

Winshill Parish Plan 2013

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1. Introduction

This is the second Parish Plan for Winshill produced by Winshill Parish Council. It continues and extends the work undertaken since the first Plan in 2009 to improve Winshill’s physical environment, local services and community identity. It adds a new concern about people’s livelihood. Based on consultations with residents and groups in Winshill Parish, the 2013 Parish Plan sets out what is important to people in Winshill, and how their wellbeing can be supported and improved in the years to come.

2. The planning framework

The local Planning framework has changed since the first Winshill Parish plan was introduced. There are three different types of local plan that can directly affect life in Winshill. They have confusingly similar titles:

1. “Parish Plan” - Winshill Parish has one – this is it
2. “Local Plan” by the local planning authority – East Staffs Borough Council’s Local Plan includes Winshill and is well advanced
3. “Neighbourhood Plan” – there isn’t one yet for Winshill

Parish Plans

A Parish Plan is a statement from people living in the parish saying:

- How the future of the parish can be safeguarded.
- What facilities the parish needs for the future.
- What is important to people in the parish.
- What new developments are acceptable.
- What problems need to be tackled.

Local Plans

Every local planning authority – in our case East Staffordshire Borough Council - must now produce a ‘Local Plan’ setting out how it will develop the whole Borough over the next twenty years or so. Such a Local Plan will consider what is to be preserved and what is to change in Burton between now and 2031. There are no major developments proposed for Winshill, but there will be a variety of small developments to consider.

Neighbourhood Plans

A ‘Neighbourhood Plan’ is a very new, and optional, type of development plan that can be produced for a small area like Winshill. There is a formal process needed to get a Winshill Neighbourhood Plan, which must be consistent with the Local Plan. If agreed, a Neighbourhood Plan would have statutory significance. A Parish Plan is a good basis for developing a Neighbourhood Plan. Winshill Parish Plan’s ‘Winshill Village Design Statement’ is the section most close to a ‘Neighbourhood Plan’.

Why Winshill Parish Plan is worthwhile

Although not having formal statutory power, Winshill’s Parish Plan is worthwhile because it :

- enables our community to engage meaningfully with local development processes;
- makes known those issues that affect the community;
- identifies and prioritises wider key Issues within community;
- helps to identify and plan action that our local community can undertake itself, such as carrying out environmental improvements;
- produces an Action Plan to promote the changes that our community wants to see at parish, district and county levels;
- influences the formal planning system by: -
 - identifying parish needs for affordable housing or community facilities;
 - enabling the production of a design statement for new development in the parish;
 - identifying which open spaces are needed and valued for community use;
 - suggesting the sort of regeneration that would help with community livelihoods and services.

3. A new format for the Parish plan – what is “needed” for “Winshill Wellbeing”

People continue to tell us that overall Winshill is a pleasant and friendly place with a positive community spirit. There is less crime and anti-social behaviour than in the past. For most people most of the time Winshill is a desirable community that supports the wellbeing of its residents. So we have adopted this idea of community wellbeing as the basis for developing and refining this new Parish Plan.

Wellbeing for an individual or family is to feel ‘at home’ in Winshill. Winshill is seen as a good place to belong to – a good base from which to achieve as much ‘health, wealth, and happiness’ as you can, given your present circumstances. And perhaps a place where you can give support to help local friends and neighbours do the same.

A successful and happy community is one where most people can meet their core social needs as fully as possible. Where lots of people are unable to do this, there will be an unhappy community, usually with lots of isolation, personal stress, social exclusion, prejudice and hostility, anti-social and perhaps criminal behaviour, which further reduces wellbeing for everyone.

This Parish Plan sets out the actions Winshill Parish Council will undertake with its partners over the next 5 years. The Plan aims to strengthen community wellbeing by helping people meet their core social needs as fully as possible - whatever their particular circumstances. We will do this in various ways, including by seeking to:

- support existing community arrangements already meeting core needs
- improve or introduce new community arrangements to meet core needs better
- improve information about local community arrangements to meet core needs
- resolve community concerns and disagreements about current arrangements to meet core needs, or the breakdown of these arrangements
- help people to get to a service that would help them better meet their specific individual core needs of the moment

4. Core needs for wellbeing in the community

From what you say we have decided to focus our Action Plan by looking at these four core social needs that most Winshill individuals and families seem to have, and which underlie their wellbeing.

1. **livelihood** - needing to find the money to “make a living”, whether this comes from paid employment, pensions, benefits, running a small local business, self-employment from home, income from savings and investments, or in other ways. This is an Action Plan to help people make an adequate livelihood to meet their core needs for material wellbeing.

2. **relationships** - needing positive personal contacts with others - a partner, or in families and households, with friends and neighbours, and across the community – that give us emotional wellbeing. This is an Action Plan to help people achieve a positive sense of self and supportive community relationships. Doing this limits the negative effects of such things as isolation, depression, violence and anti-social behaviour.
3. **services** – needing to have community services and facilities that provide both material and emotional wellbeing - chiefly through retail, health, housing, education, policing, transport, leisure and recreation, voluntary, and religious services and facilities. This is an Action Plan to maintain and extend services that meet local community demand, and to ensure people know what is available.
4. **environment** - the physical environment – whether natural or built - provides the location for wellbeing, so we need a good local environment. This is an Action Plan to ensure that the neighbourhood in which we live is well planned, clean and attractive, which you have told us gives you a sense of wellbeing.

Although we all have these core needs throughout our life, we meet them in different ways at different times. For example, the ways we meet our needs for recreation as a toddler, as a teenager, as a young adult, as a middle-aged person and as a pensioner are usually different. Winshill Parish Plan takes this fact into account as it looks at each sort of need.

We also take into account the differences of approach required according to gender, race, ethnicity, religion, sexual orientation, and disability in order to ensure that all members of the Winshill community, although with individual differences, have an equal fair opportunity to maximize their wellbeing.

Lastly, we appreciate that actions identified under one specific core need for planning purposes will often have effects related to the other needs as well.

5. Our Consultation process

This is the process we used to produce Winshill Parish Plan.

a. using our normal Parish Council processes.

Winshill Parish Council is made up of 11 Winshill residents who meet each month at the Neighbourhood Resource Centre in Canterbury Road. The public may, and do, attend these meetings and raise concerns. Members of the public also contact individual Parish Councillors formally or informally to raise concerns or express views. Parish Councillors attend other local meetings or are otherwise in contact with a number of local groups and organisations. As local residents themselves, your Parish Councillors share some of

the daily experiences and frustrations that the wider community has. All these contacts keep the Parish Council closely in touch with local concerns, and this information has helped to shape the Parish Plan. This includes acknowledgement that some of the actions in the last Parish Plan need to be continued.

b. using our three formal consultations with residents and others.

The Parish Council Newsletter included a questionnaire about the content of the new Parish Plan to every Winshill resident in the Spring of 2012. Over the Summer the Parish Council then canvassed every street in Winshill asking anyone who had a particular concern to display a card, and a Parish Councillor called to hear this concern a few days later. This process was completed by late Summer 2012. We also sent the main questionnaire to all voluntary organizations and groups in Winshill. In early February 2013 a proposed version of the Parish Plan was presented for final consultation at a public meeting at Winshill Neighbourhood Resource Centre. At every consultation stage there was fundamental agreement about the themes and actions to be addressed. All points raised in these consultations have been considered and substantively incorporated as actions in this Parish Plan.

c. adopting and implementing the Parish Plan

This Parish Plan was adopted by Winshill Parish Council at its meeting on 28 February 2013, together with appropriate arrangements for publicising it, and for its operational management.

The planned actions and progress in their implementation will be reviewed regularly at Parish Council Meetings, and revised where necessary to meet any new situations and concerns that arise in Winshill, with further public consultation if required.

Copies of Winshill Parish Plan will be available at the Canterbury Road Neighbourhood Community Resource Centre, and on the Winshill Parish Council website www.winshill.info/parish_council.

6. What the formal Consultations told us.

We can summarise the overall message from the three rounds of public consultation and ongoing public feedback to the Parish Council as follows:

- most respondents liked the physical location and environment of Winshill – near to town yet semi-rural - with a few dislikes about roads and parking
- mixed views on community relationships - some liked the friendly and helpful people of Winshill community – others disliked antisocial behaviour (eg dog fouling, litter, rowdyism) when it happened
- mixed views of local services – some saw these as improving, others felt services were poor
- clear views that parks and open spaces needed developing especially to provide services for young people, and that various types of nuisance such as dog fouling, litter, poor parking, and unruly behaviour should be controlled
- clear views that the overall physical environment should be maintained and developed in keeping with how it is already, both by suitable new improvements and by dealing with a host of specific problems.
- specific views that there should be more floral features, but not more benches or new major Parish Council sponsored public events.

It was noticeable that while many of the responses were expressed in terms of either 'glass half full' or 'glass half empty', they tended to be mirror images of the same thing. For example, one comment might be to develop extra parking, while another objected to poor parking. Overall this suggested that both viewpoints were used to talk about the same 'glass' of adequate parking facilities, which all respondents valued, and which supported the actions already being taken by the Parish Council.

7. Winshill Parish Action Plan 2012 – 2017

Introduction to the Action Plan

Who does what?

This Winshill Action Plan sets out the specific actions that Winshill Parish Council aims to take in order to meet or support the community needs that have been identified. The Parish Council itself, although initiating the Parish Plan, is too small and limited financially to directly undertake all the actions identified. Normally we will work with other partners or funders, and these will be listed in a Parish Council management supplement to this Action Plan.

When will it be done?

Each action in the final version will have a **timescale**. Some actions, like managing litter, will be ongoing. Others will have a shorter or longer end point. Again, this will be listed in the management supplement.

What gets greatest attention?

The community sees some actions as more important or urgent than others. Sometimes the actions need to fit a timetable set by partners or those providing grants. In the final Plan we will give each action an initial level of **priority** - **high**, **medium** or **low** – although we know that changing circumstances can and will change priorities rapidly. Also again, this will be listed in the management supplement.

All action priorities and timescales will be based on responses taken from the consultations set against the opportunities and constraints of resources and external circumstances.

7.1. Livelihood

Need – to support livelihoods - wellbeing from meeting core material needs	Actions
1. support opportunities for residents to make a livelihood locally – as owners or employees - by encouraging existing local retail and other businesses, and exploring regeneration initiatives	<ul style="list-style-type: none"> a. Consult with existing businesses to see what sort of support might be helpful for them b. Consult with Chamber of Commerce and similar bodies about local development and regeneration c. Identify possible links with ESBC Local Plan eg on regeneration, especially of empty shops d. Explore possible sources of funding for local community regeneration initiatives e. Develop proposals for further action about supporting local livelihoods f. Include retail and other local businesses in any Parish Directory, and offer low cost advertising in Parish Newsletter
2. support locally-based services giving support for job seeking and career development, and giving impartial benefits and financial advice and support.	<ul style="list-style-type: none"> a. Sustain and develop existing support services provided in the Neighbourhood Resources Centre eg Job Club, Credit Union, etc ... b. Encourage and support local businesses and voluntary groups offering work experience or other similar volunteer activity that might help with job seeking including by seeking to establish work experience schemes at the Neighbourhood Resource Centre c. Sustain and develop support services using the Neighbourhood Resource Centre that offer impartial benefits and financial advice to unemployed or otherwise vulnerable people whose security of livelihood is under pressure
3. support the capability of Winshill residents making their livelihood by working from a 'home office', or by running a self-employed business or trade from their own home.	<ul style="list-style-type: none"> a. Support the Burton campaign to improve local broadband speeds to support local businesses and home workers depending on it b. Raise the issue of home working in a Parish Newsletter and invite responses from Winshill home workers for further consideration

7.2. Relationships

Need – for positive community relationships through -	Action
7.2.1 a Strong Community Identity – wellbeing from being part of a proud and cohesive Parish community	
1. recognise and support the range of clubs, churches, schools, employers, societies, and other groups that help give Winshill its community identity	<ul style="list-style-type: none"> a. Maintain a regularly updated Parish Directory advertising Winshill facilities and groups, including making it available on the Parish Council website b. Continue to make information about Parish Council activity available in Newsletter, on WPC website, Parish Noticeboards and in other ways c. Highlight positive stories for publishing in the Burton Mail, Parish Council Newsletter, school newsletters, and other media d. Explore ways to celebrate and promote the attractive Parish environment, in particular by making the Parish Council's 'Walks in Winshill' booklet available on the internet, and placing a copy in the reference library e. Maintain the Parish Council's modest 'grants to local organisations' scheme, and see if local businesses might wish to be involved in local sponsorship schemes
2. directly promote agreed events and activities that celebrate and enhance the Community's positive spirit	<ul style="list-style-type: none"> a. Continue to organise an annual Parish Fayre which can be owned and enjoyed by the whole community b. Continue to search for activities which can bring people together in order to improve mutual understanding between the different generations

7.2.2 a Safe Community - wellbeing from living in a community free from crime and anti-social behaviour	
1. support ways that help to keep Winshill community as free as possible from crime and anti-social behaviour	<ul style="list-style-type: none"> a. Promote local policing strategies and the Respect agenda through schools and elsewhere b. Requesting increased policing in local areas identified as having a specific problem c. Identify any beneficial use of the Neighbourhood Resource Centre as a base for neighbourhood policing and related activity d. Find ways to engage positively with individuals or groups behaving in anti-social ways in order to reduce their nuisance, including engaging with young people behaving in anti-social ways especially late at night, dog owners who persistently allow their dog to foul, drivers who park dangerously, owners of overhanging hedges e. Follow up suggestions for the development of facilities or other action arising from discussions with those engaged in anti-social behaviour
2. represent Parish views and concerns about community safety on appropriate bodies	<ul style="list-style-type: none"> a. Continue to be involved with PACT and other similar organizations and schemes engaged in the resolution of such difficulties
3. contribute to the provision of community safety in the event of local major emergencies	<ul style="list-style-type: none"> a. Clarify the role of the Parish Council in being a partner in the overall County Emergency Plan, and if feasible take up this responsibility, finding how this would be done
7.2.3 a Community that can meet together – wellbeing from facilities to enable meeting up with others	
1. ensure there are adequate facilities where community groups can meet	<ul style="list-style-type: none"> a. Develop the Neighbourhood Resource Centre by regularly reviewing current usage and developing new ideas for its use b. Appoint to the new post of Resource Centre Co-Ordinator and provide appropriate supervision c. Continue to work with churches and others to assist them in improving their facilities for use by the wider community

7.2.4 a Community that is engaged and consulted – wellbeing from living in a community where local concerns can be expressed and acted on

<p>1. promote a sense of ‘local ownership’ within the community</p>	<ul style="list-style-type: none"> a. Maintain a Parish Plan which is updated at least annually and is based on the views expressed by members of Winshill community b. Continue regular consultation by the Parish Council with community members on all relevant issues arising within the community c. Encourage grant applications to the Parish Council for development of services and activities falling within the remit of the Parish Plan d. Engage when appropriate in mediation and conciliation activities to help address and resolve community conflicts and disagreements
<p>2. maintain partnership links with a wide range of organisations</p>	<ul style="list-style-type: none"> a. Maintain links with Borough and County Councillors for the two-way exchange of information and concerns, and to identify potential beneficial joint action b. Liaise with neighbouring parishes with a view to joint action c. Establish formal and informal links with other organisations for mutual benefit, in relation to local concerns expressed including in the Parish Plan
<p>3. exercise its representational role in statutory planning decisions</p>	<ul style="list-style-type: none"> a. Continually monitor all planning applications made to ESBC as the local authority, respond to planning application concerns raised by Winshill residents, and to make representations as determined

7.3 Services

Need – for a wide range of local services and facilities	Action
7.3.1 Leisure and recreational facilities - wellbeing by ensuring there are adequate local facilities for...	
1 the wider community	<ul style="list-style-type: none"> a. Monitor the use and maintenance of recreational facilities available in the Winshill Parks, seeking to ensure their suitability and safety in meeting local needs, and their improvement as needs evolve b. Explore additional provision of adult health and fitness walks and exercise equipment on Newton Road Park to match the new children's play area, with a special focus on those with specific health or recovery needs c. Cooperate with the full range of Winshill-based sports and other leisure organisations and events to support and maximize local recreational facilities and opportunities
2 for young children	<ul style="list-style-type: none"> a. Ensure playing surfaces in children's play areas are improved or maintained as needed b. Support or contribute to services which enable self-help for families with young children c. Continue to monitor play areas to establish and respond to evolving needs d. Continue to promote and support Winshill Children's Centre Campus to ensure its services meet the evolving needs of the community e. Ensure activities suitable for young children are included in the annual Parish Fayre
3 for young people	<ul style="list-style-type: none"> a. Continue to sponsor and support the Winshill Youth Council to enable it to function as a proper representative body for Winshill young people to express their needs and issues b. Continue to support for the Youth Council's programme for developing recreational facilities for young people c. Continue to advertise and support the Winshill Youth Lounge including by seeking Parish Council representation on its

	<p>Management Committee</p> <ul style="list-style-type: none"> d. Continue to support the provision of an Internet Café in the Winshill Youth Lounge available to all young people e. Continue to provide evening floodlighting for the teen shelter on Canterbury Road Community Park f. Continue to engage young people with the 'Winshill in Bloom' and related projects g. Encourage the production of a Winshill Youth Magazine, including by offering Neighbourhood Centre production and printing facilities h. Ensure activities suitable for young people are included in the annual Parish Fayre i. Continue to provide support to the Winshill Parish youth football team
<p>4 for older people</p>	<ul style="list-style-type: none"> a. Ensure available facilities for older people in Winshill are identified and publicised b. Ensure there continue to be a range of appropriate events, courses and discussion groups provided across Winshill to enable older people to socialise and remain physically and mentally active c. Help form and sustain volunteer groups established to assist elderly people with their gardens d. Continue to work closely with the local 'Handyman Service' provided by Orbit Housing e. Seek to improve community transport facilities f. Seek activities and events which can involve young and older people jointly, and in this way improve understanding between them.
<p>5 ...for groups with particular or special needs or interests</p>	<ul style="list-style-type: none"> a. Begin to identify particular needs and interests affecting smaller groups of people living in Winshill, and develop appropriate responses. For example, the specific recreational needs of people with mobility issues, single mums and dads, people with a disability or mental health problem, those from minority ethnic backgrounds – or perhaps a shared leisure interest such as wildlife or computer gaming

7.3.2 Shops, and other retail services – wellbeing by ensuring there are adequate local retail services	
1. shops	<ul style="list-style-type: none"> a. Explore ways to help sustain the existing range of shops, pubs and other retail services b. Encourage shops that meet local demand such as for butchers, bookmakers, launderette, and greengrocers to locate in Winshill c. Liaise with agencies to find alternative use for closed premises, and to improve their appearance
7.3.3 Health and welfare – wellbeing by ensuring there are adequate local health and welfare services	
1. medical and related services	<ul style="list-style-type: none"> a. Approach the health service authorities for improvements requested by the community, such as for a dentist, for longer weekend opening, and for ante-natal classes, where needed
2. care and related personal support services	<ul style="list-style-type: none"> a. Support and encourage development of a range of locally based services that support vulnerable community members during times of personal stress and difficulty, including for example services supporting individuals experiencing mental health, addiction, bereavement, financial, or relationship difficulties b. Explore ways to involve residents living in residential homes in wider community activities, eg by inviting them to the Parish Fayre etc

7.3.4 Transport – wellbeing by ensuring there are adequate public transport services	
1. bus services	<ul style="list-style-type: none"> a. Monitor bus service provision and negotiate with bus companies as necessary to seek sufficient buses at peak times, adequate service to all parts of the Parish, and courteous and helpful drivers mindful of the safety and comfort of passengers b. Monitor bus shelter provision to ensure adequacy of numbers, that they are satisfactorily maintained, provide electronic information where intended, are free from vandalism, and to take up problems on behalf of Winshill passengers when necessary

7.4 Environment

Need – for a desirable physical environment that gives wellbeing	Action
1. establish and sustain an attractive environmental appearance which enhances community wellbeing, identity and involvement	<ul style="list-style-type: none"> a. Continue year-on-year increase in investment to develop and maintain a variety of planting activity in a variety of suitable places b. Continue to support formation of community groups involved in planting activity, and provide ongoing support, including for the new ‘Grow it and Eat it’ community project at Canterbury Road c. Continue to engage Parish Council and community groups and individuals in the Winshill in Bloom gardens competition , explore ‘open gardens’ scheme, and in other ways d. Continue to develop and implement the Winshill Parish Wildlife Plan to maximize the contribution of local wildlife to making Winshill an attractive place to be in e. Ensure historical, wildlife and other walks in Winshill are well maintained and publicised locally and elsewhere eg in National Forest literature f. Deploy the Parish Lengthsman to contribute to these environmental activities

	g. Explore ways in which we can support and work with Winshill Allotment societies
2. contribute to community wellbeing by ensuring that Winshill is clean, with adequate facilities for tidy disposal of litter and dog excreta, for recycling, and for bulk waste collection	<p>a. Maintain the Parish Lengthsman's input in the early removal of cans and bottles, graffiti and chewing gum etc</p> <p>b. Continue provision of waste bins, free pooper scoops and bags in appropriate locations, and occasional bulk waste collections</p> <p>c. Monitor the effective delivery of waste services provided by other bodies, and make representations on behalf of Winshill where appropriate</p> <p>d. Review adequacy of public facilities such as toilets provided in Winshill</p>
3. support environmental conservation activity that will provide wellbeing in Winshill by monitoring and linking to the wider plans and strategies of external bodies	<p>a. Maintain links with other Councils and develop links external bodies such as Staffordshire Wildlife Trust and conservation bodies</p> <p>b. Seek constructive new partnerships and sources of funding for environmental projects in Winshill</p> <p>c. Encourage grant applications from local groups for environmental projects</p>
4. improve wellbeing in Winshill by addressing significant traffic issues affecting Winshill residents and businesses	<p>a. Review earlier plans to get safer roads free from speeding motorists, such as provision of speed indicator signs and changing speed limits, and identify further actions required</p> <p>b. Continue efforts to resolve congestion due to school runs, and inappropriate parking, including by exploring options for improved parking facilities</p> <p>c. Continue to seek improved visibility at significant road junctions</p> <p>d. Seek improvements in provision of salt bins and gutter drainage to improve safety in critical areas</p>
5. maintain and enhance the special physical qualities of Winshill giving wellbeing by monitoring and responding appropriately to wider planning and development strategies, changes in planning laws and frameworks, and specific local	<p>a. Ensure Parish Councillors are kept aware of the implications of wider development strategies and changes in planning laws</p> <p>b. Keep Winshill residents informed of any potential significant planning or development issue through the Parish Newsletter</p> <p>c. Continue to monitor and respond to individual planning applications made within Winshill, specifically in opposing 'back</p>

planning applications	<p>garden' in-fill development and other departures from our Design Statement</p> <p>d. Complete a Village Design Statement for Winshill representing the views of local people that will help protect and enhance Winshill's local character by</p> <ul style="list-style-type: none"> i) assisting the local planning authority in approving or rejecting applications ii) promoting modest development in the style and character of surrounding buildings and environment iii) taking account of current national relaxation of certain planning controls
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8. Conclusion

This proposed Action Plan sets out the principal aims and specific actions that the Parish Council will be undertaking, using the framework of wellbeing and need, over the next few years. We hope you find these actions helpful in enhancing your wellbeing.

Residents of Winshill are always welcome to attend Parish Council Meetings to listen to discussions or to raise their own concerns. Minutes of Winshill Parish Council Meetings and other related information are posted regularly on Parish noticeboards.

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Clerk to the Parish Council
Neighbourhood Resource Centre
Canterbury Road
Winshill
DE15 0HD