

**Mid West Stafford Market Towns
PARTNERSHIP**

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Quick Guide to the Report – What do *you* want to know?

Not everybody wants to or needs to read all through this Report. Below there are a number of questions that you might have about the Parish Plan and answers and/or pages in the Report where you will find answers.

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Chairman's Introduction

In commending this partnership Parish Plan to you may I first say a big 'thank you' to all involved in its production. A list of the many people who played a substantive part in its compilation is attached and their role as either a delegate from their Council, an Officer of the Council or a member of the Consultancy Team that carried out the various surveys on our behalf is appreciated.

The work to put together this joint project began with preliminary discussions held by the Regeneration Unit of Stafford Borough Council and the Community Council of Staffordshire during 2001/2002 in response to the National Government's initiative to provide part funding to local councils in order for them to create a Parish Plan for their local community. Working groups were formed in order to decide the best way forward in the Stafford Borough area and it was eventually agreed to take the unusual step of forming a partnership between similarly minded local councils in order to produce an overall plan based on individual plans. The Councils of Chebsey, Eccleshall, Gnosall, Stone and Swynnerton decided to bid together for joint funding for a joint plan made up from five local plans in order to get an overview of the area as a whole rather than maybe five 'fragmented' ones if they acted individually. This joint bid was successful and work began in earnest with the setting up of a Joint Working Committee that commenced work under my Chairmanship on the 21st October 2002.

We were very fortunate to have so many enthusiastic, talented and experienced members who gave so freely of their time and effort over such a prolonged period. These members also dedicated the value of their efforts as a 'contribution in kind' towards the funding of the project for which I am extremely grateful. We have met on eighteen occasions in order to complete the main task and I thank Eccleshall Parish Council for providing an excellent central venue for our meetings and also say what a pleasure it has been to work with such a cooperative, constructive and supportive team. I also pay tribute to our research team - Pathfinder Associates, and the Centre for Economic and Social Regeneration at Staffordshire University - who have done an excellent job on our behalf in contacting the public and analysing the results of the surveys. Final thanks must go to the public who responded so well to our questions in such a constructive and positive way to allow us a view as to how the people of the area see the past, present and future of their communities.

Harry Brunt

Chairman, Mid West Stafford Market Towns Partnership
June 2004

The work and production of the Parish Plan has been supported and funded by the Countryside Agency, the Community Council of Staffordshire, Stafford Borough Council, and by the five individual parishes.

1 What is a Parish Plan and what will it achieve?

1.1 What is a Parish Plan?

A Parish Plan is a way of summarising what local people think about the area they live in, and what they believe are the priorities for change and improvement in their town or village and the surrounding villages and rural areas. It is not an 'official' document – it is produced and designed by local people (and, in this case, using a locally based Research Team).

Most importantly, however, the Parish Plan sets out **actions** that should be taken to tackle these priorities, and it indicates who and when the actions should be taken by.

1.2 What area does this Parish Plan cover and why?

This Parish Plan covers the parish areas of Chebsey, Eccleshall, Gnosall, Stone and Swynnerton. The five parishes occupy an area of some 17,415 hectares (approximately 67 square miles), and contain a population of some 29,000 people. The smallest local parish area is Chebsey (with a population of 480) and the largest is Stone Town (with a population of over 14,000). The five Parish Councils decided that the most cost-effective way of collecting data to help them prepare individual Parish Plans was to work together and formed a joint consultation body, which became known as the 'Mid West Stafford Market Towns Partnership'. That way they could share costs and benefit from the wider experience gained.

1.3 What will this Parish Plan achieve?

This Parish Plan, and the constituent plans for each parish, will:

- provide a basis for **community action and pressure** to get things done;
- give a set of **measures or targets** so people can see what progress is being made;
- **inform the planning process** – local authorities and others will understand more clearly what local people's priorities are. Parish Plans are used by many different local government and other agencies;
- help **attract funding** for agreed actions – funding bids will be supported by information and priorities in the Parish Plan; and,
- **inspire** people, organisations and local agencies to think of new solutions to new and old problems.

This document will be widely circulated to organisations, agencies, local government and local groups throughout Stafford Borough and Staffordshire.

2. How was the Parish Plan prepared?

2.1 Background and methods

The Research Team designed a questionnaire survey form which was discussed and approved by the Mid West Stafford Market Towns Partnership.

Between May and October 2003, some 9,500 questionnaire survey forms were distributed throughout the five parishes. This distribution started in Chebsey in May and ended in Stone in October. Some were hand-delivered by parish councillors and other local residents, or delivered with copies of parish magazines. Most were distributed via schools, libraries, shops and Post Offices, pubs and cafes, churches, community centres, and community groups; and some were delivered with local newspapers. In Stone survey forms were also distributed in the main shopping street.

People were given around three weeks to complete and return the survey forms. Survey collection boxes were left in key locations in each parish - Post Offices, libraries, shops, community centres - and people could also return completed forms by post.

The survey asked people three key questions:

- A. What things they **like about the area they live in** (and people could write these in);
- B. What they think are the **key issues locally** (and people were asked to tick the five most important items from a list); and,
- C. The **things they wanted to see changed** in their local area and in what ways they wanted to see change (and people were asked to write in their views).

The survey also asked for other information including age, gender, and the length of time people had lived in the parish. A copy of the survey questionnaire is included as Appendix 2.

After the survey had been completed in each parish the completed survey forms were analysed to produce a listing of the key priorities. This was presented by the Research Team at a local parish meeting and additional ideas and proposals for actions were discussed and noted.

All the completed questionnaires were coded and analysed to produce statistics for the overall Parish Plan area and for each parish. From this data and from Annual Parish meetings and other local group discussions, the overall and individual parish 'priorities' and 'actions' were identified and agreed.

3. Who gave their views?

In total, 934 people completed the survey – an overall response rate of some 10%.

The table below shows the number of questionnaires returned in each parish.

Parish	Number of returned questionnaires
Chebsey	113
Eccleshall	207
Gnosall	123
Stone	396
Swynnerton	95
TOTAL	934

44% of the respondents were male (99 respondents did not indicate gender).

In terms of age, the survey captured the views of a range of age groups, though the 25-44 age group was least well represented. The older age groups (over 45) were well represented – the table below shows the results.

Age group (years)	% in the Parish Plan survey (899 responses)	% in the 2001 Census in the Parish Plan area
Under 16	21	15
16-24	14	8
25-44	16	29
45-64	42	40
65-74		
75 or over	7	8

Half of the people who completed the survey had lived in their parish for more than 15 years, and 36% had lived there for between 5 and 15 years. The rest had lived in the parish for less than 5 years (21 respondents did not answer this question).

4. What do people say? What is liked and what should change?

4.1 What people like about the area

People were free to write on the survey form their own description of what they like about the area they live in.

Almost half (47%) wrote about how much they like the rural location in or adjacent to countryside. More than one in four people (28%) said that the 'provision of services' is the feature they most like, and many mentioned particular services such as leisure facilities, doctor's surgery and public transport.

A similar proportion (26%) described the friendliness or 'safety' of the area they live in as the quality they like about the area. 'Community spirit/pride', 'peacefulness' and the quality of local services (including retail and recreational activities such as festivals, carnivals and fairs) also featured strongly amongst the things people like about their area. The table below shows the results in full.

What people like about the area they live in	% (933)
Attractive location – countryside/rural environment	47
Provision of services, including leisure facilities, doctors, public transport, recycling, etc	28
Friendliness and safety	26
Community spirit/pride	18
Peacefulness	17
Local service quality (retail) and festivals, carnivals, fairs, etc	16
Accessibility	14
Local public houses/restaurants	9
Schools	6
Accessibility and isolation	5
Heritage buildings including churches, historic features	5
Cleanliness	5
Good quality housing	3
Community facilities and activities, including Parish Councils	2
Town centre pedestrianisation	2
Pre-school/childcare facilities	<1

A series of images – put forward by members of the Parish Councils to represent what people want to see changed and the sorts of areas and developments that they like and enjoy – are reproduced on the following pages.

Areas and things people want to see changed.....



Land at rear of Eccleshall Community Centre (unused land that the community wants to develop)

..... and the sorts of areas and developments people like and enjoy



Copmere picnic site, Eccleshall (recently enhanced through Parish Council efforts)



Open space in Chebsey damaged by railway work



New path close to the burial ground, Gnosall

Areas and things people want to see changed.....



Restricted road capacity, Gnosall

..... and the sorts of areas and developments people like and enjoy



Fountains - Re-opening of Trentham Gardens (May 2004), Swynnerton



Canal-side car park, Stone



Refurbished railway station, Stone

4.2 What people want to see changed in the area

There were two questions in the survey which gave people the chance to say what was important to them and what they wanted to see changed in the area they lived in.

4.2.1 Important issues in the local area

The first question asked people to tick five issues on a list: the five issues people felt were the important issues in their area (important because of what they are, or because they are not present). (The list is shown in the copy of the survey sheet in Appendix 2).

The table below shows what number and proportion of all people in the survey ticked these 'issues'.

Shops and other retail services, crime and safety, and public transport services are widely viewed as important local issues by 50% or more people. Just under half of all people feel **health and personal care** is an important issue locally.

Around 2 in 5 people consider that **traffic, parking and access**; and **social activities, leisure and recreation**, are significant issues locally.

Important Issue in the local area	Number of people who said issue is important	% (933)
Shops and other retail services	655	70
Crime and safety	563	60
Public transport services	468	50
Health and personal care	450	48
Traffic, parking and access	401	43
Social activities, leisure and recreation	357	38
Noise, waste and other nuisances	296	32
Wildlife and natural habitats	286	31
Community buildings and spaces	268	29
Housing and buildings	204	22
Others	172	18
Historic sites and features	138	15
Businesses and employment	142	15
Community information	143	15
Tourism and visitors	64	7

Some 3 in 10 people feel that issues of **noise, waste and other nuisances**; **wildlife and natural habitats**; and **community buildings and spaces** are important.

Housing and buildings is a key issue for around 1 in 5 people, and some 1 in 7 consider **historic sites and features**; **businesses and employment**; and **community information** are important local issues.

4.2.2 What needs to change

The second question asked people to explain in their own words the things they wanted to see changed in their local area and in what ways they wanted to see change happen.

The written responses and descriptions were coded before being analysed, and the four top priority issues are shown in the table on the next page. These were noted by between 20% and 25% of the people in the survey.

Changes people want

The first priority is **TRAFFIC MANAGEMENT**. Included in this category are concerns across all five parishes about speeding cars, trucks and motorcycles; heavy goods vehicles using narrow roads or village high streets; increasing volumes of traffic and congestion; and access to business parks. There are many mentions of particular problems related to new pavement and road 'improvement' schemes recently undertaken in the centres of Stone and Eccleshall. Speeding needs to be addressed with cameras, speed bumps/traffic calming. People mention their fear of accidents and fatalities. There is much demand for weight restrictions – several of the villages have adjacent industrial estates and growing numbers of lorries drive through narrow high streets. Many in Eccleshall want a by-pass, and there are very many specific comments regarding certain junctions and roads where there are problems.

Related to this are concerns about **pedestrian dangers** due to the speed and volume of traffic; and requests for crossings at specific locations. Enhanced street lighting is seen as essential in certain locations.

The second priority is **RETAIL SERVICES**. Many young people in the survey said that they wanted some form of 'fast food' outlet in their area (and as a meeting point). However other groups in the survey expressed concerns and wanted to see changes such as improved retail facilities and a wider range of shops, in particular DIY stores, clothes shops, and teashops. The loss of some traditional retail services (eg baker, butcher) was commented upon often. Some people said that there are too many pubs/restaurants in Stone, but improvements and a greater range of eating places are desired elsewhere. Many people noted the need for longer opening hours of village shops, and better accessibility to shops for disabled/pushchairs. There is a demand for post offices and boxes where they do not exist. There were several comments about the need (and opportunity) to develop the market and farmers' market in Stone.

Additional **FACILITIES (AND ACTIVITIES) FOR YOUNG PEOPLE** is the third priority. This was noted as frequently by older people (aged over 45) as it was by younger people (aged under 25). But the two age groups tended to say different things: the older people generally want 'something for the young people to do' so as not to be hanging around the streets, whilst the younger people tended to want a wider/different (or in some local areas, any) choice in leisure/recreation activities. All comments point up the need for youth activities/facilities of all types, including community centre developments and improvements – particularly for teenagers. This issue links to enhanced public transport services to Stafford and Stoke, to access opportunities elsewhere.

The fourth priority is **CRIME ISSUES**. Fear of crime, and prevention of criminal/illegal activities are prominent concerns in the comments made by people (and particularly in **Swynnerton** and **Gnosall**). More visible policing (including community policemen on the beat); greater night-time police presence; use and proper enforcement of Anti-Social Behaviour Orders (ASBOs); Neighbourhood Watch schemes; and wardens - all are mentioned as ways forward.

Other priorities for change

Other priorities highlighted (by at least 10% of people) in the survey include:

- **Public transport provision** This is frequently given as a priority by young people, but is mentioned across all local areas and particularly in **Chebsey** and **Swynnerton**. People mention the high cost of travel and specific issues regarding bus routes, frequencies, times, days, locations of bus stops, and reliability. Timings of rail services need improvement to aid commuters and to provide later trains to enable attendance at evening activities elsewhere.

- **Sports and leisure facilities** All age groups mention this though young people tend to do so more often. People write about the need for new/enhanced sports and leisure facilities, and particular facilities such as a bowling green, cinema, ice skating rink, swimming pool, football pitch, and skatepark. Some suggestions include setting up 'mobile leisure facilities' for outlying rural areas; obtaining grants for improvement/renovation of community and leisure centres; and improving public knowledge and awareness of existing facilities and activities in the overall area and further afield (Stafford, Stoke). People in the survey also noted the need to provide more or better leisure support/social activities for the disabled, elderly, and other groups.

- **Parking** There were seen to be particular difficulties in town and village centres. New traffic management and high street improvements in Eccleshall, Stone and other areas have reduced parking provision on-street, resulting in increased demand for more off-street parking. Again, there are specific suggestions of problem locations and possible sites for car parks. Some people feel parking difficulties will dissuade shoppers, visitors and businesses.

- **Litter and waste** Improvements in the clearance of litter, waste, and dog fouling; reductions in noise and enhancement (or reinstatement) of provision of skips and tips. And in this context several also mentioned the need to improve recycling facilities.

A further series of priorities for smaller proportions of people (less than 10%) include:

Retention of green spaces and Protection of the environment - Need to improve and develop new parks/green spaces/village greens/seating areas, particularly providing play areas for younger children. Also maintaining green spaces, including verges.

Pedestrian issues – Absence of pavements alongside roads through villages is seen to deter walking (and limit leisure and other uses – eg children going to school).

Condition of street furniture and road signs - Improve the condition of street furniture, road signs, road surfaces and public toilets.

Restricting housing growth and Housing issues - Significant numbers of people supported the notion of restricting new housing development and infill (and some made reference to 'middle class ghettos'). Others noted the need for the provision of starter homes.

Community information provision – Improvements in the provision of community information and publicity about local activities/events. Some people want more done to promote local involvement, organise activities, events, Local Exchange Trading Systems (LETS), etc. A few people mention youth involvement in local politics. The idea of a 'one-stop shop' in Eccleshall Library for public agencies and services was also suggested.

Local health issues – Most of these concern issues of poor choice of doctor/dentist surgeries (or the absence of choice or provision at all), and in a few cases the lack of nearby chemist facilities.

Library issues – There were mainly positive comments regarding the library services, but people want more access to mobile library facilities, and improvements to existing services (or establishment of permanent facilities).

Improved recycling facilities – Some people say there are none close to where they live.

The table below shows the 'change' results in full.

Issues where people want change	Number of people who said issue is important	% (of 933)
Traffic management	246	26
Retail facilities	235	25
Youth facilities	206	22
Crime issues	186	20
Public transport provision (including taxi services)	174	19
Sports and leisure facilities	151	16
Parking	138	15
Litter & waste	114	12
Retention of green spaces	87	9
Protection of the environment	78	8
Pedestrian issues	65	7
Condition of street furniture and road signs	56	6
Restricting housing growth	55	6
Community information provision	50	5
Local health issues	45	5
Housing, including provision of starter homes	44	5
Library issues	30	3
Improved recycling facilities	19	2
Employment/unemployment	17	2
Support for elderly/disabled	9	2
Cycle routes and cycling facilities	14	2
Use of redundant farm buildings	13	1
Public buildings	11	1
Visitor facilities	9	1
Small business ventures	9	1
Historic buildings	8	<1
Need for access to Broadband	2	<1

5. What did people in the individual local areas (parishes) say?

As noted earlier, each local area (parish) contributed to the overall survey. The 'top five priorities' in each local area are shown below.

Table – Top 5 priorities in each local parish area									
<i>(figures refer to the % of respondents in each local survey citing the issue as a 'priority')</i>									
Chebsey		Eccleshall		Gnosall		Stone		Swynnerton	
Public transport provision (including taxi services)	41	Traffic management	46	Traffic management	41	Retail facilities	40	Public transport provision (including taxi services)	31
Traffic management	31	Parking	35	Crime issues	26	Youth facilities	33	Crime issues	29
Retail facilities	26	Youth facilities	20	Library issues	25	Sports and leisure facilities	33	Youth facilities	26
Condition of street furniture and road signs	25	Crime issues	17	Youth facilities	22	Crime issues	24	Traffic management	26
Litter, waste, etc	23	Pedestrian issues	16	Litter, waste, etc	20	Public transport provision (including taxi services)	19	Retail facilities	25
		Public transport provision (including taxi services)	16						

The individual results reveal some interesting differences and similarities - both between parishes, often immediately adjacent to each other, and compared to the overall results.

- Traffic management is clearly the greatest priority in **Eccleshall** (where nearly half the people said so) and **Gnosall**. In **Swynnerton** and **Chebsey** it is seen as a priority by more than 1 in 4 local people. But in **Stone** it does not make it into the 'top 5' (but is sixth). [In the overall results it is the first priority].
- Public transport provision is by far the highest priority in **Chebsey**, and in **Swynnerton** it is also top priority (but only just above Crime issues). In **Gnosall** it attracts barely a 10% mention. In both **Stone** and **Eccleshall** it comes fifth in priority (and with fewer than 1 in 5 people saying so). [In the overall results it is not in the first four priorities but is fifth].
- Retail services are the most important priority in **Stone** (partly accounted for the large number of young people in the survey who prioritised increasing retail choice to include a burger/fast-food outlet). In **Swynnerton** and **Chebsey** 1 in 4 people see change/improvement in retail services as a key priority; and in **Eccleshall** retail issues do not make it into the 'top five' (though they are sixth). [In the overall results it is second].

- Crime issues are the second highest priority in **Gnosall** and **Swynnerton**. In **Stone** nearly 1 in 4 people see this as a priority. But in **Eccleshall** fewer than 1 in 5 prioritise crime as a local issue, and crime issues do not get into the 'top 5' in **Chebsey** (they get only 11% mention, ranking 10th). [Crime issues rank fourth in the overall results].
- Youth facilities are scarcely mentioned in **Chebsey**, and in no local area are seen as the first priority. However, in four local parish areas – **Eccleshall**, **Gnosall**, **Stone** and **Swynnerton** - the issue is prioritised by between one fifth and one third of local people. [They rank third in the overall results].

In each local area, aside from the overall key priorities, various *very local issues* or concerns stand out:

In Chebsey these are **Condition of street furniture and road signs**; and **Litter, waste, etc.**

In Eccleshall these are **Parking**; and **Pedestrian issues**.

In Gnosall these are **Library issues** (absence of a permanent library); and **Litter, waste etc.**

In Stone it is **Sports and leisure facilities**.

In **Swynnerton** the focus for change reflects very strongly the four key overall priorities - Traffic management, Retail facilities, Youth facilities and, particularly strongly, Crime issues – but Public transport provision is just ahead in terms of being the key local priority.

6. Ways forward

Key points

In considering ways forward a number of points need to be borne in mind:

1. **The four key overall priorities for change - Traffic management, Retail facilities, Youth facilities, and Crime issues – are all generic issues.** They are general issues in that, for instance, the traffic that causes problems in Eccleshall may have come from or be on its way to Swynnerton or Stone or Gnosall. Similarly, the primary reasons for lack of or decline in retail services in any of the local areas are lack of local demand, and use of alternative retail facilities in other areas.

Although very many of the reasons why local people prioritise these 4 issues is because of perceived specific local problems – eg crossings needed on particular streets, congestion on named streets/junctions, criminal activities of ‘known’ local youths, young people ‘hanging about’ etc – the solutions or ways of addressing the issues needs to take account of wider matters and influences.

In other words, in none of the local areas does a single *highly specific* issue stand out as a primary concern: one that unites most of the community. Traffic issues are varied - speed, vehicle weights/sizes, congestion, access (and related to parking), etc - and to a considerable extent inter-relate as perceived problems or things in need of change. Crime is similar in this respect, and so too is the issue of retail services.

2. The survey results suggest very strongly, and particularly in light of the generic nature of the priorities, that **actions on the priorities will be much more effective if undertaken jointly between 2 or more local parish areas.**

For example, traffic management issues may be most effectively addressed through collaboration between Eccleshall, Gnosall, Swynnerton and Chebsey. Actions on crime issues might be more productive if undertaken jointly between Stone and Swynnerton, and between Eccleshall and Gnosall. Addressing public transport provision appears to be a common and high priority issue for Swynnerton and Chebsey. And similar cases for joint or concerted actions could be made for various other priorities emerging from this survey.

3. Actions are unlikely to be taken on these key priorities in the immediate future by statutory authorities in the absence of **new evidence or material support for a *specific* case for change.**

On the issue of crime for example – where many people expressed a desire for more or new ‘beat’ policemen, and a “more visible” police presence – recent highly authoritative research has shown that increasing the levels of ‘beat’ policing and taking other measures to increase ‘community safety’ can be ineffective or worse (see Appendix 4). This suggests that requests to the Police and others simply to increase police presence may not be the best way forward.

On the issue of traffic management the Local Transport Plan for Staffordshire 2000 notes how speeding, movements of road freight, and use of roads by unsuitable vehicles in rural areas of the County causes problems in the rural areas in the County¹. Yet as it also points out, and which is confirmed via various Parish Councils, “investigations frequently establish that those who are speeding are local residents”.

Driver for actions

The key principle underlying the actions set out below is **improvement or ‘making things better’**. In other words, what are the best ways to secure significant improvements – rather than radical overhauls – of and in certain essential services and activities?

Consultation and agreement

At Annual Parish meetings between March and May 2004 in the 5 parishes the key findings of the Parish Plan survey were presented and Action Plans were discussed. In all 5 parishes Action Plans were agreed and subsequently endorsed by the Parish Councils.

The next section shows the overall Action Plan for the 5 parishes, and in Part 2 of this document the individual Action Plans for each parish are shown in full.

¹ Local Transport Plan for Staffordshire 2000 – Part A: Themes and Objectives (p95 -100), Staffordshire County Council, 2000.

7. An Action Plan for the five parishes

Objective: Traffic management improvements	Actions	By whom	Partners, Collaborators & Funders	By when
	Local campaigns/promotions to publicise impact of speeding locally and how 'locals' speeding is major cause of speeding problems.	Local transport groups in local parish areas, and coordinated between parish areas: Chebsey, Eccleshall, Stone, Gnosall & Swynnerton.	Seek guidance and possible funding for campaign from Staffordshire County Council and Stafford Borough Council. Police informed and involved.	From July 2004 onwards
	Reviews and evidence collection of speeding 'hot spots', HGV use of key routes/roads, and other traffic problems (eg using Parish Plan survey returns to identify named streets, junctions, etc). Discussion with key hauliers re use of specific routes in local areas most affected by HGV/truck usage. <u>NOTE: This should be as part of dialogue with local employers on range of issues – recycling/waste, crime reduction, etc: positive opportunities as well as wants/demands.</u>	Local transport groups. Community groups. Parish Councils. Stafford Borough Council.	Police asked for assistance in training locals in use of 'speed guns' (but not for prosecution/legal purposes). Guidance from Staffordshire County Council and Stafford Borough Council re what constitutes 'good evidence'.	December 2004
	Identification of 'safe routes' for pedestrians, walkers and cyclists	Local amenity and/or transport groups.	Staffordshire County Council re fit with	July 2005 – July 2006

	<p>in local areas, and associated footpath developments.</p> <p>Production of local area (and joint parish) guides on existing 'safe routes' and recreation/leisure routes.</p>	Parish Councils.	criteria and Performance Indicators (in Local Transport Plan).	
	<p>Project to increase travel information availability (bus, bus/rail connections, cycle paths, footpaths etc) – signs, posters, noticeboards, etc.</p>	<p>Staffordshire County Council.</p> <p>Local transport and community groups.</p> <p>Parish Councils.</p>	Staffordshire County Council.	February 2005
Objective: Improve and support retail and other local services	Actions	By whom	Partners, Collaborators & Funders	By when
	<p>Local area campaigns and promotion of 'buy local' and 'Use it or Lose It' re Post Offices (eg encouraging and informing local people how to continue collecting pension and other entitlements at POs).</p> <p>Develop a businesses and services directory for local areas.</p>	<p>Local community and amenity groups.</p> <p>Parish Councils: especially Swynnerton, Gnosall & Stone.</p> <p>Local shops & businesses.</p> <p>(Clearer lines of development on this issue in Stone should emerge as part of the Stone MTI strategy/plan. The business</p>	<p>Liaison with Stafford Borough Council and Staffordshire County Council re their campaigns/ actions for local shops and Village Shop promotion.</p> <p>Local shops & businesses.</p>	May 2005

		survey as part of this may show opportunities for specific development and action.)		
	Youth campaign/pressure on key retailers for opening of local outlet (eg letters, petitions, posters etc).	Youth clubs. School groups.	Discussion with Chambers of Trade and others re their views.	2006
	Identification of existing 'buy local' support activities and promotion/enhancement of these (eg which local retailers will deliver locally, which accept telephone orders, which pharmacies/surgeries have a prescription delivery service, etc).	Local amenity and community groups. Stafford Borough Council. Local shops & businesses.	Liaison with Stafford Borough Council and Staffordshire County Council re their campaigns for local shops and Village Shop promotion.	December 2005
	Review with local health agencies and others availability of doctor/dentist surgeries for specific local areas/populations.	Local amenity and community groups. Charities for key groups (eg elderly, children).	Primary Care Trust and others.	June 2005
	Identify amount of available commercial floorspace; rent levels; vacant commercial buildings, etc to create a 'profile of opportunity' for local areas.	Stafford Borough Council.		2006
	Feasibility of 'One stop shop' development (ie including more/other local agencies in libraries) in specific local areas – eg Gnosall, Eccleshall, and Stone.	Stafford Borough Council. Staffordshire County Council/Library service. Agencies – Citizens	Staffordshire Rural Community Council.	December 2005

		Advice Bureaux, charities/advice groups, business support/ advice, etc. Parish Councils. Community groups.		
Objective: Improve use and awareness of youth facilities	Actions	By whom	Partners, Collaborators & Funders	By when
	Local area 'mapping' and listing/description of facilities and activities for young people (and by different age groups – under 11s, 12-16s over 16s): distribution of such guides/listings locally. Identification of key local 'gaps' in provisions: by age group and by activity.	Youth clubs and existing youth groups/ centres/facilities. Community groups. Parish Councils (especially Stone). (Clearer lines of development on this issue in Stone could emerge as part of the Stone MTI strategy/plan).	Stafford Borough Council and Staffordshire County Council departments with youth services remit. Staffordshire County Council Education Department. Church groups. Schools. National and local charities.	August 2005

Objective: Reduce fear of crime, and reported instances of crime	Actions	By whom	Partners, Collaborators & Funders	By when
	Feasibility work in local areas on need for and setting up of local 'warden' schemes (and where wardens might also play a role in traffic management actions).	Local shops & businesses. Parish Councils.	Police. Stafford Borough Council & Staffordshire County Council re 'community safety'. Community groups or specifically formed groups.	2006
	Review of use, impact and improvement of local Neighbourhood Watch, Farm Watch and similar community & business crime-prevention initiatives.	Neighbourhood Watch etc groups. Local shops & businesses. Police. Parish Councils	Stafford Borough Council (Housing and other departments). Police.	December 2005
	Local campaigns (letter writing, petitions, posters, videos etc) to highlight key 'trouble spots' to police and local authority. Including liaison and/or development work with local schools on their 'anti-social'	Community groups. Parish Councils. Schools.	Police. Stafford Borough Council and Staffordshire County Council.	2006

	behaviour policies and education.		Schools. Police Committee representatives.	
	Campaigns to promote 'proper/legal' selling of fireworks and alcohol in local areas.	Local shops & businesses. Schools. Community groups. Parish Councils.	Local shops & businesses. Alcohol/substance abuse agencies. Staffordshire County Council and Stafford Borough Council.	November 2004

Part 2 – Parish Plan summary reports and Action Plans for each parish

Chebsey

History & background

The Parish of Chebsey is situated 5 miles North West of Stafford, and 4 miles from Stone and Eccleshall. The Parish includes 5 hamlets of varying sizes: Norton Bridge, Chebsey, Shallowford, Cold Norton and Hilcote.

The nature of the surrounding countryside is gently rolling and rural. Chebsey is an ancient settlement, the Anglo-Saxon cross shaft in the churchyard is witness to a Christian community here in the ninth century. Norton Bridge is an attractive hamlet with a history linked to its railway origins. It is situated just off the main road from Eccleshall to Stone.

Chebsey has many interesting buildings. The Mount is a large red brick house with broad overhanging eaves dating from c.1830; it is a listed building of which there are a total of 20 in the Parish. All Saints Church is the focal point of the village, it is a mellow stone church with many ancient tombstones grouped around the Saxon cross.



In Shallowford is Izaak Walton's cottage. Izaak Walton was a biographer and this cottage is preserved as a museum. The majority of buildings in the Parish are made from red and brown brick with blue-black tiled roofs. There are a number of Council houses around the railway station in Norton Bridge, although many have now been bought from the Borough.

Chebsey Parish has 424 people on the electoral roll, there are 90 houses in Norton Bridge and a population of 260 people, Chebsey has a population of 80. Shallowford and Cold Norton are small clusters of houses, about 20 living in each hamlet, some of the dwellings being farms. There are 6 dwellings at Hilcote and also a nursing home with approximately 50 residents.

There are many elderly people in the flats in Norton Bridge. Norton Bridge is a community of people who have made the village their home for life. Mostly this is an agricultural area with little other employment. There is one Public House in Norton Bridge where villagers meet to play darts and crib. There is no Youth Club in the Parish and the only shop-cum-post office closed a few years ago.

There are no service buses through the village, only the Post Bus, which is regularly used by residents. Although Norton Bridge is on a railway line, the trains which stop here are infrequent, the steep steps down to the platform make the service difficult to access for the elderly and less able. Cold Norton and Hilcote are situated on the main road from Eccleshall to Stone and again there are no bus services.

Chebsey Local Action Plan

All of the questions raised at the local meeting focused on transport issues. Individuals at the meeting highlighted:

- The complete lack of public transport facilities in the area;
- The need for public transport for both young and old age groups;
- The need for wider public support (within the Chebsey area) on public transport issues (in terms of campaigns etc);
- The need to make any public transport solution viable. Instead of campaigning for a bus service which would be infrequently used it would be more sensible to focus on a less frequent more tailored solution such as a 'Dial-a-Bus' or 'Dial-a-Taxi' scheme;

Parish Plan priorities for the Chebsey area		
Issue	Frequency	% (102)
Public transport provision (including taxi services)	42	41
Traffic management	32	31
Retail facilities	27	26
Condition of street furniture and road signs	25	25
Litter, waste, etc	23	23
Pedestrian issues	15	15
Community information provision	13	13
Housing, including provision of starter homes	12	12
Parking	12	12
Crime issues	11	11
Retention of green spaces	10	10
Youth facilities	8	8
Protection of the environment	8	8
Use of redundant farm buildings	7	7
Local health issues	4	4
Sports and leisure facilities	4	4
Cycle routes and cycling facilities	4	4
Improved recycling facilities	4	4
Support for elderly/disabled	4	4
Small business ventures	2	2
Public buildings	1	1
Restricting housing growth	1	1

- The planning and logistical problems of small-scale tailored local transport schemes; and,
- The unwillingness of the general public to switch from independent car to public transport travel even with frequent comfortable services.

Chebsey Local Action Plan: Actions & Timetable							
Importance	Action Rank	Objective being tackled (related to survey priorities)	Action	By whom	Partners, Collaborators & Funders (including other Parishes)	By when (and starting when)	Comments
		<u>Traffic control & management</u>	Improve traffic calming and restrict HGVs travelling through area particularly Norton Bridge.	Staffordshire County Council. Staffordshire Police.	Parish Council as part funder of traffic calming; Staffordshire Police, Staffordshire County	ASAP – aim to achieve change before end 2004.	Despite the 7 ton limit throughout the area it is largely ignored – including by the Borough Council refuse collection lorries taking

		<p>Greater enforcement of 7 ton limit.</p> <p>Better maintenance of road surfaces and improvement of footpath access.</p>		<p>Council.</p> <p>Chebsey Parish Council to campaign for road resurfacing because of damage caused by HGVs, and for better pedestrian access avoiding dangerous highways.</p>		<p>short cuts to tip at Swynnerton. Borough Council tends to approve planning applications which increase the number of HGVs in the area.</p>
	<u>Retail facilities</u>	<p>A one-stop-shop at Norton Bridge would enable residents to access Post Office, shop and computer facilities. At present there is one service only – the public house at Norton Bridge.</p>	<p>Chebsey Parish Council and anyone else who would be interested.</p>	<p>Chebsey Parish Council with as many fundraisers as possible.</p>	<p>2005 to 2008</p>	<p>A local shop and facilities would reduce some of the need for travelling to other areas, such as Stafford, Stone, Eccleshall and Great Bridgeford.</p>
	<u>Better public transport services</u>	<p>Improve railway services to and from Norton Bridge.</p> <p>Diversion of regular bus services to call at Norton Bridge.</p>	<p>Railway and bus companies.</p> <p>Staffordshire County Council.</p>	<p>Chebsey Parish Council to develop and lead campaign.</p>	<p>2004 -2005, or as soon as timetables can be adjusted.</p>	<p>Trains regularly pass through Norton bridge en route to Stafford and Stoke-on-Trent.</p> <p>Bus services pass the end of the road leading to Norton Bridge – a diversion would involve a round trip of about 1 mile.</p>
	<u>Parking spaces in Eccleshall</u>	<p>Provide more.</p>	<p>Stafford Borough Council.</p> <p>Eccleshall Parish Council.</p>	<p>Chebsey Parish Council to campaign and support Eccleshall Parish Council in efforts to gain more spaces.</p>	<p>2005</p>	<p>Many people from the Chebsey area shop in Eccleshall where parking is very difficult – they have to use cars to travel as there is no direct public transport.</p>

	<u>Litter, waste etc</u>	Gain appropriate recycling bins (None in the area at present).	Stafford Borough Council.	Chebsey Parish Council to continue campaign and pressure.	2004 – as soon as possible.	If recycling bins were available this would replace a haphazard system of doorstep collection which does not cover the whole area.
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Eccleshall

History & background

Eccleshall has an extensive Parish comprising some 20,000 acres and lies 6 miles to the North West of Stafford. Eccleshall is formed of 4 wards with a total population of approximately 4,700 - 60% of whom live in the Town.

Eccleshall lies in the Sow Valley one of the most picturesque areas of Staffordshire. For many centuries it was the market town for a large agricultural area and the country home of the Bishops of Lichfield. In the 19th Century it became even more prosperous as an important staging post for coaching traffic on the Chester to London route. The many and varied small shops in the town still cater for the needs of residents and visitors alike.

Housing developments in recent years have helped to maintain the town's vibrant community. Eccleshall is a well preserved market town with a large number of listed and architecturally significant buildings in the High Street. It is easily accessible and yet retains a charm that many other small towns have lost.

The wards of Slindon, Horsely and Croxton cover extensive areas and the population is widely dispersed. The concentration of services is mostly in the Town, with the remainder of the Parish having few facilities. Croxton is served by a garage cum shop, Slindon and Horsely have no services. There are very few bus services to the rural communities.

Eccleshall has numerous facilities, including doctors, library, opticians, retail outlets, restaurants, take-aways and 6 Public Houses, which serve food. There are buses to Newport, Stone, Stafford and Hanley, which are well used.

Eccleshall has a community centre hosting various activities including a day centre. There are 2 other village halls in the Parish, also well used. Recreational facilities are few. There is a local football club and a tennis club, only 1 play area with a few swings and no other public open space. Indoor bowls is played at the Community Centre and the group have requested a bowling green on many occasions. The only suitable space would be at the rear of the Community Centre, land owned by the County Council and the Church. Despite lengthy negotiations no progress has been made regarding the purchase of this land to date.

The major issues in the Parish are volume of traffic, speed of vehicles and deterioration of rural roads. Requests have been made for a pedestrian crossing in the Town as many find the Stafford Road difficult to



cross. It is hoped that the High Street will be substantially refurbished in the near future, the Borough Council is presently drawing up plans for public consultation. There are numerous groups within the community including The Ecclian Society - volunteers who organise baskets of flowers in the High Street and Christmas trees. The Town has won prizes in the Britain in Bloom competition over recent years. There are the usual WIs, Rotary Clubs and many others although the Youth Club for older children recently had to close. In general the youth of the Parish are not well catered for, although the Parish Council has planning permission to extend the Community Centre for use as a drop in centre and applications have been made for funding towards this project.

Eccleshall Local Action Plan

Eccleshall Parish Council became involved with the Parish Plan process in order to highlight the strengths and weaknesses of the Parish and it was anticipated that an indication of support for various issues, would provide access to funding for the improvement of the priorities identified.

The last survey was conducted in 1989 and various issues highlighted at that time have been resolved. The Parish Plan consultation exercise would help to identify present areas of concern, which could be compared to those issues, which existed in 1989.

With regard to traffic management the Council has introduced gateway features at all the major entrances to the Town over the last few years, in conjunction with the County Council.

The Highways Department has been requested to consider the introduction of Vehicle Actuated Signs (VASs) on the Newport Road to heighten drivers' awareness to their speed on the approach to the crossroads by 'The Badger' Public House.

The Parish Council contributed to the purchase of a speed gun by the local Police for use in the area and continues to request its use throughout the Parish. The Police are invited to attend every Council meeting to give a report on crime issues and address matters of concern raised by the public.

There are problems with Heavy Goods Vehicles (HGVs) in the Town exacerbated by deliveries to local supermarkets. It is envisaged that the Co-op development will ease problems and the Parish Council intends to review the situation when the Co-op has been built. Waiting restrictions in the High Street will then need to be enforced.

Although there is a Youth Club in Eccleshall, this is for the younger age group, and there is no provision for the older children. The Parish Council will continue to liaise with the County Council and the Diocese of Lichfield with a view to acquiring the land at the rear of the Community Centre for recreational purposes.

The Council has developed a close working relationship with the local Police and contact is maintained through attendance at Council meetings and regular surgeries.

The need for a pedestrian crossing was identified in the 1989 survey and is the only issue still outstanding. It is anticipated that this will be resolved when the Co-op store is built, as a crossing will be provided by the developer.

Parish Plan priorities for the Eccleshall area		
Issue	Frequency	% (188)
Traffic management	86	46
Parking	66	35
Youth facilities	38	20
Crime issues	31	17
Pedestrian issues	30	16
Public transport provision (including taxi services)	30	16
Retail facilities	27	14
Sports and leisure facilities	22	12
Retention of green spaces	18	10
Litter, waste, etc	15	8
Condition of street furniture and road signs	9	5
Housing, including provision of starter homes	8	4
Local health issues	5	3
Restricting housing growth	5	3
Community information provision	4	2
Employment/unemployment	4	2
Protection of the environment	2	1
Small business ventures	2	1
Support for elderly/disabled	2	1
Visitor facilities	1	<1
Cycle routes and cycling facilities	1	<1
Historic buildings	1	<1

The Parish Council continues to liaise with the Borough and County Councils regarding the completion of the High Street repaving. Frequent meetings are held to discuss the problem; the Parish is hopeful that an agreement will soon be reached concerning provision of the necessary funding.

With regard to retention of green spaces, during 2003 land at Elford Common and on the Eyeswells footpath, was purchased by the Parish Council. Plans to enhance and maintain these areas for the enjoyment of the public are being prepared. The land on the Eyeswells footpath is one of a very few areas of green space in the Town, and it is intended to devise a scheme to enable easier access for the elderly and disabled and include the footpath in a 'Walking for Health' initiative.

Protection of the environment is of great concern to the Council and other groups in the Parish. The Ecclian Society and Historical Society work with the Parish Council to enhance and promote the Town. The Council will remain concerned with the maintenance and enhancement of the Conservation Area and continue to support the 'Eccleshall in Bloom Committee' with the promotion of Eccleshall through the 'In Bloom' Competition at both a National and Local level.

A day centre is provided for the elderly at Eccleshall Community Centre and the Parish Council will continue to assist the local churches and other groups to meet the requirements for disabled access.

The meeting held to discuss the proposed Eccleshall Parish Plan actions broadly welcomed the proposed actions – which reflect continuing policies and activities of the Parish Council – but noted 3 points:

- A concern that the relevant authorities, and especially the Borough Council, should be put under pressure to take full notice of the actions and provide direct support;
- Traffic management issues in Slindon should be given particular prominence, and especially in view of the A519 strategy; and,
- The issue of completing the re-paving of the High Street should be given prominence.

Eccleshall Local Action Plan: Actions & Timetable					
Objective being tackled (related to survey priorities)	Action	By whom	Partners, Collaborators & Funders (including other Parishes)	By when (and starting when)	Comments
<u>Traffic management</u>	Gateway features - all major entrances to Town. VAS (Vehicle Actuated Signs) on Newport Road. Speed gun priorities in Parish. Crossing (Co-op re-development) Local residents in <u>Slindon</u> will be assisted in lobbying for clarity over the A519	Eccleshall Parish Council.	Staffordshire Police. Staffordshire County Council. Midlands Cooperative Society. Local groups & organisations.	Some in place – rest by end 2005. VAS by end 2005. Speed gun priorities by end 2004. Crossing developed at same time as Co-op redevelops	Actions been underway since early 1990s.

	strategy and in taking action over speeding restrictions.			– mid 2005.	
<u>Parking</u>	Co-op re-development (& HGV delivery). Waiting restriction enforcement on High Street.	Eccleshall Parish Council.	Midlands Cooperative Society. Staffordshire County Council.	HGV & parking developed at same time as Co-op redevelops – mid 2005.	Ongoing and persistent problem.
<u>Youth facilities</u>	Discussion with County Council & Diocese re land at rear of Community Centre for recreation.	Eccleshall Parish Council.	Staffordshire County Council. Lichfield Diocese.	Progress will be achieved by end 2005.	Ongoing and persistent issue.
<u>Crime issues</u>	Police invited to all Parish Council meetings: report on crime issues & address matters of public concern. Regular Police surgeries.	Eccleshall Parish Council. Staffordshire Police.	Staffordshire Police.	Action in hand and surgeries and reporting to Eccleshall Parish Council ongoing now.	Ongoing dialogue and discussions with Police.
<u>Pedestrian issues</u>	Crossing (Co-op re-development). Completion of paving on High Street. Footpaths development & surfacing.	Eccleshall Parish Council.	Stafford Borough Council. Staffordshire County Council.	Crossing developed at same time as Co-op redevelops – mid 2005. Action underway on lobbying for paving completion: completion by end 2004. Footpath surfacing ongoing by Eccleshall Parish Council & others.	Ongoing issue and been on Eccleshall Parish Council agenda since 1990s.

Gnosall

History & background

Gnosall is situated 8 miles South West of Stafford, the County Town, and adjoins the Shropshire border. It is said to be the largest village in Great Britain having a population of 4,877 people with 2,026 households (2001 Census figures). The Parish is divided into three wards, Gnosall, Moreton and Knightley. The main village of Gnosall is divided into two in terms of the provision of shops, with a row of shops at the north end, known as Gnosall and a row at the south end, known as Gnosall Heath, with a distance of around one mile between them. These two parts of the village lie off the A518. There are a number of small hamlets in the parish, the largest being Moreton. The nearest town is Newport, Shropshire (5 miles away). The railway line has been closed.

A canal runs through the village. Although the village and hamlets are surrounded by farmland, very few residents are dependent on agriculture.

Gnosall is an ancient parish, with an 11th Century church. Apart from the church, one other building is listed, the 'Old Duke's Head', a former public house. There are two Conservation Areas in the village, one centred around the church, and the other near the canal. Gnosall is an attractive village, with a number of older interesting buildings. The Doley Brook runs through open spaces between the two parts of the village. The village was expanded greatly in the 1960s and 1970s, with the building of a number of estates. The village has part-time police and fire stations, and a primary school taking children from the ages of 4 to 11.



Gnosall Parish Council owns a community centre, hosting a wide variety of community activities on a weekly basis, including twice-weekly day centres for the elderly, and a children's nursery. There is also a village hall, and both the Anglican and Methodist churches have premises which can be used for community activities. There is one other day nursery and a large range of voluntary organisations and clubs catering for the education and leisure of all age groups. The village has a dentist, pharmacist, opticians, large medical practice and veterinary surgery. Shops include a post office, hardware store, bakery, supermarket and grocer's shops, florist, greengrocers, butcher, wine shop, 4 hairdressers and a barber, newsagent, 4 garages/petrol stations/vehicle repair facilities, bookmakers, fish and chip shop, Chinese and Indian takeaways, and four public houses with eating facilities. A monthly village newsletter is published, and the Gnosall Local Agenda 21 Group has recently published a Village Directory.

The Local Plan was adopted on 20 October 1998 and the review process has begun with consultation on an Issues Paper prepared by Stafford Borough Council. No parish wide appraisal, survey or parish plan has been carried out in the past 5 years.

Local Action Plan

It is the policy of the Parish Council to put as much pressure as possible on the County and Borough Councils to meet their responsibilities. The Parish Council does not precept monies to deal with items that are the proper responsibility of the County and Borough Councils. There is a distressing tendency to leave items to Parish Councils, such as traffic calming, waste collection and responsibility for play areas. However, no funding is forthcoming to pay for these items and the parished areas pay the same rates as ratepayers in urban areas where these services are available. In fact the reverse is true, in that Stafford Borough Council is now charging for services formerly provided free of charge, such as civic amenity visits, and at the same time reducing its concurrent functions allowance.

Objectives have been stated in order of importance. Within each objective, the actions for the Parish Council have been ranked in the order in which the Parish Council could tackle them.

Parish Plan priorities for the Gnosall area		
Issue	Frequency	% (106)
Traffic management	43	41
Crime issues	28	26
Library issues	27	25
Youth facilities	23	22
Litter, waste, etc	21	20
Protection of the environment	16	15
Retention of green spaces	13	12
Housing, including provision of starter homes	12	11
Sports and leisure facilities	11	10
Retail facilities	11	10
Community information provision	11	10
Public transport provision (including taxi services)	10	9
Local health issues	7	7
Parking	7	7
Improved recycling facilities	7	7
Restricting housing growth	7	7
Public buildings	6	6
Condition of street furniture and road signs	4	4
Pedestrian issues	3	3
Cycle routes and cycling facilities	3	3
Employment/unemployment	3	3
Visitor facilities	2	2
Use of redundant farm buildings	2	2
Small business ventures	2	2
Historic buildings	2	2
Broadband	1	1

All of the issues raised in relation to traffic management improvements are constrained by the Local Transport Plan and the A518 route strategy, which the Parish Council has been pressing for years.

Many of these traffic management issues have been held up for a number of years whilst the Parish Council has been waiting for the production of the A518 route strategy west of Stafford, as part of the Local Transport Plan. However, the Parish Council has recently had a meeting with officers who are doing a feasibility study on the route. All of the issues mentioned were raised at the meeting, and the Parish Council has asked for a copy of the feasibility study, which is due at the end of March 2004.

The Annual Parish Meeting held to discuss the proposed Parish Plan actions expressed wholehearted support for the range and coverage of the actions and no additional comments were made.

Gnosall Local Action Plan: Actions & Timetable							
Importance	Action Rank	Objective being tackled (related to survey priorities)	Action	By whom	Partners, Collaborators & Funders (including other Parishes)	By when (and starting when)	Comments
		1. Traffic management improvements	Campaign for: - Weight restriction. - Downgrading	Parish Council.	Staffordshire County Council. Other parishes.	2004	These are long term solutions to the

	A518 at Coton Speeding traffic. HGVs using narrow road. Fear of serious accidents. Danger to pedestrians. Increased volume of traffic.	from primary route. - Road widening. - North-bound access to M6 from M54. - Traffic lights. Establish patterns of usage and gather evidence of speeding.	Gnosall RSI A518 action group.	A518 LAG.		problem.
	Confusion over right of way at bottom of High Street.	Need stop signs and marks on road: parking restrictions and re-alignment of roundabout.	Parish Council.	Staffordshire County Council. A518 LAG.	2005	
	Pedestrian crossing opposite school.	Continue pressure on Staffordshire County Council via A518 route strategy of Local Transport Plan.	Parish Council.	Staffordshire County Council. A518 LAG.	2005	
	Extension of yellow lines at school.	As above.	Parish Council.	Staffordshire County Council. A518 LAG.	2005	Police have been monitoring this situation.
	Improvement of Outwoods Road/A518 junction.	Continue to press for improvements in the light of the 14 new dwellings in Coley Mill.	Parish Council.	Staffordshire County Council. A518 LAG.	2005	
	Improvements/signing of the bends to the East of Gnosall.	Continue to press Staffordshire County Council.	Parish Council.	A518 LAG.	2005	
	Speeding through the village.	Continue to press for yellow backing boards to 30mph signs and gateway features. Investigate traffic calming measures to consider whether to fund fast-tracking.	Parish Council. Parish Council.	A518 LAG. A518 LAG.	2005 2005	
	Off street parking.					There is no space available for this. The Parish Council does allow

							parking at the Grosvenor Centre.
		Illegal/inconsiderate parking.	Parish Council reports this to the Police but they have been ineffectual in the last incident reported.				
		One way traffic system in High Street/Sellman Street.	Obtain advice with a view to re-opening the issue.	Parish Council.		2005	
		<u>2. Crime issues</u> Fear of crime and vandalism.	Address the issue of perception.	Police.	Parish Council.		Parish Council receives monthly reports – told that there is little crime and vandalism in Gnosall.
		Lack of police presence.	Obtain information about the cover provided and lobby for increased cover.	Parish Council.	Police.		The Police will not want to publicise too much detail about the cover because the criminals may find out about it.
			Street wardens/specials.	Gnosall RSI.			Told that the problems in Gnosall are not serious enough to warrant ASBOs.
		<u>3. Library issues</u>	Provide information about possible sites for mini-libraries: ensure access for residents from all parts of the village.	Parish Council.	Staffordshire County Council.		The County Council is researching possible sites.
			Encourage greater use of library facilities.	Parish Council.	Staffordshire County Council.		

			Campaign for permanent library.	Parish Council.	Staffordshire County Council.		
		<u>4. Youth facilities</u> Young people want somewhere to go.	Liaise with Community Forum which is working on this issue: Parish Council previously agreed to a youth shelter on its land.	Parish Council.	Community Forum.		
		Young people want something to do.	Publicise the facilities available. Investigate whether the existing facilities meet the needs of young people. Parish Council is developing a plan for its open spaces that will include refurbishment of the play area, provision of a community orchard, a picnic site and something for teenagers. Making arrangements to fully inform and consult with residents. Requests received for bike track/ skateboard facilities.	Parish Council. Community Forum. Youth & Community Service.			
		<u>4. Litter, waste etc</u>	This may be more a matter of perception than reality. Parish Council notifies problems to the Borough Council and arranges regular litter picking of its own play area.				There used to be a Best Kept Village Association in Gnosall that carried out a lot of litter picking and grass cutting. Disbanded because shortage of volunteers and village is feeling

						lack of it.
		Recycling facilities	Investigate the provision of local sites and liaise with the Borough Council on widening types of waste that are recycled.	Parish Council.		
		Civic Amenity Skip	Review the Parish Council's position in response to the results of the survey.	Parish Council.		The Borough Council has imposed charges for civic amenity visits to remove large items and garden refuse and Parish Council been refusing to pay.
		Dog fouling.	Educate people into the dangers.	Parish Council.	Stafford Borough Council.	
		<u>6. Protection of the environment</u> Maintenance of and access to public footpaths and the Greenway.	Encourage people to report problems and pass them on to the County Council.	Parish Council.	Staffordshire County Council.	
			Develop plans for the wildlife area and abandoned allotments.	Parish Council.	Shropshire Wildlife Trust. Gnosall Local Agenda 21. Stafford Borough Council.	
		Maintenance of open spaces in the ownership of the Parish Council.	No pesticides used on allotments and care taken not to disturb rare flora and fauna where they are known to exist.			The Parish Council encourages a wildflower meadow on its open spaces.
		<u>7. Retention of green spaces</u> Restriction of building on open	Represent the views of residents to the planning authority.	Parish Council.	Stafford Borough Council.	Parish Council is not the planning authority

		spaces.				<p>but is informed of all plans and gives its views on what it considers is best for the village as a whole. It informs SBC of any objections it receives.</p> <p>Parish Council is taking active interest in the Local Development Framework which is taking shape.</p>
		<u>8. Housing, including provision of starter homes</u>	Investigate current position and campaign for the provision of starter homes.	Parish Council.	Stafford Borough Council. Community Council of Staffordshire.	<p>Parish Council understands that there is no immediate prospect of large development in Gnosall and therefore SBC's policies on providing small element of affordable housing do not apply. No vacant housing sites within residential development boundary. Carried out Housing</p>

							Needs Survey but probably out of date.
		<u>9. Sports and leisure facilities</u>	Encourage increased public access to existing facilities such as the school swimming pool and playing fields.	Parish Council.	Staffordshire County Council.		
			Publicise the facilities available.	Parish Council.			
			Investigate the provision of further facilities.	Parish Council.			
		Cycling	Investigate progress made with regard to the national cycle route along the old railway line.	Parish Council.	Staffordshire County Council.		
		<u>10. Retail facilities</u>	Encourage the replacement of the Post Office at the Coton end of the village.	Parish Council.	Post Office. Stafford Borough Council.		
			Press for the inclusion of increased retail facilities and small business units in the Local Development Framework as a matter of sustainable development	Parish Council.	Stafford Borough Council.		
			Continue to press for rural rate relief for qualifying businesses in Gnosall.	Parish Council.	Stafford Borough Council. Member of Parliament.		
		<u>11. Community information provision</u>	Inform the community on the Parish Council's decision not to issue newsletters, despite the suggestion to the contrary in the criteria for quality parish councils. Based on cost involved which Council would	Parish Council.			Number of comments in surveys do display lack of knowledge of issues raised.

		<p>rather spend on services.</p> <p>Inform community of means Council uses to disseminate information and encourage residents to participate more.</p> <p>Development of information point at Grosvenor Centre and liaise on provision of terminals where e-government can be accessed.</p> <p>Encourage use of proposed medical centre and mini library as points of information.</p> <p>Liaise with Gnosall Local Agenda 21 Group for update of village directory.</p>				
	<p><u>12. Public transport provision (including taxi services)</u></p>	<p>Dissemination about existing public services available – bus service, Ruralink and Voluntary Car Scheme.</p>				<p>In spite of comments village not badly served and rural areas served better than ever thanks to introduction of Ruralink Service that has secured funding for further 3 years.</p>

Stone

History & background

Stone is a Market Town in central Staffordshire, situated 8 miles North of Stafford town. It lies on the River Trent, and the Trent and Mersey Canal runs through the town. The canal was largely the creation of Josiah Wedgwood in the mid 18th Century to meet the need for a more efficient means of bringing materials to the Potteries in Stoke on Trent and transporting finished wares to customers. Stone developed around the canal with a traditional industrial base of brewing and shoemaking. The town has now diversified and supports a range of industries, including ceramics, manufacturing and distribution. Stone's livestock



market closed in 1994 with the creation of a by-pass which led to the pedestrianisation of the town centre. In 2003 Stone (and its hinterland) was awarded funds from the Regional Development Agency's Market Towns Initiative (MTI) programme to help redress some of the economic and geographical problems it faces. The details of the MTI programme and its justification can be found in the document, *Success in Stone - Stone Market Towns Initiative Strategic Action Plan*, available from Stone MTI Partnership.

Some of the area's major employers are: ABB Metering Systems Ltd (electrical meters/energy management systems manufacture); Ross

Ceramics Ltd (industrial ceramics manufacture); Instem Computer Systems Ltd (computer systems manufacture); Bibby Sterilin Ltd (glass laboratory products manufacture); Norpak Food Services Ltd (temperature controlled storage); and HM Prison Drake Hall. Amongst Small and Medium-sized Enterprises (SMEs), there are significant numbers of manufacturers in ceramics and mechanical engineering, a large number of retail and food and drink outlets, and a notable concentration of professional services including various types of consultancy.

Stone lies within the boundaries of Stafford Borough, and has experienced considerable growth through new housing construction. However, its proximity to the M6 and location mid way between Stafford and the North Staffordshire conurbation has led to it becoming a dormitory settlement to some extent. The area's attractive towns and villages are recognised in the designation of 10 Conservation Areas, and there are also Registered Parks and Gardens of Historical Interest at Sandon and Trentham and 12 Scheduled Ancient Monuments.

The area is highly accessible, situated at the convergence of the A51, A520 and A34, and easy access to the M6 and the A50 means that Birmingham and Manchester airports are less than an hour away. Levels of household car ownership at 86% are significantly above the regional average of 73%. Public transport services are limited, with just 3% of people residing in Stone itself travelling to work by either bus or train.

In addition to serving its own population the town centre provides the hub for a mainly rural hinterland. The hinterland extends to the north and south until it meets the greater pull of the settlements of Stafford and North Staffordshire. The boundaries are less apparent to the east and west. To the east is Uttoxeter and to the west lie the settlements of Market Drayton and Newport, all of which have Market Town Initiative status.

Stone Local Action Plan

The meeting to discuss the proposed Parish Plan actions in Stone welcomed the actions but noted that:

- Delivery of actions should be undertaken with the support of or at least within the framework of actions that will be undertaken by the Stone Market Towns Initiative Partnership;
- There is a need for some 'quick' actions as a result of the Parish Plan, and it seems wholly feasible to propose actions with six month timescales to ensure that things get done and do not get lost because timescales are long;
- There is a key need for 'linking' services that connect outlying areas in Stone to the main bus routes; and,
- Some people in the meeting expressed surprise that crime issues were not higher in the list of priorities: they felt the issue of crime in Stone deserves more attention and resources than it currently gets from the Police. They felt that the relatively low priority given to crime should not be used as an excuse to avoid tackling crime issues in Stone and surrounding areas.

Parish Plan priorities for the Stone area		
Issue	Frequency	% (326)
Retail facilities	129	40
Youth facilities	106	33
Sports and leisure facilities	106	33
Crime issues	79	24
Public transport provision (including taxi services)	62	19
Traffic management	39	12
Parking	38	12
Litter, waste, etc	38	12
Protection of the environment	37	11
Restricting housing growth	36	11
Retention of green spaces	19	6
Community information provision	14	4
Local health issues	13	4
Condition of street furniture and road signs	9	3
Employment/unemployment	9	3
Housing, including provision of starter homes	6	2
Improved recycling facilities	6	2
Pedestrian issues	5	2
Cycle routes and cycling facilities	5	2
Visitor facilities	4	1
Use of redundant farm buildings	4	1
Library issues	3	1
Small business ventures	2	<1
Public buildings	1	<1
Historic buildings	1	<1
Support for elderly/disabled	1	<1

Stone Local Action Plan: Actions & Timetable							
Importance	Action Rank	Objective being tackled (related to survey priorities)	Action	By whom	Partners, Collaborators & Funders (including other Parishes)	By when (and starting when)	Comments
1	1	Retail Facilities Bring more people into the town to promote local trade – particularly	Liaise with the members of the MTI Partnership cluster (and others if so decided) to provide transport into Stone on	Stone Town Council & other interested groups.	Community Council of Staffordshire may assist with transport bids etc. Funding and support from all	November 2004. 6 month period of action.	Stone Town Council to lead.

		relevant to Town Market that operates on Tuesday, Friday & Saturday.	Market days.		5 parishes in the MTI Partnership cluster.		
2	2	<u>Youth Facilities</u> Increase awareness and use of existing facilities, particularly by young people who live outside the town.	<p>1. Do a 'full audit' of what is now available for young people in Stone and the MTI Partnership area.</p> <p>2. Distribute the results of 1 above to give full information to young people, such that they can use existing facilities and amenities more.</p> <p>3. Liaise with the members of the MTI Partnership cluster (and others if so decided) to provide transport arrangements from the facilities to get the young people to and from venues and home.</p>	Stone Town Council & other interested groups.	<p>Community Council of Staffordshire may assist with transport bids etc.</p> <p>Funding and support from all 5 in the MTI Partnership cluster.</p>	<p>November 2004.</p> <p>6 month period of action.</p>	Stone Town Council to lead.
3	3	<u>Sports & Leisure Facilities</u> Improve local awareness of what is available and how to access it. Increase usage by	<p>1. Undertake a 'full audit' of what is available in the MTI Partnership cluster area, including all contact details.</p> <p>2. Advertise and promote these details widely and well</p>	<p>Stone Town Council & other interested groups.</p> <p>Stafford Borough Council may provide some input.</p>	MTI Cluster Partnership and facility providers, including Stafford Borough Council.	<p>December 2004.</p> <p>6 month period of action</p>	Stone Town Council to lead.

		more people.	in the MTI area, including noticeboards.				
4	4	<u>Crime issues</u> Improve awareness of measures to reduce crime.	Liaise in all ways possible with the Stone Local policing Unit. Develop ways to encourage more local people to become Special Constables. Campaign for CCTV.	Stone Town Council & other members of the MTI Partnership Cluster.	MTI Cluster Partnership and Stone Local Policing Unit. Stafford Borough Council re CCTV.	January 2005. 6 month period of action.	Stone Town Council to lead.
5	5	<u>Buses & Taxis</u> Increase awareness of existing provisions and identify gaps.	1. Obtain clear and unambiguous information as to what is available now and identify any obvious gaps in public/private service provision. 2. Issue and distribute simple guides etc so that services and facilities are easy to understand.	Stone Town Council & other members of the MTI Partnership Cluster, plus transport experts such as Staffordshire County Council and Community Council for Staffordshire.	MTI Cluster Partnership, Bus operators, taxi operators, Community Council for Staffordshire, and Staffordshire County Council.	January 2005. 6 month period of action.	Stone Town Council to lead.

Swynnerton

History & background

Swynnerton is a relatively large rural parish in terms of both land area and population. However, most of the concentrations of residential housing are situated adjacent to its boundaries, with only the scattered community of Beech lying near to the centre.

There is evidence of a religious foundation existing at Trentham from at least the 7th Century AD and it is recorded as being part of the King's land in the Domesday Book, compiled in 1086-7.

Swynnerton received its Royal Charter from Edward 1st, in the 13th Century. All of Swynnerton Parish lay within the Pirehill Hundred from late Saxon to early medieval times. From the dissolution of the monasteries, in the 16th Century, until the early 20th Century most of the northern half of the present parish was owned by the Leveson-Gower family, who became the Dukes of Sutherland in the 19th Century and

eventually sold the last of their local property in the 1980s. Whereas Lord Stafford still lives in the Hall at Swynnerton and owns much land in the Parish.

There are 4 Public Houses in the Parish (one in each of the wards), sub-Post Offices in Swynnerton and Tittensor, which also supply some groceries and a farm shop at Beech.

Trentham Gardens is being redeveloped to provide leisure and commercial facilities, including a hotel, some parts of which should be open from 2004.



Swynnerton Local Action Plan

The Parish Council is very grateful for the contributions from those who took part in the Parish Plan survey but is disappointed about the poor response within the Parish. It hopes that, as a result of the publicity given to this plan and the strategy for its implementation, shown below, it can be refined and revised to ensure that it continues to meet the priorities of the Parish as a whole. In conjunction with the Parish Plans of other members of the Mid Stafford Market Towns Partnership, it will be submitted for inclusion in Stafford's Local Development Framework, which is an essential part of the new planning regime currently being introduced in England and Wales.

Parish Plan priorities for the Swynnerton area		
Issue	Frequency	% (85)
Public transport provision (including taxi services)	26	31
Crime issues	25	30
Youth facilities	22	26
Traffic management	22	26
Retail facilities	21	25
Retention of green spaces	19	22
Protection of the environment	15	18
Litter, waste, etc	10	12
Housing, including provision of starter homes	8	9
Community information provision	8	9
Local health issues	5	6
Sports and leisure facilities	4	5
Visitor facilities	4	5
Public buildings	2	2
Pedestrian issues	2	2
Condition of street furniture and road signs	2	2
Historic buildings	2	2
Restricting housing growth	2	2
Parking	1	1
Cycle routes and cycling facilities	1	1
Improved recycling facilities	1	1
Small business ventures	1	1
Broadband	1	1
Support for elderly/disabled	1	1

Swynnerton Local Action Plan: Actions & Timetable							
Importance	Action Rank	Objective being tackled (related to survey priorities)	Action	By whom	Partners, Collaborators & Funders (include any other Parishes)	By when (and starting when)	Comments
1	4	Public transport	Provide improved bus timetabling.	Staffordshire County Council.	Transport providers. Chebsey Parish Council.	3-5 years from July 2004.	Ongoing problem since 1999.
2	1	Crime	Better local response to crime & disorder.	Stafford Borough. Staffordshire Police.	Neighbourhood Watch. Residents' Associations.	1-3 years from July 2004.	Started in Yarnfield in January 04.
3	6	Youth facilities	More recreation opportunities in Parish.	Village Hall Management Committees.	Local Clubs & Societies.	Open-ended: but aim to start actions Summer 2004.	Indoor Bowls started in Autumn 2003.
4	2	Traffic management	Improve traffic calming in residential areas and	Staffordshire County Council. Staffordshire	Residents.	Ongoing.	Situation reviewed as new development occurs.

			flow on main roads.	Police.			
5	5	<u>Retail</u>	Improve use of local facilities.	Parish Council. Shop Owners.	VIRSA. Community Council of Staffordshire. Residents.	3-5 years from July 2004.	New communications facilities should help process.
6	3	<u>Communications</u>	Create Parish Website & news-sheet.	Parish Council.	Community Council of Staffordshire.	1-2 years from July 2004.	Some funding difficulties encountered.
7	7	<u>Sustainable development</u>	Gain acceptance for Parish Sustainable Development strategy.	Parish Council.	Residents. Community Council of Staffordshire.	2-5 years from July 2004.	Draft strategy produced in Autumn 2003.

Appendices

- Appendix 1 People involved in the Mid West Stafford Market Towns Partnership**
- Appendix 2 Parish Plan survey questionnaire form**
- Appendix 3 Selected Census 2001 statistics for the Parish Plan area & individual parishes**
- Appendix 4 Community policing experiment failed to reduce residents' fear of crime – JRF Research Report synopsis**

Appendix 1 People involved in the Mid West Stafford Market Towns Partnership

Name	Position/Organisation	Telephone No.
Harry Brunt	Chairman, Mid West Stafford Market Towns Partnership, and Stone Town Council	01785 619740
David Turner	Clerk, Stone Town Council	01785 619740
Des Byrne	Stone Town Council	01785 619740
Tim Griffin	Stone Town Council	01785 619740
Gordon Dale	Eccleshall Parish Council	01785 850124
John Allen	Eccleshall Parish Council	01785 850456
Peter Jones	Eccleshall Parish Council	01785 851024
Chris Heelis	Clerk, Eccleshall Parish Council	01785 850870
Pat Holmes	Gnosall Parish Council	01952 691457
Cynthia Spencer	Clerk, Gnosall Parish Council	01785 822685
Ian Mitchell	Swynnerton Parish Council	
Monica Mitchell	Swynnerton Parish Council	
Paul Newman	Swynnerton Parish Council	01782 657844
Ken Saunders	Swynnerton Parish Council	01785 812682
Stan Lovatt	Chebsey Parish Council	01785 760319
Judy Sandy	Chebsey Parish Council	
Andy Halden	Community Council of Staffordshire	01785 242525
Mary Timmis	Stafford Borough Council	01785 619584

Appendix 2 Parish Plan survey questionnaire form

8. Thinking of the issues you have highlighted overleaf, what would you like to see changed in your local area, and how? (PLEASE PRINT OR WRITE CLEARLY)

A.

B.

C.

9. What is your age? (please tick)
 Under 16 16-24 25-44
 45-64 65-74 75 or over

10. Are you?
 Male Female

11. Do you have access to a car?
 Yes No

Keep your eyes open for future events, meetings, newspaper articles on the Parish Plan. If you would like to get involved or attend a local meeting, please PRINT below:

Name:

Telephone number:

You can contact the researchers on 07961 960813 or 01785 353472 or ParishPlan2003@hotmail.com

Parish Plan 2003



Your chance to say what you like and what you want to see changed in your local area

Please post your completed questionnaire to:
 Centre for Economic and Social Regeneration,
 Staffordshire University, K168 Octagon
 Building, Beaconside, Stafford, ST18 0AD

Parish Plan 2003

The **Mid West Stafford Market Towns Partnership** has been formed to gather the views of people living and working in the parishes of **Chebsey, Eccleshall, Gnosall, Stone** and **Swynnerton**. From these views the Partnership will create a **Parish Plan** that will play a vital role in shaping the future of these areas over the next 2 to 5 years.

The **Parish Plan** will highlight the important issues locally, help to prioritise activities and influence the spending of organisations, such as local authorities.

We want to find out the opinions of as many people and businesses as possible in the 5 parishes. **Now is the chance for you to have your say about what you like and what you want to see changed in your local area! Please fill this questionnaire in – give us your individual views. Look out for other meetings and events to do with the Parish Plan.**

Everything you say is confidential - you don't have to give your name unless you want to.

This work is being undertaken by the Mid West Stafford Market Towns Partnership, which includes Stone Town Council, the Parish Councils of Chebsey, Eccleshall, Gnosall and Swynnerton, together with the Community Council of Staffordshire and Stafford Borough Council.

1. I live in the parish of (please circle)

Chebsey Eccleshall Gnosall
Stone Swynnerton

2. The things I like about the area are ...
(PLEASE PRINT)

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

3. Which village or centre do you go to when using local services (eg newsagent, post office)?

.....
4. How long have you lived in the local area?

Less than 5 years 5-15 years 15+ years

5. Do you have any children under 16?

No Yes How many?

6. Please complete your postcode **ST**.....

7. What do you think are the key issues locally? Please **TICK the 5 most important to you**. [They might be important because of what they are, or because they're not present – you can tell us more about this overleaf.]

Issue	TICK 5 ONLY
Shops and other retail services (eg - pubs, Post Office)	
Crime and safety	
Historic sites and features (eg - church, castle)	
Public transport services (eg - buses, trains)	
Tourism and visitors	
Housing and buildings	
Traffic, parking and access	
Community buildings and spaces (eg - village hall, play area)	
Businesses and employment	
Noise, waste and other nuisances	
Social activities, leisure and recreation	
Community information (eg - newsletter, local meetings & events)	
Health and personal care (eg - dentist, childcare, care for elderly, pharmacist)	
Wildlife and natural habitats	
Other (please PRINT)	
Other (please PRINT)	

Appendix 3 Selected Census 2001 statistics for the Parish Plan area & individual parishes

Introduction

The section provides a statistical overview of the socio-economic characteristics of the Joint Parish Plan area and undertakes comparisons between this area and Stafford Borough and the West Midlands more generally. The data used in this section of the document is taken from the 2001 Census. Whilst this is the most accurate, up-to-date and comprehensive source available, at very low levels such as Parish areas it is possible for errors to occur for a number of reasons, for example the suppression of data for the purposes of confidentiality. As such, it is recommended that analysis focuses upon the evident trends in the socio-economic characteristics of the local population rather than the absolute figures. It should also be noted that due to the smaller number of people resident in Chebsey compared to the other Parishes, there may be some skewing of the results.

Population

Table A1: Usual resident population (2001)

Area	All people	Males		Females	
	No.	No.	%	No.	%
Chebsey	481	236	49.1	245	50.9
Eccleshall	4,453	2,108	47.3	2,345	52.7
Gnosall	4,877	2,430	49.8	2,447	50.2
Stone	14,555	7,101	48.8	7,454	51.2
Swynnerton	4,233	2,081	49.2	2,152	50.8
Joint Parish Plan area	28,599	13,956	48.8	14,643	51.2
Stafford Borough	120,670	59,756	49.5	60,914	50.5
West Midlands	5,267,308	2,575,111	48.9	2,692,197	51.1

Source: Census

Table A1 shows the population of the individual parishes that make up the Joint Parish Plan area and the number of males and females. The overall population of the area is 28,599 (Census 2001). In terms of the male and female split, there is an even balance across the five parishes that corresponds with Borough wide and Regional trends.

Age profile

Table A2: Age structure (2001)

Area	Age 0-4		Age 5-15		Age 16-24		Age 25-44		Age 45-64		Age 65-74		Age 75+	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Chebsey	18	3.7	61	12.7	45	9.4	109	22.7	161	33.5	39	8.1	48	10.0
Eccleshall	176	4.0	552	12.4	375	8.4	1,093	24.5	1,480	33.2	421	9.5	356	8.0
Gnosall	247	5.1	717	14.7	413	8.5	1,276	26.2	1,431	29.3	443	9.1	350	7.2
Stone	845	5.8	1,990	13.7	1,213	8.3	4,343	29.8	3,733	25.6	1,236	8.5	1,195	8.2
Swynnerton	187	4.4	601	14.2	317	7.5	1,076	25.4	1,368	32.3	398	9.4	286	6.8
Joint Parish Plan area	1,473	5.2	3,921	13.7	2,363	8.3	7,897	27.6	8,173	28.6	2,537	8.9	2,235	7.8
Stafford Borough	6,057	5.1	16,127	13.4	11,996	9.9	33,279	27.6	32,836	27.2	10,880	9.0	9,495	7.9
West Midlands	319,056	6.1	776,838	14.7	578,793	11.0	1,479,597	28.1	1,272,605	24.2	449,789	8.5	390,630	7.4

Source: Census

Table A2 details the age structure of the area. Across the whole area, the structure is very similar to that of both the Borough and the Region. The only age categories where there is a slight differential is the 16-24 age group where there are a lower number in the Joint Parish Plan area than the Region, and the 45-64 age group where there is a greater proportion than the Regional figure. There are some notable differences between the Parishes. In Chebsey, for example, there is a lower proportion of people in the younger age groups and a higher proportion in the older groups, indicating an ageing population. Eccleshall broadly follows this pattern as well, with more of an ageing population than the other Parishes. In Stone the proportion of the population aged 25-44 is slightly above average, whilst those aged 45-64 is slightly below.

Economic activity

Table A3: Economic activity (all people aged 16-74) (2001)

Area	*People aged 16-74	Economically active: Employed		Economically active: Unemployed		Economically inactive	
	No.	No.	%	No.	%	No.	%
Chebsey	354	236	66.7	8	2.6	103	29.1
Eccleshall	3,369	2,131	63.3	56	1.7	1,114	33.1
Gnosall	3,563	2,378	66.7	56	1.6	1,057	29.7
Stone	10,525	7,030	66.8	229	2.2	3,011	28.6
Swynnerton	3,159	2,044	64.7	56	1.8	979	31.0
Joint Parish Plan area	20,970	13,819	65.9	405	1.9	6,264	29.9
Stafford Borough	88,991	59,097	66.4	2,327	2.6	27,567	31.0
West Midlands	3,780,784	2,349,031	62.1	142,782	3.8	1,288,971	34.1

NB: * rounding or other error

Source: Census

There are some apparent inaccuracies in the figures for the proportion of the population aged 16-74 who are economically active (Table A3). However, it is clear that in general, the trends across the Parish Plan area align with Borough trends, but are slightly different to the Region. There is a higher proportion of people who are economically active and lower proportions of unemployed and economically inactive people. Chebsey, Gnosall and Stone have a slightly higher percentage of economically active people than the other parishes and Eccleshall has a slightly higher percentage of people that are economically inactive.

Occupational profile

Table A4: Occupational profile (2001)

Area	All people aged 16-74		All people aged 16-74: Managerial and professional occupations		All people aged 16-74: Intermediate occupations		All people aged 16-74: Small employers and own-account workers		All people aged 16-74: Lower supervisory and technical occupations		All people aged 16-74: Semi-routine and routine occupations		All people aged 16-74: Never worked and long-term unemployed		All people aged 16-74: Not classified	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Chebsey	354		113	31.9	21	5.9	33	9.3	26	7.3	71	20.1	16	4.5	74	20.9
Eccleshall	3,369		1,101	32.7	279	8.3	381	11.3	190	5.6	546	16.2	63	1.9	809	24.0
Gnosall	3,563		1,203	33.8	318	8.9	370	10.4	219	6.1	588	16.5	45	1.3	820	23.0
Stone	10,525		3,523	33.5	972	9.2	520	4.9	798	7.6	2,299	21.8	155	1.5	2,258	2.5
Swynnerton	3,159		1,160	36.7	310	9.8	287	9.1	179	5.7	431	13.6	53	1.7	739	23.4
Joint Parish Plan area	20,970		7,100	33.9	1,900	9.1	1,591	7.6	1,412	6.7	3,935	18.8	332	1.6	4,700	22.4
Stafford Borough	88,991		26,766	30.1	8,406	9.4	6,440	7.2	6,459	7.3	17,614	19.8	1,961	2.2	21,345	24.0
West Midlands	3,780,784		901,760	23.9	330,249	8.7	245,579	6.5	290,867	7.7	899,273	23.8	168,410	4.5	944,646	25.0

NB: Categories taken from the National Statistics Socio-Economic Classification

Source: Census

The occupational profile of residents in the Joint Parish Plan area is similar to that of Stafford Borough as a whole (Table A4). Around a third of the population are involved in managerial and professional occupations, approaching 20% undertake semi-routine and routine jobs and 5-10% of the workforce are engaged in either intermediate occupations, lower supervisory and technical operations or are small employers and own-account workers. Less than 2% of those aged 16-74 years have never worked or are long-term unemployed. In comparison with the West Midlands, the Joint Parish Plan area is characterised by a greater proportion (+10%) of employees in managerial and professional occupations and a smaller number (-5%) undertaking semi-routine and routine operations or who are long term unemployed or have never worked (-5%). There are no great variations between individual Parishes, though there is some evidence of a slightly greater concentration of higher level occupations in Swynnerton and lower level occupations and unemployment in Chebsey. Proportionally, Stone appears to have some 5% fewer small employers and own-account workers than the other Parishes and marginally more semi-routine and routine operatives.

Industrial sector

Table A5: Employment by industrial sector (2001)

Area	*All people aged 16-74: Economically active: Employed	All people aged 16-74 in employment: Extractive and manufacturing industries		All people aged 16-74 in employment: Service industries	
	No.	No.	%	No.	%
Chebsey	236	71	30.1	171	72.5
Eccleshall	2,131	597	28.0	1,594	74.8
Gnosall	2,378	631	26.5	1,809	76.1
Stone	7,030	1,966	28.0	5,299	75.4
Swynnerton	2,044	543	26.6	1,577	77.2
Joint Parish Plan area	13,819	3,808	27.6	10,450	75.6
Stafford Borough	58,761	14,992	25.5	43,769	74.5
West Midlands	2,334,567	697,625	29.9	1,636,942	70.1

NB: * rounding or other error

Source: Census

There are some apparent inaccuracies in the figures for the proportion of the population working in ‘extractive and manufacturing industries’ and ‘service industries’ (Table A5). However, it is clear that within the Joint Parish Plan area, around a quarter of the working population are involved in extractive and manufacturing industries whilst three quarters work in the service sector. This follows the pattern of employment in Stafford Borough generally. The West Midlands has a slightly smaller service sector workforce and marginally larger manufacturing and extractive workforce. There do not appear to be any significant variations in the workforce between the individual Parishes.

Qualifications

Table A6: Qualifications (2001)

Area	All people aged 16-74	All people aged 16-74: No qualifications or highest qualification at Level 1 or other qualifications/level unknown		All people aged 16-74: Highest qualification at Level 2		All people aged 16-74: Highest qualification at Level 3, 4 or 5	
		No.	%	No.	%	No.	%
Chebsey	354	197	55.6	68	19.2	89	25.1
Eccleshall	3,369	1,627	48.3	690	20.5	1,052	31.2
Gnosall	3,563	1,729	48.5	710	19.9	1,124	31.5
Stone	10,525	5,143	48.9	2,170	20.6	3,212	30.5
Swynnerton	3,159	1,433	45.4	668	21.1	1,058	33.5
Joint Parish Plan area	20,970	10,129	48.3	4,306	20.5	6,535	31.2
Stafford Borough	88,991	45,135	50.7	17,940	20.2	25,916	29.1
West Midlands	3,780,784	2,187,526	57.9	700,908	18.5	892,350	23.6

Source: Census

The level of qualifications amongst those living in the Joint Parish Plan area is similar to that within Stafford Borough (Table A6). Around half of the population has no or very low levels of qualification (or their qualifications are not known). Some 20% of the population has a Level 2 qualification such as GCSEs and just over 30% have higher level qualifications, such as A levels or a Degree. In comparison with the West Midlands as a whole, the population of the Joint Parish Plan area is notably more highly qualified, with some 10% fewer residents in the Joint Parish Plan area having no or low levels of qualifications. There are no significant variations between the Parishes with the exception of Chebsey, where the residents typically have fewer qualifications.

Travel to work

Table A7: Travel to work (2001)

Area	*All people aged 16-74 in employment	All people aged 16-74 in employment: Travel to work by public transport		All people aged 16-74 in employment: Travel to work by motorcycle, car or van		All people aged 16-74 in employment: Travel to work by other means or work at home		All people aged 16-74 in employment: Average distance travelled to fixed place of work
	No.	No.	%	No.	%	No.	%	Km
Chebsey	236	8	3.4	173	73.3	61	25.8	13.62
Eccleshall	2,131	58	2.7	1,510	70.9	623	29.2	17.77
Gnosall	2,378	92	3.9	1,864	78.4	484	20.4	18.86
Stone	7,030	213	3.0	5,346	76.0	1,706	24.3	14.33
Swynnerton	2,044	46	2.3	1,704	83.4	370	18.1	17.46
Joint Parish Plan area	13,819	417	3.0	10,597	76.7	3,244	23.5	16.41
Stafford Borough	58,761	3,054	5.2	41,449	70.5	14,258	24.3	14.12
West Midlands	2,334,567	244,017	10.5	1,588,849	68.1	501,701	21.5	11.87

NB: * rounding or other error

Source: Census

There are some apparent inaccuracies in the data describing the means of travel to work amongst the population of the Joint Parish Plan area (Table A7). However, it remains possible to identify some distinct trends in comparison with both Stafford Borough and the West Midlands. As would be expected in a rural area, the proportion of the population travelling to work by public transport is well below the Regional average. Conversely, the figure for those travelling by private vehicle – motorcycle, car or van – is higher. The proportion of residents working at home or travelling by other means, such as walking or cycling, is not dissimilar to that found in the West Midlands. Unsurprisingly given the nature of the area, the average distance travelled by residents to work at 16.41km is above that for either the Borough or Region. There are no major variations in travel patterns between the Parishes, though in Swynnerton a slightly greater proportion of residents travel to work by private vehicle and fewer walk, cycle or work from home.

Housing tenure

Table A8: Housing tenure (2001)

Area	All households	Owner occupied		Rented from Council, Housing Association, Registered Social Landlord		Rented from private landlord or other tenure	
		No.	%	No.	%	No.	%
Chebsey	182	119	65.4	40	22.0	23	12.6
Eccleshall	1,837	1,418	77.2	188	10.2	231	12.6
Gnosall	1,975	1,624	82.2	203	10.3	148	7.5
Stone	6,204	4,918	79.3	756	12.2	530	8.5
Swynnerton	1,733	1,485	85.7	99	5.7	149	8.6
Joint Parish Plan area	11,931	9,564	80.2	1,286	10.8	1,081	9.1
Stafford Borough	50,025	38,074	76.1	7,061	14.1	4,890	9.8
West Midlands	2,153,672	1,498,066	69.6	443,644	20.6	211,962	9.8

Source: Census

Table A8 shows the housing tenure of households in the area. Across the entire area there is a significantly higher proportion of owner occupiers than in the Region and marginally higher than the Borough. As such, the amount of property that is rented, both privately and from the Council or Housing Association, is lower. The notable exception is Chebsey which has a much lower rate of owner occupation and higher amount of rented property. Care must be taken when interpreting these figures, however, due to the relatively small number of households involved. Swynnerton has the highest levels of owner occupation and lowest levels of social housing amongst all of the Parishes.

Car ownership

Table A9: Car ownership (2001)

Area	All households	Households: no car/van		Households: 1 car/van		Households: 2 cars/vans		Households: 3+ cars/vans	
	No.	No.	%	No.	%	No.	%	No.	%
Chebsey	182	27	14.8	72	39.6	55	30.2	28	15.4
Eccleshall	1,837	239	13.0	693	37.7	687	37.4	218	11.9
Gnosall	1,975	240	12.2	778	39.4	746	37.8	211	10.7
Stone	6,204	1,120	18.1	2,819	45.4	1,882	30.3	383	6.4
Swynnerton	1,733	134	7.7	658	38.0	740	42.7	201	11.6
Joint Parish Plan area	11,931	1,760	14.8	5,020	42.1	4,110	34.4	1,041	8.7
Stafford Borough	50,025	9,370	18.7	21,794	43.6	15,031	30.0	3,830	7.7
West Midlands	2,153,672	576,484	26.8	923,743	42.9	521,452	24.2	131,993	6.1

Source: Census

Table A9 shows the extent of car ownership in the area. This indicator is sometimes used as an indicator of wealth, but given the rural nature of the area, it would be expected that the level of car ownership would be higher than in urban areas. The figures for the Joint Parish Plan area are similar to those of the Borough but differ significantly from the Regional figures, which is to be expected. Within the five Parishes there is a relatively low proportion of households with no car or van, when compared to the Borough and Region, but a significantly higher proportion of those with two or more cars. This trend is most pronounced in Swynnerton and least apparent in Stone - possibly reflecting its less rural nature and greater opportunities to walk, cycle and use public transport.

Health

Table A10: Health (2001)

Area	Total population	All people with a limiting long-term illness	
	No.	No.	%
Chebsey	481	117	24.3
Eccleshall	4,453	703	15.8
Gnosall	4,877	748	15.3
Stone	14,555	2,453	16.9
Swynnerton	4,233	697	16.6
Joint Parish Plan area	28,599	4,718	16.5
Stafford Borough	120,670	21,199	17.6
West Midlands	5,267,308	993,458	18.9

Source: Census

Table A10 highlights the number of people who suffer from a limiting long-term illness. In the Joint Parish Plan area, this figure is slightly lower than the Borough and Regional rates. Within the individual Parishes, Chebsey is the notable exception, but again this figure may be skewed due to the small numbers of people involved.

Appendix 4 Community policing experiment failed to reduce residents' fear of crime – JRF Research Report synopsis

The failure of an experiment with purchasing extra policing for New Earswick, the 1,000 home village managed by the Joseph Rowntree Housing Trust in York, carries important lessons for other communities that want to see “more ‘bobbies’ on the beat”. An independent evaluation by researchers at the University of Leeds highlights problems that dogged the initiative and led to the three-year project being abandoned early.

Under an arrangement with North Yorkshire Police in 2000, the Joseph Rowntree Housing Trust (JRHT) agreed to pay £25,000 a year for an additional 24 hours of police time per week at New Earswick. Although the estate was a relatively low-crime neighbourhood, the project was intended to increase the residents' sense of security through a visible police presence.

The evaluation records how the experiment ran into difficulties from the outset:

- The time that JRHT purchased for policing New Earswick was additional to any operational policing on the estate, but the designated officer remained largely accountable to the police alone. Emergencies and more pressing crime incidents elsewhere tended to draw the officer away from community policing duties. Sick leave, holidays and training further reduced the time spent in the village.
- Hopes of employing a single community police officer who could get to know residents were disappointed. Three different officers held the post in the two years before the contract was terminated almost a year early.
- There was a lack of clarity about the role of ‘community policing’ and the activities that the designated officer would undertake. This gave individual officers wide discretion over the way they interpreted their role and how they used the additional time.
- The project created high expectations among residents about the level of policing and its impact on crime. There was constant tension between what residents expected from police and what the extra 24 hours a week could realistically achieve.

The researchers found that the number of crimes recorded annually by police in New Earswick fell by 5 per cent in the first year of the project, but then almost doubled in the second year. Much of the increase related to less-serious offences and happened at a time when crime was also rising (less steeply) in surrounding neighbourhoods.

Even so, the researchers conclude that any beneficial effects on crime near the start of the project were short-lived. Surveys at the start and end of the initiative, meanwhile, showed a small rise in the proportion of residents who said they felt unsafe outside after dark, and a more marked increase in dissatisfaction with local policing from 30 to 40 per cent.

Another unintended consequence of the project reflected in residents' increased use of intruder alarms and other security measures was to raise concerns over security and safety. As the initiative came to an end, a private security firm was hired to patrol New Earswick and JRHT installed closed-circuit television cameras (CCTV).

Prof. Adam Crawford, co-author of the report, said: One of the key lessons to be learned from this well-intentioned attempt to make residents feel more secure is that trying to tackle local order problems through policing and security alone can have the opposite effect. The issues that give rise to public demands for more police or more security hardware need more careful scrutiny and discussion in advance.

Police forces also need to consider how they can sell their time, which is a public resource, without having an adverse impact on the wider policing service, or undermining the expectations of those who are purchasing the service. In New Earswick, the additional policing initiative was undermined from the start by

a widening gap between what the police were able to deliver and the heightened expectations of local people.

Jacquie Dale, Community Services Manager for the JRHT, said: Residents wanted to see more 'bobbies' on the beat. They wanted to feel secure in the knowledge that if a crime or anti-social behaviour incident occurred the community police officer would quickly know what was going on and have a good idea who was responsible. They also wanted to see a police officer walking or cycling around the village getting to know people. The reality was that this was almost impossible to deliver, even when additional policing hours were paid for. Residents' expectations were never met and fear of crime levels did not diminish as had been hoped.

She added: We are now looking at alternative models for preventing low level crime and for heightening levels of community safety. The disappointing outcome of this community policing experiment in no way diminishes the resolve of residents or ourselves to create a high quality of life for young and old in New Earswick.

Geoff Bunce, Chair of the New Earswick Residents Forum said: The Residents Forum whole heartedly supported the idea of community policing to combat nuisance crime and help alleviate the fear of crime. Unfortunately the reality did not live up to the expectation for a number of reasons.

I was one of a group who, after due consideration, recommended the termination of the experiment. However, I still believe that with help from a number of agencies, police included, we can all make a difference to the community around us and keep New Earswick a safe place to live and work.

Great expectations: Contracted community policing in New Earswick by Adam Crawford, Stuart Lister and David Wall is published by the Joseph Rowntree Foundation and available from York Publishing Services, 64 Hallfield Road, Layerthorpe, York YO31 7ZQ (01904 430033) price £13.95 plus £2 p&p. A summary of findings and the full report are available as free downloads from the JRF website.

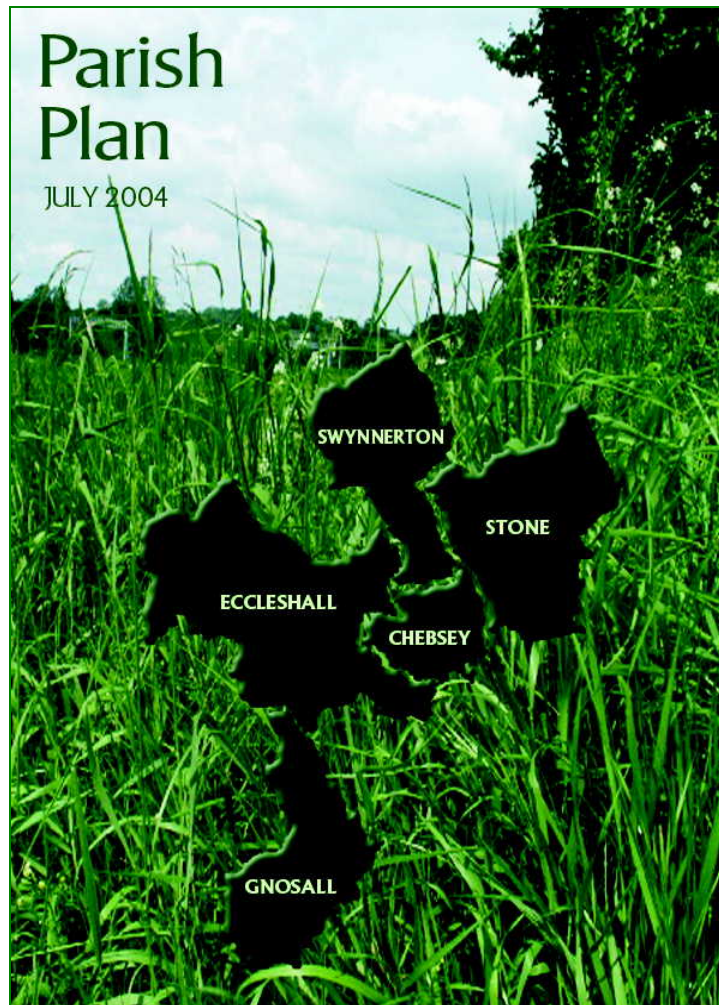
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