

Goudhurst Neighbourhood Plan Group Vision and Objective Setting Workshop

Saturday 9th September 2017

Introduction

As the next step in preparing the Neighbourhood Plan, following the Housing Need Survey (HNS) and Residents Questionnaire the Goudhurst Neighbourhood Plan Steering Group (GNPSG) advertised and held a Vision and Objective Setting Workshop on Saturday 9th September 9.30am to 12.00 noon. According to CPRE / NALC's Guide to Neighbourhood Planning:

'There is no requirement to development a vision or objectives, but you may find it useful to have one or the other, or both, to help guide the preparation of your Neighbourhood Plan. A vision and objectives can help to make it clear what your Neighbourhood Plan is aiming to achieve. A good vision does not have to be very long but will:

- *Be long term, for example looking forward 15-20 years, or the period that is covered by the Local Plan.*
- *Be strategic, setting out a broad picture of your aspirations for your neighbourhood but will not include lots of details.*
- *Describe what you want your neighbourhood to look like, so people can form an image of the homes, businesses, shops, community facilities and open space it will contain.*
- *Objectives are more specific and set out what the Neighbourhood Plan aims to achieve. If you have a vision, look at each part of the vision and decide what needs to be done to achieve it.*

The workshop was advertised at 9am for a 9.30am start so that participants could view an exhibition of the results of the Household Questionnaire (although these had been on display in the parish church for the previous month).

Presentations

The workshop commenced with a brief welcome from Antony Harris, Chair of Goudhurst Parish Council (GPC), Cllr followed by an introduction from Colin Willis, Chair of the Goudhurst Neighbourhood Plan Steering Group (GNPSG). There followed a brief presentation from consultant community planner Jim Boot who is advising GPC / GNPSG recapping on the 'what' and 'why' of neighbourhood plans. The presentation also emphasised the importance of developing a strong evidence base on which to build the neighbourhood plan. With this in mind, Jim was followed by Colin Willis presenting highlights from a statistical profile of Goudhurst commissioned from Action for Communities in Rural England (ACRE) and Craig Broom, GNPSG Secretary who presented the results of the Residents Questionnaire. The presentations and supporting reports can be found at: www.ndp.goudhurst.co.uk. The active part of the workshop followed.

Visioning

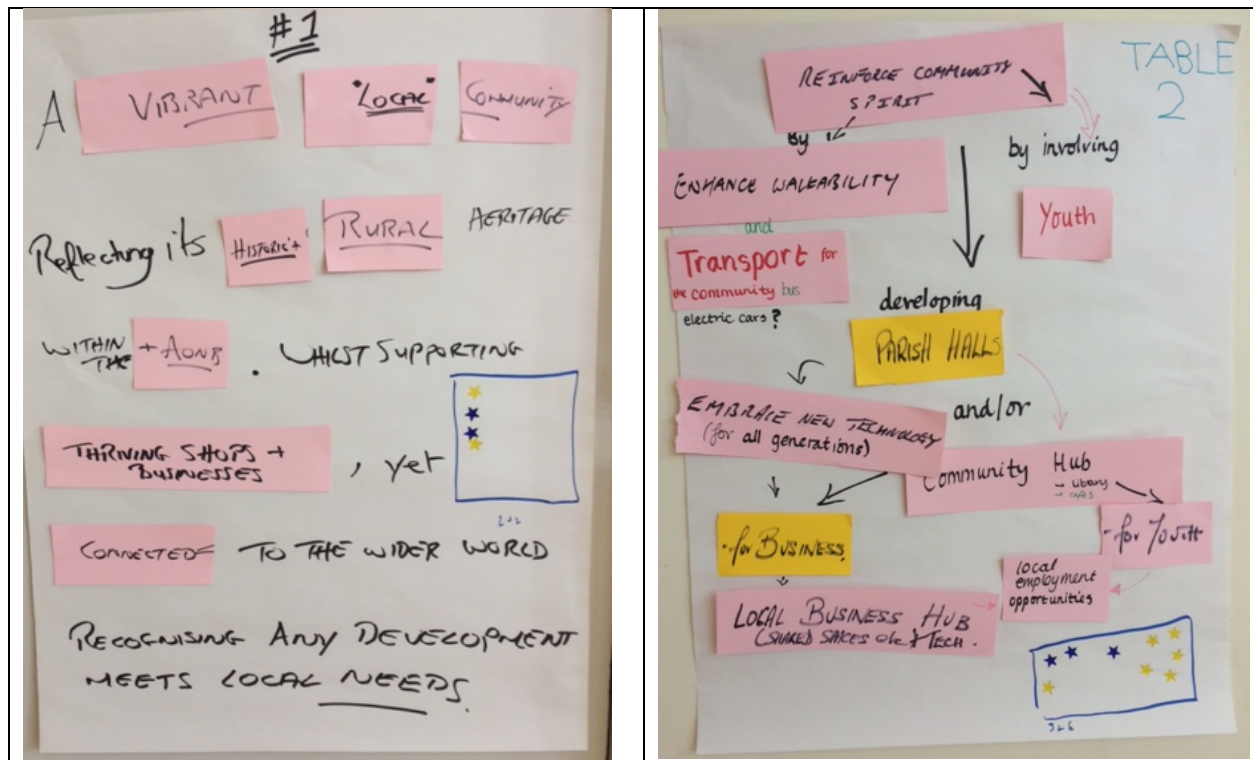
There are many ways of visioning but the approach adopted was to work up a series of 'draft' visions and then for the participants to choose their preferred vision that would then become the working vision for the neighbourhood plan. To do this the participants were spread across four tables each seating 5-6 people. The first step was for them to imagine:

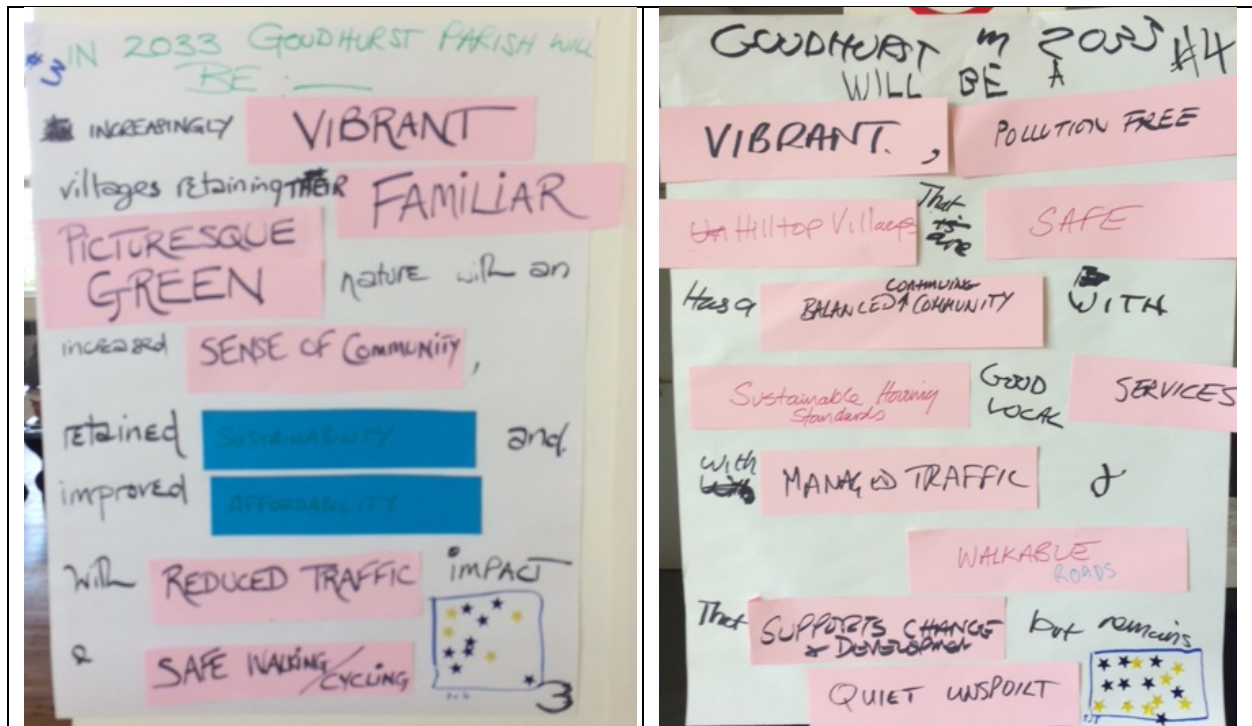
'What are the key words or phrases that you might use to describe your ideal/dream Goudhurst of 2033 – in 15 years' time?'



¹ This is the same time frame as Tunbridge Wells' Local Plan.

Participants were encouraged to write words / phrases onto paper table cloths, discuss and choose the most important words / phrases, to write the key words or phrases onto card and attempt to sort in order (with filler words to help it read more easily) to create a sentence or paragraph. Once a sentence or paragraph had been agreed by each of the four groups these were glued to flip chart sheets and stuck to the wall. Everyone present was then provided with two stickers (stars) to choose or 'vote' for their favourite (blue) and second favourite (yellow) vision. Blue stars were given a value of two and yellow one. The visions are displayed below:





While the two visions above each scored the highest number of ‘first’ votes (16 points), the one on the right received the largest number of ‘second votes’ (8 points) making it the winner overall. While this became the ‘working’ or ‘draft’ vision as the basis of the next Objective Setting Activity, there are good points from all of the visions that might make it into the final vision for the Goudhurst Neighbourhood Plan.

Goudhurst [Parish] in 2033 will be a [collection of] vibrant, pollution free, hilltop villages that are safe, have a balanced, continuing community with sustainable housing standards, good local services, with managed traffic and walkable roads that supports change and development but remains quiet [and] unspoilt.

The next session followed a similar format to the visioning exercise but this time each table was given a theme:

1. Housing and design,
2. Traffic, Economy,
3. Landscape [and environment]
4. Community [facilities and services].

Participants at each table were prompted: ‘Picture yourself in the preferred ‘Vision’ Goudhurst of 2033. Now imagine what you did/happened in your theme that helped achieve the Vision?’ Each themed table was given new table cloths for initial brainstorming, pens and colour card (cut up into strips) for writing on the key words and phrases and then encouraged to organise these into a sentence / paragraph:

Community + Facilities #1

Place in Community
Active People
Vibrant Community

Local Infrastructure
4 in Area - shops - services - health - leisure - etc.

Local Services
Daycare - Health - Police - Fire - etc.

Local Infrastructure
CCTV - Street Lighting - etc.

SAFE Community
CCTV + Local Police
- Reduced Crime

HOUSING + DESIGN
Ecclesque Jumble of Styles
for our CHARACTER
to our Parish

SMALL SCALE DEVELOPMENT

AFFORDABLE HOMES TO RENT
VIA HOUSING ASSOCIATIONS

Environmentally sympathetic
for future tech

ENERGY - EFFICIENT

LIFE TIME HOMES DESIGNED TO ADAPT
flexible/adaptable homes for changing family needs/working from home

Individualised Character

ECO-FRIENDLY
MATERIALS that Age well

SAFE ACCESS TO AMENITIES

LANDSCAPE + ENVIRONMENT #3

- TO RETAIN AND MANAGE VISTAS FROM WITHIN & WITHOUT. (H. Village)
- TO SUPPORT & ENHANCE THE EXISTING CONSTRAINTS TO DEVELOPMENT (AGRICULTURE ETC) (H. Village)
- IN ORDER TO PRESERVE OUR OPEN COUNTRYSIDE WE SUPPORT PRIORITY FOR DEVELOPMENT WITHIN LBD, BF, infill, ~~and~~ and REUSE OF RED BRILLIANCE WHILE RETAINING OUR VALUED GREEN SPACE (S.H. ST.)
- TO HAVE SAFE FOOTPATHS, ROADS & BRIDLEWAYS (SAFE)
- TO RETAIN AG. LAND & OPEN COUNTRYSIDE & WOODLAND AS THEY ARE AVOIDING INDUSTRIAL APPEARANCES (WIND FARMS, SOLAR ETC) & BY-PASS (MANAGED TRAFFIC) (SERVICES)

TO IMPROVE TRAFFIC IN GORMAN PARISH we will have

- CONTROLLED TRAFFIC MOVEMENT - Improved
- PARKING - HIGH STREET - Implemented
- TRAFFIC - CALMING - ROAD DESIGN - Developed & encouraged
- FLEXIBLE COMMUNITY TRANSPORT - we will also
- EDUCATION - SAFE ROADS - SAFE LINES - SEPARATE - However the evening needs

COMMUNITY NEEDS TRAFFIC

TOURISM

WHITE VAN MAN

We will create a

BROADBAND: BUSINESS COMMUNITY BUSINESS HUB/S

SUPPORT OF LOCAL SHOPS MORE LOCAL SHOPS = GETTING

Housing and design

This group came up a bullet point approach which will need some further work to turn into a more conventional objective.

- Picturesque jumble of designs that are characteristic to our parish,
- Small scale development,
- Affordable homes to rent via housing association,
- Environmentally sympathetic,
- 'Lifetime' homes designed to adjust accommodation over the years (flexible/adaptable homes for changing family needs/working from home)
- Energy efficient
- Individualised character
- Eco-friendly
- Of materials that age well
- Safe access to amenities

This might look like:

To build on the picturesque jumble of designs that are characteristic of our parish through small scale developments incorporating affordable homes that are environmentally sympathetic (including Lifetime Homes), energy efficient, individual in character, of materials that age well and with safe access to amenities.

Traffic and Economy

To improve traffic in Goudhurst parish area we will have controlled traffic movement, improved parking (High Street – long / short term), implemented traffic calming (flows, reduction, hard design) and developed and encouraged flexible community transport. We will also educate (safer roads, safer lanes, separate).

However, the economy needs traffic, white van man, tourism. We will create broadband [for] business, a community business hub / sand drive support of local shops and more local shops (ie butcher).

Landscape and environment

This was a very broad area and so the group came up with a series of objectives:

- To retain and manage vistas from within and without
- To support and enhance the existing constraints to development (AONB) etc
- To have safe footpaths and bridleways
- To retain agricultural land and open countryside and woodlands as they are, avoiding industrial appearances and bypass

Community [facilities and services]

This group also came up with a more bullet point approach which will need some further work to turn into a more conventional objective.

- Pride in community
 - Litter picking

- Linesmen
- General village maintenance
- Social engagement
 - All ages
 - Clubs and societies
 - Self-help
- Social media
 - Business and shops
 - Clubs
 - Farmers market
 - Parish council
- Sustainable infrastructure
 - Utilities and facilities
- Safe Community
 - CCTV
 - Local police
 - Neighbourhood Watch

This might look like:

To develop pride in the community through social engagement using social media, developing sustainable infrastructure resulting in a safer community.

Next steps

To follow is a series of workshops / events following the themes above that will drill down on the evidence and explore the Strengths, Weaknesses, Opportunities and Threats facing Goudhurst Parish most relevant to each theme. Having identified the ‘issues’ (weaknesses and threats) the workshop participants will then identify the ‘options’ or so-called ‘reasonable alternatives’ (building on the strengths and realising the opportunities) to address the issues. The themed events are:

- 23rd September – Housing and Design
- 7th October – Traffic and Economy
- 21st October – Landscape and Community

Acknowledgements

Goudhurst Parish Council would like to thank the Steering Group for organising, hosting and facilitating and the following residents for attending and contributing to the Vision and Objective Setting Workshop:

- | | | |
|--------------------|----------------------|-----------------------|
| 1. Nick Lucas | 9. Sandy Elsworth | 17. Craig Broom |
| 2. James Rourke | 10. Colin Willis | 18. Katy Sampson |
| 3. Liz Rourke | 11. Richard Hillier | 19. Adrian Smith |
| 4. Linda Griffin | 12. Helen Sampson | 20. David Bolton |
| 5. Paul Griffin | 13. Antony Harris | 21. Lesley Bolton |
| 6. Darrel Barber | 14. Mick Larkin | 22. Quentin Rappaport |
| 7. Shiona Gardiner | 15. Simon Lees | |
| 8. Ed Bates | 16. Barbara Stafford | |

Jim Boot, Community Planner

12th September 2017