

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

**Consultation Statement  
October 2021**

# South West Kettering (Headlands Community) Neighbourhood Plan

## Consultation Statement

October 2021

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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 on 15<sup>th</sup> 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.

On 8<sup>th</sup> July 2015 the Borough Council received joint applications from the Forum Working Committee 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 and 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 approved the Neighbourhood Area and the Neighbourhood Forum on 14<sup>th</sup> October 2015. This decision published with immediate effect on the Council's website.

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	places of worship
1	working men's social club

Our first Neighbourhood Consultation event drew 57 attendees almost all of whom were private residents. The results of lively participation generated 143 individual comments which were 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.

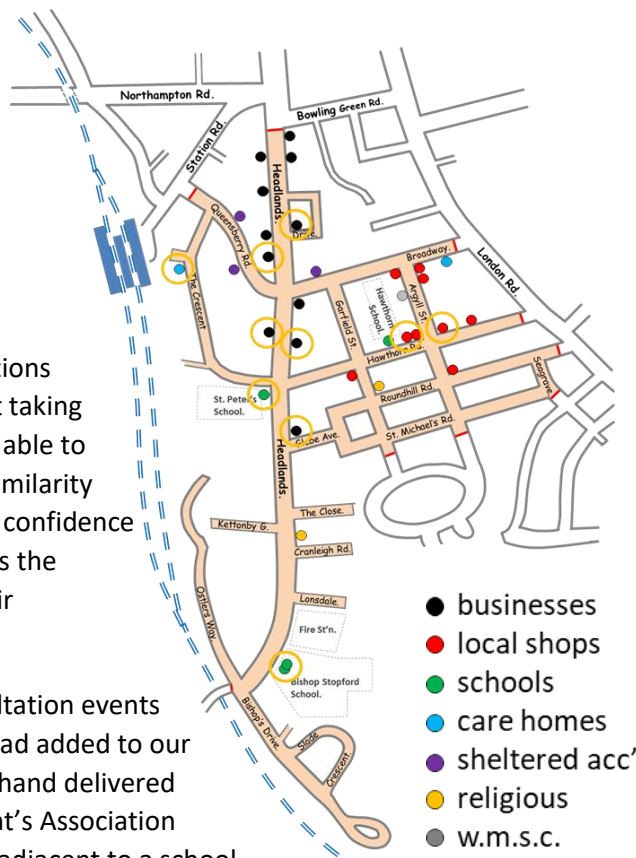
It was apparent however that business and other non-resident occupiers of the Neighbourhood had been poorly represented at this event and so a more focused consultation was set up.

The Neighbourhood Area illustration is 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 are those locations 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. Reassuringly 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.

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 mid stage public consultation held on 15<sup>th</sup> 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, etc.,  
 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.

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							
forum							
c '17							
forum							
c '17							
forum							
c '17							
forum							
c '17							
forum							
forum							
forum							
bus.ed.etc., (non-res)							
forum							
forum							
forum							
bus.ed.etc., (non-res)							
c '17							
c '17							
forum							
c '17							
forum							
forum							
c '17							
forum							
c '17							

It appeared likely that there had been considerably more interest from passive watchers through our social media notifications and our website, and the information posted on our Neighbourhood noticeboard. This observation is perhaps demonstrated through attendance at the second public consultation event which although attracting a similar number of attendees, included a lot who had not been there a year earlier (new faces).

We extended our consultation to organisations and stakeholders external to the neighbourhood area as part of the Pre-submission consultation to meet Regulation 14 of the Neighbourhood Planning (General) Regulations 2012 (as amended). This included the Environment Agency, Historic England and Natural England, none of whom raised an objection. In addition to these we got in touch with officers from the former Northamptonshire County Council (transport and the County Ecologist) and Kettering Borough Council (waste management), again none of whom raised objection.

Throughout the effort involved the Forum Committee maintained close ongoing contact with Kettering Borough Council (KBC) advisors, and continue to do so with the recently formed North Northamptonshire 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.

Our methods to engage with our local community and to gather feedback have included using letters, e-mails, posters, questionnaires (tailored for specific events), discussion groups, interviews with businesses and non-resident organisations, social media, our own website and Kettering Borough Council's and by making draft copies of the emerging neighbourhood plan available for public inspection.

#### 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 the Appendix together with illustrations of capture of consultation input and feedback to participants.

#### Consultation.

All our public 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.

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.

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, Kettonby, '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 useage										

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.

Pre-submission Consultation – 16<sup>th</sup> December 2019 to 19<sup>th</sup> February 2020.

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 14<sup>th</sup> and 19th January 2020 where residents could come along for informal chats to discover how matters were proceeding and to contribute their own views on the emerging plan.

The Pre-submission Draft of our Neighbourhood Plan was 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 Forum website to ensure residents and others who work or carry on business in the Neighbourhood Area were informed.

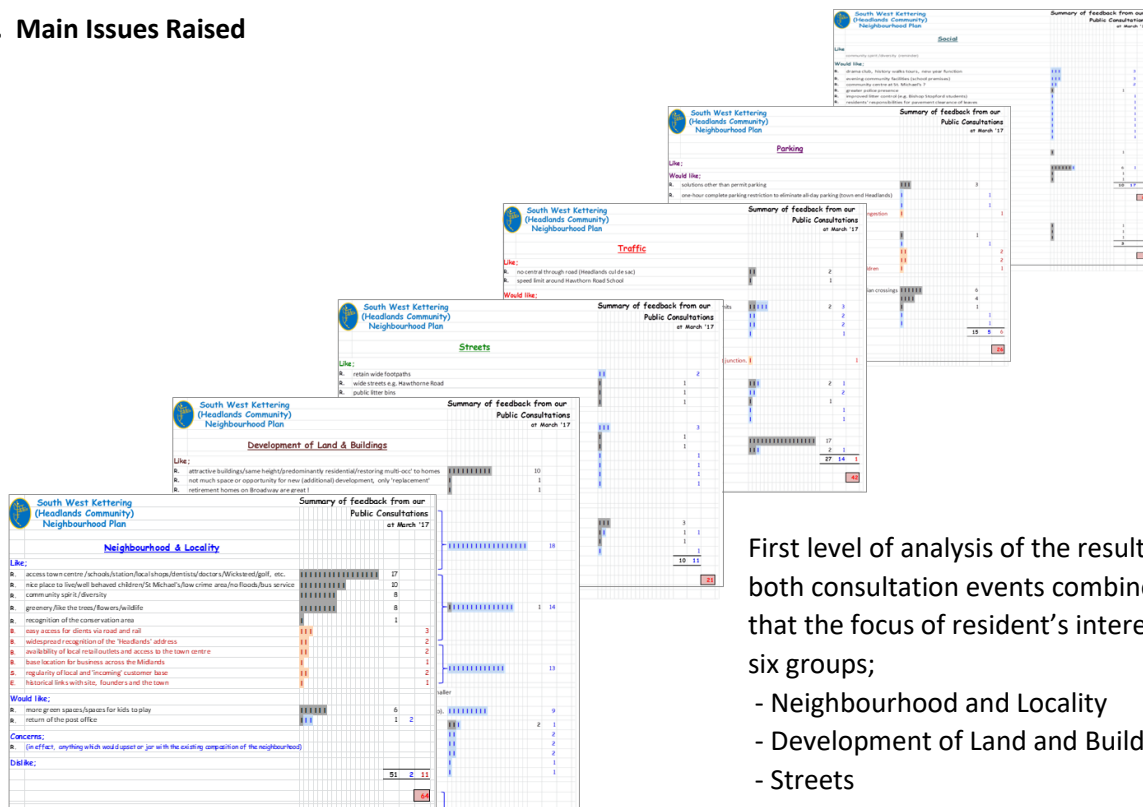
Feedback on Consultation Outcomes.

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 in future. 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 none-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 nevertheless they have turned out to be neighbourhood focused and they align with the 'main issues' and 'objectives' that emerged through the public consultation and engagement that took place as illustrated below;

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

## **Conclusion.**

The Consultation Statement has been prepared to fulfil the legal obligations of the Neighbourhood Planning (General) Regulations 2012 (as amended). It forms part of the plan proposal that is submitted to North Northamptonshire Council. Section 15(2) of Part 5 of the Regulations sets out what a Consultation Statement should contain:

- (a) details of the persons and bodies who were consulted about the proposed Neighbourhood Development Plan;
- (b) explains how they were consulted
- (c) summarises the main issues and concerns raised by the persons consulted
- (d) describes how these issues and concerns have been considered and, where relevant, addressed in the proposed Neighbourhood Plan

This document provides a record of the public engagement and consultation that took place during the development of the South West Kettering (Headlands Community) Neighbourhood Plan. The main methods used to publicise the consultation and engagement processes are documented above and through the appendices, including the main findings from the engagement.


The aims of the consultation process were to be inclusive and open in the preparation of the Plan and to ensure that the wider community:

- was kept fully informed of what is being proposed
- was able to make their view known throughout the process
- had opportunities to be actively involved in shaping the emerging plan
- was made aware of how their views have informed the draft neighbourhood plan
- to 'front load' the consultations to ensure the Plan was fully informed by views of the residents, businesses and stakeholders
- to ensure consultation took place at all key stages, to engage as wide a cross-section of the community as possible and to ensure that the results of consultation were made publicly available

**Appendix to  
Consultation Statement  
October 2021**

**Illustrations of Communications Delivered  
and of Neighbourhood Inputs Received**

**Launching the Neighbourhood Plan Initiative.**



South West Kettering  
(Headlands Community)  
Neighbourhood Plan

August 2015

Our purpose is to establish a formal collaboration between the Planning Dept. of Kettering Borough Council and the residents of this neighbourhood, to try to protect what we like most about our locality, to improve those things we would like to see given greater priority, and to prevent those things happening which we really wouldn't like to see.

Currently our application for formal recognition is under consideration by Kettering Borough Council and we anticipate their decision some time early in October.

At that point, if we are successful, we will deliver further explanatory leaflets to every household in this neighbourhood and in which we will publish the address of our website which is already under construction.

So far, membership of our neighbourhood Forum (i.e. those residents who have already agreed to become involved) exceeds 100 and we do have an elected working committee.

We do need many more members of course !


If you would like to get involved with the Forum and the development of your Neighbourhood Plan, or would just like to express your views on such, please e' mail us at [swketteringnp@gmail.com](mailto:swketteringnp@gmail.com) You can also contact us in writing, marking your letters f.a.o. Neighbourhood Plan, at 2 Cranleigh Road, Kettering, NN15 6QA

*HA*

Harry Frankland.  
Chairman.

Each of these notes delivered by hand to all addresses in the neighbourhood;

- opening notification
- update
- invitation
- reminder



South West Kettering  
(Headlands Community)  
Neighbourhood Plan

30<sup>th</sup> October 2015

**Success !!!**

We have won recognition by Kettering Borough Council of our designated Neighbourhood and of our Forum. We are now 'official'.

Our dedicated Neighbourhood Website is about to be launched, and where you may find some basic facts about Neighbourhood Plans and about our involvement;

[swketteringnp.org.uk](http://swketteringnp.org.uk)

We intend to develop the website fairly vigorously in line with our plans to make it as easy as possible for any resident, whether Forum member or not, to discover what is happening in the development of our Neighbourhood Plan and to contribute to that development if they wish to do so.

Our next neighbourhood meeting is scheduled for Sunday afternoon  
**17<sup>th</sup> January in St. Michael's Church, starting at 2.00 pm.**

We will illustrate as clearly as we can the stages involved in the development of a Neighbourhood Plan and let you know about the sorts of issues which come under the umbrella of Neighbourhood Planning, and those which don't.

Most importantly we hope to make it as easy and comfortable as we can for people to question what we are doing, and to feel encouraged to tell us what needs to be done.

A little nearer the time we will deliver a reminder of the arrangements for that meeting to all of the residents of this neighbourhood.

Looking forward to seeing you there,

*HA*

Harry Frankland.  
Chairman.



South West Kettering  
(Headlands Community)  
Neighbourhood Plan

*A Very Merry Christmas*

*and*

*a Happy New Year to you*

*from your*

*Neighbourhood Plan Committee*

**Neighbourhood Plan ?**

It relates to the future development of your street and of those others in your immediate neighbourhood. What would you like to see done ? What would you not like to see happen in the future ?

Come and find out all about it on  
**Sunday afternoon 17<sup>th</sup> January**  
in St. Michael's Church, Garfield Street, 2.00 pm.

Lots of information on display, a brief opening presentation, and then informal chat groups where you can exchange ideas over a nice cup of tea and let us know your views on the sorts of things which are important to you.

We'll send you an update and reminder ahead of the event and if you are already curious, why not take a look at your Neighbourhood Plan website;

[swketteringnp.co.uk](http://swketteringnp.co.uk)



South West Kettering  
(Headlands Community)  
Neighbourhood Plan

**Happy New Year !**

from your

**Neighbourhood Plan Committee,**

and a reminder about our  
neighbourhood consultation;

**Sunday afternoon 17<sup>th</sup> January.**  
**St. Michael's Church, Garfield Street,**  
from 2.00 pm.

**Consultation Display.**

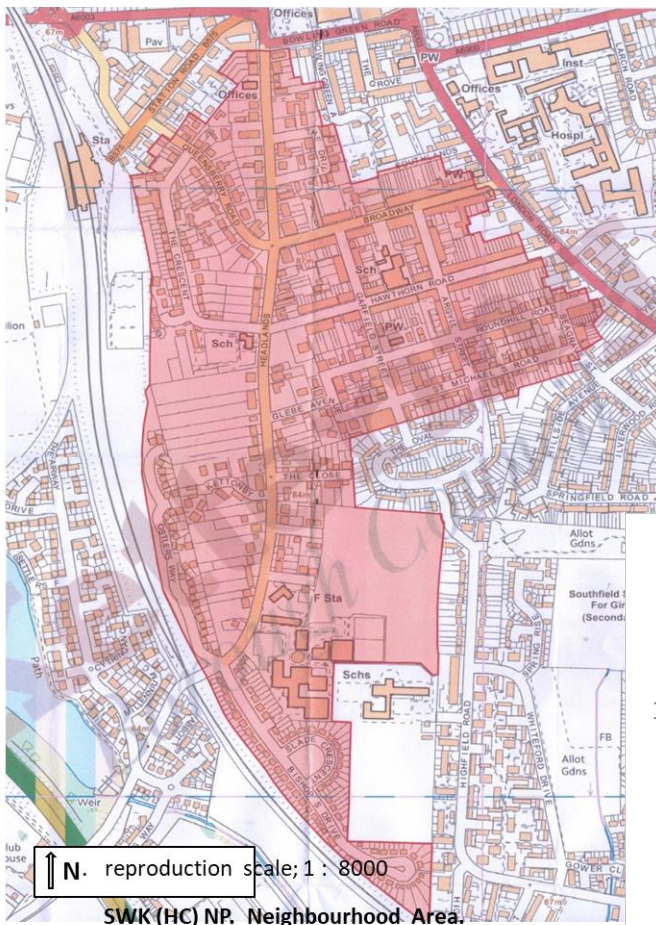
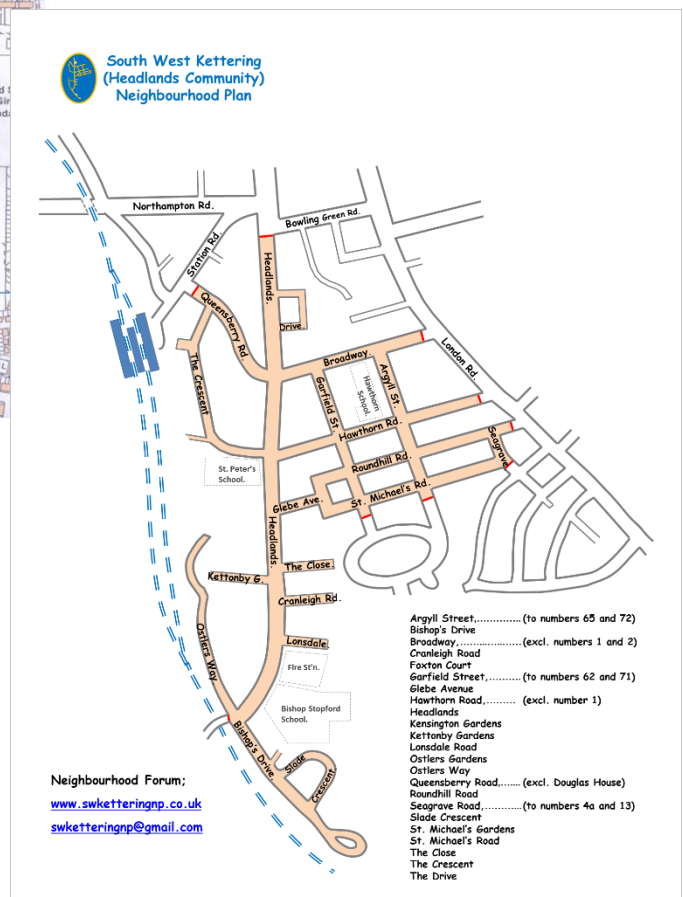


Illustration of the formally designated neighbourhood area (A3 size) displayed in the reception area of the Church in preparation for the arrival of participants.



Simplified illustration of the neighbourhood actual address range included. Also A3, in the reception area.

Both map displays were erected for all consultation events and included in relevant pages of the website.

They were also included in smaller versions of ongoing delivered notifications.



Small 'contact' slips made available for all attendees at the first consultation event

Additional notices displayed in the reception area of public consultation events, the contents of which were also publicised on our Neighbourhood website pages.



## Welcome !

The neighbourhood forum;  
providing the opportunity to include your views on how  
your neighbourhood might be developed and improved.

'Neighbourhood Plans' is a National initiative to provide everyone with the opportunity to become more closely involved in local planning issues. It has been running now for four years and currently (mid 2015) there are hundreds of Neighbourhood Plans established nationwide, giving each group of involved residents (the neighbourhood forum) far greater opportunity than ever before to mould the the composition and character of their local areas.

Here is your opportunity to have your own ideas and views put forward with perhaps far more weight than previously. Obviously the more of us who choose to take it the greater the prospects for us to protect what we like best about our locality, to improve things we would like to see given greater priority, and to prevent those things happening which we really wouldn't like.



## Our Forum.

The embryo of our neighbourhood forum was formed at a public meeting in St. Michael's Church in March this year. Nine hundred or so households were notified about the meeting in advance and in the event, 52 people attended. At the conclusion of the presentation on the purpose of the initiative the meeting was unanimous in support, and of those in attendance, all chose to sign-up for forum membership.

Although the majority was of neighbourhood residents, the new membership also included representation of one school, one locally based business and one of our local councillors.

A working committee was elected to carry the initiative through and members of that committee have since been working on a variety of tasks, the most significant of which have been composition of our applications for formal recognition of our forum and of our proposed neighbourhood boundaries.

These have just recently been submitted to KBC who will now conduct their own public consultation preparatory to making their decisions.

Some details of KBC's intentions may be found in the public notices of the Telegraph of 16<sup>th</sup> July, and more on KBC's own website:

<http://www.kettering.gov.uk/info/200074/planning/1537/neighbourhoodplanning>



## Quick Summary.

A neighbourhood forum is a group of residents and people who work locally, which is generally representative of all the people who live there, and is formally recognised by the local council as a properly established body who's views must be taken into consideration on local planning matters.

Everybody who lives and works in this neighbourhood can become a member of the forum. It is free to join.

Many residents of course will not want to join the forum but still might harbour some anxiety over issues being discussed without their involvement but which could affect the environment where they live.

In order to accommodate such, our forum committee is working on production of our neighbourhood plan website which will be 'open access' to everyone and which will include the invitation, whether forum member or not, to send in your views on particular issues under consideration, or on issues you feel strongly about but which have not yet appeared on the agenda.

The forum committee will in any case periodically deliver to each household, business and institution in our designated neighbourhood an update on its activities.

You can in fact contact us now. Look for the page in this display headed 'Contact Us'.



## Why Get Involved ?

### What would happen *without* a neighbourhood forum ?

The Planning Department of Kettering Borough Council would continue to apply established planning principles and guidelines. Our awareness of developments would continue to depend on our keeping ourselves informed, and our opportunities to object, request change, or even endorse plans for change will remain as they are (e.g. responding to public notifications, lobbying our Council representatives, etc.). We would continue to react as individuals and usually over things which have direct impact on our own personal contentment.

### What will happen *with* a neighbourhood forum !

We will develop and agree with the Council a Neighbourhood Plan setting out for example the constraints on developments which we would prefer to see in place, and the priorities we would like to see given to other initiatives. The Plan would be a reflection of the wishes of the residents as a whole.

In effect, we would no longer be reacting as individuals. We would become a far more proactive group of residents, operating in collaboration with the Council,

..... and in advance of change !

Note – appendix to follow.

