

Kettering Town Council
Neighbourhood Planning Committee
Item NH21/08

**South West Kettering
(Headlands Community)
Neighbourhood Plan
2019 – 2031**

**Consultation Statement
October 2021**

Consultation Statement

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1. Introduction.

Whilst preparatory discussions and liaisons had already taken place with what was then Kettering Borough Council the launch of our Neighbourhood Plan initiative was in April 2015 at the Annual General Meeting of our Residents Association. The response of the residents at that meeting was overwhelmingly in favour of proceeding with the idea. Over 100 residents signed up for membership of a prospective Neighbourhood Plan Forum and a forum working committee was elected.

Representations were made to the Borough Council and in October that year we received Council endorsement of both the Designated Neighbourhood Area and the Neighbourhood Forum.

The entire Neighbourhood, over 900 addresses had been informed in August 2015 via hand delivered letters of the launch of the Neighbourhood Plan initiative, and then similarly notified of the Council's endorsements at the end of October. The second of these letters also included the invitation to everyone to attend the first of our public consultation meetings which had been scheduled for January 2016.

Publication of the Council's decisions on the initiation of the Neighbourhood Plan had already been made on the Council website and in the local press.

Our Neighbourhood Plan initiative had begun, and in December 2015 a reminder note about the upcoming consultation was again hand delivered to every address in the Neighbourhood.

2. Who was Consulted.

The addresses in the neighbourhood which had been approached included all its residents,

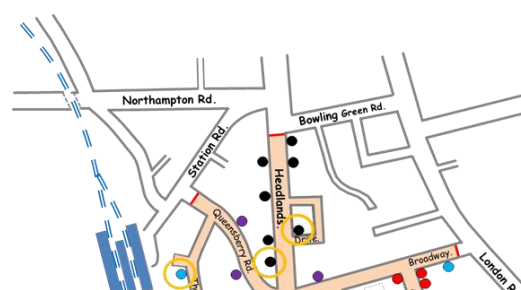
- plus;
- 11 professional service businesses
 - 9 local shops
 - 3 schools
 - 2 care homes
 - 3 areas of sheltered accommodation
 - 3 religious sites
 - 1 working men's social club

Our first main consultation event drew 57 attendees almost all of whom were private residents of the Neighbourhood. The results of lively participation had been enlightening, and encouraging because all the things which people liked about the Neighbourhood were mirrored by all the things they would not like. We found very close supporting alignment between the two views.

It was apparent however that business and other non-resident occupiers of the Neighbourhood had been poorly represented at this event and so a more focused consultation was set up.

The Neighbourhood Area illustration is

3.



derived for clarity from the formal map of the Designated Neighbourhood Area and shows the distribution of businesses and other non-resident occupiers.

Each of those addresses was approached directly to ask if they would be happy to discuss their views on the Neighbourhood Plan initiative.

The proportion who did agree to meet us was quite low (those illustrated with a halo), and whilst a number of those not taking part had fairly obvious or declared reasons for not being able to respond, some still remain unknown. Nevertheless the similarity of the responses from those who did participate gave us confidence in our understanding of both the benefits and constraints the different types of operations enjoyed in carrying out their activities in our Neighbourhood.

- businesses
- local shops
- schools
- care homes
- sheltered acc'
- religious
- w.m.s.c.

During the interval between the first of our public consultation events and the subsequent business-specific consultations we had added to our original basic methods of raising residents' interest: i.e. hand delivered notifications and occupation of a portion of the Resident's Association noticeboard on Hawthorn Road (a fairly central location adjacent to a school and collection of local shops). The Forum committee had launched its Neighbourhood website and the 'Everything Headlands' Facebook page, and which appeared to encourage more people to take interest.

By the time of our second public consultation in January 2017 our developed list of neighbourhood contacts had grown to over 150 individuals.

The redacted page illustrates contact details; - name, address, phone, e'mail, and the left hand column the designations;

- c '17** - resident to be kept informed
- bus, ed, etc** - non-resident contact
- forum** - forum member

These, together with others of declared interest who wanted to remain involved but who did not want to join the list meant that we were aware of over 180 individuals, but of how many others in the neighbourhood who followed our progress we had little idea.

at 20th March '17	surname & title	forename	house no	street	Postcode	phone	e'mail
forum							
forum							
forum							
bus.ed.etc., (non-res)							
c '17							
forum							
c '17							
forum							
forum							
c '17							
forum							
c '17							
c '17							
c '17							
forum							
forum							
c '17							
forum							
forum							
forum							
bus.ed.etc., (non-res)							
forum							
forum							
forum							
bus.ed.etc., (non-res)							
c '17							
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forum							
c '17							

It was interesting to note that whilst our second public consultation event attracted a similar number of attendees there were a lot there who had not been there a year earlier (new faces).

In addition to those people who lived or worked in the Neighbourhood our consultations included the Environment Agency, Historic England, Natural England and the County Ecologist, and none of whom raised objection.

Throughout the effort involved the Forum committee maintained close ongoing contact with our Borough Council advisors, and continue to do so with those of the recently formed Kettering Town Council.

3. How were they Consulted.

There have been three main elements of the consultation effort;

- invitations to consultation events,
- the consultation events themselves,
- feedback on consultation outcomes to residents and others,

Invitations.

In preparation for any consultation event invitations were hand delivered to every address in the Neighbourhood. Later these were posted too on the Neighbourhood website and also notified on our Facebook page 'Everything Headlands'. As our Neighbourhood contacts list developed we had the facility then to send invitations directly to participants who had offered their e' mail addresses. In all events, those addresses who's contact details we did not have continued to receive hand delivered notification of upcoming events and their purpose.

Illustrations of these invitations are included in Appendix A. (p.).

Consultation.

All our consultation events were held here in St. Michael's church on the corner of Garfield Street and Roundhill Road. Each event started with a presentation by Forum committee members on the purpose of the meeting. The attendees were seated up to eight to a table, each group together with a committee member who's task was to help guide things along



John's Group									
▪	restriction on bus and coach access								
▪	no additional parking								
	- allocation 1.5 spaces per flat								
	- cannot absorb more businesses unless incl. of parking								
▪	fire station to parking for Bishop Stopford								
▪	proportion of land coming available, to green space								
▪	maintenance of good balance (of design ?)								
	- Victorian/Edwardian, maintain the style								
	- design 'in keeping'								
	- e.g. 'good' Ostlers, Ketterby, 'bad' Pepe Court								
	- all in keeping with the building line (height ?)								
▪	reversion back to dwellings (good, e.g. Broadway Hostel)								
▪	maintenance of views (lines of sight) St. Michael's, fields, approaches to the town								
▪	trees, suitability of species								
▪	one-way traffic flows								
▪	important for N.P. to influence building usage								

Input by participants reflected their views on what they liked about their neighbourhood, what they disliked or wouldn't like to see in terms of future development, and any other concerns they had regarding the neighbourhood. There were no predetermined pigeon holes for analysis. Responses were collected exactly in the form they arose.

This illustration shows the input from just one table of residents during the first consultation in January 2016: 26 points altogether.

We held two further consultation events. The first of these in January 2017 with the same structure of approach as before but this time with the advantage of having the analysis of resident’s input from the previous year. This enabled us to show how a closer focus on the subject of Development of Land and Buildings would be helpful in the composition of our Neighbourhood Plan. The attendees responded brilliantly.

Our third open consultation took place at the point of our delivery of the Pre-submission Draft of our Neighbourhood Plan to the Council. This time our consultation arrangements were in the form of drop-in sessions held on two days in January 2020 where residents could come along for informal chats to discover how matters were proceeding.

The Pre-submission Draft of our Neighbourhood Plan had been publicised by Kettering Borough Council on the Council’s own website and with hard copies made available for public examination in Kettering Library and at Kettering Borough Council Offices. It had already been published on the Neighbourhood website and notified to residents and others who work or carry on business in the Neighbourhood Area. The public examination period ran between 16th December 2019 and 19th February 2020.

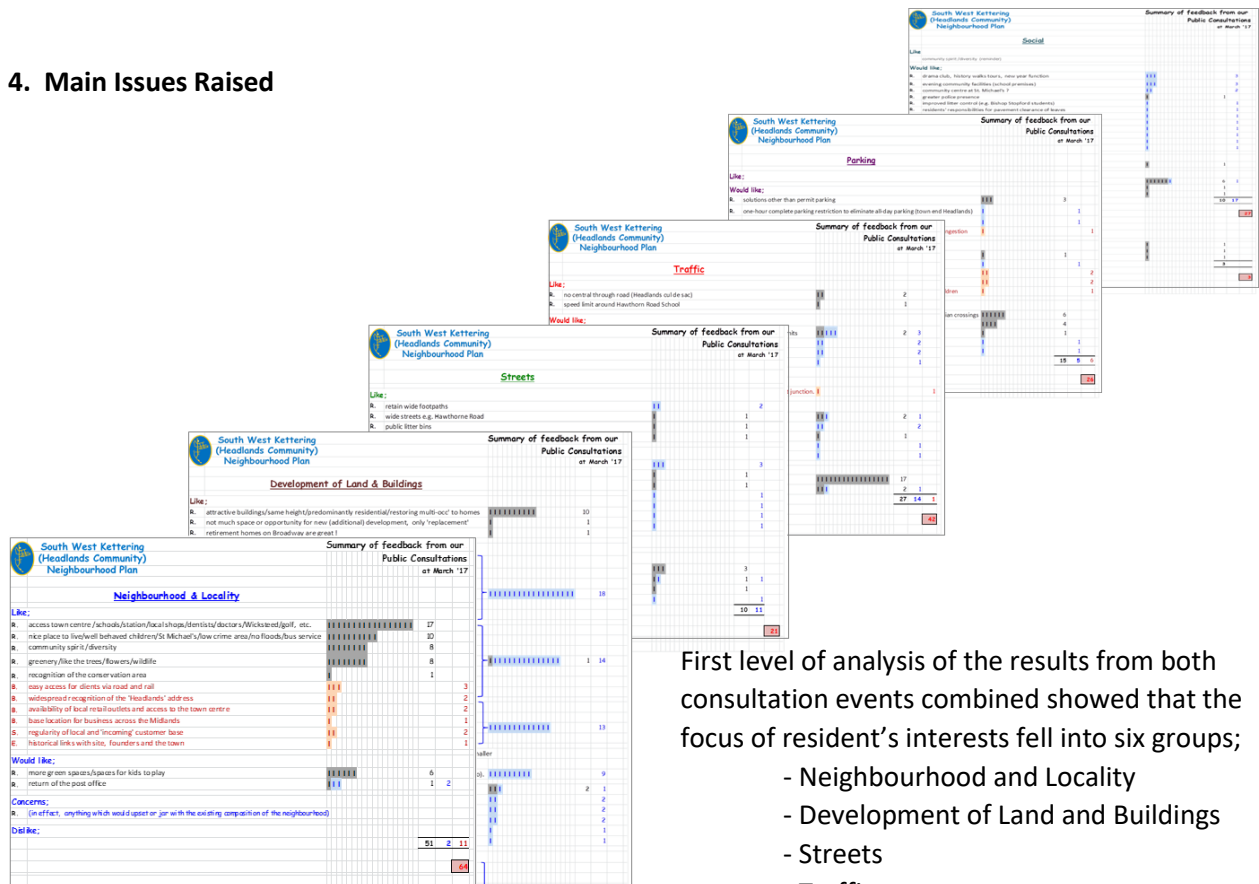
Feedback on Consultation Outcomes.

We were always anxious about ensuring the residents and others of the Neighbourhood, and particularly those who had taken part in the consultation events were in receipt of the outcome of the consultations, and as quickly as possible. The summaries were easily dealt with by hand delivered notes where needed but the presentation of our collations of all the points raised occupied too many pages for this approach. Instead, residents were invited to access them on the Neighbourhood website via ‘current documents’.

The following table shows the sequence of our main consultation contacts. There were others of course: Forum AGM updates etc. but those shown here relate specifically to the gathering of resident’s own feelings about our Neighbourhood, and to the committee’s acknowledgement and proper responses.

Notification	Date	hand delivery	direct to N'hood contacts	published on the website
Notification of the NP initiative	August 2015	■		
Council approval of Area and Forum & invitation to Consultation Event	October 2015	■		
Reminder of Consultation Event	December 2015	■		
Feedback Summary (Jan 16)	February 2016	■	■	■
Feedback Details (Jan 16)	February 2016			■
Invitation to Consultation Event 2017	December 2016	■		
Feedback Summary 2017	March 2017	■	■	■
Feedback Details 2017	March 2017		■	■
Invitation Pre-submission	November 2019	■	■	■

4. Main Issues Raised



First level of analysis of the results from both consultation events combined showed that the focus of resident's interests fell into six groups;

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

Each group was listed according to; things we like, things we would not like, other existing concerns, and then things we definitely would not like. Each expression was labelled according to source; resident, business input, local shops, educational, etc.

The grey bars represent input from our first consultation in January 2016, the blue bars from input during the consultation in January 2017 and all from residents of the Neighbourhood. The pink entries were those from non-resident occupants; business, shops, schools etc.

Our task then was to try to identify which issues were directly related to Development of Land and Buildings, which could be affected by Development of Land and Buildings, and which were not really appropriate for inclusion in Neighbourhood Planning. Once done the picture became very much clearer and the main issues were identified as follows;

1. 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.
2. 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,

3. supporting the current businesses to remain in the area,
4. 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,
5. 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.
6. 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.

All could be accommodated except it seemed to us those issues surrounding traffic and parking and which we knew were sources of major irritation for residents and non-residents alike in some parts of the Neighbourhood. Whilst we could not address easement directly we could attempt to prevent the problem becoming worse through a policy inclusion relating to off-road parking capacity alongside new development.

5. Consideration of the Issues.

One of the nice things which arose out of the consultations was the continuation of alignment through the second consultation of ‘things we like’ and ‘those things we would not like’. This aspect had made it fairly easy to identify those main issues arising, and from out of which emerged the ‘Vision’ for the Neighbourhood and its subsequent translation into Plan Objectives.

The Plan Policies whilst not easy to weave into alignment with the Planning Policies of North Northamptonshire Council and Kettering Town Council nevertheless have turned out satisfactorily and with their alignment with the ‘main issues’ and ‘objectives’ illustrated below;

Issues Raised	Plan Objectives	Policies
1, Maintain the diverse mix of land uses. 4, Support the retail hub.	Maintain the current mix of Services and facilities	<ul style="list-style-type: none"> • Community services and facilities.
3, Support business.	Promote and enhance local business opportunities	<ul style="list-style-type: none"> • Defined business area.
2, Prevent unsympathetic development.	Conserve and enhance local heritage features	<ul style="list-style-type: none"> • Development in the conservation area. • Protected housing
2, Prevent unsympathetic development. 5, Address the lack of open space 6, Roadside parking	Future development	<ul style="list-style-type: none"> • Design of new development. • Natural features and landscape