Executive Summary

This is a summary of the comments we received in response to the consultation on the Issues and Options East Staffordshire Core Strategy Local Development Framework document. The consultation ran from October 2007 through to recording of responses in January 2008. A total of 283 responses to the questionnaire were received from a range of stakeholders including statutory consultees and local residents in the borough.

The document gives a flavour of what was said, the responses have been summarised and in some cases actual quotes have been included. Comments have been grouped by the headings in the Core Strategy questionnaire, which broadly follow the chapter headings in the Core Strategy Issues and Options document.

The Vision for the Borough

There was general support for the outlined Vision for the borough, however criticisms related to the fact that the Vision was too general and not specific enough to the overall character of East Staffordshire. Respondents felt that the Growth Point status of Burton, and the ramifications of this, needed to be more articulated. Several comments stated that the Vision should have a more significant focus on sustainable growth and diversification of the economy and should highlight the particular issues the rural communities of the Borough face. The Vision was criticised for not including a strategic objective relating to the Community Strategy objective to improving health and for having no objectives relating to sport and recreation.

What changes are necessary over the next 20 years in the Borough?

It is evident that a large proportion of people are aware of the significant growth agenda that East Staffordshire is facing and the ramifications of this. People referred to the need to improve both private and public transport provision if significant growth were to occur, and also the need to provide affordable homes, particularly for younger people and those in rural locations.

Other key changes identified related to the need to regenerate the housing and shopping areas of Burton, for better retail and leisure facilities, to ensure a better overall quality of development, and to ensure sustainable development and be aware of climate change issues. People identified the need for community cohesion and for more community facilities in the Borough. In addition, mention of fear of crime and a desire for better education and health services are clearly elements which suggest a spatial vision is needed.

Growth Options

The majority of people wish to see new development located on Brownfield land and in particular within existing Settlements, specifically Burton and Uttoxeter. It is clear that some respondents are aware of the requirements of

the Regional Spatial Strategy (RSS), and hence for the majority of development to be in and around Burton. There was also support for development to be along the main arterial routes in the Borough to enable easy access to these roads and to reduce traffic congestion.

People are clearly opposed to developing Greenfield sites, however some are aware that Greenfield development is inevitable due to the growth agenda. Clearly there is support for developing brownfield sites before any Greenfield is touched. However, in some cases certain Greenfield sites are in more sustainable locations and that these should not be overlooked because of their status. There is no clear preferred option for the location of Greenfield development as 33% of respondents felt development should be on the edge of Burton (in line with the RSS allocation) whereas 37% felt development should be scattered amongst existing settlements.

In relation to mixing housing and employment on sites, slightly more respondents favoured a mixed approach, but this was far from comprehensive. Mixed development was favoured on the grounds of sustainable development principles. A number of respondents also noted that other uses should be included in such development, including leisure, education and health facilities.

There was support for the development of housing and employment around key roads, as this approach would offer a sustainable option, providing development had the infrastructure necessary to support the additional traffic it would create. Others were more cautious and felt that it would actually increase the use of cars for travelling.

There was significant levels of support for developing the Drakelow area, some support was qualified however, suggesting that development should only get the go ahead if a link road was created between the A38 and the A444. Some respondents questioned whether this was the most sustainable option, and were also aware of the potential for flooding on site.

Existing Housing

There is no clear consensus as to whether the housing mix in Inner Burton provides the necessary range to cater for the needs of all families. Anecdotal evidence shows the growth of flats in Inner Burton and there is feeling that this may be reducing the range on offer. The question regarding demolition of existing stock supports the conclusion that any significant intervention would need to be managed sensitively and be targeted. Indeed, whilst over half of all respondents supported clearance of older housing, much of this support was qualified.

New Housing

Results suggest a perceived shortage of housing within the Borough, particularly in relation to affordable and starter homes for first time buyers, as well as family homes. The abundance of flats in Burton was seen as a concern by some people, suggesting that a mix of development was not being achieved. The results do suggest that concern for affordability and the ability

to access the housing ladder is of particular concern and reflects the national issue of high house prices. Because of the wide variety of answers, it would be fair to assume that there is not a shortage of one particular type of housing but there appears to be issues across the board including large executive homes, smaller homes, homes for the elderly, and homes for younger people. The quality of development and providing a mix of housing on development sites was also mentioned as important considerations.

Encouragingly, the majority of respondents felt there were suitable, affordable properties in the Borough to meet their needs. However, of those that said 'yes' some were concerned that while property was affordable for them, this may not be the case for everyone, and particularly younger people.

Gypsies and Travellers

The vast majority of respondents felt that no sites for gypsies and travellers should be provided in East Staffordshire, which highlights the highly political nature of this issue. However, some respondents made sensible suggestions such that appropriate facilities and infrastructure would need to be provided and that the occupants would have to keep them clean and tidy if they were to have allocated sites.

Employment Issues

There appears to be agreement that having 50 hectares of immediately available employment land (as required by the RSS) is sufficient for the borough. However, there was some disagreement with this, particularly when relating this to past trends.

The issue of distribution warehouses in East Staffordshire has been a particularly sensitive subject, particularly in relation to the quality of jobs it provides and the effect it has on the aesthetic environment. Whilst the majority supported policies to encourage high value uses, some people made the argument that with the decline of manufacturing in the Borough, distribution offers a real employment alternative that the workers in East Staffordshire need.

There is general agreement that the LDF should provide a range of employment sites to cater for a diverse range of business needs. Respondents felt that taking advantage of Brownfield land and/or undertaking a process of land reclamation in order to make sites attractive to potential inward investors would ensure that employment land is available for development in the short term. People also felt that existing sites could be used more efficiently, particularly in relation to the large B8 warehousing sites that lay empty. Maximising the use of the A38/A50 corridor to attract inward investment was also suggested. It is clear that a more responsive, quicker, flexible and proactive planning service was seen as absolutely critical for the delivery of sites.

Suggestions for how the development and growth of new businesses could be encouraged showed over-whelming support for financial incentives. Other suggestions related to the need for improved transport infrastructure and for

an increased marketing strategy for East Staffordshire – the strengths of the borough should be promoted. Supporting earlier conclusions, a supply of readily available and appropriate sites, allied with a proactive, flexible planning regime was seen as an important area along with protection of employment land and the reuse of vacant premises.

In noting Burton's historical reliance on the manufacturing sector, some respondents identified the need to increase the skills base of the population in order that potential employers would have skilled workforce to fall back on. Without a skilled workforce, employers will not seek to invest in Burton, irrespective of its other advantages.

Shopping and Town Centres

The consultation exposed a number of strengths and weaknesses with Burton and Uttoxeter town centres. Similarities exist, yet the picture of two differing town centres is painted, providing alternative, important roles within the Borough.

Respondents identified shopping centres in Burton as a key strength of the town, particularly in relation to the size, compact nature, under cover areas and the one floor town centre. Nonetheless, there are some areas that need addressing, in particular the lack of larger stores, especially department stores, lack of specialist shops and variety of shops, too few cafes and rest areas, and the centres being too spread out. Uttoxeter's market town character was valued by many, but complaints were made regarding variety of shops and the negative impact of retail parks.

Clearly, car parking is an issue in both towns, in terms of amount, location and costs. Potential solutions to this problem were suggested such as developing a multi-storey car park and making improvements in public transport. A related issue is that of traffic congestion, particularly in Burton, with a number of respondents mentioning that a one-way system around the town may be an appropriate solution.

Suggested changes to the town centres related to improvements in traffic congestion, parking, the variety of shops, and the general appearance of the towns.

Natural Environment

The responses indicate strong support for the promotion of urban forestry and the National Forest. Nonetheless, there is some underlying scepticism as to the ability of East Staffordshire to deliver upon this objective. Furthermore, despite the overwhelming support for the project, a few cautionary notes were sounded, particularly as this may limit the potential for the town to expand.

Built Environment

There is considerable agreement that the quality of development in the Borough needs to improve. Specific comments related to the "*ugliness of industrial areas*", yet respondents were keen to ensure that older buildings

should not be "*demolished if it is going to be replaced with inferior/characterless new*".

Again, there is strong support for building density policies to be incorporated into the Core Strategy. However, it was noted that while we should have a density policy, this should not have a negative impact on the quality of the development. The importance of planning for green and open space in a development was also emphasised.

When asked if quality of development or job creation was more important in a development, there was overwhelming support that both were of equal importance. It was noted that these two are not, and should not, be in conflict, and that a development of high quality will often lead to job creation.

There was overwhelming support for the need to balance new uses in listed buildings and conservation areas with the need to protect their architectural and historic value. Respondents emphasised the importance of protecting the heritage of the Borough, but also to allow flexibility in the sustainable re-use of buildings. As such, the protection of heritage within East Staffordshire is an issue that the Core Strategy must address.

Services and Infrastructure

Respondents were adamant that provision of services would need to change with the anticipated population growth in East Staffordshire. Indeed, responses clearly identified the need for a spatial approach to be undertaken in order that increased house building is matched with increased services to accord with the differing demands of a significantly increased population.

Regarding infrastructure gaps, the vast majority of respondents feel that public transport infrastructure is a major deficiency that demands attention. Specifically, there were calls for greater coordination between rail and bus services, for evening transport and, ultimately, a more integrated, comprehensive service. As part of this, Burton's lack of a bus station was mentioned in addition to the criticisms of the quality of Burton's train station.

The call for improved roads was strong and relates to the problem of congestion. A third river crossing was seen as a good means of relieving much of the pressure on Burton, and improved public transport and a Park and Ride scheme as an answer to congestion.

Climate Change

There is clear agreement that development should meet energy efficiency standards, and that new developments over a certain size should generate more than 10% of its energy requirements from on-site or local renewable sources. Respondents also agreed that housing should only be built on low flood risk sites. In relation to this it was suggested that it might be more appropriate to use the high flood-risk land for non-residential uses where flooding would be less of a problem.

Waste and Minerals

Respondents were aware that more waste management facilities would be required to meet the needs of a growing population. Many respondents were clear that they wanted to keep waste facilities 'away from residential areas' and 'out of town'. People also recognised the need for waste plants to be situated close to the source of production on the grounds of sustainability and ease of access.

Respondents noted the need for improved recycling facilities, both for industrial processes and for the general public to dispose of their waste. In addition, there was a clear wish for the recycling management process to be improved relating to collections for local residents. It is clear that Brownfield/industrial areas were favoured as a location for strategic waste management facilities, with incineration favoured over landfill. The Drakelow site was again mentioned as a possible solution to the location of waste management facilities.

The overwhelming majority of respondents were in support of incorporating storage facilities for recycling bins and boxes into new buildings. With such a high level of support, the Council would be wise to develop this option.

It is clear that in identifying any sites for mineral extraction that the future plans for these sites should be a key consideration. People were aware of the potential leisure, environmental and recreational benefits that can be delivered with mineral extraction, quite possible to the history of development in East Staffordshire, and are thus keen to make sure that there are long term benefits arising from any quarrying activities. Other key concerns included a desire to minimise negative impacts on the natural environment as well as the social impact of any development. Many people felt that good access to trunk roads should be an important consideration to minimise HGVs on local roads.

An important finding was the relatively high number of responses that mentioned the need for consultation with local people and groups when identifying sites for mineral extraction. Therefore, any criteria based policy should seek to embed a suitable and detailed consultative process to help address local concerns regarding particular developments.

Tourism

There is agreement that there is a shortfall of hotel provision in the Borough, with strong support for B&B and self-catering accommodation, but much less support for hotels at the higher end of the market. Some general comments received were that East Staffordshire needs to develop the tourist attractions first and then the appropriate accommodation would follow.

There is overwhelming support for the growth of the National Forest and development of new tourist attractions in the Borough. There is also support for the development and enhancement of the Borough's canal network. Given the level of support it would be prescient for the LDF to seek ways of maximising the canal system as a central spatial objective. This is emphasised by a realisation that the canals system has potential benefits on

areas ranging from health, open space, leisure and recreation, urban and rural regeneration, economic diversification as well as providing a focus to the development of East Staffordshire's tourism potential and strategy.

Art, Leisure and Recreation

The biggest gap in the provision of art, leisure and recreation activities identified related to leisure and sporting facilities with particular mention of the poor facilities at Meadowside. In contrast, the facilities at Shobnall were perceived positively, suggesting there is a genuine thirst for quality sports and leisure amenities. The loss of the Bowling Alley from Burton appears to have had a significant impact upon the local population with a number of respondents noting the importance this had for the community.

Regarding the arts, again there was a significant level of dissatisfaction expressed, with a large amount of respondents referring to the need for an arts gallery or centre as a showcase for both high quality arts and for promoting more local work. The existing "Brewhouse" was seen as both too small and unable of attracting quality performances. In a similar vein, it was noted that presently there is not a decent venue within Burton to host concerts and gigs.

Several respondents suggested that the Council should look to capitalise further upon the Borough's natural assets. The Washlands and Riverside area, along with the Canal, National Forest and increased cycling and walking provision were seen as areas whereby more could be done to facilitate recreational activities.

Evidently, there is a widely held belief that facilities will not cope with growth, and respondents suggested new facilities should mirror previously identified gaps. Regarding the location of new facilities, access was the key issue, and so town centres and locations with good public transport were popular.

Transport

The consultation exercise revealed that a number of improvements to the transport networks are needed, particularly in relation to public transport and the underlying road network. The need for a bus station in Burton and to improve the existing railway station were common responses, as was the need to facilitate links from the station to the town centre. Suggestions for overcoming problems related to promoting more sustainable modes of transport including cycling and walking, along with the development of a Park and Ride scheme to reduce congestion and car use in the town centre.

In particular, the Burton town centre road network is perceived to warrant improvement, potentially by introducing a one-way system to ease traffic flow. The main roads within the Borough were also seen to need improvements, both in terms of condition and accessibility. Moreover, a number of respondents also mentioned the need for a third river crossing to ease congestion and pressure on existing bridges.

Rural transport provision was an important issue that the consultation flagged up, both with regards to public transport and also the road network.

Delivery and Role

There is widespread belief that new infrastructure should be paid for by both developers and the authorities. Certainly, there is minimal support for the idea that all the cost should be borne by the public purse alone. However, there is recognition that all the costs cannot be borne by developers but that partnership should be sought to deliver the necessary infrastructure.

The vast majority of respondents saw highways and access provision as a fundamental basis for any developer contributions towards infrastructure. Key hard infrastructure themes included drainage and utilities of fundamental importance to any development; whilst the particular need for flood defence measures in East Staffordshire was also highlighted.

There was also much support for developer contributions to the maintenance and provision of sustainable communities. Openspace allied with the need to ensure adequate play areas for children suggest a desire for development that enables its population to 'breath'. Furthermore, the high response rate for 'public services' such as health and education emphasise a spatial approach to developer contributions. Moreover, there was support for public transport and cycling and walking provision to aid the development of sustainable transport.

Again, there was strong support for developers of Greenfield sites to be required to make financial contributions to regeneration proposals elsewhere. There is also support towards a policy that would seek to coordinate development with the regeneration of town centres, and in particular Inner Burton wards.

Introduction

This is a summary of the comments we received in response to the consultation on the Issues and Options East Staffordshire Core Strategy Local Development Framework document. The consultation ran from October 2007 through to recording of responses in January 2008. A total of 283 responses to the questionnaire were received from a range of stakeholders including statutory consultees and local residents in the borough.

This document has been produced as part of our feedback process to inform the next stage of the LDF Core Strategy process; the Preferred Option which will be out for consultation in May 2008. The report has been prepared in accordance with ESBC's Statement of Community Involvement adopted in September 2007 whose purpose is to explain and demonstrate to the public how the Council will carry out consultation on various issues including the Local Development Framework.

The consultation documents were presented as a background paper and associated questionnaire. In addition a summary leaflet and questionnaire were produced which were provided to members of the public and put next to our exhibition stands. The majority of questions on the questionnaire were "tick box" answers, and were broadly similar to those found in the background paper.

The document gives a flavour of what was said, the responses have been summarised and in some cases actual quotes have been included. Comments have been grouped by the headings in the Core Strategy questionnaire, which broadly follow the chapter headings in the Core Strategy Issues and Options document.
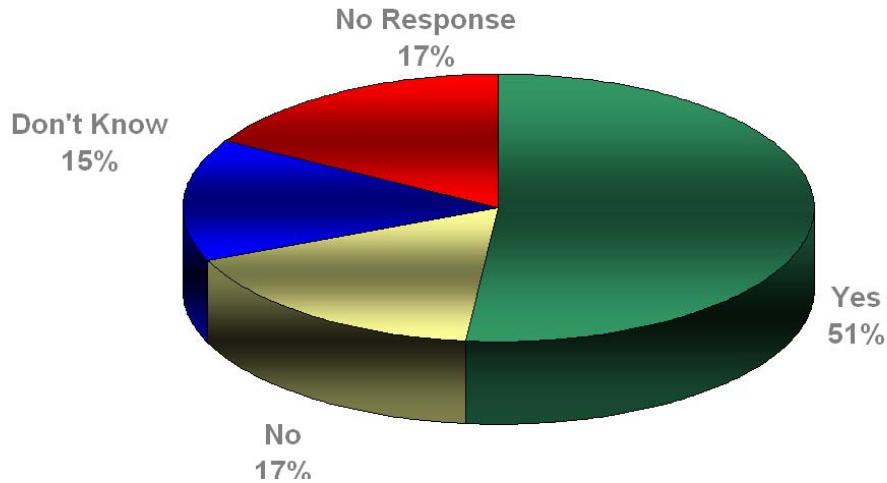
A. The Vision for the Borough

Do you agree with the Council's Vision for the Borough?

No Response 14%
Don't Know 14%
No 14%
Yes 58%
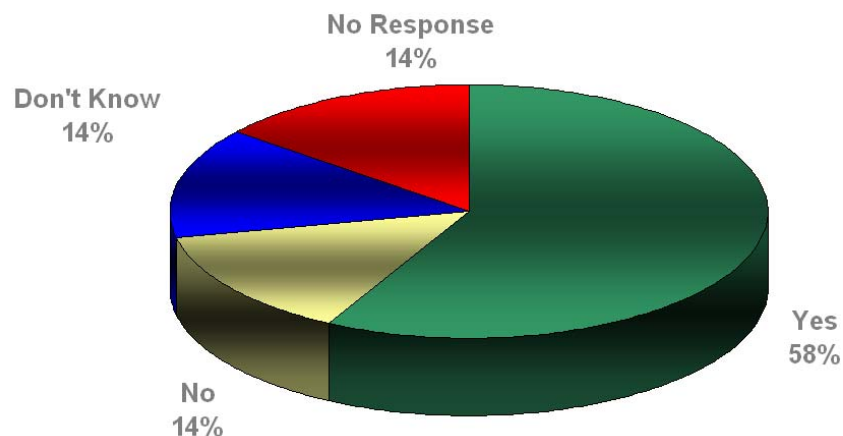
Yes	No	Don't Know	No Response	Total Responses
163	39	40	41	283

Do you think the vision reflects the needs and character of the different parts of the Borough?

Yes	No	Don't Know	No Response	Total Responses
146	48	42	47	283

It is evident that a significant majority of respondents supported the outlined 'Vision'. Nonetheless, several important criticisms were identified and need to be understood in order to refine the 'Vision' further. Furthermore, it must be noted that the 58% figure may be slightly artificially high as several respondents made clear that they only agreed with the vision 'in part' meaning therefore that their support is qualified.

Several respondents suggested that the Vision was too general and not specific enough to the particular realities of East Staffordshire with the consequence that the Vision could apply to any local authority area. Specific criticism of this given that Burton is now a Growth Point, which has particularly important and dramatic ramifications that need to be articulated out more effectively. In addition, it was highlighted that the Vision needs to more explicitly refer to the timeline through to 2026 and the staging posts along the way to achieving this ultimate goal.

The Vision was criticised for not including a strategic objective relating to the community strategy objective to improving health and for having no objectives relating to sport and recreation

Local distinctiveness and the Vision's failure to reflect the character of the different areas of the Borough and their future aspirations and sustainable development were said to be lacking, as well as a failure to recognise historic heritage.

It was suggested that the Vision did not fairly represent the large rural communities that East Staffordshire covers. As such, more emphasis needs to be placed on rural areas in order to ensure they do not become stagnant and that the Council address the needs of all rural residents. Rural employment, affordable housing and transport were particular areas of concern in this regard.

Several comments stated that the Vision should go beyond broadening the economic base by merely maintaining investment and employment levels, and that there should be a more significant focus on sustainable growth and diversification of the economy. Moreover, given the regeneration aspirations within the Borough it was suggested that this agenda needs to be more prominent within the Vision.

What changes do you feel are necessary over the next 20 years in the Borough?

Issue	Responses
ALL TRANSPORT	**70**
TRANSPORT (PUBLIC)	39
TRANSPORT (ROAD)	18
3RD ROAD BRIDGE	3
PARKING	5
PARK AND RIDE	2
TRAIN STATION	3
ALL HOUSING	**43**
HOUSING (GENERAL)	15
HOUSING MIX	7
AFFORDABLE / SOCIAL HOUSING	21
"GROWTH"	**25**
REGENERATION	**22**
ALL PUBLIC SERVICES	**20**
HEALTH	6
EDUCATION	9
ELDERLY	9
SAFETY	4
ALL TOWN CENTRE	**19**
TOWN CENTRE (GENERAL)	6
RETAIL	11
EVENING ECONOMY	1
ACCESS	1
ALL COMMUNITY	**16**
COMMUNITY COHESION	5
COMMUNITY FACILITIES	6
YOUTH	5
ALL ENVIRONMENT	**15**
ENVIRO (GENERAL/CLIMATE CHANGE)	11
RIVER	2
LEISURE	**14**

RURAL (SOCIAL)	10
INFRASTRUCTURE	7
TOURISM / NATIONAL FOREST	4
CONSULTATION	4
WORKING WITH SOUTH DERBYSHIRE	2
DRAKELOW	2

Given that this question was a fairly broad, open-ended question, it was unsurprising to discover a wide-ranging set of responses and priorities. However, in order to enable some sort of analysis a process was undertaken whereby 'key words' were drawn out of responses in order to 'tease out' the underlying issues that were predominantly raised.

It is evident that a significant proportion of people are aware of the significant development agenda that East Staffordshire is facing, with many referring to growth specifically, many to the closely related idea of "housing" which was clearly the default response of many respondents when referring to the growth agenda. Furthermore, many of the other issues can be seen to have a symbiotic relationship with the growth agenda. For example, transport concerns were most prevalent and it was noted that improvements were needed presently and that, if growth is to occur, significant improvements would be needed for both private and public transport.

"Development of integrated transport. Ideally a metro or tram system, but realistically one which blends pedestrian-cycle-bus-train facilities"

"More rail links to encourage people to work and visit. Opening up of Barton station? Better public transport system up to villages."

"Improvements in public transport. Alternatives to private car use should be promoted due to congestion and climate change. Both major towns have rail stations, their use should be encouraged."

"Can't see any provision for a bus park. The government want us out of our car and on to public transport, but while bringing a car into Burton has been made awkward, the public transport has not been improved.

"Third river crossing to link A38 with A444 to relieve town centre congestion."

It is patently clear that one of the main issues that emerged from the consultation was concern over affordable housing. Many respondents explicitly referred to the difficulty of gaining access to the housing ladder, especially for younger people and in rural locations, as well as concerns regarding access to social housing.

> *"To provide cheaper homes for first time buyers and not to keep selling off the Council properties."*
>
> *"More affordable housing especially outside Burton."*
>
> *"More affordable housing and shops to create a good community."*
>
> *"More council houses to rent where they is only a few."*
>
> *" In the smaller villages there is a need to sustain the settlements and their facilities by limited appropriate development, and particularly secure affordable housing."*

Design and public realm issues were identified, with desires to see a better quality of development that has a more organic and natural relationship to its contextual surroundings. There is clearly a concern to ensure that growth does not have an undue impact upon the existing social and physical fabric of existing communities.

> *"Any development should be well designed so the areas do not lose their character and integrate with the existing communities."*
>
> *"Green community spaces."*
>
> *"Burton needs to be improved aesthetically as well as on a 'needs' basis. Current planning is not achieving this."*
>
> *"No more bland boxes for houses and 3 storey town houses being put forward as traditional in areas they have never been."*

Given the rising awareness of climate change it was unsurprising that environmental concerns were raised. Furthermore, many people justified their arguments for public transport on the environmental agenda.

> *"Sustainable development, global warming is the key issue. We will have to 'think local' in the development of business and shopping and produce better choice (big 4 supermarkets) as the oil runs out."*
>
> *"Protection of the countryside."*
>
> *"Need to plan to reduce the impacts of climate change and ensure the adaptation of places to those impacts that are now unavoidable."*
>
> *"We need to grow but in an environmentally sound and sustainable way."*

Concerns regarding community cohesion sheds a light on social tensions that need to be addressed.

> *"More integration of the different nationalities/religions/cultures, e.g. there are a lot of Polish people but there seems a big 'them and us' situation."*
>
> *"A major focus on community resources and community cohesion needed"*
>
> *"If growth is necessary it should not be allowed to compromise the sense of community felt in all areas of our Borough and not so evident with our larger neighbours"*
>
> *"Looking to halt the population increase on an already over crowded island"*
>
> *"We are moving too far away from the British way of life and is there any guarantee that the outside influx going to settle here in Burton?"*

Over and above community cohesion, the need for community facilities was stressed. Moreover, one can denote the desire for the development of 'sustainable communities' and a spatial approach for the Core Strategy. Fear of crime, of a desire for better education and health services are clearly elements which suggest a spatial vision is needed.

> *"Access to Queens Hospital from the A38 as access is difficult from some areas in the Borough"*
>
> *"Real access to healthcare - not just paying lip service like now. Enough places at schools"*
>
> *"Increase in housing, schools, health services and better traffic route"*
>
> *"Investment in sports facilities and social facilities"*
>
> *"More schools, more dentists and doctors, hospital care to cope with all these people's needs"*

Unsurprisingly, regeneration of both the housing areas and shopping areas of Burton was seen as a key issue.

> *"Older houses in inner Burton should be upgraded"*
>
> *"Economic regeneration as well as more dormitory housing"*
>
> *"Improve derelict areas"*
>
> *"High quality regeneration of Brownfield sites"*
>
> *"Regeneration of Burton centre, currently very run down"*

The importance of ongoing, thorough consultation was mentioned in order to deliver sensitive growth and not to isolate the existing communities within East Staffordshire.

Finally, there was a sense that better retail and leisure facilities were an essential element of any future development. Indeed, it was commented that the Vision's failure to refer to health, and sport was a major weakness.

> *"It (Vision) does not include a strategic objective relating to the community strategy objective to improving health. What is proposed? There are no objectives relating to sport and recreation."*
>
> *"Need to improve shopping and leisure facilities in main centres, however rural communities need some facilities or improved access to those provided elsewhere"*
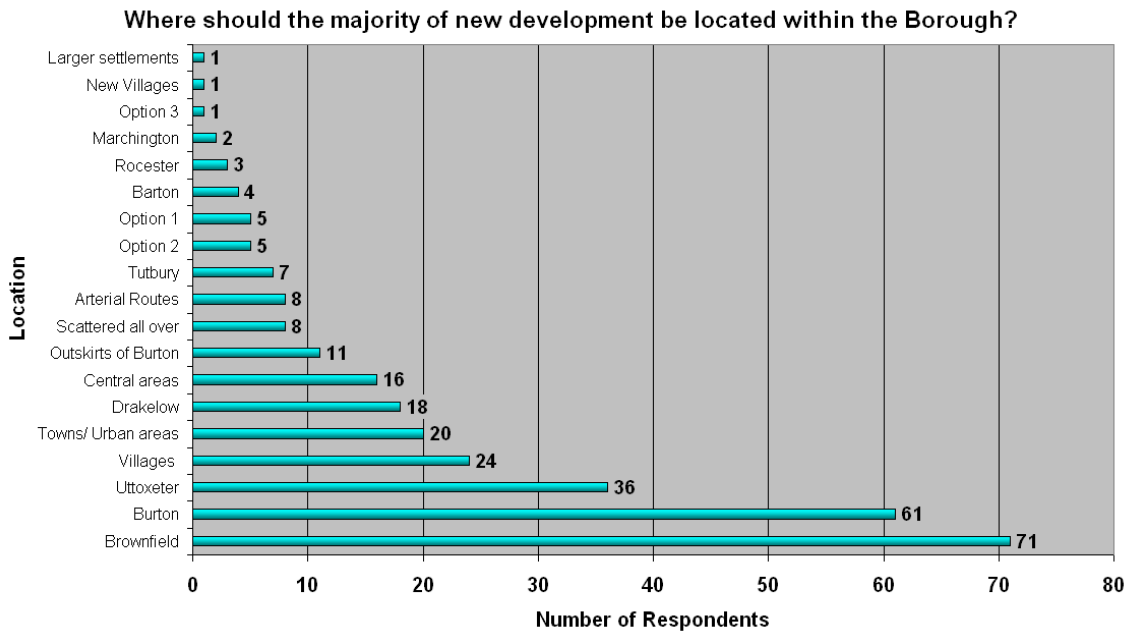>
> *"More leisure activities e.g. cycle routes"*
>
> *"Leisure facilities for all ages spread over the Borough"*
>
> *"Sensitivity and consultation are vital"*
>
> *"To include residents of the Borough for input and incorporate a forum for ideas and future plans"*
>
> *"More consultation with the urban villages."*

B. Growth Options

Where should the majority of new development be located within the Borough?

Location	Number of Respondents
Larger settlements	1
New Villages	1
Option 3	1
Marchington	2
Rocester	3
Barton	4
Option 1	5
Option 2	5
Tutbury	7
Arterial Routes	8
Scattered all over	8
Outskirts of Burton	11
Central areas	16
Drakelow	18
Towns/ Urban areas	20
Villages	24
Uttoxeter	36
Burton	61
Brownfield	71

The majority of people wish to see new development located on Brownfield land whilst, more specifically, the key strategic site of Drakelow received a high level of support as an important Brownfield site for new development.

In terms of geographical location, Burton and Uttoxeter are specifically mentioned by a number of respondents (61 and 36, respectively), however Burton is clearly the most popular choice. This was perhaps due to the fact that some respondents were aware of the requirements of the Regional Spatial Strategy, and hence for the majority of development to be in and around Burton.

A further 20 respondents mentioned 'towns and urban areas', but no specific location, whilst 24 comments identified villages as the preferred location for development. Specific villages included Tutbury, Barton under Needwood, Rocester and Marchington. In particular, respondents mentioned the need to develop in areas with existing infrastructure and facilities to ensure any development was sustainable.

Moreover, there was much support for the suggestion that development should be along the main arterial routes in the Borough to enable easy access to these roads and to reduce traffic congestion.

In relation to the three options proposed, most respondents did not identify one particular favourite. Thus, it is not possible to say which is the preferred option. Just five respondents specified 'Option One' and five specified 'Option Two' as their preferred option, whereas only one respondent mentioned 'Option Three'.

"Sustainable locations. The majority of growth should be accommodated upon Brownfield regeneration sites within the major town of Burton."

"Development of Brownfield sites and redevelopment of existing rundown housing."

"On brownfield sites. Where that is not possible, sympathetic development on suitable greenfield sites."

"A38 and A50 corridors which will be closer to employment, giving less traffic congestion and travel."

"Along main arterial transport links A50, A515, A38. Leave what is left of our very limited picturesque villages alone e.g. Anslow, Rolleston, Yoxall, Tatenhill."

"In and around Burton. This process would aid the towns ability to revitalise the sub-regional area and further establish Burton as vitally important New Growth Point."

"Possibly a split between extending major towns and some villages in the area, in order that one area does not get too big."

" Where existing infrastructures exist or can easily be provided. "Small" towns such as Tutbury and Barton already have these facilities and are ideal locations."

"Concentrate new development within the main centres as these are the areas where it is possible to achieve significant progress in areas such as public transport movements, reducing journeys to work (and leisure)."

"It is considered that the majority of new development within the Borough should be located in and around Burton in line with the recommendations of the RSS."

"Some limited future growth at Uttoxeter would be consistent with the RSS approach to rural renaissance."

"Drakelow - new village with industry housing and road links. New power station could provide heat and power."

"Within and adjoining Burton upon Trent, including previously used sites which are in South Derbyshire. Developing the Drakelow site would represent a highly sustainable option.

"It is recognised that there is great pressure on the Borough Council to build new houses. But to the greatest extent possible new houses should be built as close as possible to the centre of existing urban developments. This has several obvious advantages:

· the necessary infrastructure is already there
· it helps reduce non-essential vehicle movements – people can walk to the shops and the cinema
· commuting is against the flow of traffic, at least within that particular urban area"

How do you feel about the development of Greenfield sites?
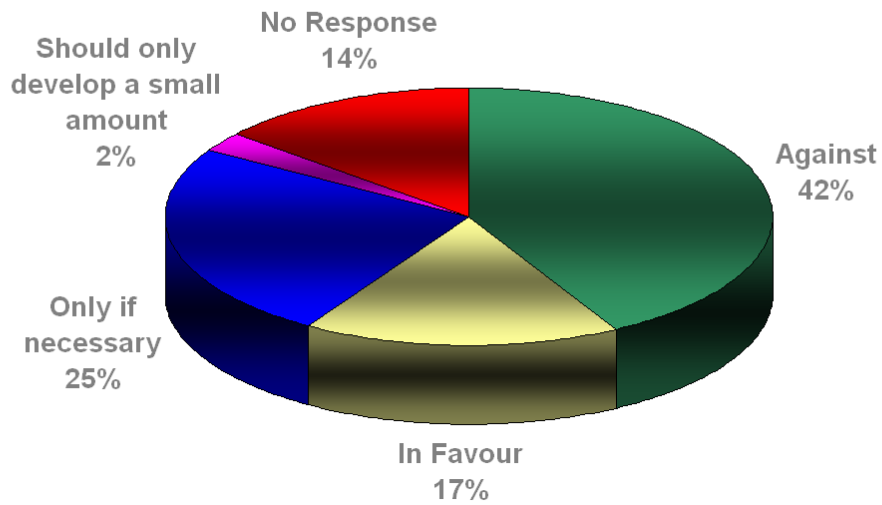
Against	In Favour	Only if necessary	Should only develop a small amount	No Response	Total Responses
119	48	70	7	39	283

The results clearly inform of opposition towards developing Greenfield sites. However, some respondents are aware that Greenfield land development is inevitable, as reflected by 25 percent of respondents stating that Greenfield land should only be developed if necessary, and if all other options had been considered. The majority of people against the development of Greenfield sites felt that there are enough Brownfield sites in the Borough for development.

Respondents highlighted the importance of "green areas" in the Borough as contributors to improved quality of life. It was also mentioned that East Staffordshire is currently quite a "green Borough" and that this should be retained to keep the current attractive landscape.

Some of those in favour felt that while Greenfield development was necessary to ensure the adequate supply of housing and associated employment, Greenfield should only be developed in sustainable locations, for example on the edge of Burton where infrastructure and facilities are nearby. Furthermore, there was a sense that Greenfield should only be released in a phased manner to make sure that all green areas weren't taken up at the same time.

"Totally reject the idea. There are so many derelict areas in the Borough; Greenfield sites should never be touched."

"I think the Greenfield sites are important to stop urban sprawl."

"Generally I am against using up Greenfield sites. The town needs green breathing places."

"Greenfield sites provide the "lungs" for any urban development. Reduction in Greenfield sites will increase respiratory problems and inevitably lead to great costs in the long run."

"Strongly opposed to the use of Greenfield sites for development except as a last resort."

"East Staffordshire has a countryside of high scenic value and agricultural quality and the protection of this needs acknowledgement as one fundamental platform for land-use and spatial strategy.

"This should be closely controlled - a Greenfield Development Strategy should be put in place to provide the governance framework for the careful use of such sites."

"The priority should be to maximise the use of previously used land but Greenfield sites should not be precluded from development if they are available, suitable and achievable."

"A very cautious approach would be necessary and much consultation before approval but the principle could and should be addressed."

"Where they are well located (Sustainable and easy access) such development may be necessary."

"In order to accommodate the proposed housing growth allocations of the RSS there will be a requirement to consider development upon Greenfield sites throughout the Borough. There are opportunities for Greenfield development in sustainable locations on the edge of Burton."

If we need to identify Greenfield sites for development, should these be on the edge of Burton or would you prefer that development was concentrated in one new settlement or scattered amongst existing settlements?
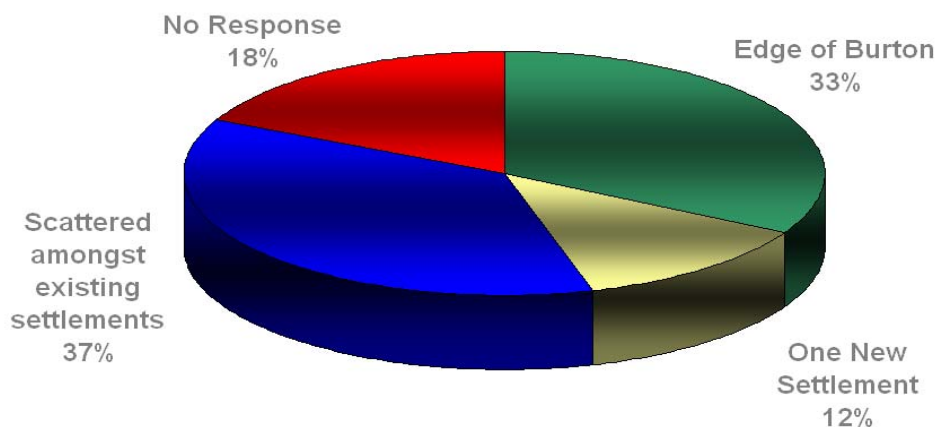
Edge of Burton	One New Settlement	Scattered amongst existing settlements	No Response	Total Responses
93	35	104	51	283

There is no clear preferred option for Greenfield development as 33 percent of respondents felt development should be on the edge of Burton (in line with the RSS allocation) whereas 37 percent felt development should be scattered amongst existing settlements. Developing one new settlement was supported by 12 percent of respondents. A number of those that gave no response to this question felt that Greenfield sites should not be developed at all.

Do you think Greenfield sites on the edge of Burton and Uttoxeter should be developed for employment uses? Should housing and employment be mixed on these sites?
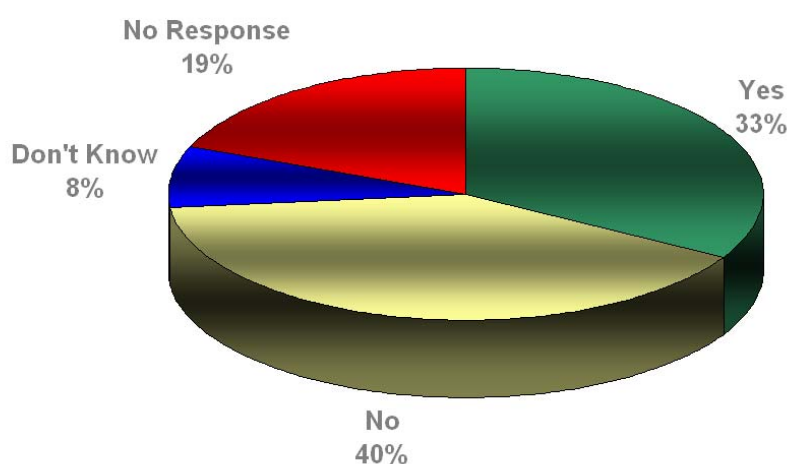
Yes	No	Don't Know	No Response	Total Responses
94	113	22	54	283

Response to this question was varied with a clear 'Yes/No' divide. In relation to mixing housing and employment on these sites, slightly more respondents favoured a mixed approach, but this was far from comprehensive, 20 percent as opposed to 8 percent. Mixed development was favoured on the grounds of sustainable development principles. A number of respondents also noted that other uses should be included in such development, including leisure, education and health facilities. However, respondents noted that care should be taken as to what level of employment and housing should be mixed, and a balance should be achieved, depending on site-specific criteria. Nonetheless, the respondents who were not in favour of mixing pointed to the perceived danger that employment uses could have a negative impact upon the quality of life for residents.

Should the development of major housing and employment be concentrated around the A38, A50 and A511?
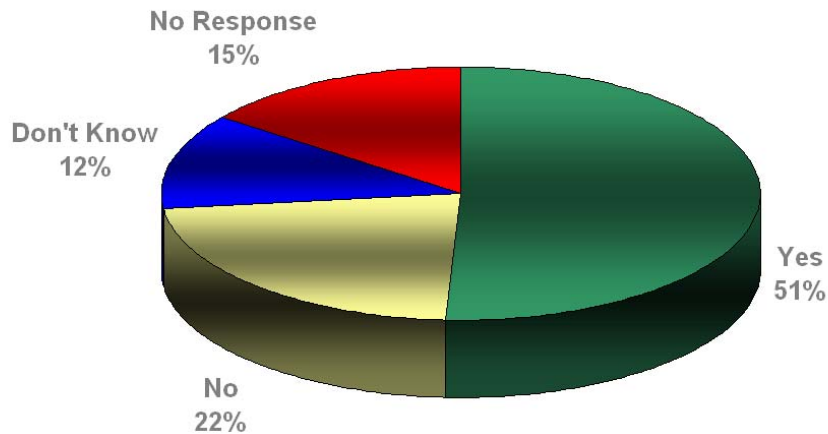
Yes	No	Don't Know	No Response	Total Responses
143	63	35	42	283

Just over half of respondents agreed that development of housing and employment should be concentrated around key roads, with 22 percent of respondents disagreeing with this statement. This approach was suggested to

offer a sustainable option, providing development had the infrastructure necessary to support the additional traffic it would create. Others were more cautious and felt that it would be un-sustainable and increase the use of cars for travelling.

> *"Could reduce the need for extensive new infrastructure. Ensure road networks are capable of increased level of traffic, and they create balanced communities."*
>
> *"If this were to be contemplated, it would certainly be necessary that it should have ready access to such main roads, but without necessarily abutting them or being within the 'highway corridor'"*
>
> *"A thorough assessment of the highway networks existing and future capacity should be fully evaluated and the implications of such development on the wider area undertaken."*
>
> *"Would improve sustainability of development."*
>
> *"It would appear perverse to force additional vehicle movements on people by locating jobs and houses in a location chosen simply because it is near a big road. The best location for housing is within the envelope of existing settlements, and the best location for employment is on the edge of existing settlements."*

Significant levels of new population could be accommodated in the areas adjoining Drakelow to the south of Burton. Do you agree with this approach?
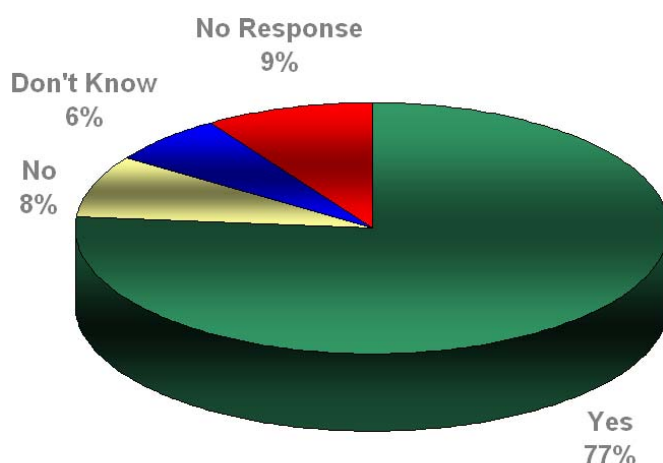
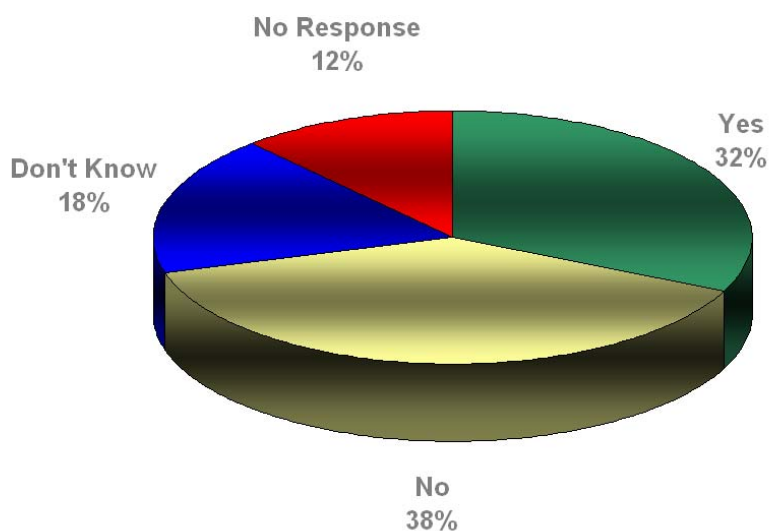| Yes	No	Don't Know	No Response	Total Responses
217	22	18	26	283

There were significant levels of support for developing the Drakelow area, with more than three-quarters of respondents answering yes to this question, and just 8 percent against it. Some support was qualified however, suggesting that development should only get the go ahead if a link road was created between the A38 and the A444.

Despite the general positive perception of the Drakelow site, some respondents questioned whether this was the most sustainable option, and felt that there may be other, more suitable sites available for development which should be considered even if they were Greenfield sites. Some respondents were also aware of the implications of the site being in a flood plain.

Of particular interest for this question is the response from South Derbyshire District Council (SDDC). In particular, they felt that the East Staffordshire Core Strategy should "*make full provision for its emerging housing requirements in order to discourage unnecessary in-migration into South Derbyshire.*" They felt that the Core Strategy should avoid the need for "overspill" development into Drakelow because it would "*raise significant infrastructure and community issues for this Council and our partner organisations.*"

SDDC raised concerns that there was not sufficient evidence that the Drakelow development is the most sustainable and appropriate for an extension for Burton, and that evidence should be provided that all other alternatives have been considered. In addition, it should be clear that development at Drakelow provides "*clear benefits for all local communities including those in South Derbyshire*".

If all previously developed sites are developed, do you think Greenfield sites should be developed in the Uttoxeter area?
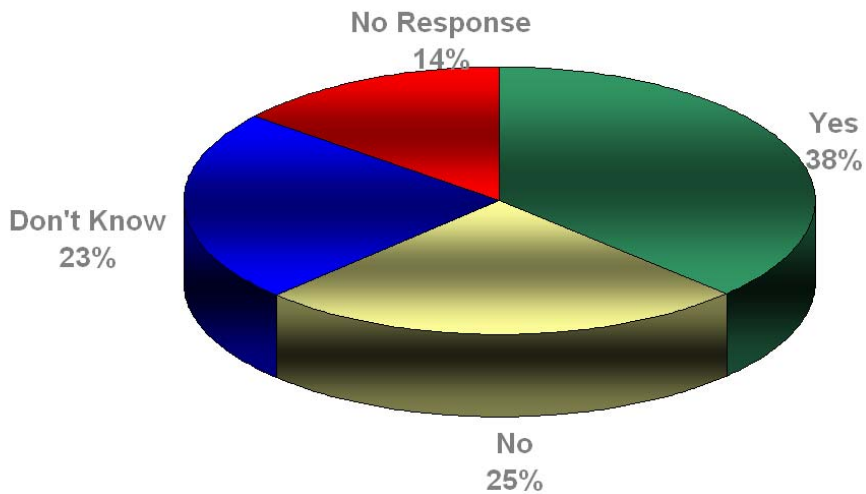

Yes	No	Don't Know	No Response	Total Responses
90	109	50	34	283

This question generated a mixed response with no favoured position emerging. Some of the respondents who were in favour believed that Uttoxeter should benefit from limited development because it is a sustainable settlement and already has a number of facilities that could support a growing population. Countering this argument however was the idea that Uttoxeter should retain its natural environment and that Greenfield land should not be encroached upon. All in all, the debate has not been resolved and any proposals for development would need to entail careful consultation and sensitivity in order to carry majority support.
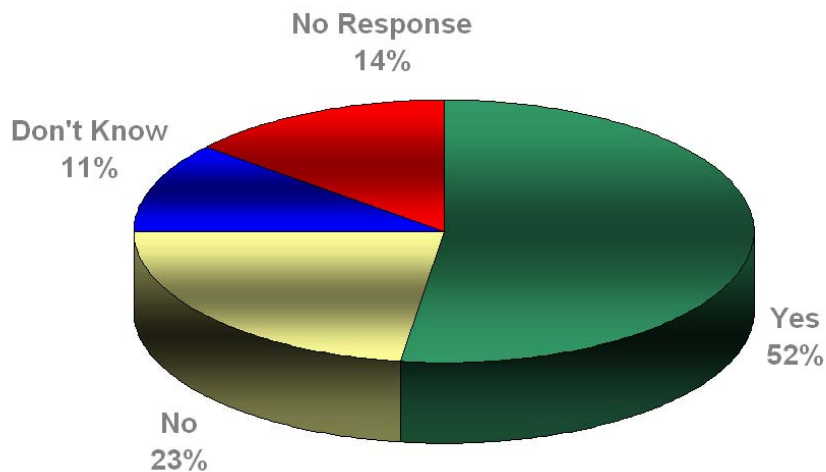
C. Housing – Existing Housing

Do you think there is a range of housing available in inner Burton to meet a variety of family needs?

Yes	No	Don't Know	No Response	Total Responses
105	72	66	40	283

Should we demolish and rebuild in areas with older housing to provide homes that meet modern requirements?

Yes	No	Don't Know	No Response	Total Responses
148	64	32	39	283

The results suggest there is no clear consensus as to whether the housing mix in Inner Burton provides the necessary range to cater for the needs of all families. There does appear to be anecdotal evidence of the growth in flats that may be reducing the range. Nonetheless, the fact that the majority of respondents approved of the housing mix within Inner Burton would tend to suggest that any action within these areas need to be handled with care and

work with the current grain as opposed to seeking to deliver a radically differing built environment.

> *"Doesn't seem to be a lot of variety - mainly flats and terraces"*
>
> *"Majority of new development has been high-density flats. This is restrictive to families who generally desire houses with gardens."*
>
> *"There is a demonstrated lack if affordable housing within the Borough and therefore there should be encouragement from the Council to increase in provision of affordable dwellings."*
>
> *"It would appear that Burton requires more high quality housing. The inner Burton wards contain a high percentage of terraced housing that meets a need for high density, affordable accommodation, which most towns are seeking to replicate across the Country".*
>
> *"The housing requirements of the Town need to be considered as a whole and where high density housing exists close to existing facilities this should be retained and where necessary improved."*

Furthermore, the second question regarding demolition again supports the conclusion that any significant intervention would need to be managed sensitively and be targeted. Indeed, whilst over half of all respondents supported clearance of older housing, much of this support was qualified.

> *Renovation*
> *"Demolitions are complex and time consuming. This type of housing is ideal for the location and it should be improved, not demolished. A mix of housing can be accommodated on new sites within a short distance."*
>
> *"Decisions on the reuse and redevelopment of the existing housing stock, particularly for traditional housing, should take account of its potential historic or architectural value and potential for innovative reuse and conversion."*
>
> *"Within reason - some older housing may be more suited to renovation"*
>
> *"Better to refurbish and so avoid destroying communities"*
>
> *Qualified support*
> *"But only if new is demonstrably better than old"*
>
> *"If stock cannot be refurbished. It is not sustainable to demolish whole areas just because there are gaps within certain areas of the housing market. Should be done on a site specific approach, not broad brush"*
>
> *"Only providing the new homes are of better quality and that this option is more cost effective than renovation"*
>
> *"Only justified if there are acute signs of market failure or difficult to let estates where renewal would have the added benefit of providing for more balanced communities."*
>
> *"Caution should be applied as older housing provides affordable housing. If re-housing of occupants can be readily achieved, the demolition of older inadequate housing stock does provide redevelopment opportunities with much wider benefits than purely those of improved housing"*
>
> *"As long as homes are beyond restoration"*
>
> *"If in a disrepair state. The same money to rebuild could be better spent improving the houses and areas to make them attractive and safe places to live at an affordable price"*
>
> *"Unless unsafe or long term derelict and uninhabitable."*

D. Housing – New Housing

Do you think that there is a shortage of certain types of housing within the Borough, and if so, what types?
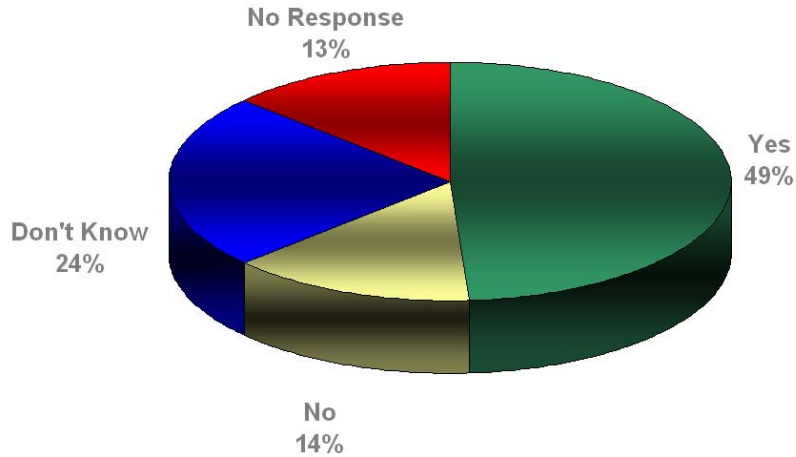
Yes	No	Don't Know	No Response	Total Responses
137	40	69	37	283

The results suggest that there is a perceived shortage of housing within the Borough, with almost half of respondents answering yes to this question. However, equally significantly a large section of responses either did not know or failed to respond to this question.

What types of housing are in short supply in East Staffordshire?
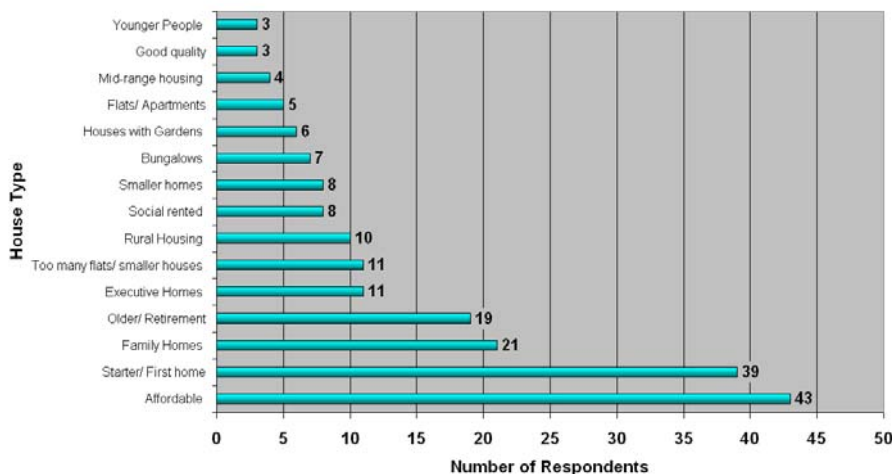
As the above graph illustrates, a variety of answers were given. The most noted answers were affordable housing and starter homes for first time buyers, followed by family homes. Other popular answers included executive homes, retirement homes, rural housing, smaller homes and social rented. A number of people also felt that there were too many flats and smaller homes being built, especially in Burton. The results do suggest that concern for affordability and the ability to access the housing ladder is of particular

concern and reflects the national issue of high house prices. However, because of the wide variety of answers, it would be fair to assume that there is not a shortage of one particular type of housing. Rather, there appears to be issues across the board including large executive homes, smaller homes, homes for the elderly, and homes for younger people. The importance of quality and providing a mix of housing on development sites was also mentioned.

> *"In Burton there is an identified need for larger family houses which have not been provided in recent years due to higher density developments. There is also a need to provide more affordable housing for first time buyers."*
>
> *"Too many flats and smaller houses. Lack of affordable homes, especially in rural areas. Need various types and choice of property in new developments."*
>
> *"There needs to be housing to attract people to up-grade thereby releasing houses in the lower income bracket."*
>
> *"There is not enough sheltered housing for elderly people and too few well-built (not boxes) starter homes."*
>
> *"There is a need for more family housing and housing which would retain professional people currently in-commuting from further a field."*
>
> *"First time buyer houses - lots of flats, but not everyone wants a flat."*
>
> *"There is a need to provide a balanced portfolio of housing sites to provide for a mix of housing types and tenures."*

If you wished to move within the Borough, are there suitable properties that meet your needs? Are these affordable?
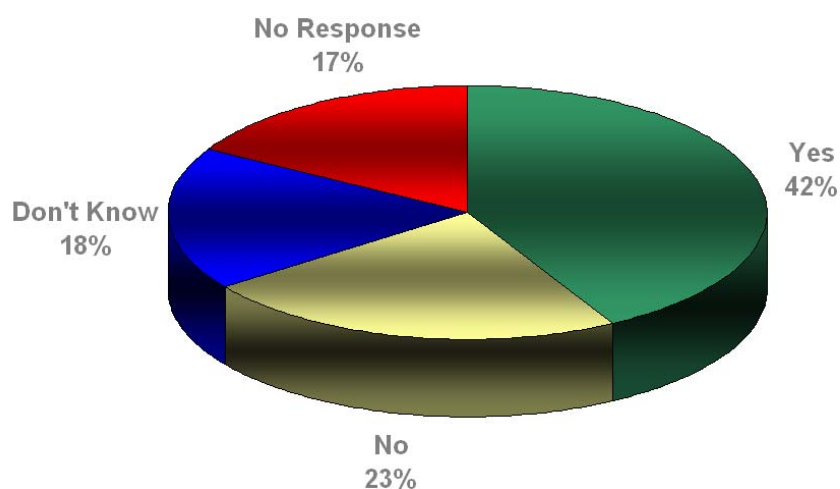
Yes	No	Don't Know	No Response	Total Responses
118	65	52	48	283

Encouragingly, the majority of respondents felt there were suitable, affordable properties in the Borough to meet their needs. However, of those that said 'yes' some were concerned that while property was affordable for them, this may not be the case for everyone, and particularly younger people.

The significant minority who disagreed with this statement elicited reasons that were similar to the above question, and in particular related to affordability, lack of choice of housing, no housing for older/ younger people and too many modern houses with little character.
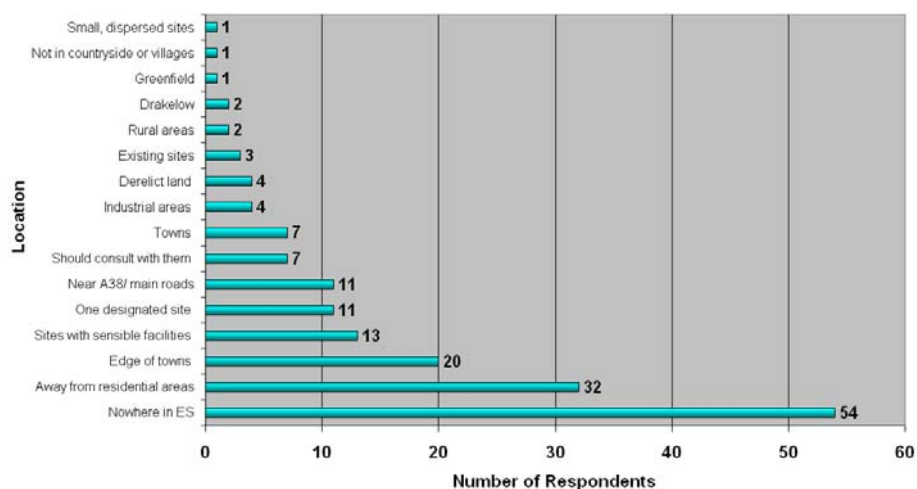
> *"Houses are generally good value for money in Burton compared with other local towns. Far too many flats are being built, the focus seems lop-sided."*
>
> *"On a personal basis - yes, but not necessarily for the majority."*
>
> *"There are a major variety of houses to choose from and suitable, but they are not affordable."*
>
> *"Lack of four bed detached houses with good sized gardens with good public transport."*

Where should sites be provided for gypsies and travellers?

Location	Number of Respondents
Small, dispersed sites	1
Not in countryside or villages	1
Greenfield	1
Drakelow	2
Rural areas	2
Existing sites	3
Derelict land	4
Industrial areas	4
Towns	7
Should consult with them	7
Near A38/ main roads	11
One designated site	11
Sites with sensible facilities	13
Edge of towns	20
Away from residential areas	32
Nowhere in ES	54

Just over a third of respondents did not provide an answer to this question. Of those that did respond, the vast majority felt that no such sites should be provided in East Staffordshire, which highlights the highly political nature of this issue.

Whilst very few actual sites were proposed, respondents suggested general locations. A number of respondents mentioned that appropriate facilities and infrastructure were required for these sites, and also that the occupants would have to keep them clean and tidy.

> *"Organised managed sites on the outskirts but close to schools etc."*
>
> *"Produce criteria against which sites for travellers or gypsies can be assessed."*
>
> *"The location is of secondary importance. It is important first that strategies are firmly held that these sites are kept in a good state! With respect for other living things the location then may not be such a problem."*
>
> *"Small well-managed sites dispersed throughout the Borough."*
>
> *"Away from other residential areas - maybe an area off A38, where area could be kept clean and hygienic and easy access for caravan movement."*
>
> *"On the edge of settlements. Sites need to be provided to prevent the illegal 'camping' which occurs."*

E. Employment Issues

The Regional Spatial Strategy requires that there should always be at least 50 hectares of immediately available land for employment. Do you think this is enough land?
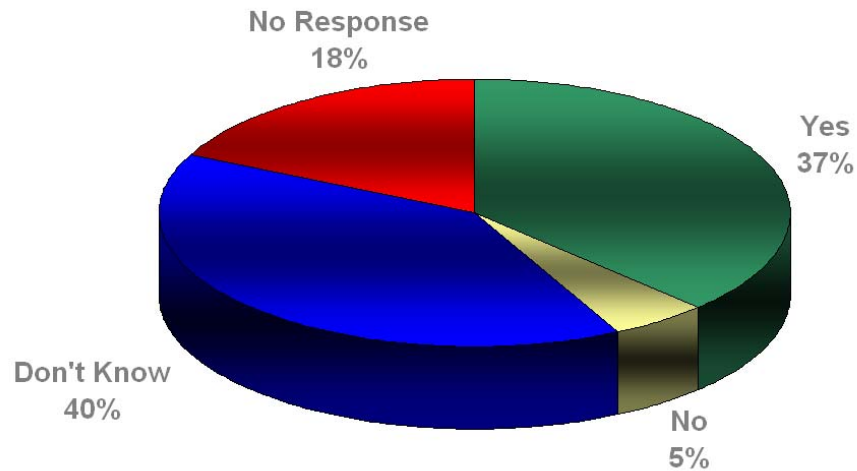
Yes	No	Don't Know	No Response	Total Responses
106	14	113	50	283

The specific nature of the question meant that a large proportion of the responses from the general public were unable to provide a comment. For example, one response stated that they 'can't visualise this amount'. Hence some 57% of all responses failed to provide an opinion. Of those who responded only 5% of people felt that this was not a sufficient figure. However, one response noted that 'taking into account previous take up of employment land, as noted in ESBC Annual Monitoring report 05/06, it may be that 50 hectares is not sufficient to take account of the growth agenda.' This is a significant point, directly relating as it does, to past trends within East Staffordshire, and is an area that merits attention.

There are many distribution warehouses in the Borough. Should policies be developed that encourage high value uses on premium employment sites but restrict further warehouse uses?

No Response
16%

Don't Know
16%

Yes
52%

No
16%
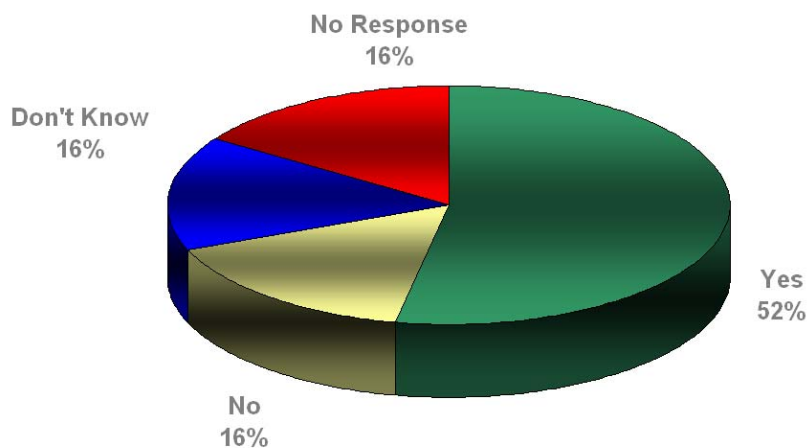
Yes	No	Don't Know	No Response	Total Responses
150	44	44	45	283

The issue of distribution warehouses in East Staffordshire has been a particularly sensitive subject. The location of the Borough makes it an ideal location for such companies and provides employment opportunities. Nonetheless, there are complaints about the quality of jobs generated and the amount of land that is taken in generating such employment. What is more, warehousing has often been seen to be unsympathetic to the aesthetic environment. Therefore, it was unsurprising to receive many responses that were equivocal in their position. Whilst the majority supported stronger policies, some people made the strong argument that with the decline of manufacturing, distribution offers a real ready employment alternative that the workers in East Staffordshire need.

Yes
"Less empty warehouses taking up space that could be used for housing, recreation"

"Stop building huge warehouses with no one in them. A short-sighted approach of building carbuncles with free enterprise grants devalues the area."

"The Core Strategy should encourage high value uses on premium employment sites that can bring higher quality and skilled jobs in order to broaden the eco base. There should be a focus on high value uses on premium employment sites and restricting further logistics and distribution uses. In particular there appears to be and over supply of distribution uses around Burton. These uses have a significant impact upon landscape quality"

No
"We are no longer a manufacturing nation - but are distributors"

"More high tech and skills employment"

"Inappropriate to try and use the planning process to manipulate the demands of the market"

"The Council should not seek to unduly constrain the supply of such sites where this would not be in the interest of the economy of the Borough where this is not necessarily due to infrastructure, highway impact or amenity reasons"

To attract inward investment, should we provide a range of appropriately located and sized sites for employment uses?
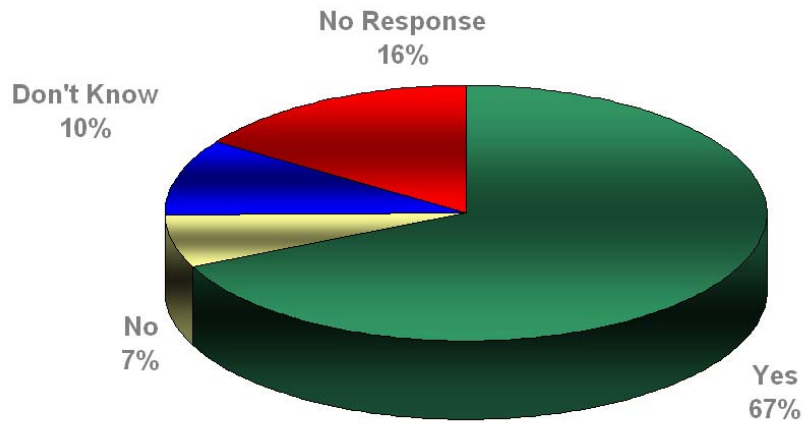
Yes	No	Don't Know	No Response	Total Responses
192	19	27	45	283

There is deep-seated agreement that the LDF should provide a range of employment sites to cater for a diverse range of business needs.

"The Highways Agency would welcome the opportunity to work with the council in allocating such sites."

"Need a portfolio of urban and appropriate rural sites to ensure it is not lost to neighbouring authorities."

"Need flexibility in accommodating new development and a speedy planning application process that enables this inward investment to be realised."

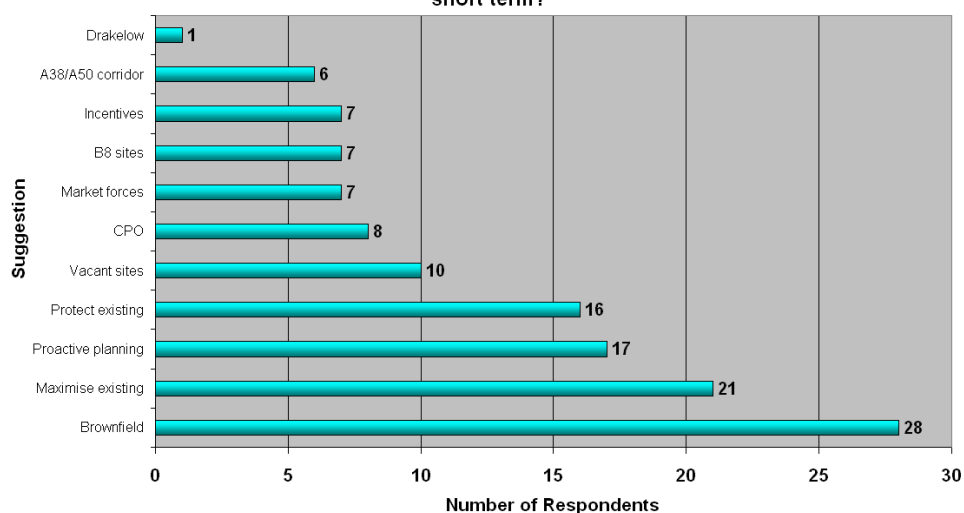*"The simple answer is yes, but it is flexibility in accommodating new development and a speedy planning application process that enables this inward investment to be realised."*

"Not only to attract inward investors but also to meet the needs of local companies. This will include providing sites of a range of size and quality of regional, sub-regional and local significance on brown and greenfield land."

"A range of high quality, accessible and sustainable employment sites are required to assist in enhancing the competitiveness of East Staffordshire at the regional, national and international context."

"Office and small business employment sites should be in areas served by the local highway network, with minimal or no impact to residential areas."

How can we ensure that employment land is available for development in the short term?

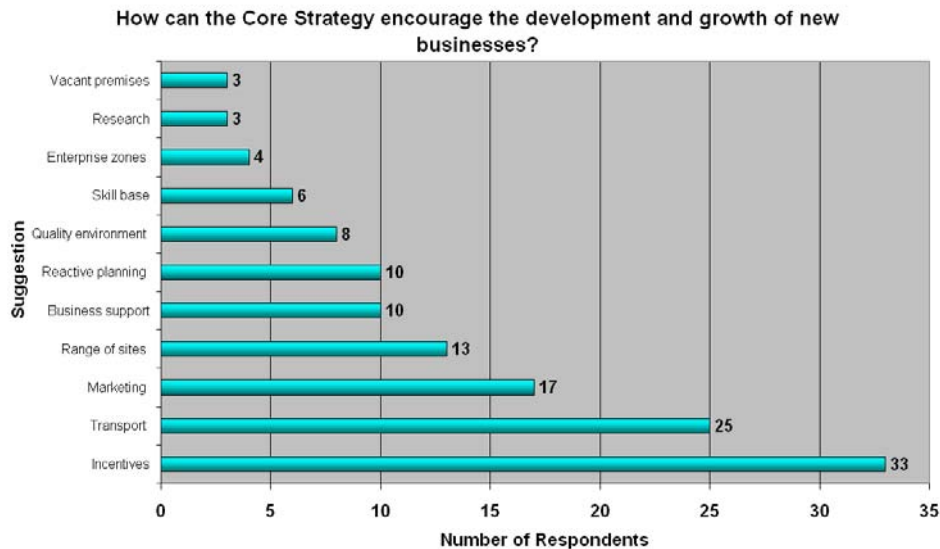| Suggestion	Number of Respondents
Drakelow	1
A38/A50 corridor	6
Incentives	7
B8 sites	7
Market forces	7
CPO	8
Vacant sites	10
Protect existing	16
Proactive planning	17
Maximise existing	21
Brownfield	28

The most common responses received referred to the idea of taking advantage of Brownfield land and/or undertaking a process of land reclamation in order to make sites attractive to potential inward investors. Furthermore, one response made specific reference to the potential of the Drakelow site to release readily available land for employment.

In addition to this dominant theme, the high responses that refer to the increased efficient use of existing sites, suggest that the Council could do more to ensure that present employment sites are better managed. Related to this theme is the perceived inefficient use of B8 warehousing sites. As such, it has been suggested that speculative development of such large premises should be restricted given that some premises have remained empty. Furthermore, some respondents suggested that these large, vacant B8 premises could be converted to provide alternative business use.

Related to the conversion of existing B8 sites is the fact that 10 respondents mentioned that the vacant premises could be identified in an effort to bring these premises back into use in order to maximise employment floor space.

Unsurprisingly, comments were made suggesting that East Staffordshire maximises the use of the A38/50 corridor, as this is attractive to employers and therefore likely to be taken up quickly. This relates closely to the wider point that the process should be left to market forces, as this will dictate when and where employment sites should be made available. Again working with market forces, it was suggested that financial incentives could be used to entice businesses to come forward and locate in East Staffordshire.

Finally, it was illuminating to unearth the number of comments that suggested a more responsive, quicker, flexible and proactive planning service was absolutely critical for the delivery of sites.

How can the Core Strategy encourage the development and growth of new businesses?

Suggestion	Number of Respondents
Vacant premises	3
Research	3
Enterprise zones	4
Skill base	6
Quality environment	8
Reactive planning	10
Business support	10
Range of sites	13
Marketing	17
Transport	25
Incentives	33

Whilst closely related to earlier questions, this question still highlighted differing insights as to how business could be better supported in East Staffordshire. Unsurprisingly, the call for financial incentives was by far and away the standout idea that respondents made. Given that business has an incessant focus on the 'bottom line' it is predictable that responses should reflect this mindset.

However, over and above this figure, other ideas were suggested that could provide a real boost to the development and growth of new businesses. Indeed, like in previous sections, the need for improved transport infrastructure was noted as a potential means of supporting businesses, in particular easing the specific issues of congestion in Burton. However, the next highest response was the call for the Council to pursue an increased marketing strategy. As such, many respondents suggested that East Staffordshire's geographic advantage, with good access to the national road and rail network, was potentially a tremendous marketing tool.

Supporting earlier conclusions, a supply of readily available and appropriate sites, allied with a proactive, flexible planning regime was seen as an important area along with protection of employment land and the reuse of vacant premises.

Some of the other issues included the need to provide a good support system for small start up businesses to help them tackle red tape and other issues. In noting Burton's historical reliance on the manufacturing sector, some respondents were quite perceptive in noting the need to increase the skill base of the population in order that potential employers would have skilled workforce to fall back on. Without a skilled workforce, employers will not seek to invest in Burton, irrespective of its other advantages. Finally, some respondents suggested that improving the aesthetic quality of the built environment would be a positive step and help make Burton a more favourable potential location for new businesses.

Is there a shortage of business premises for new and expanding businesses?

Yes	No	Don't Know	No Response	Total Responses
38	67	112	65	283
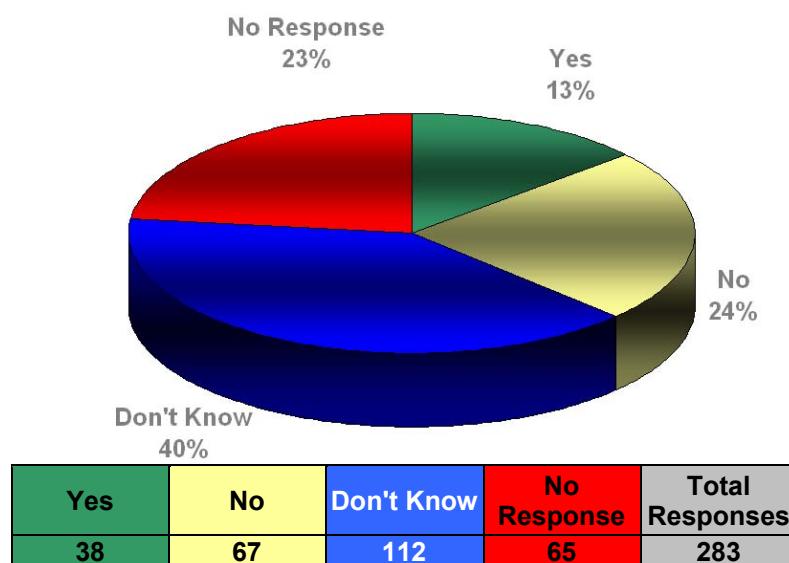
The immediate conclusion to be drawn from this question is that the question is, again, too specific to garner an informed response. Indeed, 62% of respondents offered no opinion. Thus, it is difficult to draw any firm conclusions and, it may be more appropriate to heed the advice of one respondent to "see the Employment Land Availability Study" to better understand this concept. However, one tentative interpretation could be that for many people who responded "no" this may have been influenced by the dominance of B8 warehousing facilities as, aesthetically, the growth of this sector does seem to give an impression of significant employment land – hence, this could be interpreted as a reason for answering "no". Hence, it would be naïve to take these results at face value, and further research is necessary.

F. Shopping and Town Centres

What do you like most about Burton and Uttoxeter town centres?

General		Burton		Uttoxeter	
Shops - variety	6	Shops - variety	37	Market town atmosphere	7
Compact	6	Compact	22	Shops - variety	7
Character	4	Under cover shopping	15	Car Parking - location	5
Green areas	3	Car parking - location	11	Regeneration Improvements	4
Friendly atmosphere	3	Shopping centres	10	Architecture/ Historic areas	4
Pedestrian areas	2	Everything you need	7	Size	3
Everything you need	2	Size	5	Pedestrian area	3
		Pedestrian areas	5	Everything you need	2
		Clean	5	Compact	2
		Central retail	3	No congestion	2
		One floor town centre	3		
		Mix of retail & leisure	3		
		Restaurants	2		
		Green areas	3		
		Historic areas	2		

What do you like least about Burton and Uttoxeter town centres?

General		Burton		Uttoxeter	
Traffic congestion	11	Traffic congestion	38	Lack of variety	14
General appearance	9	Lack of parking	18	Parking – costs	7
Lack of variety	9	Appearance	12	Traffic congestion	4
Lack of parking	7	Lack of variety	12	Lack of specialist shops	3
Dirty	6	Parking – costs	11	Lack of regeneration	3
Parking - costs	6	Dirty - litter	10	Appearance	3
Parking	4	Anti social behaviour	6	Retail parks	3
Lack of specialist shops	4	Public transport	5	Charity shops	3
Anti-social behaviour	3	Traffic pedestrian areas	5	Shopping centre look	2
Poor layout	3	Rundown market	5		
Traffic in pedestrian areas	2	Accessibility	5		
Derelict / vacant shops	2	Bargates	4		
	2	Too spread out – layout	4		
		Outdated	4		
		Evening economy	3		
		Small retail units	3		
		Parking - location	2		
		Poor train station	2		
		Lack of rest areas	2		
		No bus station	2		

The consultation exposed a number of strengths and weaknesses with Burton and Uttoxeter town centres. Similarities exist, yet the picture of two differing town centres is painted, providing differing, important roles within the Borough. Moreover, as always, there are conflicting views. For example, 37 respondents said they liked the variety of shops in Burton, yet 12 respondents noted this issue as a weakness. Similarly, the location of parking in Burton was seen as strength for 11 respondents and a weakness for 18 others.

There was more agreement regarding the general unkempt appearance of both towns. A number of respondents mentioned litter to be a problem, with the towns described as "dirty" by some. Anti-social behaviour, particularly in Burton was mentioned by a number of respondents, especially with regards to groups of younger people, sometimes students, roaming round the town during the day.

> *"Contrasting character - urban industrial and rural agricultural."*
>
> *"I think there are many unsympathetic buildings/ shop fronts within the town centre (e.g. Burton). Also, there is too much traffic within both town centres."*
>
> *"Unfortunately it is now like any other town. It has lost its market town feel."*

Clearly, car parking is an issue in both towns, in terms of amount, location and costs. A multi-storey car park, and improvements in public transport are mentioned as potential solutions to improving the current situation. A related issue is that of traffic congestion, particularly in Burton, with a number of respondents mentioning that a one-way system around the town may be an appropriate solution. A number of respondents also highlighted problems with traffic in pedestrian areas.

> *"Not enough car parking - what is there is expensive"*
>
> *"Difficulty in accessing town, poor high cost parking facilities"*
>
> *"Too fragmented, poor traffic, car parks too central causing congestion, too few designer shops etc."*
>
> *"Access to the town centre by a variety of transport modes is an issue."*
>
> *"The absolutely chaotic road system - there needs to be far more made of one-way systems"*

Respondents identified shopping centres in Burton as a key strength, with the size, compact nature, under cover areas and being a one-floor town centre being of particular note. Nonetheless, there are some areas that need addressing, in particular the lack of larger stores, especially department stores, lack of specialist shops, lack of variety of shops, too few cafes and rest areas, and the centres being too spread out for getting from one to the other.

Uttoxeter's market town character was valued; but complaints were made regarding variety and negative impact of retail parks.

> *"I like range of shops - they are adequate for the needs of a town this size."*
>
> *"I like the town centre very much because it is compact. Plenty of shops available. Most undercover. Very clean. It's brilliant."*
>
> *"Burton has good representation of national retailers on a flat town centre site, with a large provision under cover."*
>
> *"Like Uttoxeter's distinctive architecture"*
>
> *"Burton has little to like! There is nothing unique about the shopping, only major chains; it is dirty and untidy; pedestrian areas constantly have traffic driving through; no use is made of features such as River Trent."*
>
> *"Burton and Uttoxeter cater for a section of the population with low spendable income, and until better shops with a full range of their product as other large towns have is in Burton, people will not come to Burton to shop."*
>
> *"All shops are the same - no variety - no specialist shops or boutiques - need something different."*
>
> *"Uttoxeter has character but lacks a variety of shops."*

What are the most important changes that should be made in Burton and Uttoxeter town centres for the future?

The response to this question mirrored the answers to the previous question with areas of improvement suggested in relation to traffic congestion, the variety of shops, general appearance of the towns, and parking.

"Generally being smartened up. Better quality buildings, bad buildings demolished and re-built to a much higher standard"

"Integrate facilities, improve shopping areas, including restaurants (American in style), remove central car parks. Consider park and ride. Trams"

"Making them safer and more attractive to visit in the evenings/ night. Include a bus interchange in any new plan"

"Provision of a greater mix and variety of quality shops which would reflect the demands of the level of potential new housing development in the borough"

"Visual improvements to instil a sense of pride. Better lighting and plant control in quiet areas to enhance security. Diversion of traffic around centres to enhance better integration of whole area of shops, currently divided. Better public transport links"

"Uttoxeter needs to build on its market town atmosphere, the market days could be enhanced and a greater variety of shops in keeping with the town developed rather than expanding Tesco's!"

"Complete refurbishment of all empty shops and houses, restoring very sympathetically for new homes and shops. Total sympathy for the history of the town and its remaining historic buildings"

"Larger retail units needed, improved use of land for car parking and significant improvements in access by a variety of transport modes including rail provision and park and ride"

"Good range of facilities and services which are readily accessible. Better, readily identifiable links between different town areas"

G. Natural Environment

Burton is described as the 'capital' town of the National Forest. Do you think we should promote the town as an example of urban forestry?

No Response
13%

Don't Know
14%

No
12%

Yes
61%
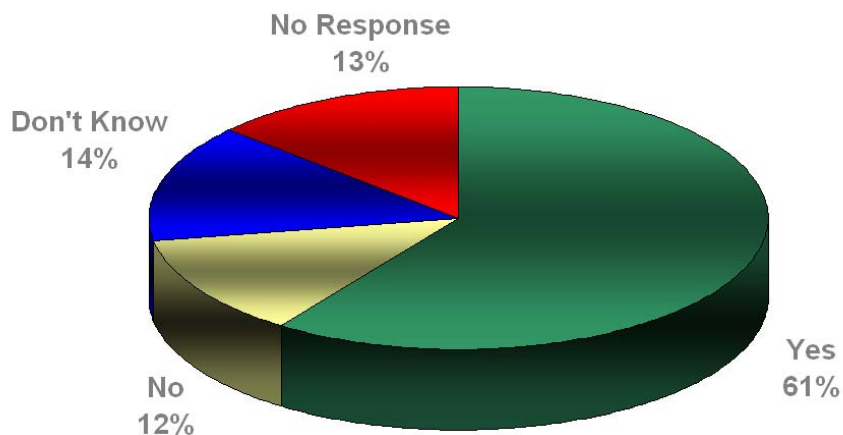
Yes	No	Don't Know	No Response	Total Responses
169	35	41	38	283

Should we have more stronger policies to deliver the National Forest strategy as part of development?

No Response
14%

Don't Know
15%

No
9%

Yes
62%
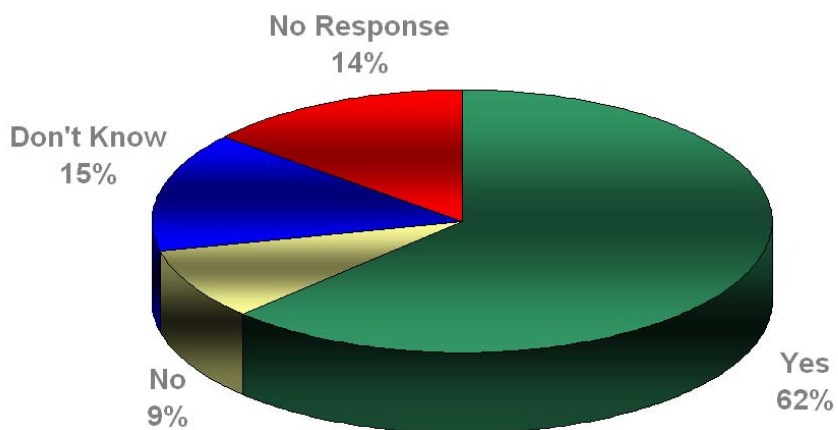
Yes	No	Don't Know	No Response	Total Responses
177	25	42	39	283

The responses indicate strong support for the promotion of urban forestry and the National Forest. Nonetheless, support for this initiative is coupled with an underlying scepticism as to the ability of East Staffordshire to deliver upon this objective. Furthermore, despite the overwhelming support

for the project, a few cautionary notes were sounded that need to be considered.

"Cannot see how it is justified at present"

"East Staffs do very little compared to Derbyshire and Leicestershire"

"But need better policies"

"This would also provide the opportunity to reinforce local distinctiveness and enhance the townscape".

"We agree that there is major potential for Burton to be an exemplar of urban forestry and for the town to develop its 'capital' status on the NF."

"Creating more robust policies may limit development around Burton and therefore jeopardise the towns potential to expand."

"It is not considered that stronger policies are necessary but the Council should seek to ensure that the existing requirements are implemented, where appropriate"

"It must not be forgotten that the concept of Green Infrastructure can also include the historic environment"
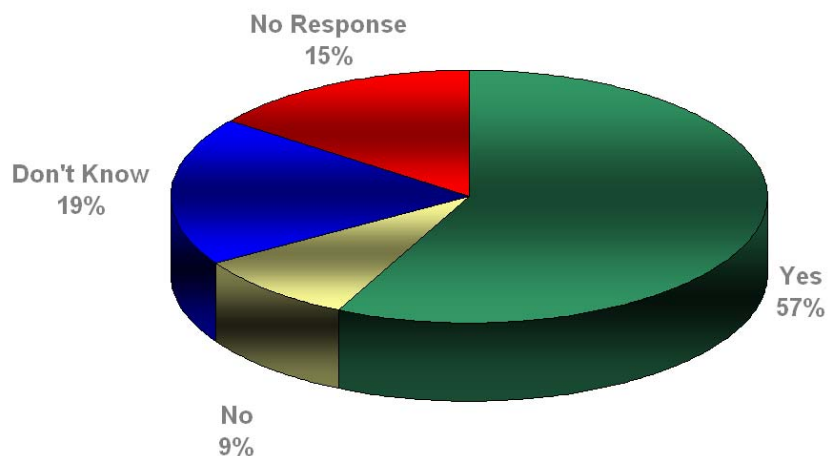
H. Built Environment

Do you think that the quality of development in the Borough needs to improve?
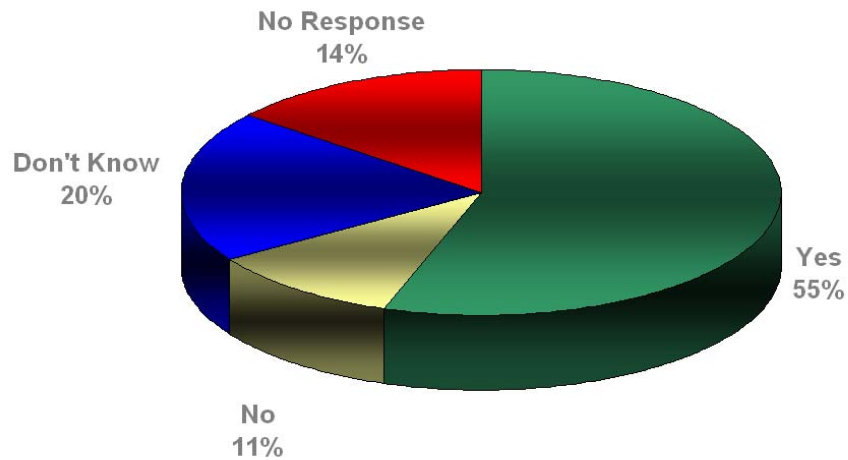
Yes	No	Don't Know	No Response	Total Responses
156	30	56	41	283

As the figures indicate, there is considerable agreement that the quality of development needs to improve. Specific comments related to the "*ugliness of industrial areas*", yet respondents were keen to ensure that older buildings should not be "*demolished if it is going to be replaced with inferior/ characterless new*". Respondents stated that "*innovative design should be encouraged*", particularly as business parks and ribbon development dominate major gateways to Burton.

Should we have a building density policy? i.e. should this policy define densities for areas, such as town centres or should the policy state specific sites with a minimum / maximum density requirement?

Yes	No	Don't Know	No Response	Total Responses

162	25	54	42	283

Again, there is strong support for building density policies to be incorporated into the Core Strategy. However, there is no clear over-riding support for the particular composition of such a policy. Some 20 respondents stated densities for areas should be defined, whereas 14 respondents preferred specific sites with a minimum/maximum density requirement to be stated. Additionally, it was mentioned that while we should have a density policy, this should not have a negative impact on the quality of the development. The importance of planning for green and open space in a development was emphasised.

> *"The emphasis should be on quality rather than the modern trend of packing too many houses very quickly, often compromising quality of construction and quality of life."*
>
> *"All development should have a percentage of open areas for leisure, exercise and particularly for children."*
>
> *"To improve development, green/public space should also be incorporated to avoid a concrete jungle."*
>
> *"Density is best dealt with via a clear criteria based approach responding to site and locational factors."*
>
> *"Density policies need to seek to achieve the efficient use of land whilst also ensuring that local distinctiveness is reinforced."*
>
> *"Policy should have flexibility to reflect different locations and infrastructure requirements. Higher density developments should be located in the inner wards of Burton and other settlements to ensure the efficient use of brownfield land. Lower density developments*
>
> *"A density policy should not take precedence over the quality of a development. Density policy should therefore be flexible to respect local character."*

**What is more important, quality of development or job creation?**

No Response 12%

Quality of development 21%

Job creation 8%

Both 59%
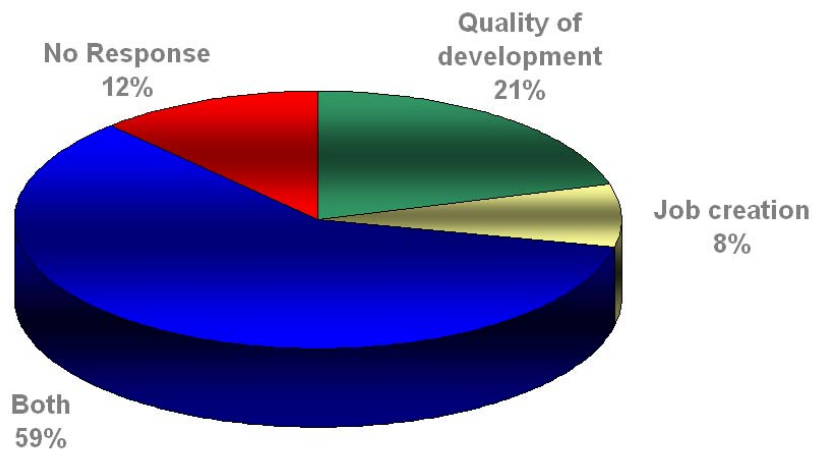
Quality of development	Job Creation	Both	No Response	Total Responses
58	22	168	35	283

This question again elicited a decisive result, with the overwhelming majority stating that quality of development and job creation were equally important. This emphasises the analysis of the previous question, that the quality of development in the Borough is important, and that it needs to improve. It was

emphasised that these two are not, and should not, be in conflict, and that a development of high quality will often lead to job creation.

Should we balance the need for new uses in listed buildings and conservation areas with the need to protect their architectural and historic value?
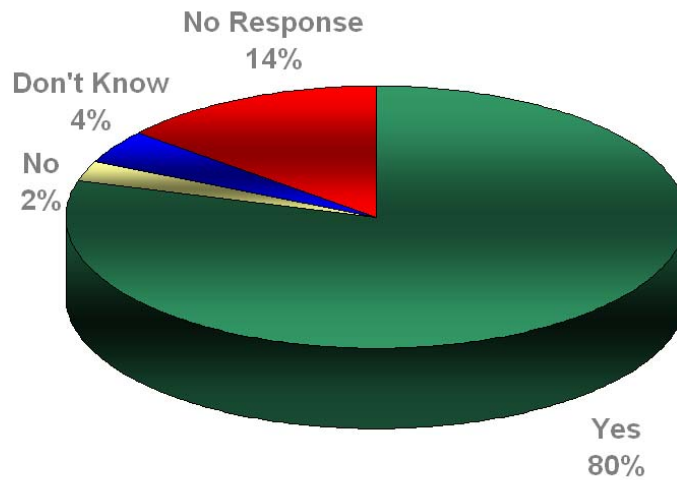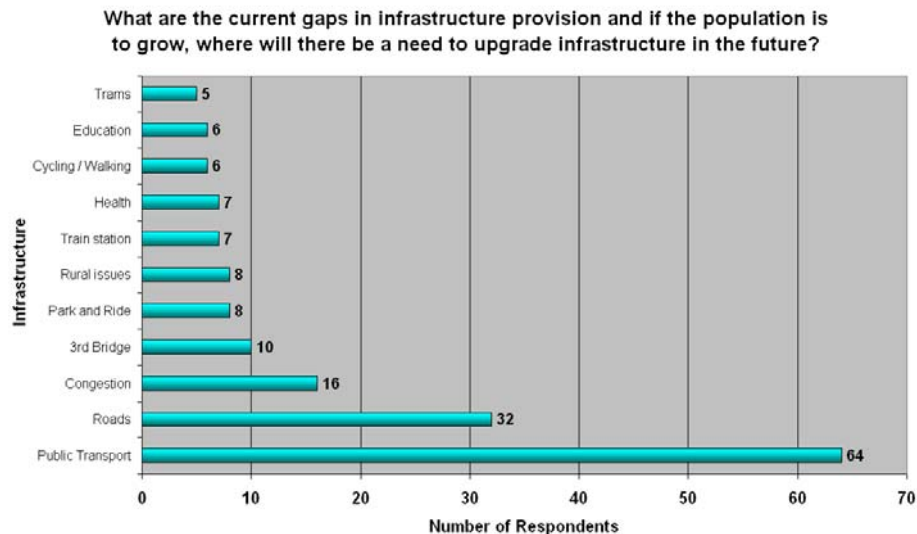
Yes	No	Don't Know	No Response	Total Responses
225	7	12	39	283

Again another decisive result was garnered, with a mere 2 percent of respondents disagreeing with this statement. Respondents emphasised the importance of protecting the heritage of the Borough, but also to allow flexibility in the sustainable re-use of buildings. As such, the protection of heritage within East Staffordshire is an issue that the Core Strategy must address.

I. Services and Infrastructure

1. What are the needs of service providers such as health care (doctors/dentists), education (schools/nurseries), social services, emergency services and the voluntary sector? Will these needs change if the population grows?

2. What are the current gaps in infrastructure provision e.g. new roads, public transport and if the population is to grow, where will there be a need to upgrade infrastructure in the future? How will it be financed?

What are the current gaps in infrastructure provision and if the population is to grow, where will there be a need to upgrade infrastructure in the future?

Infrastructure	Number of Respondents
Trams	5
Education	6
Cycling / Walking	6
Health	7
Train station	7
Rural issues	8
Park and Ride	8
3rd Bridge	10
Congestion	16
Roads	32
Public Transport	64

Respondents were adamant that provision of services would need to change with the anticipated population growth in East Staffordshire. Indeed, responses clearly identified the need for a spatial approach to be undertaken in order that increased house building is matched with increased services to accord with the differing demands of a significantly increased population. The term 'of course' was freely mentioned 27 times!

There was comment that the provision of GPs and dentists were presently scarce and that this would have to be addressed with an increasing population, whilst the differing needs of an ageing population was an identified issue that necessitates appropriate strategic, spatial planning.

Feedback from Burton's 'Queens' hospital drew attention to the latest Department of Health Patient Choice Survey which indicated that 'by far' the most important factor identified by patients when choosing a hospital is "location/transport - accessibility and easy to get to". Hence, easy access to the Queen's site is seen as an important consideration. This needs to address Burton's unusual layout, being split into North-South strips by the A38, the canal, the railway and the river. Thus, Queens suggest that public transport with appropriate East-West crossings needs to be considered.

Regarding, infrastructure gaps, the vast majority of respondents feel that public transport infrastructure is a major deficiency that demands attention.

Specifically, there were calls for greater coordination between rail and bus services, for evening transport and, ultimately, a more integrated, comprehensive service. As part of this, Burton's lack of a bus station was mentioned in addition to the criticisms of the quality of Burton's train station. Thus, it may be worth considering the provision of a new integrated train and bus station that would possibly facilitate an expanded service. More ambitious were the various references to a new tram system to link in with the Derby conurbation.

The call for improved roads was strong and strongly relates to the problem of congestion. A third river crossing was seen as a good means of relieving much of the pressure on Burton, and improved public transport and a Park and Ride scheme as an answer to congestion. Many respondents felt that with planned growth it would be important to deliver an expanded road system to cope with the inevitable growth in traffic, whilst at the same time recognising the possibility for improved public transport provision.

The needs of the various public services were mentioned, with the need for improved health and education services leading the way whilst the shortage of community facilities was also mentioned.

Running across all these there was the special concern that the needs of the rural communities are addressed either through improvements to a skeleton bus system, through community facilities or post offices. Thus, a separate 'rural' section was identified in order to try and avoid an urban-centric focus.

"Public transport in rural areas - needs to be more frequent and accessible."

"Improved traffic circulatory system. Developing and utilising river frontage/ flood control."

"Public transport requires upgrading at present."

"Bus station, train station parking."

"New road - third bridge."

"Appropriate development in the major villages and the rural areas will support existing community facilities and make the retention of public transport more viable."

"River crossing inadequate. Public transport not accessible for all."

"New roads in Burton to avoid congestion - bypass? Rail links - new stations and older ones reopened. Cheaper bus links. Park and ride schemes?"

J. Climate Change

Should the Council insist that all new development meets energy efficiency standards?
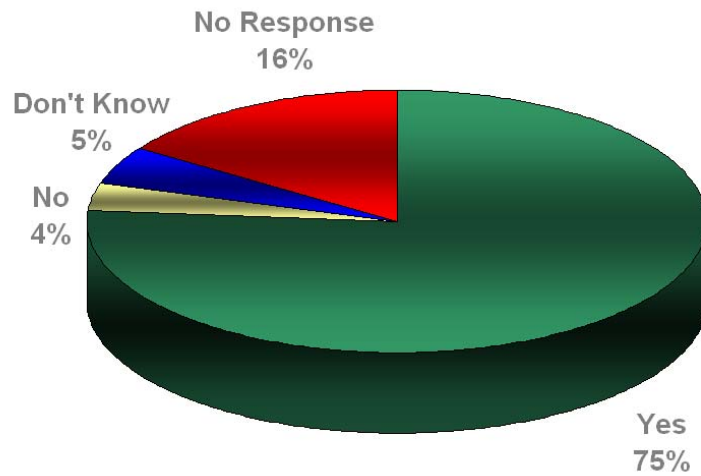
Yes	No	Don't Know	No Response	Total Responses
216	10	13	44	283

There is clear agreement that development should meet energy efficiency standards with three-quarters of respondents agreeing with this, and just 4 percent disagreeing.

"Any policy should adopt a positive stance towards improving energy efficiency in new development. Whilst improving energy efficiency should be encouraged this should not be unduly onerous or imposed at the cost of the viability of development."

"ESBC should strongly promote renewable energy and energy efficiency in new developments. Wood fuel heating has potential linked with the National Forest. Already there are 5 installations in the National Forest area and other local authorities are giving serious consideration to wood fuel as part of major development proposals."

"Energy efficiency and supply standards should look ahead beyond the current Building Standards and with an eye open to the technical advances being made in power micro-generation."

"Natural England welcomes the recognition of climate Change as this poses the most serious threat to the natural environment. Natural England would wish to see the Core Strategy include a policy that promotes renewable energy generation within the capacity of the environment and compatible with landscape character.

- *The identification of broad areas of search where different types of renewable energy projects can be located*

- *The introduction of a 'Merton type' rule."*

Should the Council require that new developments over a certain size should generate more than 10% (the government suggested minimum) of its energy requirements from on-site or local renewable sources?
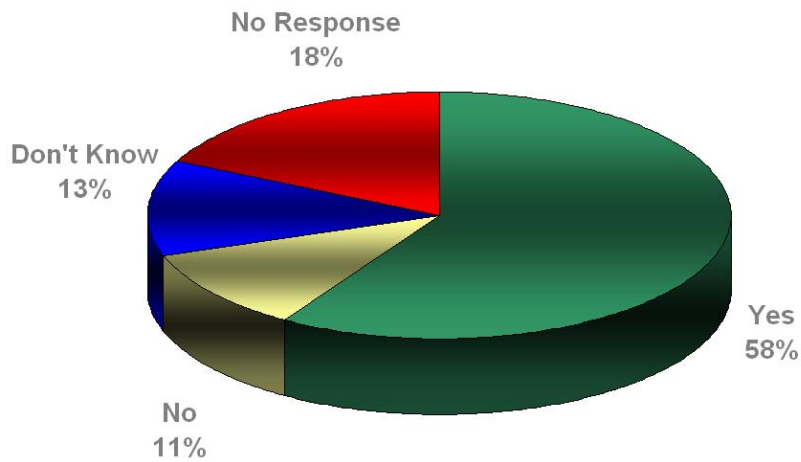
Yes	No	Don't Know	No Response	Total Responses
167	30	36	50	283

Again, there is clear support for this proposed policy position. Nevertheless, respondents were, however, aware that this may not be practical everywhere.

Should housing only be built on low flood risk sites?
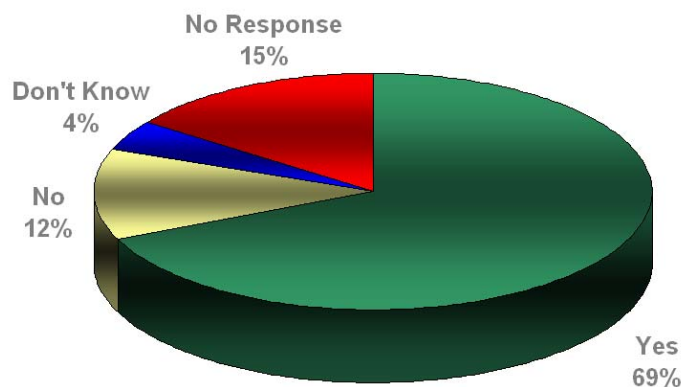
Yes	No	Don't Know	No Response	Total Responses
193	35	12	43	283

Once again there was overwhelming agreement with this statement For those respondents who disagreed, some commented it would only be adequate if proactive measures were in place, such as flood protection and innovative housing design. It was also suggested that it might be more appropriate to

use the high flood-risk land for non-residential uses. This would have significant implications as the majority of Brownfield sites in Burton are in a flood risk area. Additionally, building only on low flood risk sites would increase the area of Greenfield sites needed for development.

K. Waste and Minerals

Is there is a need for more waste management facilities? What type of location should they be allowed in?
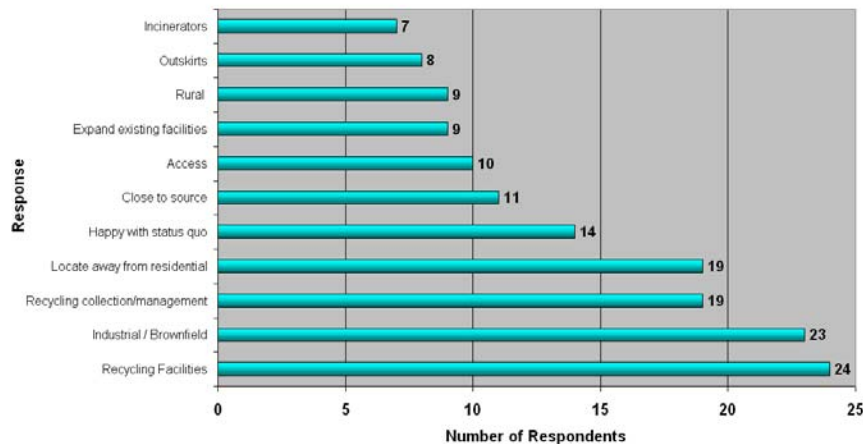
The first thing to note is that many people are satisfied with present provision with expansion of existing facilities to meet population growth favoured by many respondents. Importantly, the different impacts and requirements of different facilities were also pointed out, with for example composting facilities being more suited to a rural environment than, for example, an incinerator.

However, despite this seeming contentment, there are areas of disagreement that would need careful resolution. Many respondents were clear that they wanted to keep waste facilities 'away from residential areas'. Given that many people also favoured placing facilities in 'rural' locations the figure that wish to see facilities 'out of town' is significantly high. However, this contrasts with the desire of some people for waste plants to be situated close to the source of production on the grounds of sustainability and ease. Furthermore, a separate theme of access obviously has resonance with the desire to keep facilities close to source of production.

This question elicited responses that not only referred to strategic locations, but also to the process of waste management. This therefore explains the large figure for 'recycling facilities' as this includes both strategic facilities and recycling facilities for the general public to dispose of their waste. In addition, there was a clear wish for the recycling management process to be improved, with improved collections and so forth. Intriguingly, three responses noted that the Council would be wise to consider adopting a 'waste reduction strategy' in order to reduce the need to recycle and/or dispose of waste in the first place. Such an approach, in addition to the emphasis upon recycling, would appear to chime with emerging European and national policy.

It is clear that Brownfield/industrial areas were clearly favoured as a location for strategic waste management facilities, with incineration favoured over landfill. The Drakelow site was again mentioned as a possible solution.

"Areas where people would easily be able to get to"

"Smaller villages provision is inadequate"

"Expansion of existing sites if possible"

"Dependent on type. Incinerator CHP scheme require different location to tips"

"Local facilities (for recycling) should be provided in all villages/ areas near to shops, so that they can be used more often without the need to make special journeys."

"Recycling facilities are the way forward generally!"

"Very far from built up areas"

"Could incineration of waste be used to provide energy? Investigate other forms rather than landfill. Work with retail outlets to decrease packaging"

"In existing industrial areas"

In the design of new buildings including housing do we need to incorporate storage facilities for recycling bins and boxes?
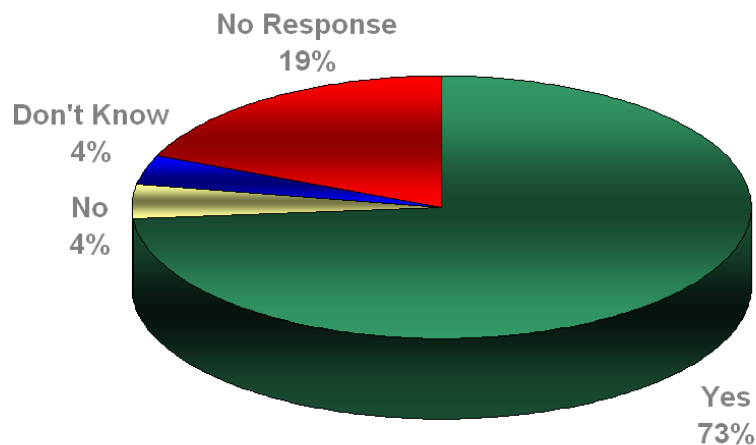
Yes	No	Don't Know	No Response	Total Responses
208	12	10	53	283

The overwhelming majority of respondents were in support if incorporating storage facilities for recycling bins and boxes into new buildings. With such a high level of support, the Council would be wise to develop this option.

How should we decide which sites should be brought forward for mineral extraction?
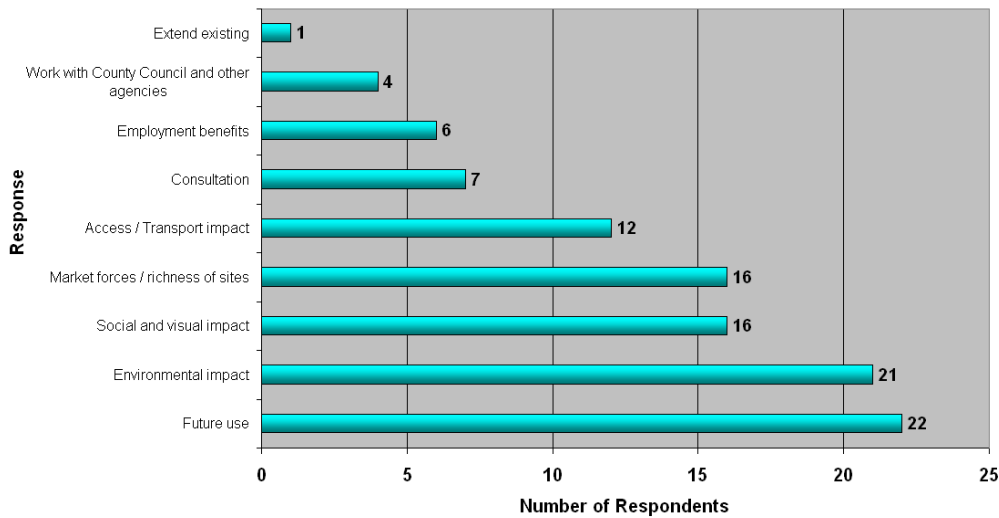
In many respect this was a specialist question and many respondents deferred judgement on the basis that they did not have sufficient knowledge, sensing that the question being asked regarded the specific mineral as opposed to wider concerns.

Notwithstanding the problems with the phrasing of the question, it was still possible to ascertain some informative findings. Indeed, it was clear that future plans for any extraction sites should be a key consideration. People were aware of the potential leisure, environmental and recreational benefits that can be delivered with mineral extraction, quite possible to the history of development in East Staffordshire, and are thus keen to make sure that there are long term benefits arising from any quarrying.

Other key concerns included a desire to minimise negative impacts on the natural environment as well as the social impact of any development. Associated with this concern is the impact on transport routes, with respondents keen to minimise HGV access to local roads. Consequently, many people felt that good access to trunk roads should be an important consideration.

Market forces and potential employment benefits were mentioned, which could, potentially, have a divergent and conflicting relationship to some of the points mentioned above. However, some respondents mentioned that there was a balance to be struck, and, hence, it will undoubtedly be the case that a trade off on any criteria based policy will have to be developed.

An important finding was the relatively high number of responses that mentioned the need for consultation with local people and groups. Therefore, any criteria based policy should seek to embed a suitable and detailed consultative process to help address local concerns regarding particular developments.

Finally, mention was made of the existing Central Rivers Strategy and the need to work closely with Staffordshire County Council and other agencies to deliver a balanced outcome.

"Develop sites which meet road infrastructure criteria. Ensure adequate HGV routes available - not rural lanes."

"Mineral content, costs, development plans after extraction. Affect on local residents."

"Consider knock-on impact on local residents."

"Look for leisure as well as wild life and close to urban population to get people out for play, sport and pleasure."

"Consider environmental impact, both on local communities and wildlife. Ensure the site can be restored to something valuable for the Borough. Also ensure that the Borough derives adequate financial rewards from the developers."

"Away from major housing areas but with suitable road structure."

"Most beneficial for redevelopment after extraction."

"The strategy for the Central Rivers Project provides a framework that identifies strategic opportunities for different parts of the area."
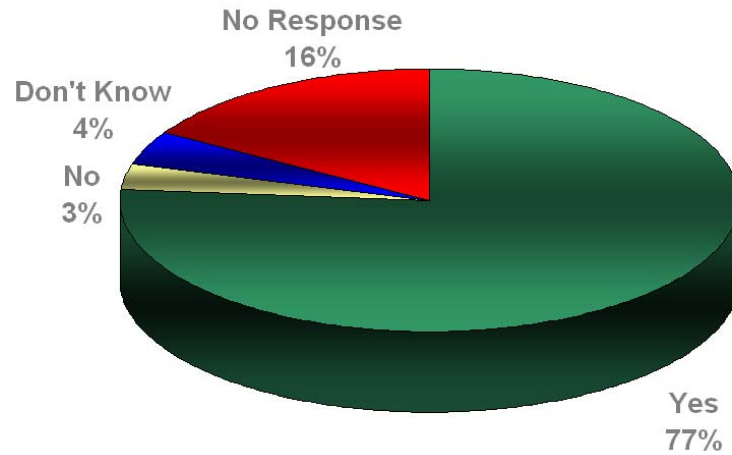
"Let market forces dictate and make decisions on applications"

"By consultation."

"Public petition"

L. Tourism

Should the LDF encourage the growth of the National Forest and development of new tourist attractions?

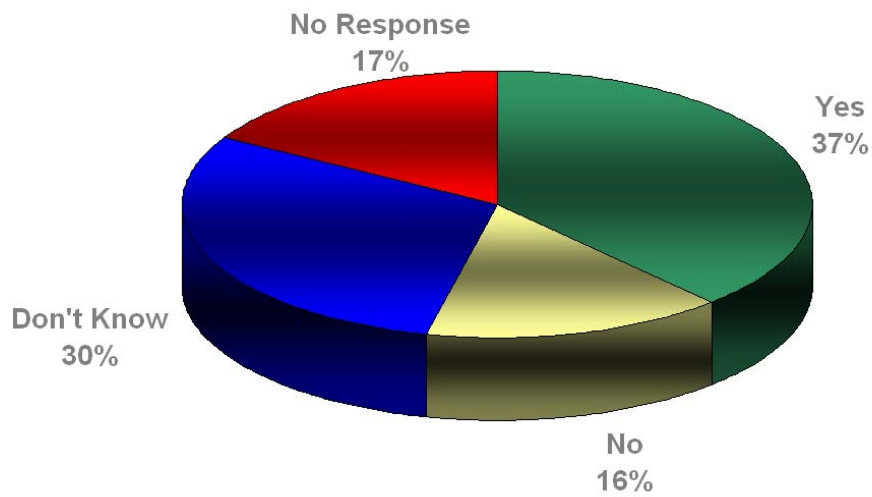| Yes	No	Don't Know	No Response	Total Responses
216	9	12	46	283

The results unmistakably stress glaring support for the National Forest project and tourist attractions, with a mere handful voicing protest at such ideas.

"Yes in terms of the National Forest; much less clear that there is a case to develop other new tourist attractions."

"The LDF should encourage the growth of the National Forest and development of new tourist attractions. ES can benefit immensely from a coordinated approach to tourism development and promotion under the National Forest brand. Much has already been achieved in this respect through their National Forest and Beyond campaign."

"The environmental economy can be important to the well-being of the wider economy of the Borough and is recognised as continuing importance of the primary industry contribution e.g. farming, forestry and minerals."

Do you consider that East Staffordshire has a shortage of hotel accommodation?

Yes	No	Don't Know	No Response	Total Responses
108	44	84	47	283

Should the LDF encourage the development of more hotels at the higher end of the market?
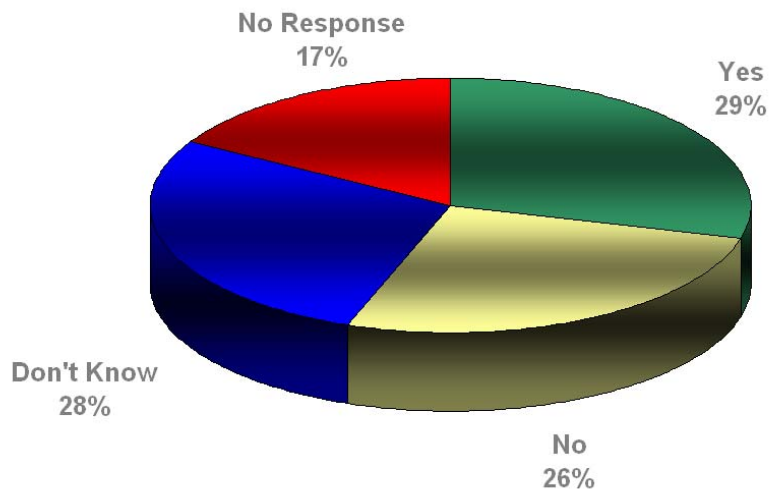
Yes	No	Don't Know	No Response	Total Responses
82	74	80	47	283

Should the LDF encourage the development of more B&B and self-catering provision?
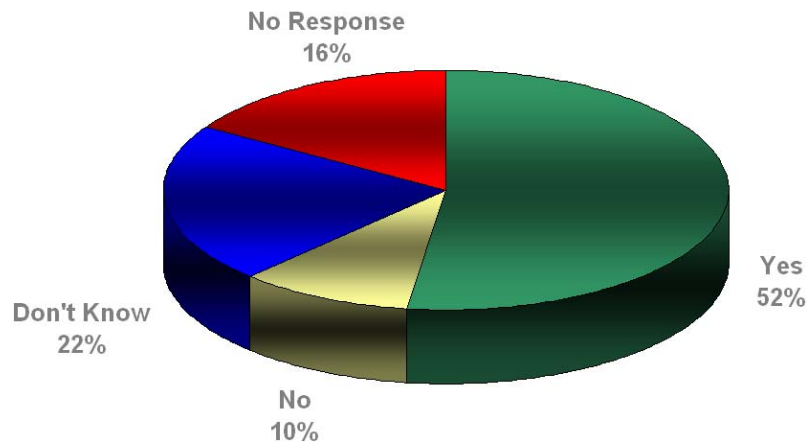
Yes	No	Don't Know	No Response	Total Responses
147	28	63	45	283

The results regarding hotel provision have been varied and mixed. Whilst the results suggest that there is a general shortfall of hotel provision, there is more disagreement as to what end of the market is insufficiently catered for.

As such, tentative conclusions suggest that there is less support for the hotels at the higher end of the market but much stronger support for B&B and self-catering accommodation. Some general comments received were that East Staffordshire needs to develop the tourist attractions first and then the appropriate accommodation would follow.

Should further development of the Borough's canals be encouraged? such as Marinas, Visitor Centres, small business opportunities i.e. Cycle Hire?
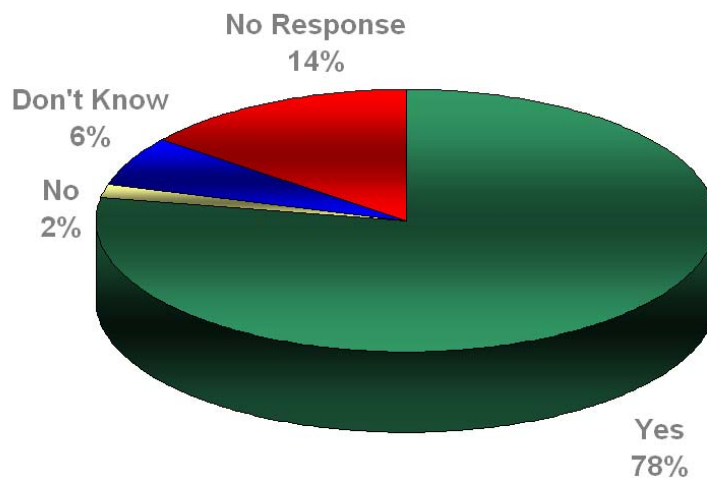
Yes	No	Don't Know	No Response	Total Responses
220	5	17	41	283

This question brought forth one of the most striking results of the entire consultation period with tremendous support articulated for the development and enhancement of the Borough's canal network. Generally, respondents recognised the importance of canals as tourism assets, and providing benefits to health. Respondents suggested learning from other regions and towns to see how they have capitalised on being close to the canal, examples included Chester and Nottingham.

Given the level of support it would be prescient for the LDF to seek ways of maximising the canal system as a central spatial objective. This is emphasised by a realisation that the canals system has potential benefits on areas ranging from health, open space, leisure and recreation, urban and rural regeneration, economic diversification as well as providing a focus to the development of East Staffordshire's tourism potential and strategy.

> *"Brill - use the river for trips. Look at Chester - Large boat trips - there's so much water - unused - we could be as good as Chester using the River."*
>
> *"Canals are a booming leisure facility and should be a high priority for development."*
>
> *"This would be an important part of regeneration and positive step in attracting new tourists to the Borough. Canal side regeneration could be linked to important heritage sites within the Borough such as the Marston's brewery site at Shobnall Road."*
>
> *"Canal network is a fantastic asset and could be extended to incorporate new links and revive lost canals e.g. Uttoxeter."*
>
> *"Further development of the Borough's canals should be encouraged to provide safer well maintained pedestrian and cycle routes to encourage the use of sustainable modes."*
>
> *"The development and continued use of the canal system for leisure purposes will in part ensure the continued survival of this historically significant transportation network throughout the Borough. However, it should also be borne in mind that many canal routes and their towpaths are designated conservation areas."*

M. Art, Leisure and Recreation

What gaps are there in the provision of arts, leisure and recreation facilities in Burton and Uttoxeter?

Facilities	Number of Respondents
Village specific	2
Uttoxeter specific	12
Older provision	3
Family provision	6
Youth provision	10
National Forest	1
Canals	1
Washlands / river	3
Marketing of existing	3
Evening economy	3
Cinema	3
Courses	3
Skating	3
Concert/gig venue	4
Museum and heritage	5
Status quo	7
Bowling	15
Arts centre / gallery	16
"Comprehensive" gaps	27
Theatre	33
Leisure / sport	58

This topic elicited some of the most engaged, fulsome answers in the consultation. However, before analysing the results further, it is worth pointing out that the majority of responses referred to provision within Burton. Uttoxeter specific comments referred to a lack of any cultural amenities, and complaints regarding the current leisure facilities. Furthermore, two respondents referred to the lack of facilities in the villages and the difficulty for rural residents of accessing such facilities.

The provision of leisure and sporting facilities was the most glaring response with a further breakdown exposing disapproval of the present Meadowside premises. In contrast, the facilities at Shobnall were perceived positively, suggesting there is a genuine thirst for quality sports and leisure facilities.

Regarding the arts, again there was a significant level of dissatisfaction expressed, with a large amount of respondents referring to the need for an arts gallery or centre as a showcase for both high quality arts and for promoting more local work. The existing "Brewhouse" was seen as both too small and unable of attracting quality performances. In a similar vein, it was noted that presently there is not a decent venue within Burton that would enable the hosting of concerts and gigs. As regard general recreation facilities, the loss of the 'bowling' hall from Burton appears to have had a significant impact upon the local population with a high response rate noting the importance that the bowling hall had for the community. Taken together, it is clear that the quality and range of Burton's evening economy is seen as a weakness.

Several respondents suggested that the Council should look to capitalise further upon the Borough's natural assets. The Washlands and riverside area, along with the canal, National Forest and increased cycling and walking

provision were seen as areas whereby more could be done to facilitate recreational activities. This is intriguing as it hints at a possible cost effective option of increasing both recreational facilities and the general environmental quality of Burton.

An interesting theme to emerge was the complaint that facilities and/or activities were not advertised sufficiently. Finally, there were suggestions that there was a lack of provision for the differing demographic groups, with the facilities for young people and families particularly high.

"Uttoxeter needs a well equipped, reasonably priced leisure facility."

"Large gap for leisure facilities that are accessible for everyone. Should be centrally located so convenient for everyone in region to visit either on foot/ local transport/ car."

"Leisure centres are now in need of renovation. Only bass museum exists now - previously Burton had museum and art gallery"

"Leisure facilities should be developed throughout the Borough for all family and age groups."

"The Meadowside centre is of poor quality. However, is still a precious town centre use."

"Leisure facilities are 1) expensive 2) poor. Recreation at Shobnall is good."

"Facilities are ok, but more training/ courses should be encouraged."

"Develop more recreation facilities in areas other than Burton and Uttoxeter."

"The loss of Burton bowl was a big mistake."

"Suitable halls for over 50s to be able to have weekly dances."

"Youth clubs etc to give youngsters somewhere to go not necessarily profit-making ventures, just an alternative to hanging about causing trouble."

"Venues for young groups/ bands to gig/ rehearse."

"No theatre able to accommodate large productions e.g. Burton Op Soc needs to use De Ferrers school because Brewhouse insufficiently large."

"Lack of large arts venue i.e. with capacity at least double that of the Brewhouse."

"Theatre, arts centre, museums."

"There are arts facilities in Burton but they're not well advertised - I think many people think you have to be good at it to take part."
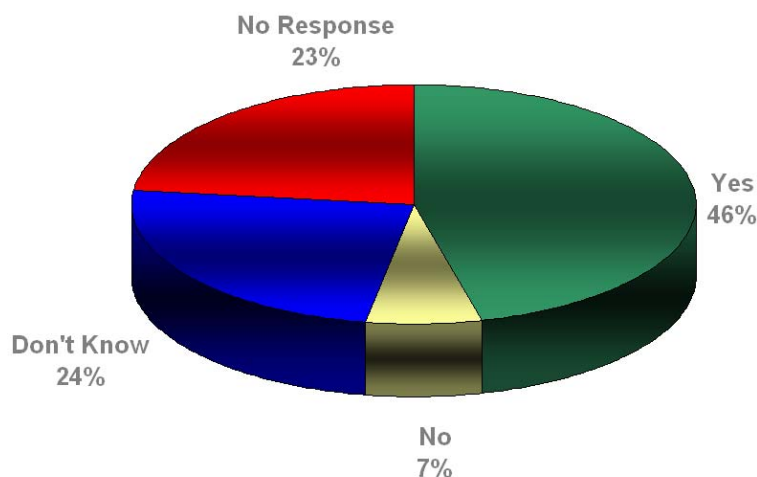
"More use of river and area."

If the population grows significantly, will the existing leisure and recreation facilities be able to cope with extra demand?
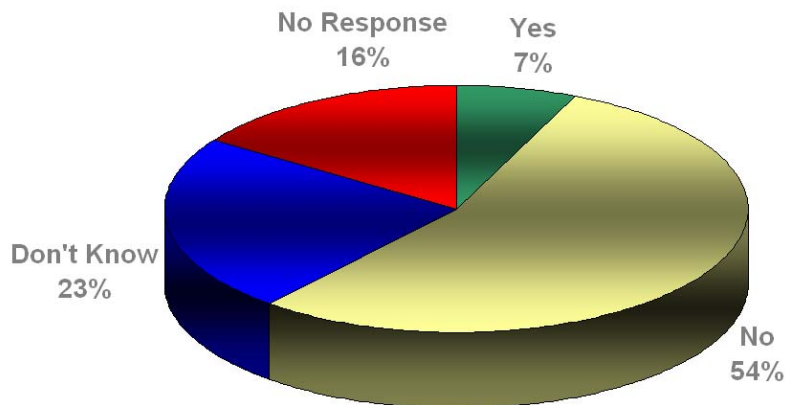
Yes	No	Don't Know	No Response	Total Responses
19	154	66	44	283

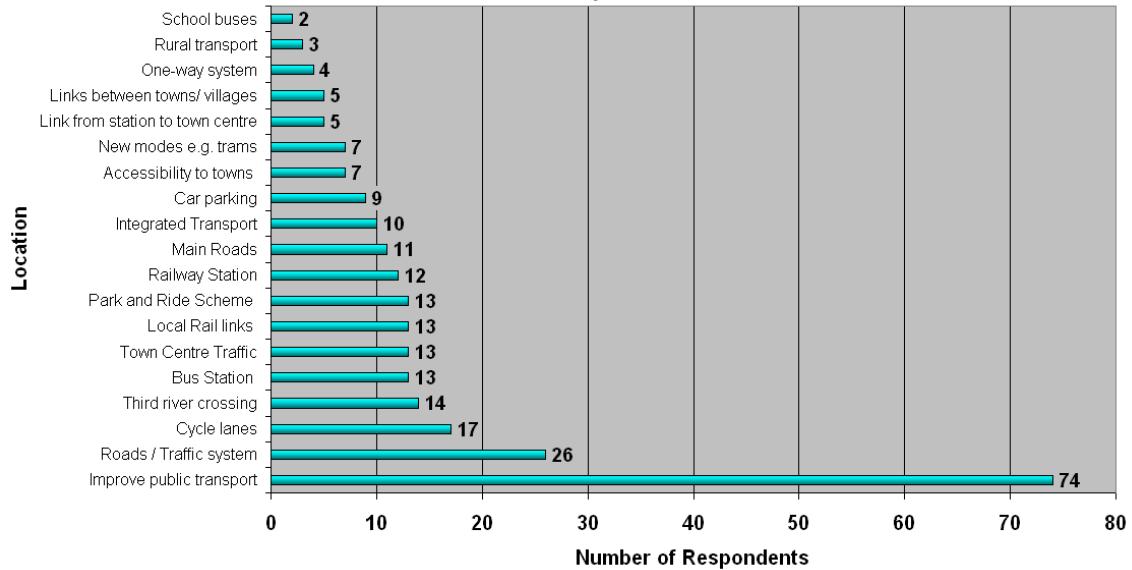**Will a bigger population need a greater range of facilities? If so, what should these be, and where should they go?**

Yes	No	Don't Know	No Response	Total Responses
130	19	68	66	283

Evidently, there is a widely held belief that facilities will not cope with growth. Unsurprisingly, respondents suggested new facilities should mirror previously identified gaps. Regarding the location of new facilities, access was the lead issue. As such, town centres and locations with good public transport were popular. It was also suggested that some centres should be built close to any new developments to reduce the need to travel. Finally, it was also suggested that facilities should be spread beyond urban centres to some of the rural villages in order to democratise access. All in all, there is a widespread hunger for more facilities allied with a strong concern that access for all age and social groups is maintained.

N. Transport

What are the main improvements needed to the transport networks now and where are they needed?

Location	Number of Respondents
School buses	2
Rural transport	3
One-way system	4
Links between towns/ villages	5
Link from station to town centre	5
New modes e.g. trams	7
Accessibility to towns	7
Car parking	9
Integrated Transport	10
Main Roads	11
Railway Station	12
Park and Ride Scheme	13
Local Rail links	13
Town Centre Traffic	13
Bus Station	13
Third river crossing	14
Cycle lanes	17
Roads / Traffic system	26
Improve public transport	74

The consultation exercise revealed that a number of improvements to the transport networks are needed, particularly in relation to public transport and the road network.

Public transport was the most mentioned area with comments referring to frequency, reliability, affordability, routes, and quality of the service offered. The need for a bus station in Burton was also mentioned as was improvements to the railway station and links from the station to and from the town centre.

> *"A structured transport system through the Borough. Designated bus stations."*
>
> *"Attractive hubs e.g. bus station in Burton and safe cycle roads between them."*
>
> *"Better and more cost effective public transport."*
>
> *"Bus interchange required in Burton. Better public transport required throughout the area, which is responsive to passengers needs."*
>
> *"Multi-storey car park beside the station. Shuttle bus to and from the town centre to station or route more buses past the station."*
>
> *"More transport needs to be sorted out for the people to travel to work by public transport."*

Other sustainable modes of transport were also mentioned, such as the increased provision of cycle lanes and footpaths, along with the development of a 'park and ride' scheme to reduce congestion and car use in the town centre. Respondents also suggested exploring new modes of transport in towns, such as trams.

> *"More cycle routes. Develop railway stations (Burton and Uttoxeter) and reopen old lines e.g. Uttoxeter - Stafford."*
>
> *"Improvements in town centre parking OR park and ride scheme proper cycle provision including cycle lanes."*
>
> *"The road network is already over saturated so alternatives should now be considered. These could include opening new railway stations in suburbs like Stretton, Branston and Stapenhill and new local trains. Plus considering trams to service town centre."*
>
> *"More, better walking and cycling opportunities - not only can they contribute to easing congestion, reducing emissions but they can improve health by increasing physical activity."*
>
> *"Improve cycleways and footpath routes to make them attractive to users. Introduction of a modern rapid bus transport system with a frequent service in the urban area / potential park and ride links to the scheme. Consider possible use of the river."*

After public transport, the second most popular response referred to improving the road network in the Borough and to reduce traffic congestion. In particular, the town centre road network is perceived to warrant improvement, potentially by introducing a one-way system to ease traffic flow. The main roads within the Borough were also seen to need improvements, both in terms of condition and accessibility. Moreover, a number of respondents also mentioned the need for a third river crossing to ease congestion and pressure on existing bridges.

> *"Better links to take traffic off of the A38 without going through Burton town."*
>
> *"Congestion - Burton town centre. Access and egress to and from car parks. Multi-storey car park in Octagon centre. Improve public transport offer - bus interchange and railway station. Need a clear transport strategy to ensure growth of town centre is not undermined or constrained."*
>
> *"One-way road traffic system. Tramway connecting railway station with town centre."*
>
> *"Traffic flow is poor, create one-way systems through town centre. Have proper cycle routes, bus services not frequent enough - need bus lanes."*
>
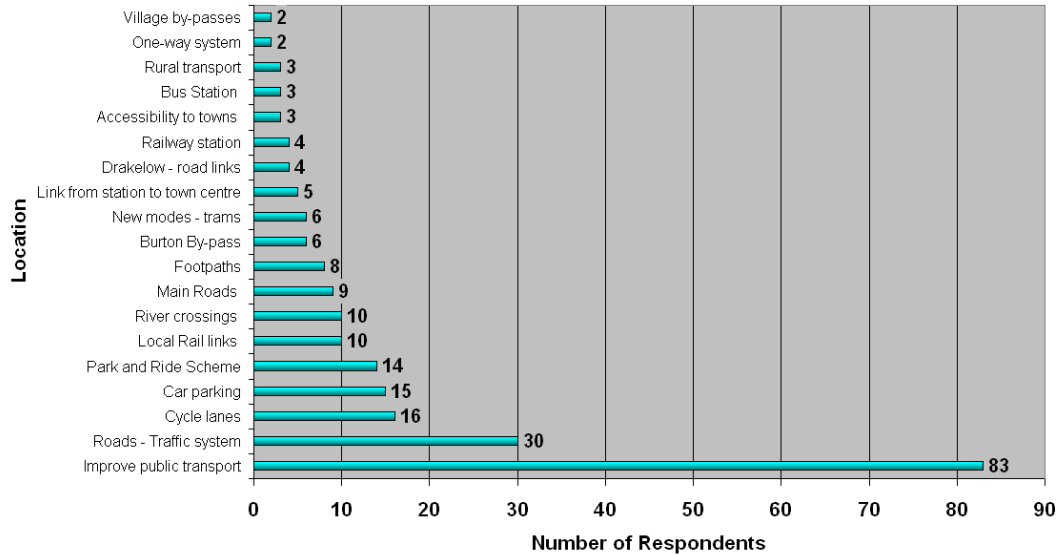> *"Improvements to the main road routes throughout the area."*
>
> *"More roads, more bridge crossings to ease congestion on both bridges, A38/Centrum 100, town centre at peak times."*

Rural transport provision was an important issue that the consultation flagged up, both with regards to public transport and also the road network.

> *"Transport options in rural locations need to be improved to make these areas more sustainable. This will improve accessibility and will reduce the isolation felt by those members of the community who do not drive or have access to a car."*
>
> *"Improved bus/rail services serving the rural population."*

If significant new house building were to occur, what additional improvements to the transport networks would be required?

Location	Number of Respondents
Village by-passes	2
One-way system	2
Rural transport	3
Bus Station	3
Accessibility to towns	3
Railway station	4
Drakelow - road links	4
Link from station to town centre	5
New modes - trams	6
Burton By-pass	6
Footpaths	8
Main Roads	9
River crossings	10
Local Rail links	10
Park and Ride Scheme	14
Car parking	15
Cycle lanes	16
Roads - Traffic system	30
Improve public transport	83

Unsurprisingly, responses to this question broadly correlated to the previous question with public transport and improvements to the road network coming out as the top two answers. In addition a number of people mentioned that a Burton by-pass might be appropriate to reduce pressure on the town centre. Furthermore, improvements to car parking in the town centres was seen as important if new house building were to occur. Recognising awareness for sustainability concerns, respondents again highlighted the importance of promoting, and planning for, walking and cycling options.

"We have created a bottleneck around the town so a by-pass is needed with new bridges over the river or reduce car dependence."

"This depends on where the new building is but more parking in the town centre would be needed - multi-storey preferably."

"The current Burton road network is insufficient to accommodate any further population growth if car use increases pro rata."

"Plan adequate direct road links to A38/A50 include in public transport network."

"Depends on where development is located, parking, road congestion, river crossings, rural public transport, relative position to employment opportunities."

"Transport networks would need to be strengthened to cater for new housing developments. This should include better transport provision, especially local bus services, for improved linkages to town centres and employment sites."

"Look at pedestrian and cycle links rather than assuming cars are more important."

"Housing development should take place in locations close to good public transport links."

"Consideration needs to be given to good/sensible linkages, supporting infrastructure (bike racks/showers in employment buildings, signage, and maximising green routes)"

Network Rail also highlighted the importance of improving Burton Railway Station, and in their response stated that they *"would welcome the use of contributions to improve rail provision and offer a high quality public transport alternative in East Staffordshire."* Network Rail would *"welcome support from the Council to improve Burton Station and facilitate minor infrastructure*

projects to cope with growth". Examples of such improvements included station upgrading work, additional car parking, improved waiting facilities, improved accessibility (e.g. cycle routes/storage), public transport access, disabled access or improved layout. Network Rail suggested that the council should assist in securing any necessary infrastructure through Section 106 agreements to mitigate any developments impact upon the railway.

A number of respondents highlighted the importance of planning and ensuring that any changes to transport networks should be considered at the planning stage of any development to ensure all options are examined and not merely an 'after thought'.

"Think of implications first and build afterwards; i.e. transport networks must be ready to cope with influx when new house building plans emerge."

"This needs to be the subject of a major review - no glossing over - a significant effort needs to be made and it will cost money, with a new attitude to public transport."

"Natural England supports transport solutions that reduce the need for travel. We would wish to see new development dovetail with public transport accessibility and the provision of new public transport infrastructure within development. Walking and cycling should be considered as an integral part of the transport network, and not simply as leisure activities, and there is considerable potential to link a footpath/cycle path network with an enhanced green Infrastructure. There should be a strong commitment to produce a comprehensive walking and cycling strategy for Burton Town Centre."

"The Highways Agency will assist the LPA and RPB in identifying necessary improvements in due course."

O. Delivery and Role

Who should pay for new infrastructure developers, government or both?
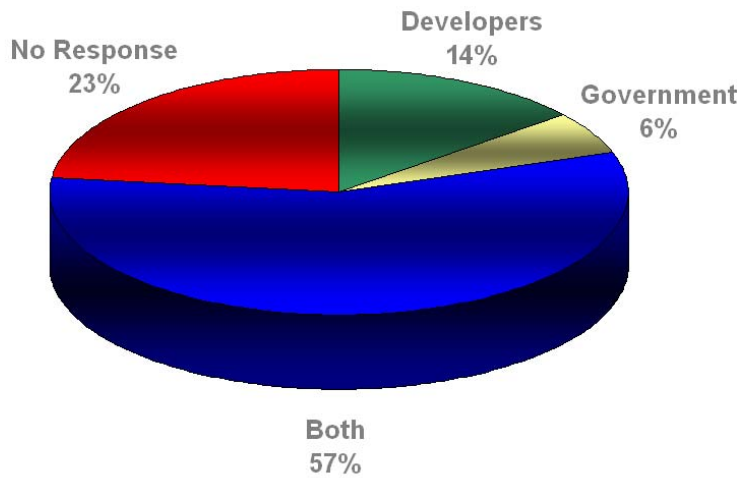
Developers	Government	Both	No Response	Total Responses
40	16	161	66	283

There is a widespread belief that new infrastructure should be paid for by both developers and the authorities. Certainly, there is minimal support for the idea that all the cost should be borne by the public purse alone. However, there is recognition that all the costs cannot be borne by developers but that partnership should be sought to deliver the necessary infrastructure.

What type of infrastructure should be covered by developers?
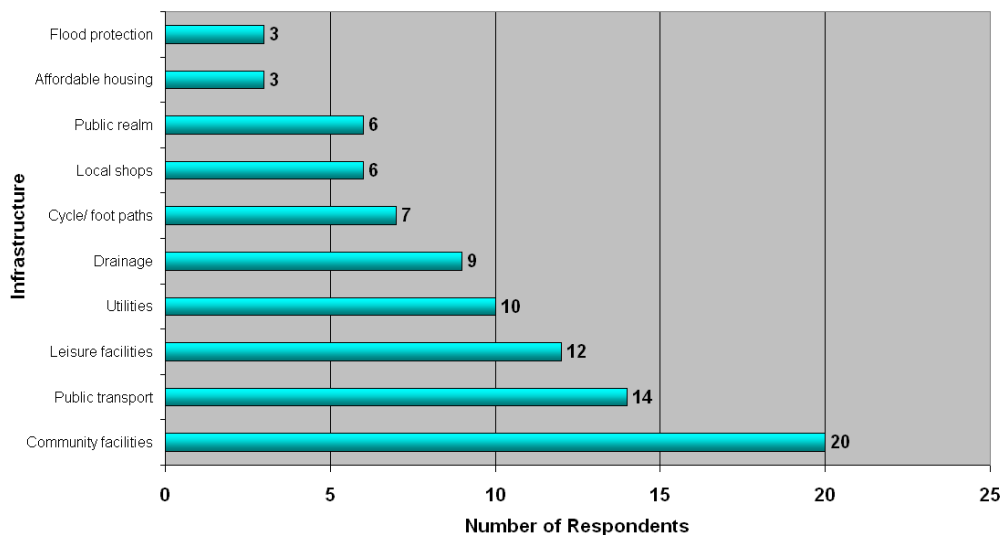
As the graph clearly illustrates the vast majority of respondents saw highways and access provision as a fundamental basis for any developer contributions towards infrastructure. Whilst the majority of respondents referred to the particular demands of new developments, some of these concerns also referred to the associated pressures on the highway network elsewhere as a

consequence of development growth. As such, it was seen as valid to seek developer contributions to this wider objective. Key hard infrastructure themes included drainage and utilities and all of fundamental importance to any development; whilst the particular need for flood defence measures in East Staffordshire was also highlighted.

Beyond essential hard infrastructure requirements, it is possible to ascertain much support for developer contributions that are interrelated and integral to the maintenance and provision of sustainable communities. Openspace allied with the need to ensure adequate play areas for children suggest a desire for development that enables its population to 'breath'. Furthermore, the high response rate for 'public services' such as health and education emphasise a spatial approach to developer contributions, with 'soft' infrastructure seen as important as 'hard' infrastructure.

Moreover, there was support for public transport and cycling and walking provision to aid the development of sustainable transport. The constant references to 'leisure' is informative for it is possible to identify a relationship with the previously perceived sub-standard provision at the Meadowside centre.

An interesting point was the idea that the provision of local shops should be seen as 'infrastructure' on the basis that they are essential to the harmonious workings of communities; whilst more obviously public realm improvements were identified. Moreover, in a similar vein to local shops, the provision of affordable housing was identified as a key 'infrastructure' requirement for sustainable communities.

"Access roads and possible community facilities."

"Links to current infrastructure and any upgrading cost to existing infrastructure. Need to contribute to any additional education and health costs."

"Immediate road infrastructure, large and ongoing contributions to service providers."

"Local shops, e.g. chemists, newsagents, food, hairdressers. Plus health centres, dentists and nurseries. Could also include multi-use community centres."

"Flood alleviation, parks, environmental improvements, landscaping."

"Transport infrastructure, parks, play areas and sports facilities."

"Schools, health centres, contribution to imposed public transport, provision of suitable play areas, green space."

"Community centres; youth centres and small shops."

"One's that relate to their development. If a Greenfield site, they should pay more as other roads nearby may need updating for example."

"Road improvements, cycle links, pedestrian walkways - e.g. shortcuts to shops."

*"Roads, cycle lanes, footpaths, play areas, grey water use."*

"Local shopping and leisure facilities."

"Community facilities; public realm improvements."

"Circular 05/05."

"Secure the provision of affordable housing, contribute to service and infrastructure provision and mitigate the impact of development."

Should developers of Greenfield sites be required to make financial contributions to regeneration proposals elsewhere?
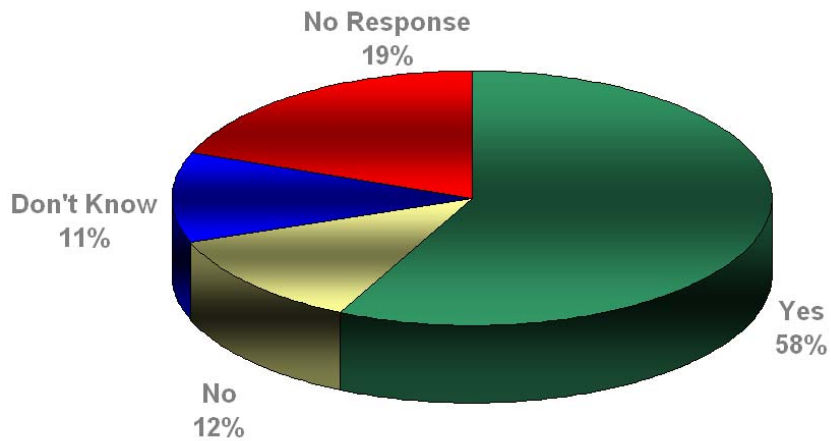
Yes	No	Don't Know	No Response	Total Responses
161	35	32	55	283

Should population growth be co-ordinated with regeneration in town centres, e.g. Burton?
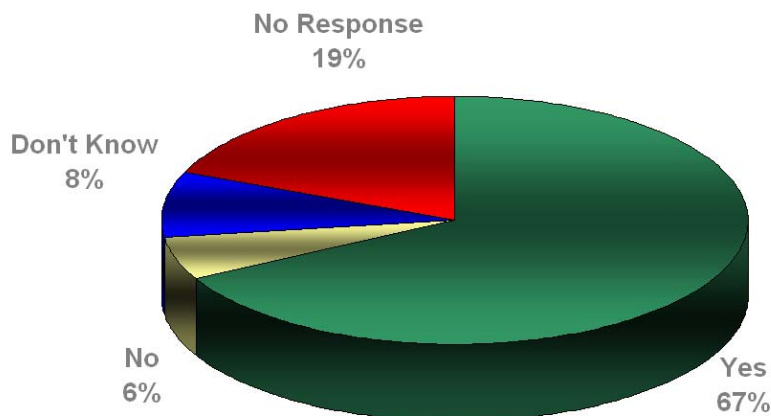
Yes	No	Don't Know	No Response	Total Responses
190	16	24	53	283

Again, strong support for one particular option, in this instance support for the pooling contributions for regeneration, was again evidenced. Indeed, the majority of respondents who objected to such a proposal came from developers themselves who saw this as a possible limit on their ability to maximise their profit returns.

Therefore, there is a great deal of evidence of support amidst the general public and other agencies towards a policy that would seek to coordinate development in a holistic way and tied in the disadvantaged Inner Burton wards to the potential benefits that substantial development may bring.

P. Further Comments

Comments made in this section were broad and wide ranging, and it is therefore difficult to provide an overall summary of the comments received. However, very few new comments were received here as the majority of respondents reiterated their main points from the questionnaire. Comments were provided in relation to housing, public transport, the road network, employment, education, the re-use of Brownfield and the conservation of Greenfield sites. Some respondents raised concerns over the size of growth proposed in the borough and the impact this would have on the quality of life of the current residents. Respondents also highlighted the importance of achieving sustainable development across the borough.

The importance of rural development was also raised in this section. In general there was support for some development in these areas, but it was felt that it needed to be controlled and should not have negative impacts on the current residents. There was also a feeling that too much of the strategy, and development, was focused in Burton, and there was little mention of Uttoxeter as the Borough's second town. Respondents felt that Uttoxeter should get some development and associated infrastructure but this should not have a detrimental impact on the town.

It is encouraging to note that a number of respondents emphasised the importance of community consultation in the LDF process and wanted to get involved in local action groups and focus groups to discuss the issues further.

A number of respondents used this section to provide details of sites for potential development, which is perhaps better suited to the Site Allocations DPD, and hence will be fed into this document in due course.