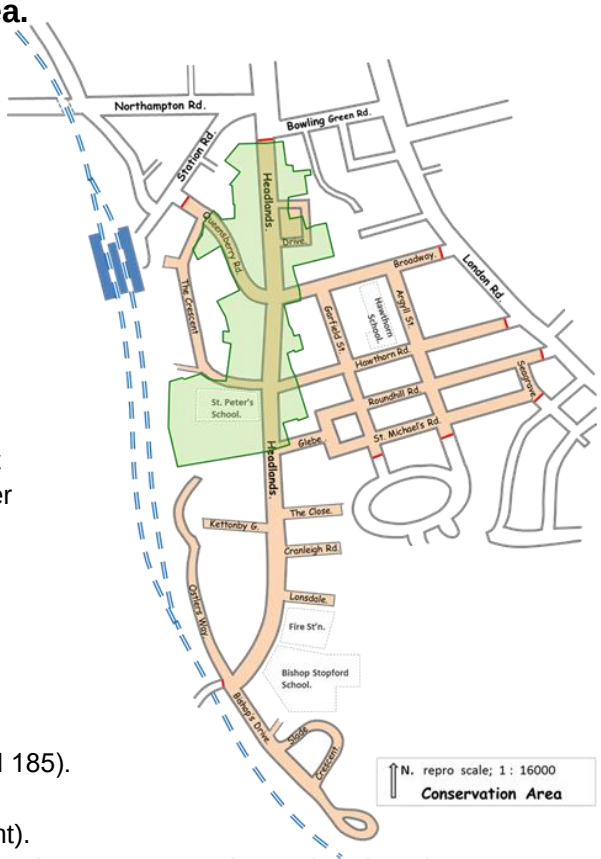
Policy 3 .

Development in the Kettering Conservation Area.

Introduction .

The South West Kettering Neighbourhood Area straddles the Kettering Conservation Area. As noted above in Chapter 3, there is a Conservation Area Appraisal that was adopted by the Council in 2007. The portion of Conservation Area within the Neighbourhood Area is viewed as an asset of great value and importance to the people who live, work and carry on business here. In recognition of the representations received during the development of this Plan a range of policy-appropriate references have been included throughout to ensure there is no detriment or loss to the special character and appearance of the Conservation Area.

The illustration is reproduced in greater detail in appendix A, map 3.



Policy Context.

- National Planning Policy Framework (2019) (para's 184 and 185).
- North Northamptonshire Joint Core Strategy (2011 – 2031) (adopted 2016) Policy 2 (Historic Environment).
- Kettering Town Centre Area Action Plan (2011), Policy 12. Heritage, Conservation and Archaeology
- Kettering Conservation Area Appraisal (2007)

There are some safeguards for the Headlands historic environment through national legislation which aims to protect and enhance through development management. The legislation is supported by national and locally strategic policy; the NPPF provides a clear policy framework on decision-taking for the historic environment and heritage assets. This is reinforced locally by the JCS through Policy 2 (Historic Environment) and, in the context of the South West Kettering Neighbourhood Plan, Policy 12 (Heritage, Conservation and Archaeology) KTCAAP. The combination of the national legislation and the national and local policy does afford our historic assets a level of protection and preservation

Policy Aspirations.

Chapter 3 provides a synopsis from the Adopted Kettering Character Area Appraisal (2007). It sets out what make this part of the Headlands special in character and appearance; it defines the building style, type and scale and describes locally apparent building materials and special features. Local people are committed to the preservation and enhancement of this historic component in their Neighbourhood Area. They want to ensure development proposals will not cause unjustified harm or loss to this historic environment.

Policy 3. Development in the Kettering Conservation Area.

Development proposals within the Kettering Conservation Area that relate to the South West Kettering Neighbourhood Area will be supported where they:

(a) are consistent with the principles set out for the Headlands in the Kettering Conservation Area Character Appraisal (2007) (or any subsequent update) and;

b) clearly indicate how they will restore (where achievable) original features to buildings, walls, fences and gates which have been damaged or lost over time to recover and / or enhance local distinctiveness.

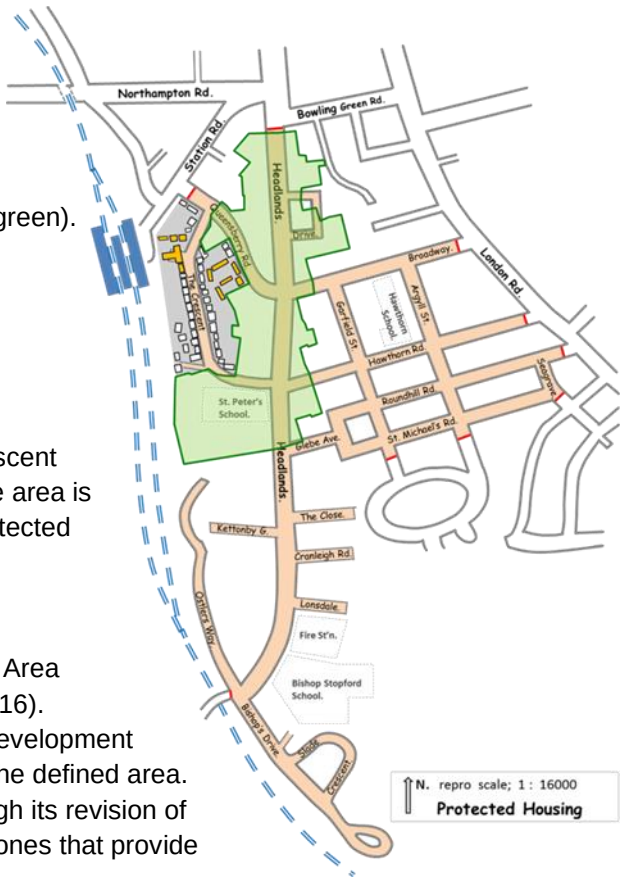
c) they avoid detriment to the special character and appearance of the Conservation Area unless they provide clear and convincing justification for any harm or loss that demonstrates how such harm or loss is outweighed by public benefits

Policy 4.

Protected Housing Areas.

Introduction.

The focus of this policy is the defined area shaded in grey adjacent to the Conservation Area (shaded green). The illustration is reproduced in greater detail in appendix A, map 4.



The area corresponds with the Conservation Area boundary by taking into its scope those streets and buildings not afforded protection provided by the Conservation Area. It includes sections of The Crescent and Queensbury Road and all of Foxton Court. The area is predominantly residential though Grundy Court (protected housing for the elderly) and St Ann's Care Home (both indicated in gold) are incorporated.

The area formed part of a larger Protected Housing Area designation in Kettering Local Plan (1995) (Policy K16). This policy sought to restrict a change of use or redevelopment that would lead to a loss of residential dwellings in the defined area. The policy has been superseded by KTCAAP through its revision of the Town Centre Boundary and by the creation of zones that provide

distinctive town centre functions. KTCAAP states that A2 (Financial and Professional) and B1 (Office) development should be directed to the Station Quarter and sets out that any development proposal within the plan area needs to accord with Policy 12 (Heritage, Conservation and Archaeology). However, these policy provisions do not afford the same level of protection from change of use that K16 did.

Respondents to the consultation expressed concern about this loss of protection. This reflects their awareness that the area is becoming increasingly attractive to business given its proximity to the railway station, and to the adjacent business hub. There is an anxiety from within the Neighbourhood Area that proposals will come forward seeking to convert residential accommodation to business use. It is believed that further encroachment of non-residential uses in the defined area will not only change its appearance and character but lead to a reduction in valuable housing stock available for town centre living. Furthermore, it will place unwanted pressure on existing residential amenity and parking provision. Therefore, defining this area to afford it policy protection from change of use is considered to be justified

Existing Protections.

- Site Specific Part 2 Local Plan (Submission Plan) (May 2020)
- Policy HOU1 (Windfall and Infill Development: Principles of delivery)

Policy Aspirations.

The defined area will provide protection to the distinctive townscape and retain a range of residential accommodation in this town centre location. Resisting proposals seeking the redevelopment or change of use of residential accommodation to business use will also avoid a negative impact on local residential amenity.

Policy 4. Protected Housing Areas

New development within the defined area on Map 4 (Appendix A) will be supported provided there is no loss of residential accommodation or land and the proposal accords with other policies set out in the Development Plan for North Northamptonshire.

Policy 5.

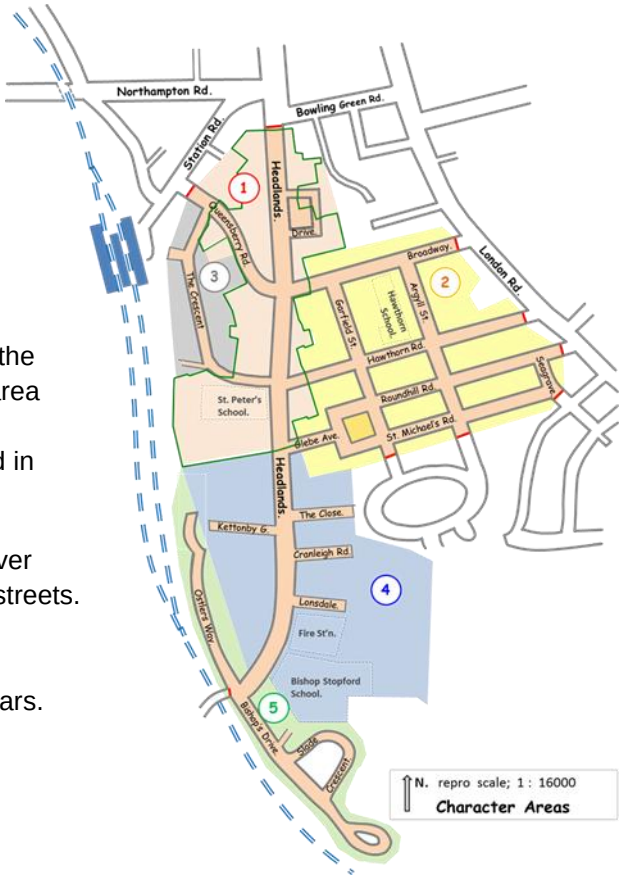
Design of New Development.

Introduction.

Respondents to the consultation identified distinctly different areas of townscape characteristics in the neighbourhood and considered that development wherever it was proposed should be in keeping with the character of its immediate surroundings. Character area assessments were carried out by Forum Committee members during November 2017, and are composed in full in Appendix B: Character Assessments.

Respondents also revealed long running concerns over development increasing the demand for parking on streets.

Anecdotal evidence was offered regarding garaging on new developments being too small to store new cars.



Ostlers Way was cited as another example of poor design as it was built with an unusually narrow access road and without a footpath. Also in support of their concerns, the impact of conversion of those established properties reliant on roadside parking, to multi-occupation.

Existing Protections.

- National Planning Policy Framework (2019) (para's 184 and 185).
- North Northamptonshire Joint Core Strategy (2011 – 2031)
- (Adopted 2016), para. 3.2 and Policy 2 (Historic Environment) and Policy 8 (Place Shaping Principles).
- Northampton Parking Standards Document (2016)

The Joint Core Strategy states that it is important to retain an area's distinctiveness by maintaining and enhancing townscape character. It highlights the importance of good design and stresses that this is critical in ensuring that proposals create sustainable, connected, characterful and healthy places. In order to create sustainable places, all development will be assessed against North Northamptonshire Place Shaping Principles which provides a checklist of the key issues that need to be considered for delivery of the highest quality of development.

In these regards those existing protections encompass either directly or indicatively the range of residents' expressed concerns.

Policy Aspirations.

The neighbourhood area will accommodate new development that aligns and compliments the character of the immediate locality within which it is proposed, and which includes provision to ensure new development does not exacerbate the existing challenges associated with roadside parking.

Policy 5. Design of New Development.

The scale, form and design of new development will be supported when meeting with the following criteria;

a) it complies with the provisions set out in Policy 8 (Place Shaping Principles) of the NNJCS and it retains the unique distinctiveness of the character area as defined by the SWK Character Area Assessment (or any subsequent updates).

b) where a proposal does not comply with criteria (a) above but does demonstrate an innovative and outstanding design, clear and convincing justification will be provided to explain how the proposal retains the integrity of the respective character area.

c) to avoid increasing pressure on roadside parking capacity and to ensure provision is made for cycle storage, development proposals will be assessed against Northamptonshire Parking Standards (2016).

Policy 6.

Natural Features and Landscape.





Introduction.

SWK Character Area Assessments (App. 2.) show that trees and other forms of vegetation are an important visual characteristic in many parts of the neighbourhood area.

Trees, bushes and hedgerows are significant to the overall landscape quality of the neighbourhood and are examples of natural features which help to maintain and enhance the attractiveness of the area and provide important habitats for wildlife. Such features also define and provide a sense of place to a number of routes and views in the neighbourhood; they screen out noise, provide shelter and have positive impact on air quality and absorption of surface water.

Consultation has shown that our respondents value trees and other natural features as they soften what might otherwise be considered as a relatively harsh appearance of built development.

Existing Protections.

Trees are afforded a level of protection in the Conservation Area. The Council requires notice of planned works to trees if they have a trunk diameter of more than 75 mm. when measured at 1.5 m. from ground level. In addition, the Joint Core Strategy Policy 8 (Place Shaping Principles) seeks the conservation and enhancement of natural features throughout the neighbourhood particularly with respect to (b) * which seeks enhancements to the public realm such as tree planting to add to the character and quality of the main streets.

Policy Aspirations.

To safeguard the important views and natural features in the Neighbourhood Area and to retain the character and quality of our green and pleasant neighbourhood.

Policy 6. Natural Features and Landscape.

Proposals for development will be supported;

a) where existing natural features, recognised for their value and amenity within the Neighbourhood Area, are sympathetically incorporated within proposed schemes to protect them from damage, destruction or deterioration in quality and;

b) where they incorporate appropriate landscaping works to soften the visual impact of the development, and /or enhance existing natural features of significance to the same purpose.

Exceptionally, where development would result in the unavoidable loss of a natural feature recognised for its value and amenity within the Neighbourhood Area, which is outweighed by the benefit of the development, the grant of planning permission will, where possible, be conditioned to mitigate the loss of said natural feature.

7. Monitoring and Review.

The South West Kettering (Headlands Community) Neighbourhood Plan will be used as a basis for all planning decisions relating to the South West Kettering (Headlands Community - Neighbourhood Areas as they arise. The Neighbourhood Planning Forum (NPF) will review the Plan annually to monitor progress and prepare an Annual Monitoring Report (AMR). The findings of the AMR will be reported to the Town Council at the Full Council Annual Meeting. The NPF will update the Town Council bi-annually (April and October), or as required, where there are regulatory and / or policy changes.

Procedure for processing a planning application

The procedure for monitoring and reviewing the effectiveness of the Neighbourhood Plan regarding development applications within the Neighbourhood Area will include the following stages:

1. A designated member of the NPF receives notification of development applications in the Neighbourhood Area from North Northamptonshire Council.

2. Each application is logged in a Register of Planning Applications for the South West Kettering Neighbourhood Area. Where appropriate, a member of the NPF is designated to liaise with the Council on the application detail and its compliance with SWK(HC) Neighbourhood Plan Policies.

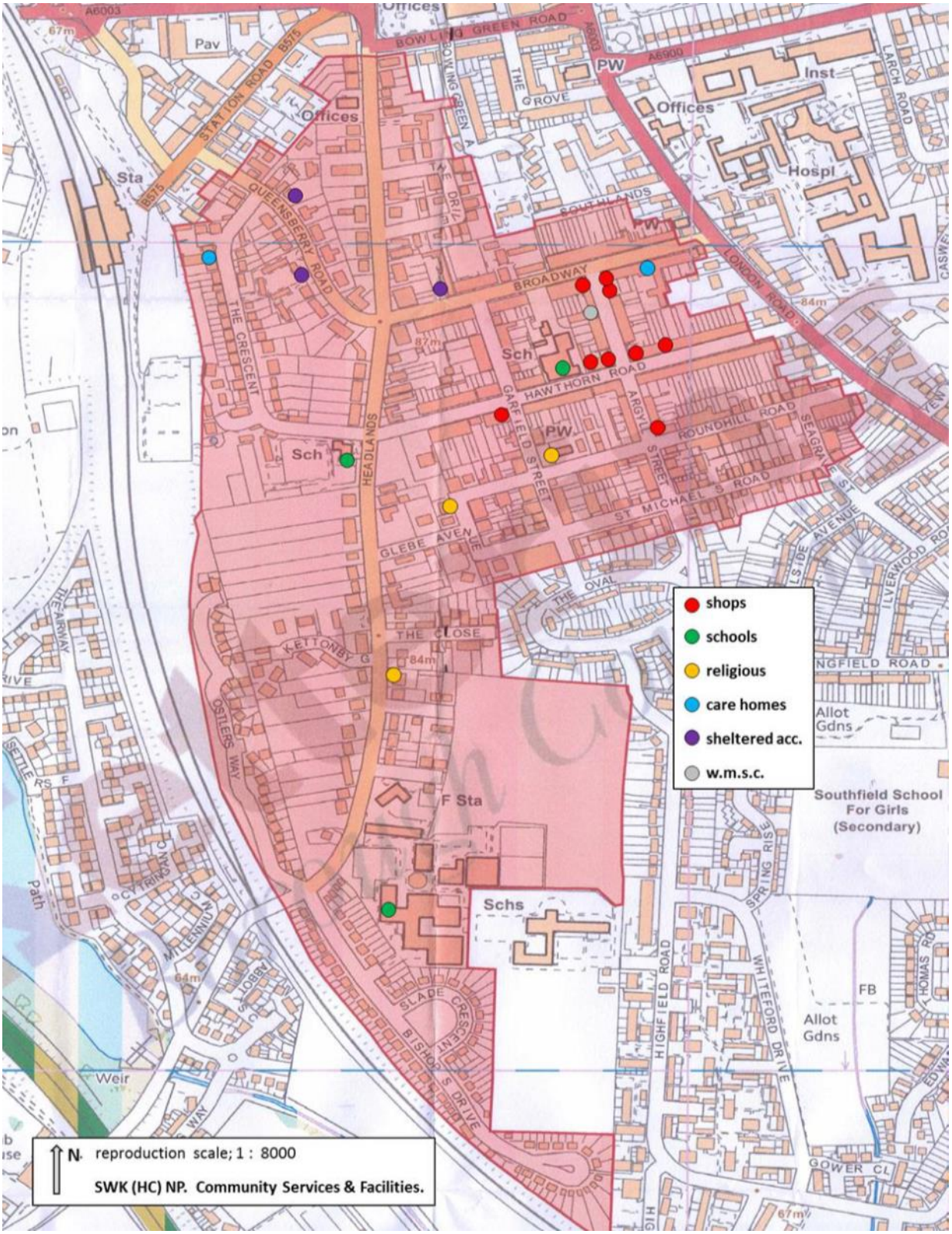
3. A response to the planning application is prepared by the NPF. This will set out the reasons for the support or objection to the proposed application. The response will be logged in the Register and submitted to the Council.

4. The Council's decision on the application shall be logged in the Register.

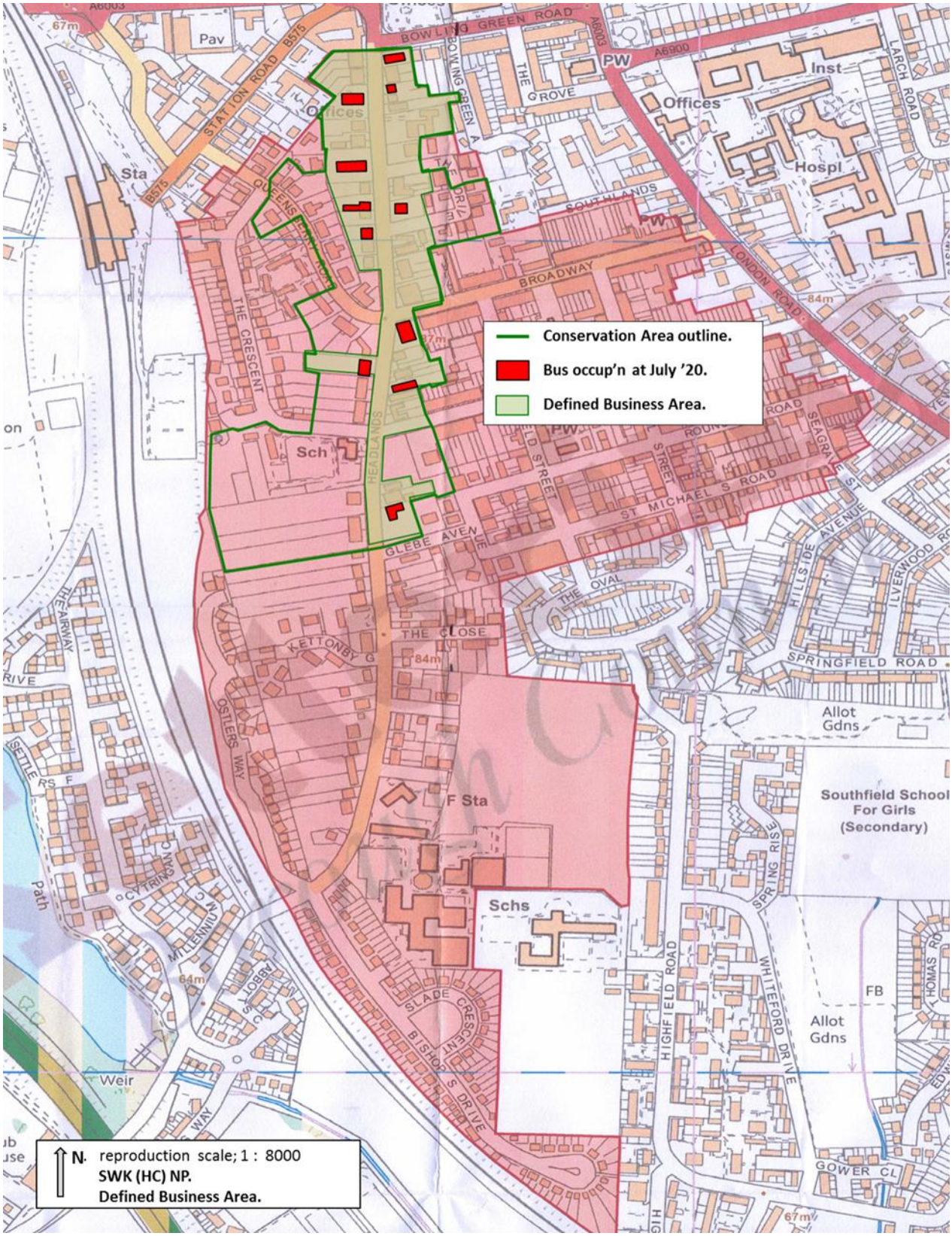
5. The Register shall be used as the basis for assessing the effectiveness of the plan and for composition of the AMR.

Appendix A. Neighbourhood 'Policy' Maps.

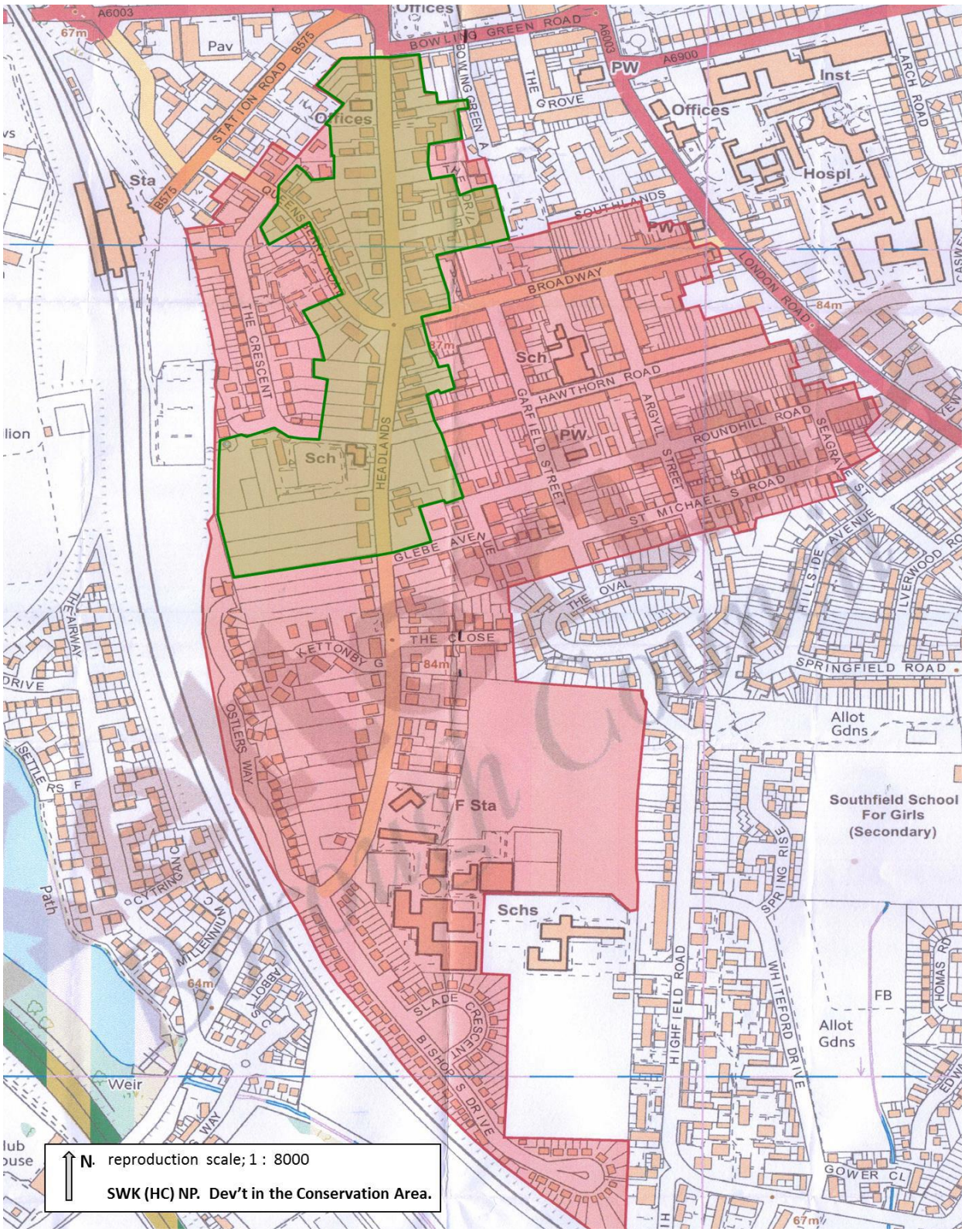
Map 1 - Community Services and Facilities.



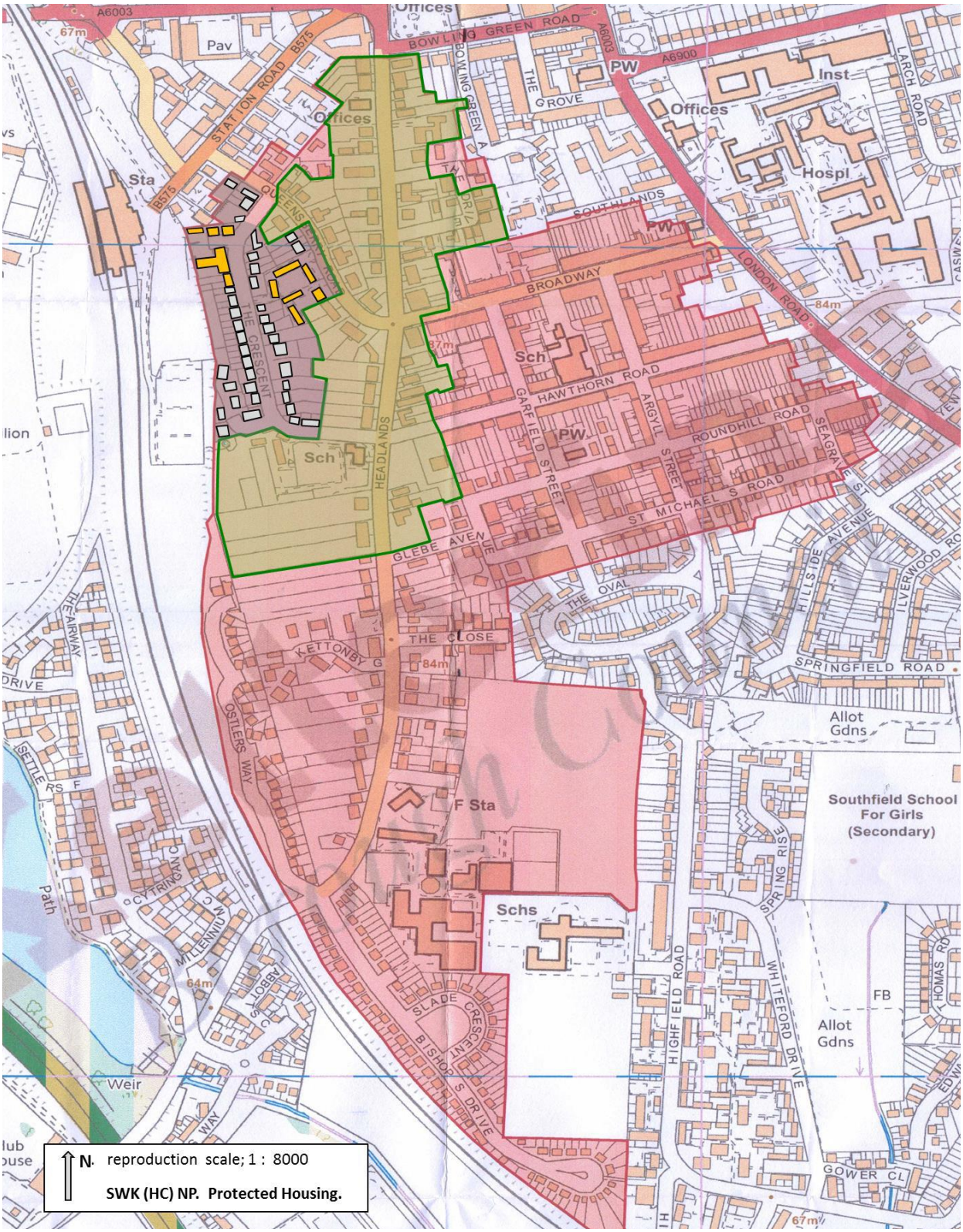
Map 2 - Defined Business Area.



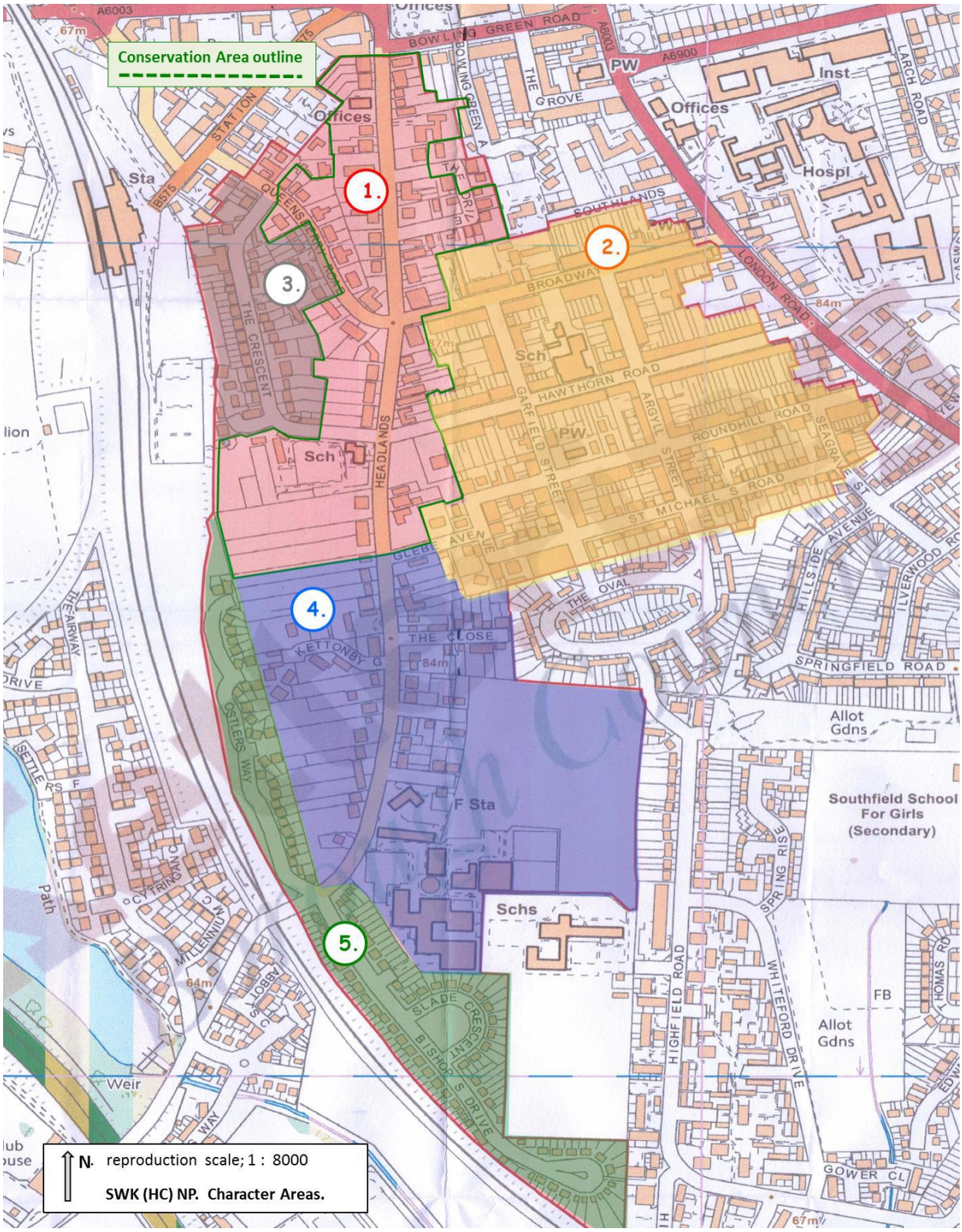
Map 3 - Conservation Area.



Map 4 - Protected Housing.



Map 5 - Character Areas.



Appendix B. Character Area Assessments.

Group 1 - Headlands North, The Drive and Queensberry Road.

This character area takes in the part of Headlands extending northwards from the junction with Glebe Road to the junction with Bowling Green Road, including The Drive and Queensberry Road. It is a predominantly residential part of the neighbourhood area located south of the Town Centre and within close proximity to the Railway Station. The majority falls within the Conservation Area. Non-residential uses are mostly professional services operating discreetly out of large converted former houses.

Headlands, Queensberry Road and The Drive are relatively wide roads with footways on both sides. Grass verges are not present reflecting the more urban character of this area. Headlands winds gently through the area and rises gently up to a high point around The Drive, before sloping gently down to the junction with Bowling Green Road and Sheep Street. Queensberry has a pronounced curvature and rises steeply from Station Road to the junction with Headlands.

In terms of the pattern of built development, nearly all building are set back a similar distance from the road on a consistent building giving a sense of formality and to the street. Buildings are separated from the road by relatively short front gardens and behind brick boundary walls, although some timber fencing and railings are present. Brick walls tend to be embellished with stone copings and detailing, and with courses of blue engineering brick. The grain of built development is generally tight with narrow spaces between buildings serving to enclose the street and limiting views out of the area and giving a sense of solidity.

Vegetation is a defining characteristic of this area of the neighbourhood. Street trees are present throughout the area and on both sides of the highway. Large mature street trees are growing at regularly spaced intervals on Queensberry Road, giving the road a leafy mature character. The trees on Headlands tend to be intermittently spaced and are generally smaller tree varieties, being subservient to the planting in front gardens.

Front gardens tend to feature planting, particularly on Headlands where the dense covering of planting (matures trees, hedgerow and shrubs) in front garden provides rich texture and green and red coloured tones in the street scene. The planting tends to obscure the lower parts of buildings in the street, such that buildings tend to ‘punch’ above the planting, and this gives a consistent softness and leafy maturity to the street scene in views along Headlands.

On Headlands, many buildings are of a similar age and date back the Victorian era, with relatively very few modern buildings. There is a mixture of large detached and large semi-detached houses, with a few short terraces and the odd bungalow. Nearly all buildings extend across 2 or 3 storeys, with the 3rd storey partly in the roof space served by a dormer window. Red brick and slate or grey tile covered roofs are by far the dominant building materials.

The exceptions are a few buff brick and stone buildings, and the use of pebble-dash render in places. Projecting gables and bays to the front elevations are common to most buildings and traditional timber sash windows are present on many buildings. Detailing consists of high quality dressed stone surrounds to door and window openings, and stone date stones and name plaques are common, and express individuality. Chimneys feature on nearly all buildings.

On Queensberry Road the buildings are predominantly large Victorian era semi-detached houses of red brick and slated roof houses, with wide frontages and tall roofs. Most are across two storeys with some 3 storeys; the third storey in the roof space. Bays and sash windows are common, as are stone window detailing, particularly window and door surrounds, and chimneys are common.

There are buildings in the area that are distinctive in their own right. The grade II listed St Peter's School building (Sunnylands) is a large and highly detailed building on the corner of Headlands and The Crescent, and set behind a tall brick boundary wall. The Gotch semis (58 and 60 Headlands) are distinctive due to their scale, prominence and architectural style. Headlands surgery is unique in being constructed from local ironstone. 'Ferndale' is distinctive due to its position set well from the road and constructed from buff brick.

In general terms, this area is consistent in character and appearance. The buildings, whilst displaying subtle differences in appearance and size are united by their common use of building materials and richness of detail that give a sense of solidity and quality. Being set on a formal linear building line and behind a dense and continuous belt of planting within front gardens, gives a mature consistency to the street scene.

Group 2 – Broadway, Hawthorn Road, Garfield Street, Argyll Street, Roundhill Road, St. Michael's Road and Glebe Avenue.

This character area contains the properties that are located on and around Broadway, Hawthorn Road, Argyll Street, Garfield Street, Roundhill Road, St Michaels Road and Seagrave Street. The area is predominantly residential, although there are a number of shops, a church, school, care home, and working men's club located approximately in the centre of the character area.

The street pattern in this area is arranged in a formal grid like pattern with long roads running east to west, and north to south. Land levels in the area are highest at the centre of Broadway and slope downwards towards London Road to the east, St Michaels Road to the south and Headlands to the west.

In general terms the buildings in this area are arranged in a linear row and fronting the grid like roads. Spaces between buildings are usual very narrow and the architectural style and materials of the buildings in this area are generally consistent. Where front gardens exist, they are mostly short and usually hard surfaced, with little vegetation growing. The area is very well contained with few views out of the character area to other parts of the Town, although the spire of Saints Peter and Paul Church is visible from both Broadway (89-91) and when looking north up Argyll Street. The school bell-tower is visible from lower ground to the south. The characteristics give the area a formal urban Victorian character; however, there are nuances to these general characteristics.

Buildings in the north of the character area on Broadway, Hawthorn and the parts of Argyll Road and Garfield Road that extend north of Roundhill Road are grouped mostly in very long red brick Victorian terraces. Most extend across 2 storeys and on Broadway rooms in the roof void (with dormer windows) are common. Some buildings on Broadway extend across 3 storeys. Architectural detailing is generally present throughout the area, but more common and elaborate on Victorian terraces, e.g. Stone windows surrounds to bay windows, door surrounds and stone porches on Broadway and Hawthorn Road. House names and build dates carved into stone lintels of Victorian houses on Broadway and Hawthorn give individuality that is less common on streets to the south. Roof types are mostly gabled with ridges orientated parallel to the roads. Front projecting gables and dormer windows are particularly common on Broadway. Chimneys are nearly always present and the pattern of chimneys is particularly visible on the terrace roofs on Hawthorn Road.

There are fewer terraced buildings on Roundhill Road and St Michaels, and the parts of Argyll Road and Garfield Road that extend further south of Roundhill Road, and a comparatively greater number of detached buildings, including some bungalows. Modern buildings that infill space between older buildings are common. Spacings between buildings tend to be wider and there are 'steps' in the building line. Where terraces are present they tend to be shorter.

Red brick and dark tiled roofs are most common, but there is more variety in this part of the area with a number of buildings on Roundhill Road and St Michaels being constructed from buff brick and render is

also common. Architectural detailing is less common on buildings in this part of the area. Timber fencing and hedges are also more common than brick front walls.

Regular spaced trees grow along both sides of Broadway and frame the street. Trees are less common and more occasional on other streets, e.g. Hawthorn Road and Roundhill Road.

Distinctive buildings on this area are the tabernacle tin church of St Michaels Church which sits in spacious well planted grounds, and the Victorian Hawthorn primary school which fronts Hawthorn Roads and backs onto Broadway.

Group 3 - The Crescent and Kensington Gardens.

This character area consists of The Crescent and Kensington Gardens. It is a predominantly residential area, with the exception of St Peter's School (Sunnylands), which is a grade II listed building set within large grounds.

The Crescent is a relatively wide road with grass verges and footpaths on both sides. It joins Headlands at one end and Queensberry Road at the other. The Kensington Gardens cul-de-sac of modern bungalows extends off The Crescent. The Crescent slopes down relatively steeply from Headlands and remains generally level at is extends towards its junction with Queensberry Road. Kensington Gardens slope down away from The Crescent. This reflects the general fall in land levels from east to west.

The Crescent is well defined and enclosed on both sides by buildings and boundary walls/fences. The tall side boundary wall to St Peter's school that fronts The Crescent is an imposing feature in the street scene.

There are Lime Trees growing in the grass verges on both sides of The Crescent. A variety of tree species are growing in the grounds of St Peter's School and within the rear gardens of properties on the west side of Queensberry Road and Headlands. These trees are visible in this character area and they give the area a leafy character and a green backdrop in the street scene.

All buildings in this area are set parallel to the road. The spaces between them are relatively narrow, especially the buildings on the west side of The Crescent that back onto the railway. These narrow spaces enclose the street and views from within the area looking out are limited.

Front gardens vary in size, but most are relatively short. Roughly half of the properties do not have on-plot parking spaces. Front gardens are usually separated from the footpath by fences or walls, although the occasional hedgerow is growing. Rear gardens tend to be larger than the fronts.

Most buildings extend across two storeys, however there are a good number of interwar and modern bungalows in the area, mostly in two distinct groups. There are a few modern three storey flat blocks which are located adjacent to St Ann's Care Home.

The style of buildings in this area and the materials they are constructed from varies and reflects incremental development over the years. The most common building style in the area, by a narrow margin, is the interwar c. 1930's suburban house or bungalow that has a hipped roof, a bay window, and is constructed from red brick with tiled roofs, and white/cream painted render. Architectural detailing tends to be limited by comparison to other areas, but bay windows are common projections on the older buildings, as are chimneys which give interest to the roofscape.

Group 4 - Headlands South, The Close, Cranleigh Road, Lonsdale Road and Kettonby Gardens.

This character area takes in the area of the neighbourhood that extends northwards from the junction of Headlands and Bishops Drive/Ostlers Way to its junction with Glebe Avenue. It takes in all of the cul-de-sacs that join Headlands, and part of Glebe Rd.

Land uses in this character area are almost exclusively residential. Non-residential property includes the Bishop Stopford School and Kettering Fire Station, which are located next to one another and consist of a range of purpose-built buildings set in larger grounds.

Headlands is the principal highway in this character area. It has a wide road tarmac surfaced carriageway that winds its way gently through the area. Granite like 'conservation' type kerbs separate the carriageway from wide footways on both sides of the road. Street trees grow intermittently in the footway. The cul-de-sacs that join Headlands are mostly short, narrow and straight in alignment.

The topography of the area is more or less level apart from a relatively steep incline when travelling northwards along Headlands from the Bishops Drive/Ostlers Way junction to around the Fire Station. The rising land provides a vantage point for long distance views out of the Town and across the countryside to the south west.

Plots vary in shape and size, with some very long plots on the west side of Headlands that extend towards the railway line; backing onto the properties on Ostlers Way and Gardens. Garden sizes are mostly generous giving the area a relatively low density.

Buildings are nearly always positioned at the front of plots to the face the highway, with a good sized front garden in-between. Rear gardens tend to be more spacious than the fronts. The spacings between buildings are mostly narrow, so that buildings are positioned in a row and relatively close to one another, although wider spaces are present between certain buildings. The close spacings between buildings serves to enclose the street on both sides, limiting views out of the area and giving a sense of solidity in the street scene.

Properties nearly always have a dedicated vehicle access to the highway. Vehicle parking spaces are mostly located in front and/or sides of buildings; some to the sides of buildings. Front gardens tend to have relatively even proportions of hardstanding to soft landscaping.

Tandem development, defined as where a building is located behind another building and shares access with that building and has no highway frontage, is not present in this character area.

Most buildings are detached, although there are some semi-detached detached houses and the occasional short terrace (107, 109 and 111 Headlands). Buildings have pitched roofs, with the exception of the flat roofed building at (no. 133 Headlands).

Architecturally, few buildings in this character area are identical to one another, but most have some common architectural elements reflecting their interwar build date and the suburban garden city movement architecture. Most buildings are wide and low, accommodating two storeys, and are constructed from brick with tile covered roofs, and have chimneys. Painted and pebbledash render finishes are found in the area along with slate covered roofs. Window openings tend to be horizontal in proportion with subdivided panes.

Most buildings higher than two storeys are confined to the Fire Station and the group of Flat Blocks at The Links and Kettonby Gardens. A few bungalows can be found, such as 64 to 68 Headlands.

The distance between the front of each building and the road tends to be regular across the area, giving generous front garden areas. The buildings are not set on a rigid building line, but instead follow a loose arrangement that responds to the curvature of the road.

Front boundaries are nearly always defined by robust walls and/or fences. These are generally low height (circa 1 m. tall) and provide good enclosure to the street and clear definition between public and private spaces. Front boundaries are often supplemented by planting.

Planting is a defining characteristic of this area of the neighbourhood. Front gardens in particular mostly have a good covering of planting (trees, shrubs and grasses), that provides rich texture and green coloured tones in the street scene. Planting in front

gardens forms a near continuous belt of greenery that either obscures or filters views of the buildings in the street. This gives a softness and leafy maturity to the street scene
that is clearly visible in views looking down Headlands. It provides visual consistency to the street scene by lessening any differences in architectural style from one building to the next.

Group 5 - Bishops Drive, Slade Crescent Ostlers Way and Ostlers Gardens.

This character area is located alongside the railway line and takes in the modern residential properties located on Ostlers Way, Ostlers Gardens, Bishops Drive and Slade Crescent. It is defined by modern houses arranged on cul-de-sacs.

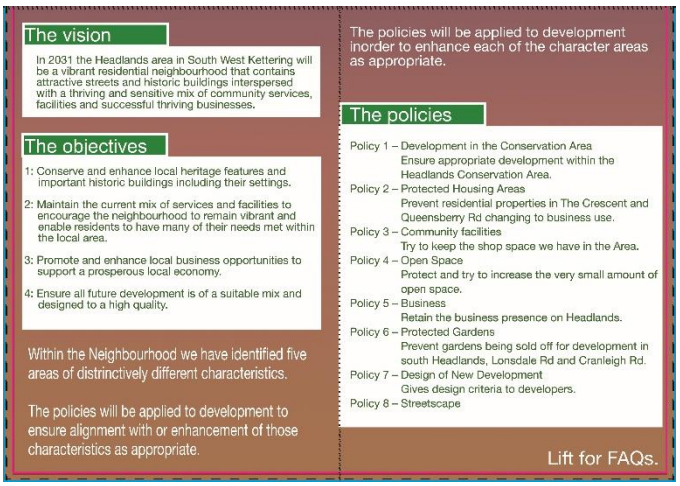
The buildings are generally set back from the road by equal distances giving a continuous building line and spaces between buildings are relatively narrow and consistent. There is a regimented pattern to the development and a continuous rhythm of buildings and spaces. Front gardens tend to be short and most are not enclosed by fences or walls. There is a generous well-defined area of open green on Bishops Drive that is partly surrounded by the buildings on Slade Crescent. Incidental green opens space is found between Ostlers Way and the railway. Gaps between some properties along Bishops Drive and Slade Crescent provide views to the countryside, reminding the viewer that the area is on the edge of the Town.

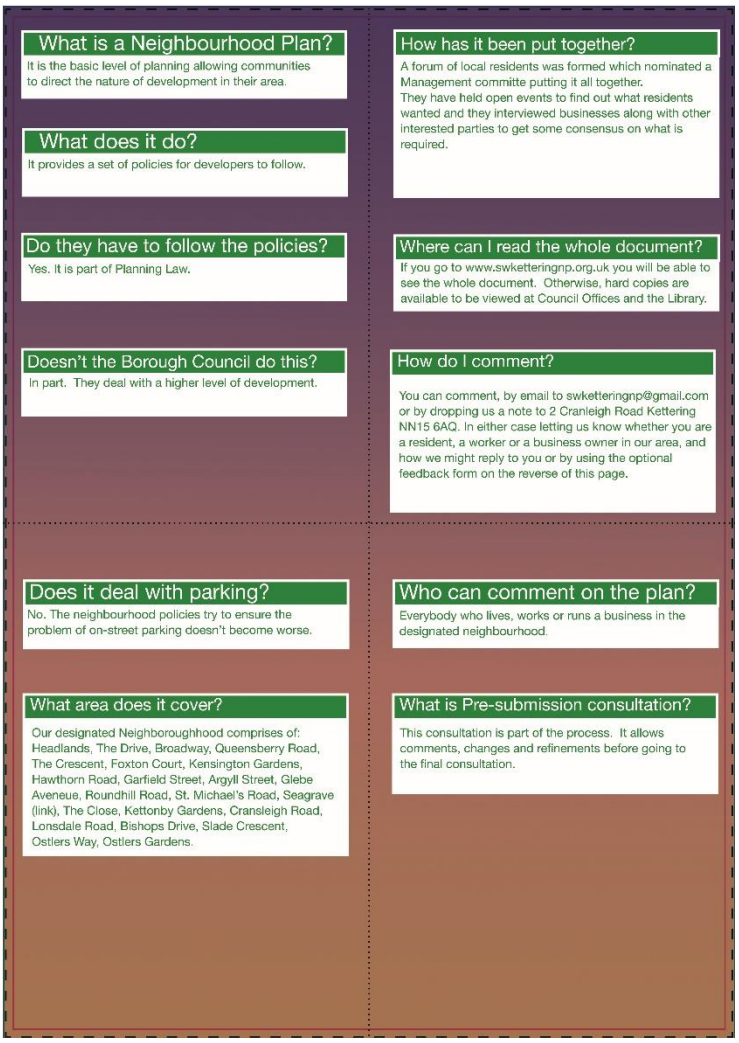
Most buildings in the area contain two storeys, although there are some bungalows on Bishops Drive. Buildings on Bishops Drive and Slade Crescent are very similar in appearance. They were likely designed and built by the same company. All are simple and plain with flat fronts, low pitched gabled roofs, constant eaves heights, wide oblong windows and constant window sill and head heights. No architectural detailing is present and all are built from one type of red brick or one type of yellow bricks. Roof lines are unbroken by chimneys. These commonalities mean the buildings are seen as a coherent group.

By comparison the buildings on Ostlers Way and Ostlers Gardens show more variety in form and architectural style. There are gabled roofs and half hip roofs, with varying eaves heights. There are occasional dormer windows and bay windows. Garages are provided mostly in detached buildings, with some integral to the house. Brick and tile colours are generally consistent. Hanging tiles are common. Windows panes are fitted with decorative lead.

Appendix C. Consultation Notifications.

Illustrations of invitations and notifications to Neighbourhood residents and non-resident occupiers and which were delivered to every Neighbourhood address.





Appendix D. Consultation Data.

South West Kettering (Headlands Community) Neighbourhood Plan

March 2017.

Updated Summary of Residents' Feedback from our Public Consultations.

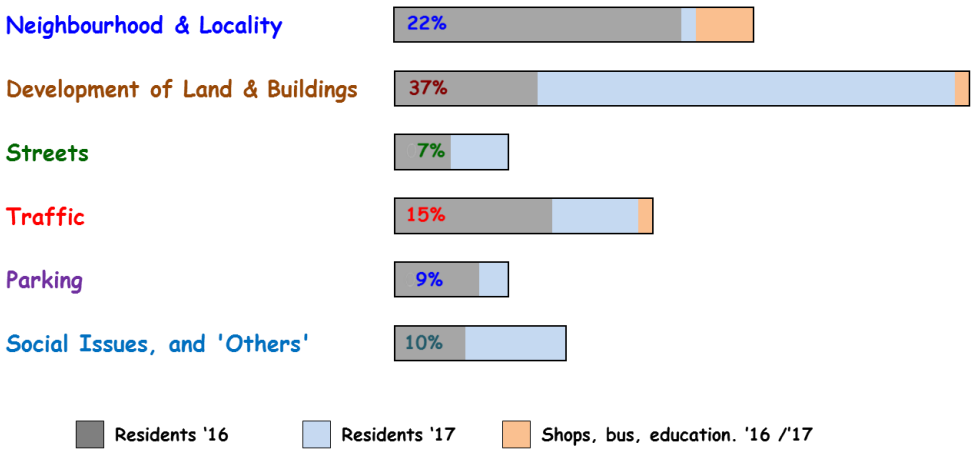
The January '16 consultation results illustrated the range of responses to the simple request for comments and ideas concerning those things which residents like about their neighbourhood, and those things they did not like or would like to change.

In January this year the request to attending residents was to focus a little more closely on development of land and buildings; the core issue in Neighbourhood Planning.

Consultation with local businesses, schools and other institutions has been carried out in the meantime almost entirely through individual canvassing and although we have been successful in attracting the time and attention of only a proportion of them so far, our expectation is that the views of those who have given them will turn out to be pretty representative.

In total now we have received 290 suggestions, ideas and comments which we have grouped according to the aspect of concern which they address. The detail of the results can be found in the consultation analysis report which is posted on our Neighbourhood website.

The distribution of weight of concerns from all consultations is now illustrated in proportion as;



The proportions of the categories have shifted fairly dramatically from those we saw in the presentation of results from our first consultation.

The main one of course relates to the increase in 'Development of Land and Buildings' simply because that was the subject residents were asked to focus upon during our second consultation. This is really important because it lies absolutely at the core of neighbourhood planning. The increase in size of this topic automatically reduces the proportions of all else, but not the actual numbers of residents' concerns, nor their importance.

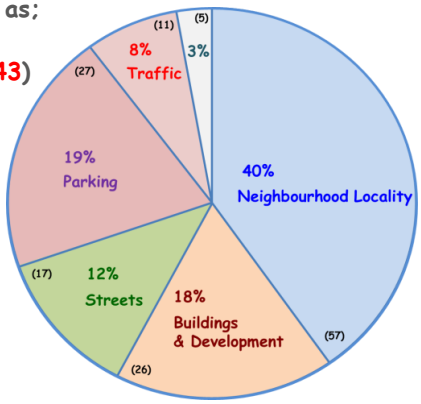
An obvious example is that of the huge problem surrounding roadside parking in the neighbourhood, recognised as taking up nearly 20% of all concerns initially, now reduced to 9%. This is due in part to shifting proportions of concerns, but also reflects our attempts to translate the parking problem (in itself not an N.P. issue) into an integral part of our Plan and we have tried to do this in two ways.

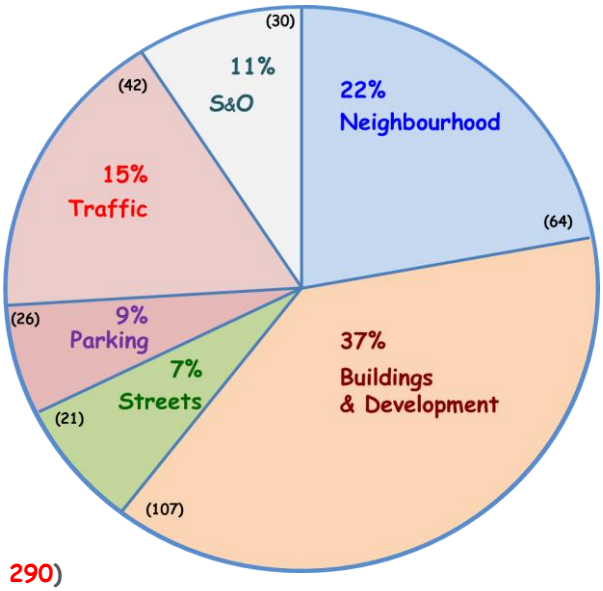
We have looked a the impact of the problem and transferred a number of residents' concerns from 'parking' into the needs in the 'development' section for rules concerning accommodation of off-road parking capacity for any future increase in neighbourhood population whether arising from new buildings or from change of use of existing properties. We want to ensure the problem does not become more acute.

In addition, where we viewed the parking issue initially as a major 'nuisance' for residents, it is rather more than that when we consider the hazards involved with traffic flow through some areas of our neighbourhood. Wherever proper to do so we have translated residents' parking responses into recognition of those hazards by re-allocating them to the 'traffic' category. Our feeling is whether or not traffic flow is a major feature of N.P., recognition of the risks entailed for residents is less likely to be one which can remain unresolved.

Results from the first consultation (Jan '16) were presented as;

- number (tot 143) and proportion of responses





With the addition of responses from Jan '17 plus the input from non-resident neighbours (tot. now 290) the picture becomes massively more relevant to Neighbourhood Planning.

Neigbourhood & Locality;
the number of responses has increased a little and the anaysis illustrates a large degree of satisfaction; essentially a nice place to be, but with just a couple of regrets.

Development of Land and Buildings;
a very clear picture now of what residents like, of those restrictions on future development which they would like to see incorporated into the Plan and of their concerns over the consequences of any future migration of major presences (schools, businesses, etc.) out of the neighbourhood.

Streets;
little change from the original range of concerns, and still reflecting differences in residents' likes and dislikes across areas of the neighbourhood. Generally though, recognition of a need for improvement.

Parking;
(note previous page)

Traffic;
(note previous page)

Social, and 'Others';
here a substantial increase in the number of responses but interestingly with so many of the total, whilst not really related to Neighbourhood Planning, are all things which with enough enthusiastic subscribers could be implemented by residents anyway.

see: swketteringnp.org.uk

H.F. March '17

South West Kettering (Headlands Community) Neighbourhood Plan

Analysis of feedback from our Public Consultations at March '17

Responses from residents and non-resident neighbours fall fairly naturally into six categories and the following pages illustrate the weight of interest of each one and the range of actual concerns expressed.

The order of presentation of the categories is;

- Neighbourhood & Locality
- Development of Land & Buildings
- Streets
- Traffic
- Parking
- Social & Other

Colour coding of the entries represents;

- residents' responses Jan '16 consultation
- residents' responses Jan '17 consultation
- non-resident neighbours B (business), S (shop), E (eduction)

South West Kettering (Headlands Community) Neighbourhood Plan

Analysis of feedback from our Public Consultations at March '17

Neighbourhood & Locality

Like;				
R.	access town centre /schools/station/local shops/dentists/doctors/Wicksteed/golf, etc.	17		
R.	nice place to live/well behaved children/St Michael's/low crime area/no floods/bus service	10		
R.	community spirit /diversity	8		
R.	greenery/like the trees/flowers/wildlife	8		
R.	recognition of the conservation area	1		
B.	easy access for clients via road and rail			3
B.	widespread recognition of the 'Headlands' address			2
B.	availability of local retail outlets and access to the town centre			2
B.	base location for business across the Midlands			1
S.	regularity of local and 'incoming' customer base			2
E.	historical links with site, founders and the town			1
Would like;				
R.	more green spaces/spaces for kids to play	6		
R.	return of the post office	1	2	
Concerns;				
R.	(in effect, anything which would upset or jar with the existing composition of the neighbourhood)			
Dislike;				
		51	2	11
				64

South West Kettering (Headlands Community) Neighbourhood Plan

Analysis of feedback from our Public Consultations at March '17

Development of Land & Buildings

Like;				
R.	attractive buildings/same height/predominantly residential/restoring multi-occ' to homes	10		
R.	not much space or opportunity for new (additional) development, only 'replacement'	1		
R.	retirement homes on Broadway are great !	1		
Would Like;				
R.	**maintenance of good balance (of design ?)**			
	- design 'in keeping' relative to immediate surroundings style			
	- modern design welcome, but 'quality' of design to complement existing			
	- maintain the mix of dwellings (maintain the mix of people)		18	
	- reversion of regular homes back to dwellings (good, e.g. Broadway Hostel)			
	- avoidance of straight streets, curve as Headlands, Ostlers etc.			
R.	**avoidance of any additional demand for street parking**			
	- all new developments to include own on-site (off road) parking capacity			
	- shops if not reoccupied as shops, to residential (but parking ?)			
	- 1.5 / 2 spaces per new dwelling	1	14	
	- cannot absorb more businesses unless incl. of parking			
	- no conversion of front gardens to private parking			
	(..... elimination of street parking, pavement traffic, rain run-off)			
R.	**proportion of any 'released' land to green spaces**			
	- incl. 'pocket parks'			
	- tree planting for new developments (Headlands specific)		13	
	- all new dwellings to include a proportion of green space			
R.	rather than 'clearance', prefer conversion of large established buildings with land, to smaller accommodation units but only with inclusion of own offroad parking (for young families, and for oldies to downsize into).		9	
R.	more social /affordable housing	2	1	
R.	retention of existing large gardens, no 'infill' garden development		2	
R.	maintenance of conservation area rules (throughout the neighbourhood)		2	
R.	retain shop premises if possible, but not 'unsuitable' (tatto, sex, betting, etc.)		2	
R.	shops if not reoccupied as shops, to residential (but parking ?)		1	
R.	pedestrian access needed to Slade Cres green space		1	
Concerns;				
R.	**redevelopment opportunities arising ?**			
	- if the fire station moved out			
	- if St. Michael's Church went			
	- if Hawthorn Road School moved away	5	4	
	- if Bishop Stopford School moved away			
	- if St. Peters School moved away			
R.	composition of housing replacements for ugly factories St. Michael's	2	1	
R.	retention of Hawthorn School building (Gotch) if school moved		1	
R.	better consultation (poor on Bishop Stopford extension)		1	
R.	the importance of N.P. in influencing building useage		1	
B.	recognition of future needs to modify or expand properties to accommodate bus' growth			2
E.	development opportunities restricted due to site access constraints (and space)			1
Dislike;				
R.	any prospect of high-rise /tall developments	4	5	
R.	house conversion to flats (multi occ' without off-road parking = more roadside parking)	1	1	
		27	77	3
				107

South West Kettering (Headlands Community) Neighbourhood Plan

Analysis of feedback from our Public Consultations at March '17

Streets

Like;				
R.	retain wide footpaths		2	
R.	wide streets e.g. Hawthorne Road	1		
R.	public litter bins	1		
R.	nice new street lights	1		
Would like;				
R.	want more trees, appropriate species, and properly maintained		3	
R.	more nice new pavements	1		
R.	more road resurfacing	1		
R.	expansion of improved street lighting		1	
R.	sympathetic signage		1	
R.	improved drainage (ref. puddles)		1	
R.	cctv Headlands: speeding, illegal parking, criminal activity		1	
Concerns;				
Dislike;				
R.	drains blocking, pavement tree roots, failure to replace trees (maintenance)	3		
R.	revised pedestrian access to and from town via Headlands/B.Green Road junction	1	1	
R.	new street lighting poor	1		
R.	raised kerbs (Headlands) affect disabled access		1	
		10	11	
				21

South West Kettering (Headlands Community) Neighbourhood Plan

Analysis of feedback from our Public Consultations at March '17

Traffic

Like;				
R.	no central through road (Headlands cul de sac)	2		
R.	speed limit around Hawthorn Road School	1		
Would like;				
R.	examination of the effectiveness of one-way systems, and more reduced speed limits	2	3	
R.	restriction on bus and coach access		2	
R.	want safe cycling routes		2	
R.	address the danger for pedestrians and traffic Broadway /Headlands junction		1	
R.	organised drop-off points remote from schools			
E.	resolution of traffic congestion and attendant danger to secondary school pupils at the Headlands-Hawthorn-Crescent junction.			1
Concerns;				
R.	'eventual' purpose of the new railway bridge	2	1	
R.	motor bikes over the bridge bottom of Headlands, no prohibition notices		2	
R.	prospect of extension of Ostlers to the railway station ?	1		
R.	concern over possibility running Ostlers into the Crescent via St. Peters site		1	
R.	Southlands development impact on traffic into /through the neighbourhood ?		1	
Dislike;				
R.	traffic volume, rat runs and particular hotspots of congestion	17		
R.	speeding drivers	2	1	
		27	14	1
				42

South West Kettering (Headlands Community) Neighbourhood Plan

Analysis of feedback from our Public Consultations at March '17

Parking

Like;					
Would like;					
R.	solutions other than permit parking	III	3		
R.	one-hour complete parking restriction to eliminate all-day parking (town end Headlands)	I		1	
R.	awareness campaign to people parking on streets; 'be considerate'	I		1	
E.	better approaches to accommodation of (time-predictable) peak periods of congestion	I			1
Concerns;					
R.	increasing numbers multi-car homes	I	1		
R.	no caravan parking	I		1	
B.	ongoing provision of roadside parking intervals for customer visits	II			2
B.	maintenance of availability of staff overflow roadside parking	II			2
E.	the difficulty for parents in access for safe delivery and collection of young children	I			1
Dislike;					
R.	thoughtlessness; parking on pavements/across driveways/at corners/pedestrian crossings	IIIIII	6		
R.	commuters' avoidance of station car park	IIII	4		
R.	no enforcement (stay all day)	I	1		
R.	no parking on green verges	I		1	
R.	expense of railway station car parks, raise the issue with them	I		1	
			15	5	6
					26

South West Kettering (Headlands Community) Neighbourhood Plan

Analysis of feedback from our Public Consultations at March '17

Social

Like

community spirit /diversity (reminder)

Would like;

R.	drama club, history walks tours, new year function	III		3
R.	evening community facilities (school premises)	III		3
R.	community centre at St. Michael's ?	II		2
R.	greater police presence	I	1	
R.	improved litter control (e.g. Bishop Stopford students)	I		1
R.	residents' responsibilities for pavement clearance of leaves	I		1
R.	residents' responsibilities, bins removed same day as emptied	I		1
R.	prohibit shops advertising boards on pavements	I		1
R.	additional bus service	I		1
R.	family-friendly pub	I		1
R.	keep the bakery	I		1
R.	make the effort to support local businesses	I		1

Concerns;

R.	loss of community spirit Slade Crescent	I	1	

Dislike;

R.	unclean streets; bins left out, dog fouling	IIIIIII	6	1
R.	neglect of some properties	I	1	
R.	overgrown hedges	I	1	
			10	17
				27

Other

R.	one incidence of vandalism (Bishops Drive cul de sac sign turned)	I	1	
R.	overhead telephone cables unsightly (how nice if they weren't there)	I	1	
R.	reclaim the streets, car-free fun days	I	1	
			3	
				3