



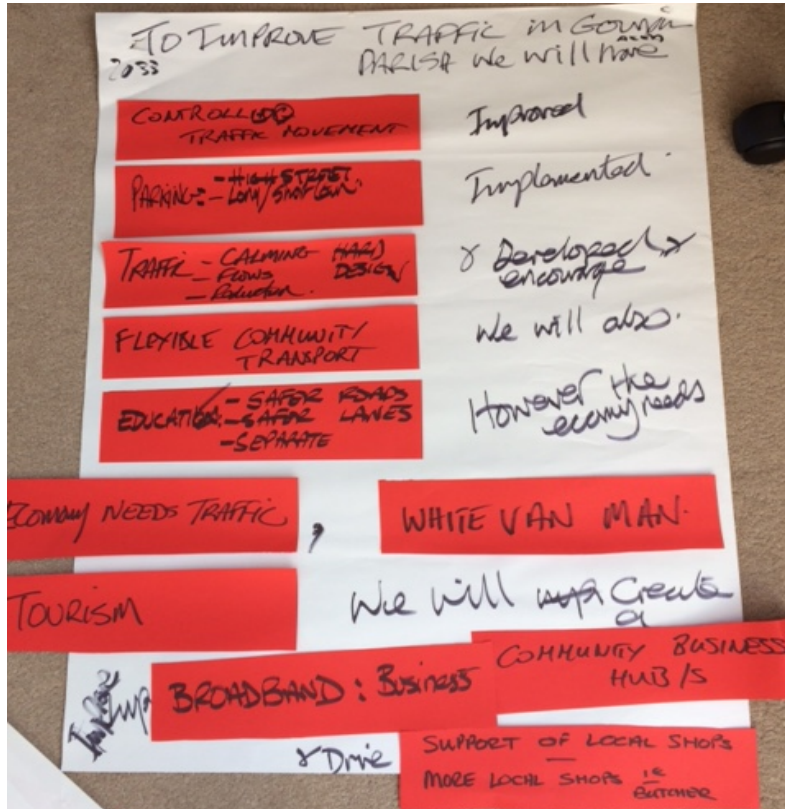
Goudhurst Neighbourhood Plan 2033

Draft Vision



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.

Traffic and economy objectives



- 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).

Time	Duration	Activity
9.30	5 mins	Welcome and introductions Cllr Antony Harris, Chairman, Goudhurst Parish Council
9.35	10 mins	Recap on Neighbourhood Plan progress Colin Willis, Chairman, Goudhurst Neighbourhood Plan Group
9.45	20 mins	Spatial planning context followed by questions Michael Thornton
10.05	20 mins	Traffic presentation followed by questions Simon Lees, Transport Sub-group
10.25	20 mins	Economy presentation followed by questions Graham Hill, Economy Sub-group
10.45	15 mins	Key issues identified Facilitators
11.00	20 mins	Analysing the issues Five table top activities
11.20	30 mins	What are the 'reasonable alternatives'? Five table top activities
11.50	25 mins	Feedback on what we've found out
12.15	10 mins	Comments, questions and answers
12.25	5 mins	Summing up and next steps Colin Willis, Chairman, Goudhurst Neighbourhood Plan Group
12.30	CLOSE	



Update on our recent activities

Colin Willis

PROGRESS TO DATE

- Campaign to Promote Community Awareness and Involvement
Public Update meeting May 24
- Residents and Business Questionnaires completed
 - Results analysed and distributed
 - Exhibitions in St Marys & Christ Church
 - Key concerns identified over subject areas
- Evidence gathering by Work-Groups
- Workshop Programme launched
 - Vision & Objectives – Sept 9
 - Housing & Design – Sept 23
 - Traffic & Economy – Oct 7
 - Landscape & Community – Oct 21

VISION & OBJECTIVES



- 22 Participants brainstormed and produced their preferred their Vision for our Community 15 years hence :
 - *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*

HOUSING & DESIGN



- The V & O workshop produced the following objective:
 - *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, energy efficient, flexibly designed to meet residents changing needs (including Lifetime Homes), individual in character, of materials that age well and with safe access to amenities.*
- The H & D workshop (26 participants) then voted for 6 top key issues and 'SWOT'ed them:-
 - Innovation in design and materials / Design and materials that age well
 - How do we design eco-friendly houses
 - Design must respect historic pattern of development / Sympathetic with surrounding
 - Building on the AONB

TRAFFIC & ECONOMY



- The V & O workshop produced the following objective:
 - *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 and drive support of local shops and more local shops (ie butcher).*

PURPOSE OF THIS WORKSHOP

- Present a summary of the evidence gathered so far in relation to the topics,
- Identify and prioritise the most important issues facing the community,
- Explore the challenges these issues present using SWOT analysis,
Issues = Weaknesses & Threats; Options = Strengths & Opportunities
- Identify three 'reasonable alternatives' or options for addressing these for consideration for the emerging Neighbourhood Plan.

NEXT STEPS

- Final Workshop – Landscape & Community Oct 23
- Editorial team to produce Sustainability Scoping Report (SCR)
- Use SCR to subject all options – ‘Consensus’ and ‘Scenario Alternative’ to Sustainability Appraisal to identify most sustainable option.
- First draft plan and policies written (*expert guidance on policy formulation to be given*)

Spatial planning



1. What spatial planning can and cannot do
2. What neighbourhood plans and can do
3. Plan making rules
4. Because we are in Tunbridge Wells
5. Three scenarios / alternative situations to work with

1. Spatial planning

- ‘The purpose of planning is to contribute to the achievement of sustainable development....
- Economic, social, environmental... jointly and simultaneously’ (NPPF)
- The Why, What, Where, When, How?
- Planning applications – ‘in accordance with the development plan unless material considerations indicate otherwise’
- Land use planning = Use of land and buildings and appearance

- Basis for infrastructure and investment decisions
- Basis for infrastructure planning and CIL

2. Neighbourhood Plans

Goudhurst Neighbourhood Plan becomes part of the development plan. Policies, designations and site allocations

- Gathering importance / autonomy
- General conformity with the Local Plan
- Can overwrite / take precedence over the Local Plan
- Cannot reduce requirements of the Local Plan (e.g. housing numbers)
- Slice of CIL, influence s106, planning decisions

3. Plan making rules

- NPs must observe the rules too – can be onerous
- Must be justified, reasonable and effective – Examination
- Sustainability Appraisal
- Consider all reasonable alternatives

Limitations

- Can: influence behaviour of others, enable (including CPO), stop!
- Cannot: dictate over other highways and other powers

4. Tunbridge Wells



- Emerging Local plan
- To meet Objectively Assessed Needs
- 13,000 additional homes over 20 years on existing projections
- Maybe revised upward by new proposed Govt formula?





TWLP – five options – emphasis for growth...

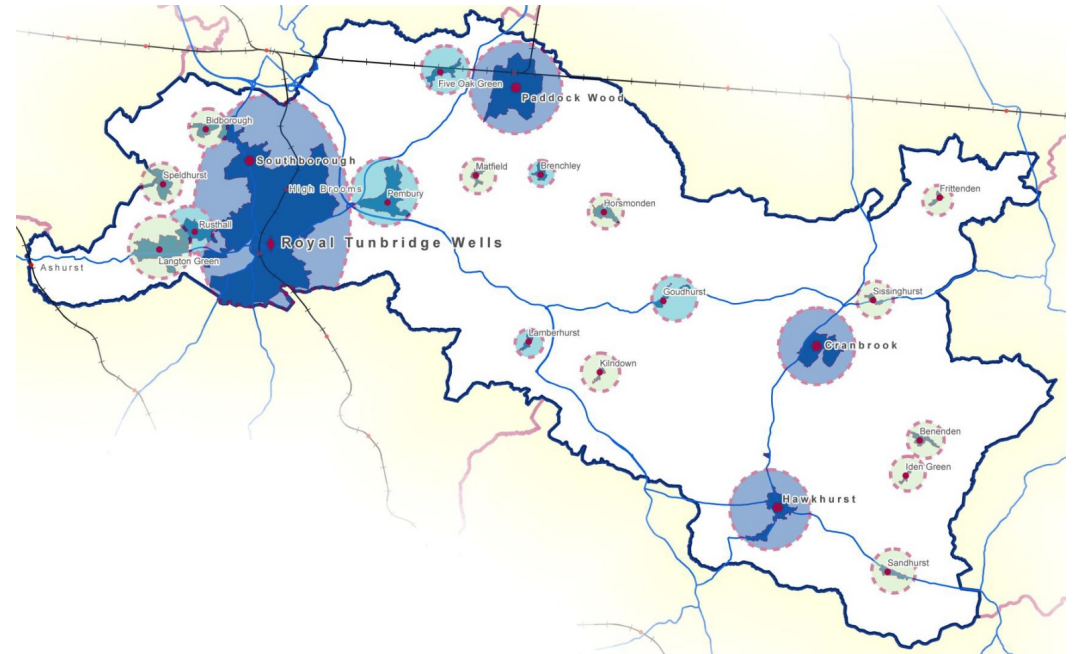
- Option 1 - Focused Growth at RTW, PW, Cranbrook, Hawkhurst
- Option 2 – Semi-dispersed – spread more of growth to larger villages including Goudhurst
- Option 3 – Dispersed – spread even more to villages including Goudhurst and Kilndown
- Option 4 – Growth Corridor – A21 - Pembury / NW of RTW
- Option 5 – New Settlement

Make comparable assumptions for places of work, patterns of travel

5. Reasonable alternative scenarios to apply your ideas to

- A – ‘Business as Usual’. Low emphasis on Goudhurst / Kilndown (1,4,5)
- B - medium emphasis on Goudhurst / Kilndown (2)
- C - High emphasis on Goudhurst and Kilndown (3)

(Map shows scenario C)



Make comparable assumptions for places of work, patterns of travel etc

TRAFFIC AND ECONOMY – WORKSHOP



Scope



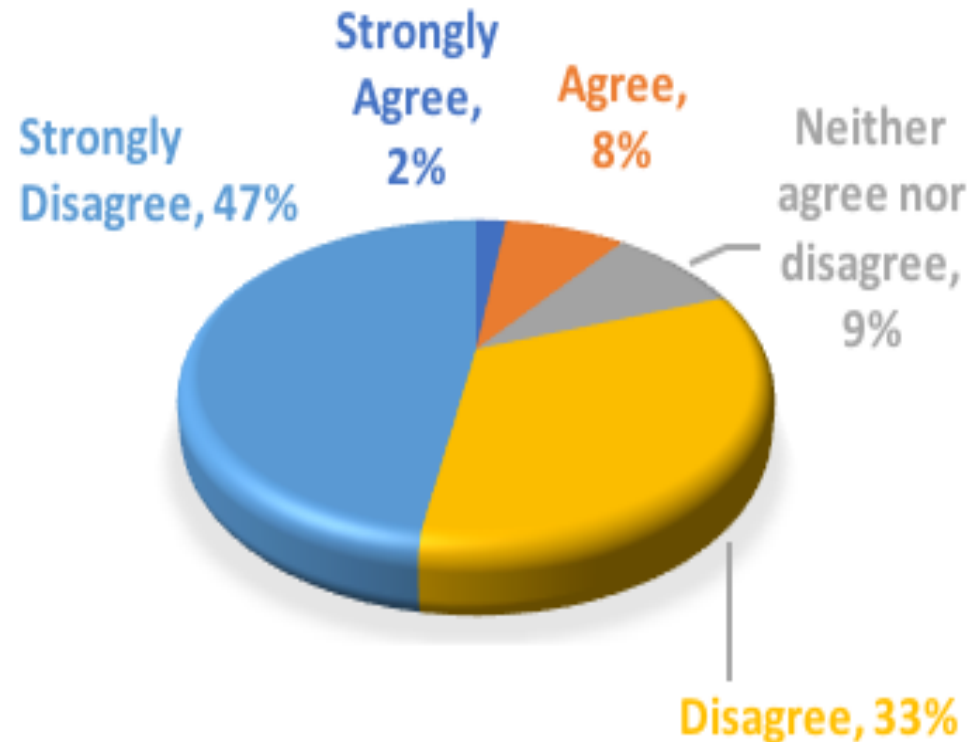
In this workshop we will look at the issues raised in the Questionnaire and the options we have to better manage traffic in our community, the relationship with business and employment, identifying projects and activities that we can deliver as a community to improve traffic. At this workshop we will:

- Identify and categorise traffic issues
- Identify Barriers to business and development
- Consider traffic and development
- Identify options to address traffic issues in the Parish
- Identify a traffic action plan

These decisions will set the pattern of development in the community over the next 15 years.

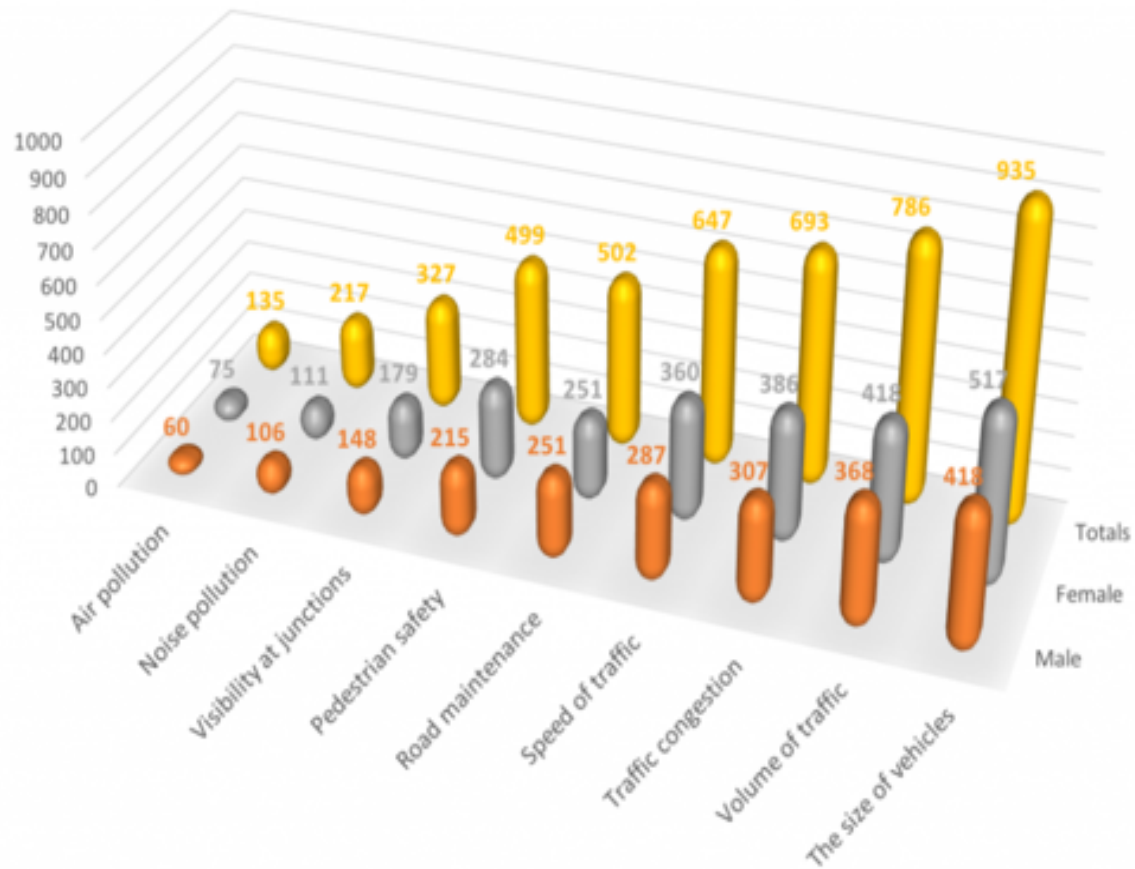
Survey questions

Our first question asked whether our roads are adequate for the vehicles using them? 82% felt the roads are not adequate for the current volume of traffic



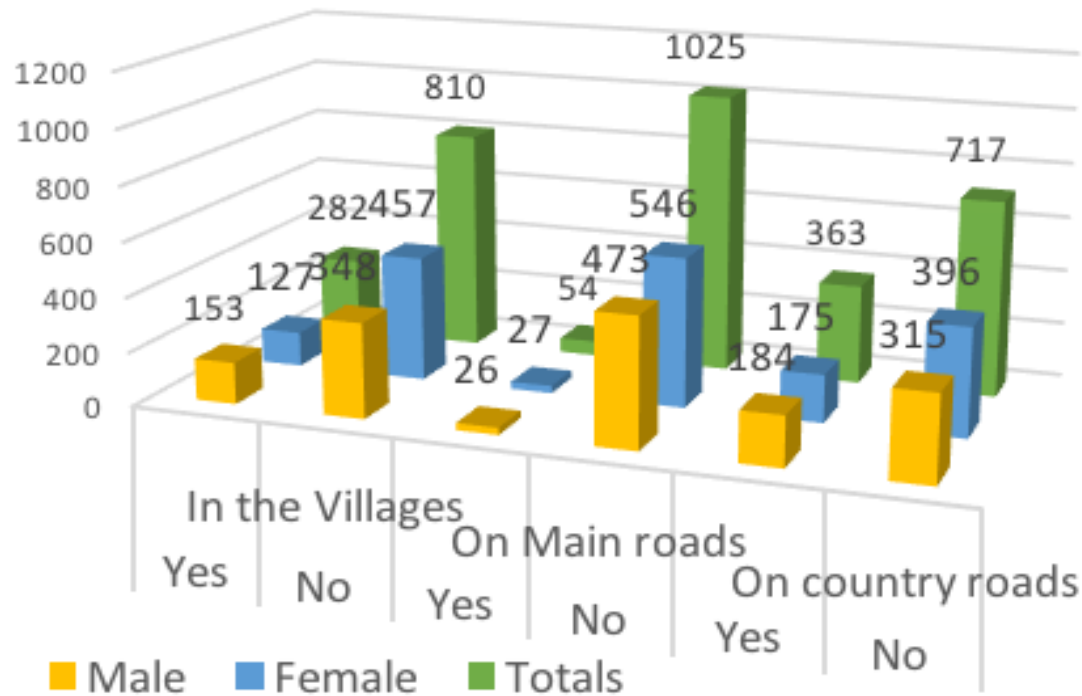
Survey questions

Subsequent questions established an almost universal concern around the number and size of HGV's travelling through the parish



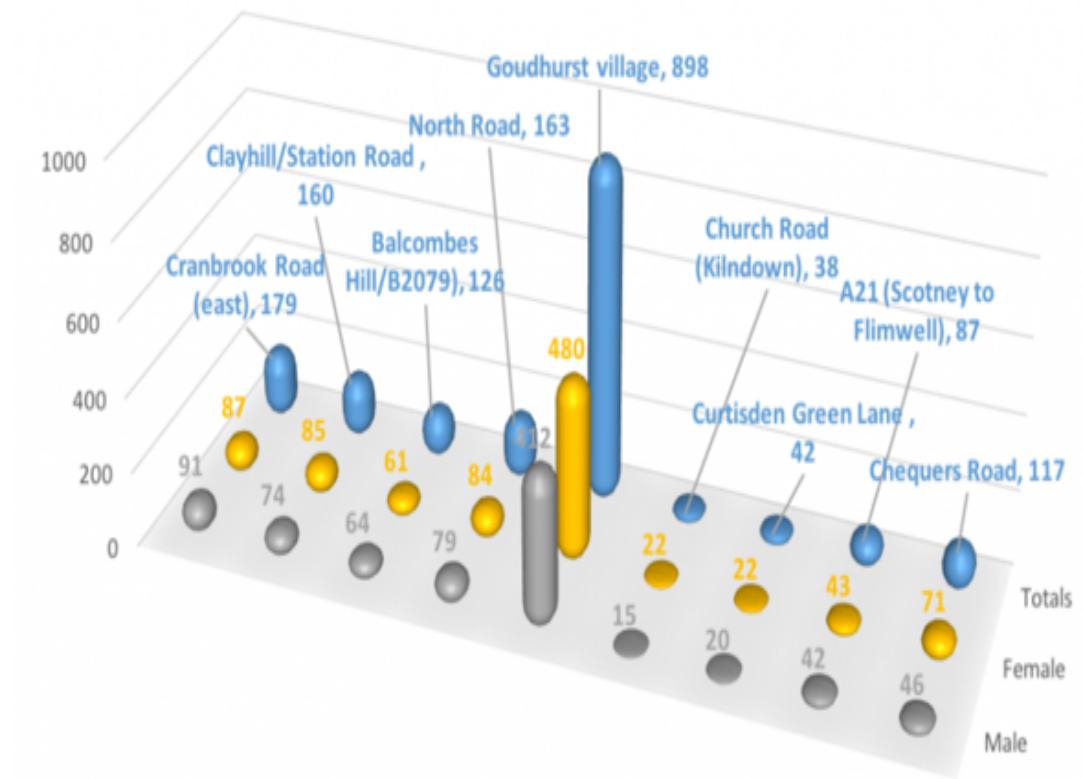
Survey questions

We confirmed anecdotal evidence that people feel that the roads in our communities are generally unsafe for walking, cycling or riding.



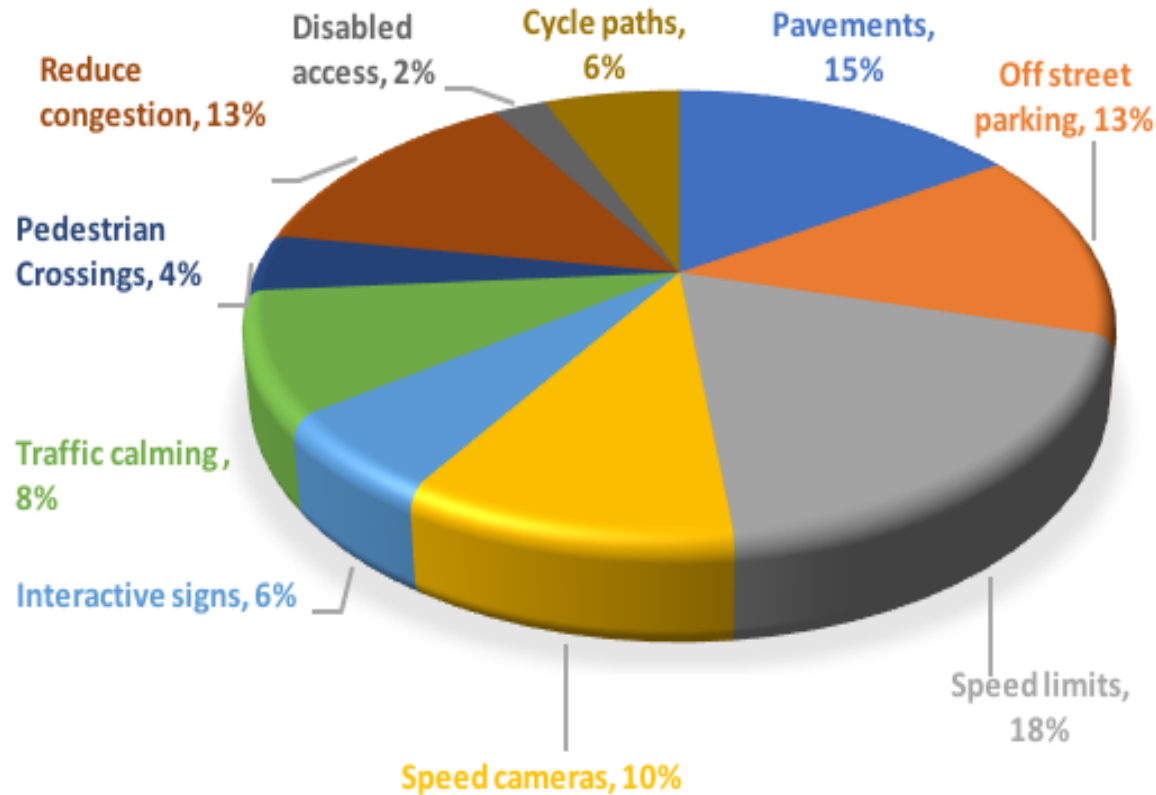
Survey questions

We asked ‘Which road causes you most concern?’ and you overwhelmingly chose Goudhurst village as the number one problem



Survey questions

A number of options to improve traffic safety were included in the Questionnaire and responses to these show that Speed Limits were seen as potentially the most beneficial





Neighbourhood Plan

1. CENSUS DATA

We looked at and compared, where relevant, census data for 2001 and 2011, and established:

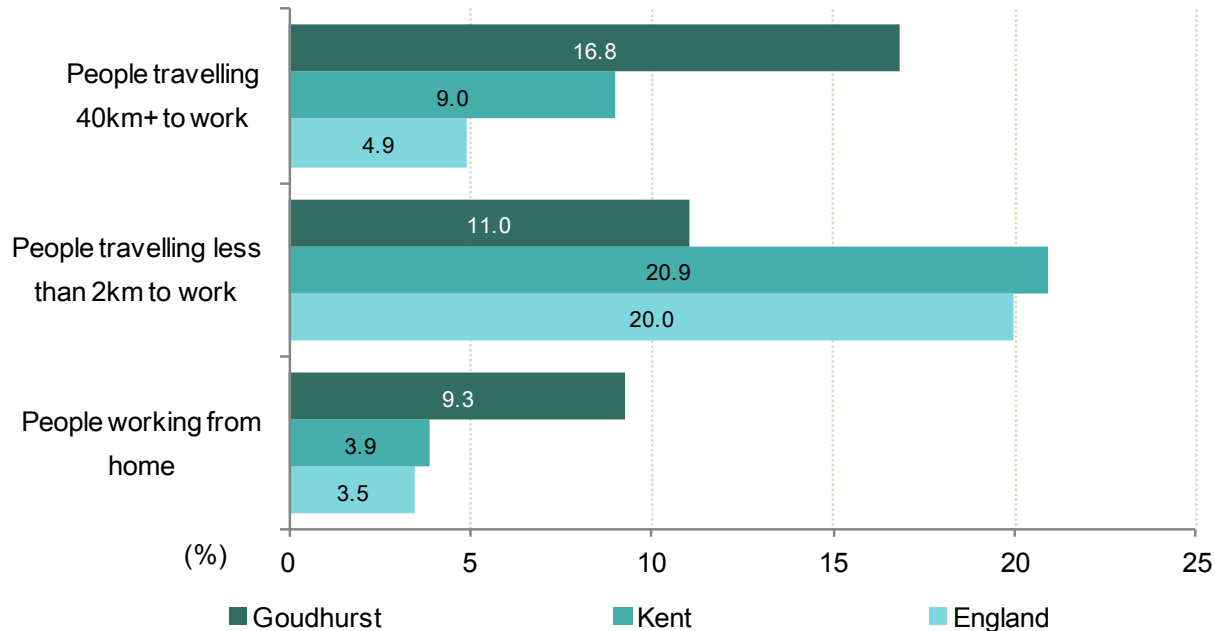
- A 3.84% increase in population over the period
- Total cars or vans in the area increased by 14.29%
- Households not owning a car or van decreased by 15.68%
- Households with 3 or more cars increased by 46.3%
- Households with 4 or more cars increased by 51.06%
- 38.2% of households had 2 or more cars compared with 28.1% in Tunbridge Wells district and 23.7% in England and Wales as a whole
- 5.7% of households had 4 or more cars compared with 2.8% in Tunbridge Wells district and 1.9% in England and Wales as a whole
- 9.3% of Goudhurst's working population work from home compared to 5.9% in Tunbridge Wells District and 3.5% in England and Wales as a whole
- 0.6% of Goudhurst's working population travel to work by bus, minibus or coach compared to 1.65% in Tunbridge Wells District and 4.7% in England and Wales as a whole
- 4.8% of Goudhurst's working population travel to work on foot compared to 10.3% in Tunbridge Wells District and 6.9% in England and Wales as a whole
- Distance travelled to work (see over)

Travel to work



People working from home 220 9.3% of people aged 16-74 (England = 3.5%)	People travelling less than 2km to work (2001) 160 11.0% of people aged 16-74 (England = 20.0%)	People travelling 40km+ to work (2001) 245 16.8% of people aged 16-74 (England = 16.8%)
Average travel time to nearest employment centre by car 5 County average: 5 mins	Average travel time to nearest employment centre by cycle 9 County average: 7 mins	Travel time to nearest employment centre by public transport/walking 13 County average: 11 mins

Distance travelled to work





Neighbourhood Plan

2. TRAFFIC DATA

We reviewed the Department for Transport Traffic Counts data for the Goudhurst area between 2003 and 2016

Traffic volumes on the A262

	A262 Measured Traffic per day		
	TOTAL TRAFFIC	HGVs	LGVs
2003	11282	360	1401
2007	11186	316	1401
2011	10455	294	1502
2016	12618	256	2184

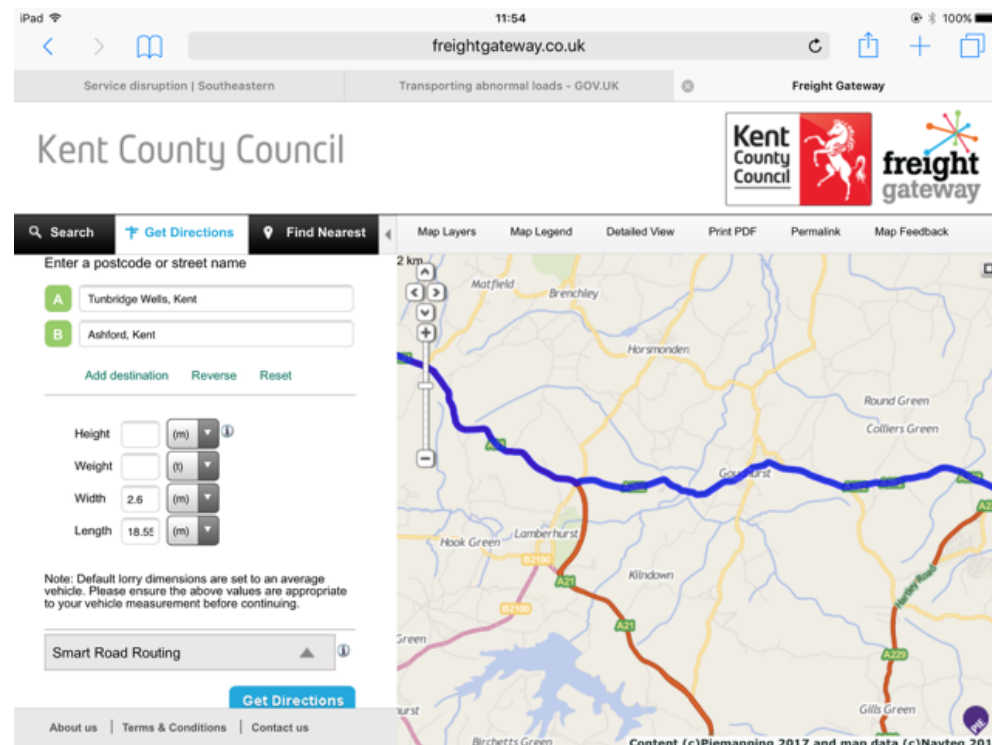
2. TRAFFIC DATA (2)

Key findings are:

- Total traffic has risen apparently only slightly across the period, i.e. an increase of about 12% since 2003
- Total goods traffic has risen by 38.5%
- HGVs and LGVs combined represent almost 20% of the total traffic
- HGV traffic generally has reduced over the period. However HGVs with 5 or more Axles (i.e. the largest sizes) have increased from about 13 per day in 2000 to 28 per day in 2015, an increase of 115%.
- LGVs (i.e. any transit van under 3 tons) have increased dramatically by approx 56% over the period. This could be attributable to the increase of internet order deliveries, which are likely to continue to increase
- LGVs now represent over 17% of the total traffic
- Taking the estimated figures as comparators, the A262 appears to carry between 61 and 64% of the amount of the A21 traffic in this area.

3. HGV EXISTING CONTROL MEASURES AND ISSUES

- **Road Signage**
- HGVs are not restricted on the A262. Signs on the A21 and A262 currently state “*Road unsuitable for long vehicles at Goudhurst*”, but HGVs frequently use the road and cause congestion in the village and have damaged buildings and the Church wall
- **Kent Freight Gateway**



The screenshot shows the Kent County Council Freight Gateway website on an iPad. The browser address bar displays 'freightgateway.co.uk'. The page header includes the Kent County Council logo and the 'freight gateway' logo. The main content area features a search bar with the text 'Enter a postcode or street name'. Below the search bar are two input fields: 'A Tunbridge Wells, Kent' and 'B Ashford, Kent'. There are buttons for 'Add destination', 'Reverse', and 'Reset'. Below these are input fields for vehicle dimensions: Height (m), Weight (t), Width (m) set to 2.6, and Length (m) set to 18.52. A note states: 'Note: Default lorry dimensions are set to an average vehicle. Please ensure the above values are appropriate to your vehicle measurement before continuing.' There is a 'Smart Road Routing' dropdown menu and a 'Get Directions' button. The map on the right shows a route from Tunbridge Wells to Ashford, passing through Goudhurst and Kilndown. The map includes labels for Matfield, Brechley, Horsmonden, Round Green, Colliers Green, Hook Green, Lamberhurst, Goudhurst, Kilndown, and Gills Green. The bottom of the page has links for 'About us', 'Terms & Conditions', and 'Contact us', and a copyright notice: 'Content (c)Piemapping 2017 and map data (c)Navteq 2017'.

3. HGV EXISTING CONTROL MEASURES AND ISSUES (2)

- **Kent Lorry Watch**
- **Freight Action Plan for Kent 2012 – 2016**
- Key objectives of interest to us:
 - **Objective 3:** To effectively manage the routing of HGV traffic to ensure that such movements remain on the Strategic Road Network for as much of their journey as possible.
 - **Objective 4:** To take steps to address problems caused by freight traffic to communities
 - Particularly the case for drivers that are unfamiliar with the area resulting in them using unsuitable roads or perhaps getting stuck or damaging buildings and street furniture



Neighbourhood Plan

4. DATA ON ACCIDENTS

- A map which marks accidents on two key roads within the Goudhurst Parish boundary over the 11 year period to 31st March 2016 shows the following:

	A21	A262
Fatal	2	1
Serious	8	12
Slight	38	52
Total	48	65

Surprisingly these figures show that there are 35.4% more accidents on the A262 despite the A21 being the major road. However the A21 covers a marginally shorter distance within the boundary. Given that the traffic flow on the A262 is around 2/3 of that on the A21(see above) and that accidents on it are a third greater, traffic management and safety issues through the village must be considered in any future housing development.

Other transport options



5. Public Transport – Bus services within Goudhurst Parish
6. Journey Planner (gives access to Kent Journey share)
7. Kent Karrier
8. West Kent Wheels 2 Work

Other resources

9. KENT COUNTY COUNCIL TRANSPORT POLICY -

- Local Transport Plan 4: Delivering Growth without Gridlock, 2016 – 2031

10. TWBC DEVELOPMENT PLAN TRANSPORT STRATEGY, 2015-2026

11. TWBC PARKING STRATEGY, 2015 -2026

12. TWBC CYCLING STRATEGY, 2016-2020

13. OS MAPS - CYCLEWAYS, BRIDLEWAYS AND FOOT WAYS



The Parish Economy

Neighbourhood Plan

Information sources:

NPPF - National Planning Policy Framework 2012

High Weald AONB Management Plan revised 2014

Tunbridge Wells Local Plan 2006; 2018?

Goudhurst Rural Place Profile 2013

Office for National Statistics Census 2011

Our Business Survey Results 2017

NPPF - Supporting a prosperous rural economy



- Support sustainable growth for all types of business
 - Both conversion and new building
- Promote development/diversification of land based businesses
- Support sustainable rural tourism and leisure developments that benefit businesses in rural areas
- Support retention and development of community and local services
- Support high quality communications infrastructure

AONB Economic Aspirations



- 2019 Targets:
 - support for businesses meeting local needs
 - Increase in service providers achieving Green Tourism Business Accreditation or similar
- Focus on support for the local economy – coordination role
- ‘Rural businesses will be important partners in delivering the aspirations of the Plan’
- ‘Understanding the needs of rural businesses, particularly small scale enterprises, and enabling change which contributes to AONB character will be important’

Tunbridge Wells Local Plan



- Current plan 2006
- Recognises change of use of agricultural buildings
 - Strict controls and not residential
 - Conserve character and low impact (eg parking)
 - Not apply to insubstantial existing buildings
- Rural Tourism – not appropriate on a large scale
- New plan in development – 2018?
- Work in tandem to ensure our NDP is in line



Business Survey

Canvassed:

112

Responses:

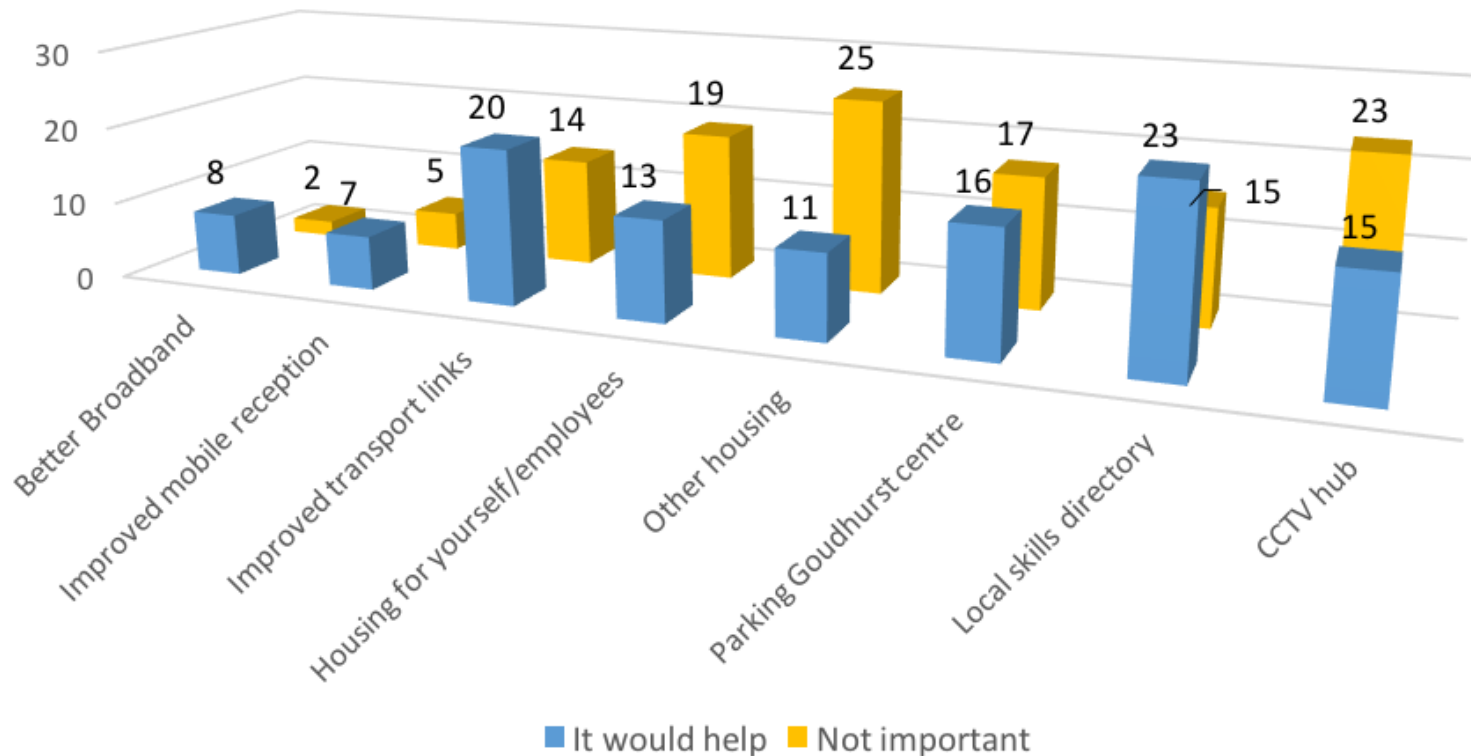
58



3 Year survival rates dropping last 5 years (60%)

- NDP needs to support new businesses

What would support business development



Knowledge Economy of significant importance

- Must be attractive to work here (premises, broadband, etc)

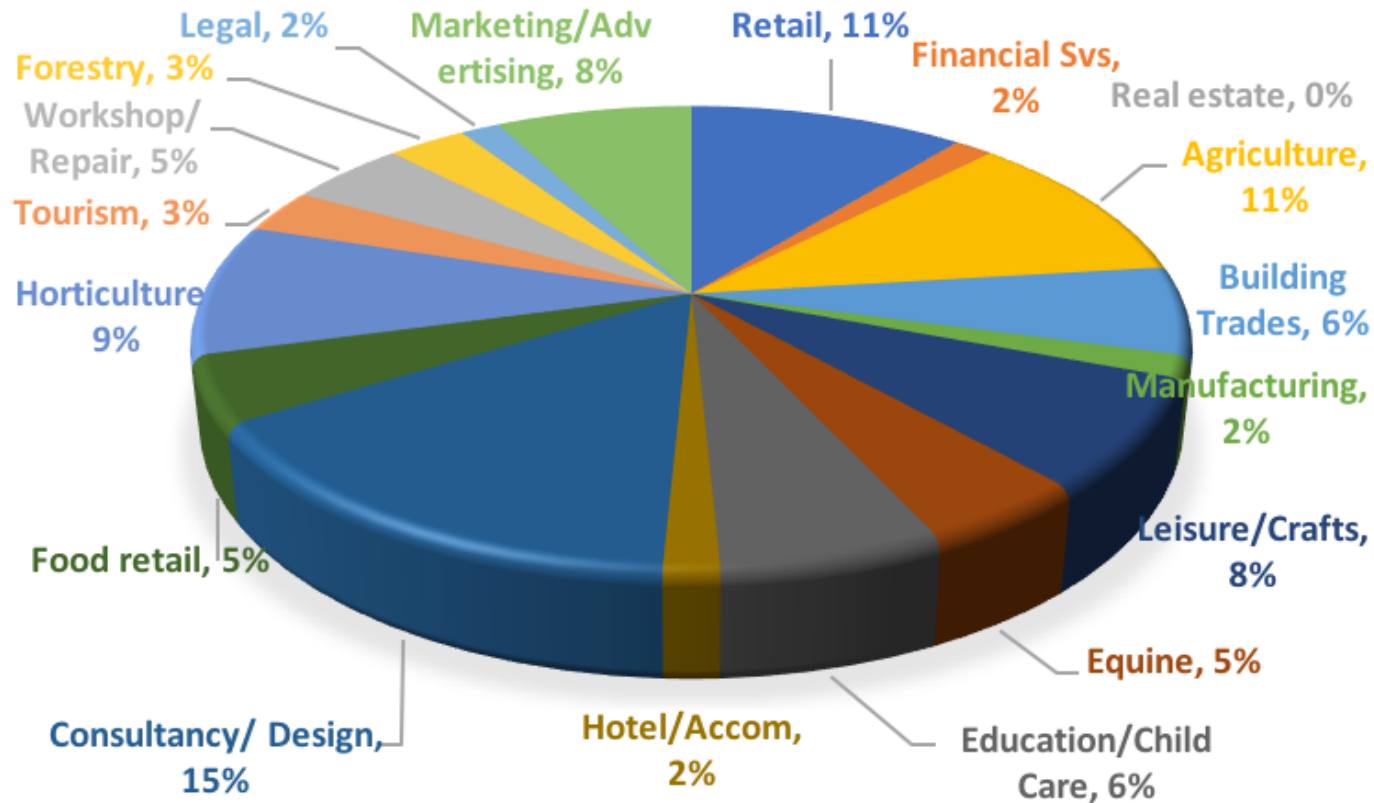
Services and facilities lacking in rural locations

Broadband – Superfast to 95% of UK by end 2017

- Need to ensure the final 5% also have it, and reliable



Neighbourhood Plan



- Significant industries: Those that contribute most to our rural economy need NDP support
- Latest Economic Growth Study (2016) suggest biggest growth areas are:
 - Financial Services
 - Health
 - Education
 - Construction related
- Tourism weak in TWBC – TW Local Plan and our NDP need to address this.
 - eg. Bedgebury has mainly local visitors, but concerts a good draw

People

- Unemployment low, approx 1%; Earnings rising slowly
- Labour supply static
- Large proportion commute to London
 - Need to ensure suitable community locations
 - Transport links
- Generally highly qualified people
 - Support in the NDP to ensure this continues
 - 40% in TWBC qualified to NVQ4 or higher
 - Our Parish 35%

Our Parish Employment (RPP 2013)



Full time employees	769	33%
Part time	291	12%
Self employed	383	16%
Not working	801	34%
Retail	215	15%
Education	180	12%
Professional	145	10%
Skilled trades	220	14%
Managerial/Professional	775	52%

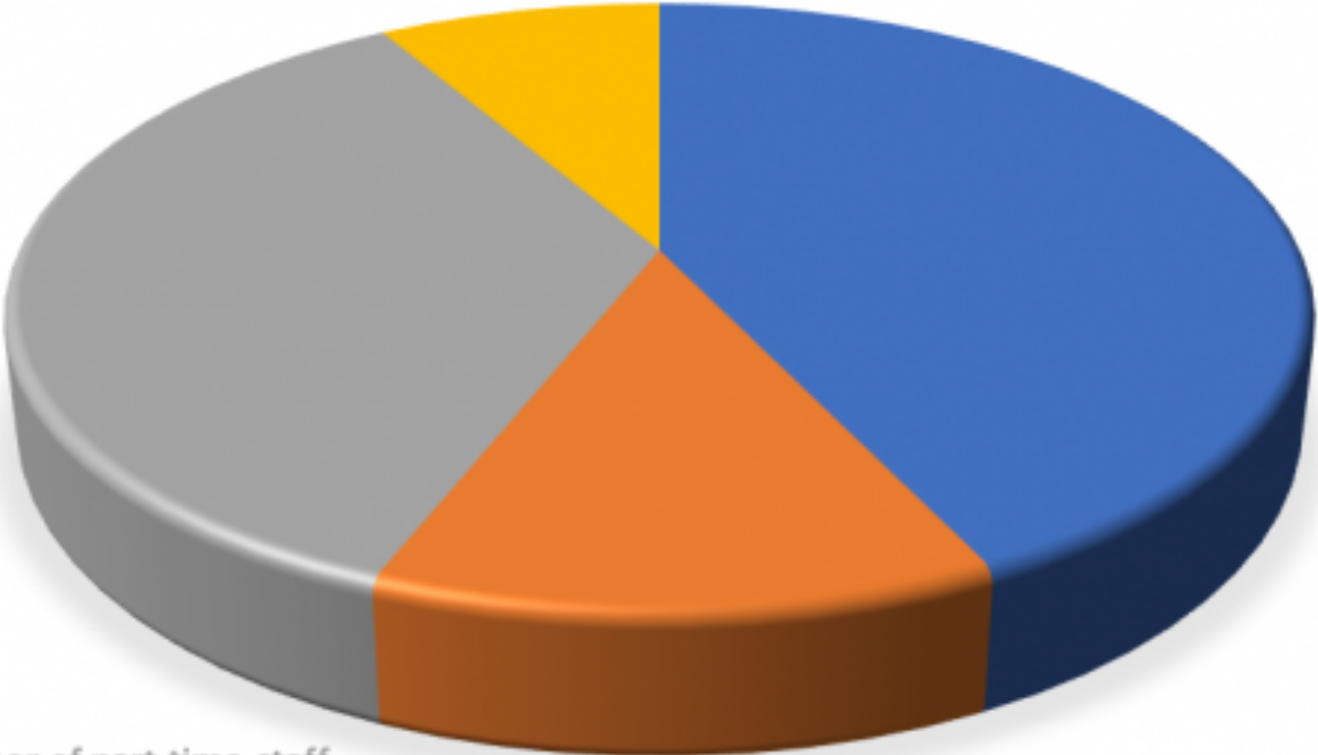
People Employed by Business Respondents



PEOPLE EMPLOYED

Number of part-time staff who reside within the Parish, 39

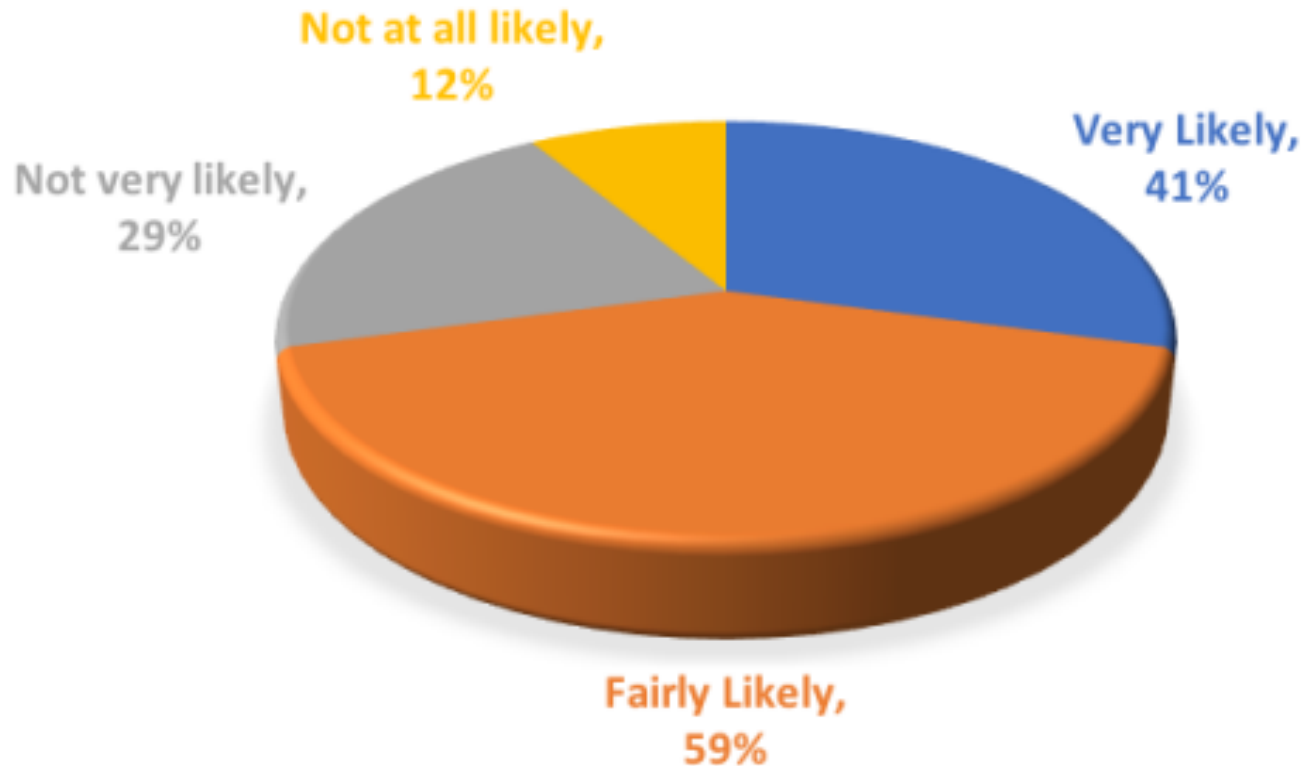
Total number of full-time staff, 199



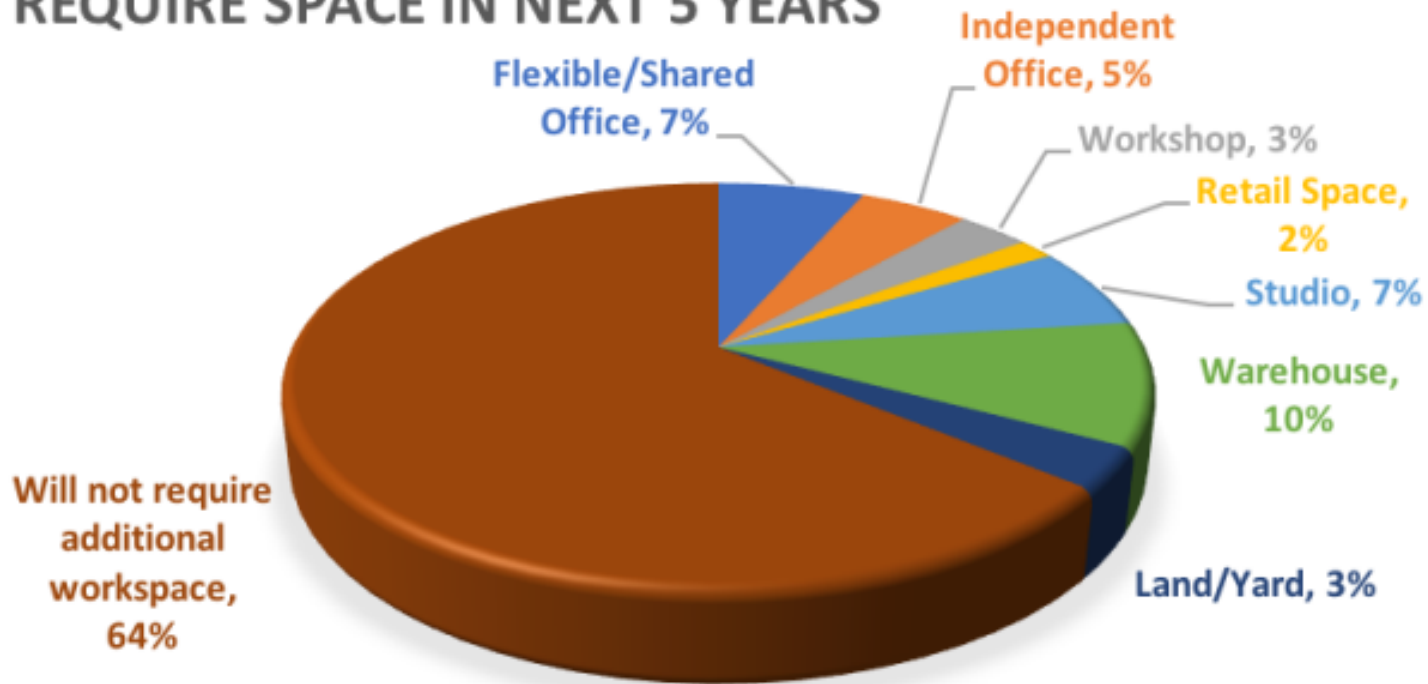
Total number of part-time staff, 165

Number of full-time staff who reside within the Parish, 61

NEEDING NEW STAFF IN THE IN THE NEXT FIVE YEARS



REQUIRE SPACE IN NEXT 5 YEARS

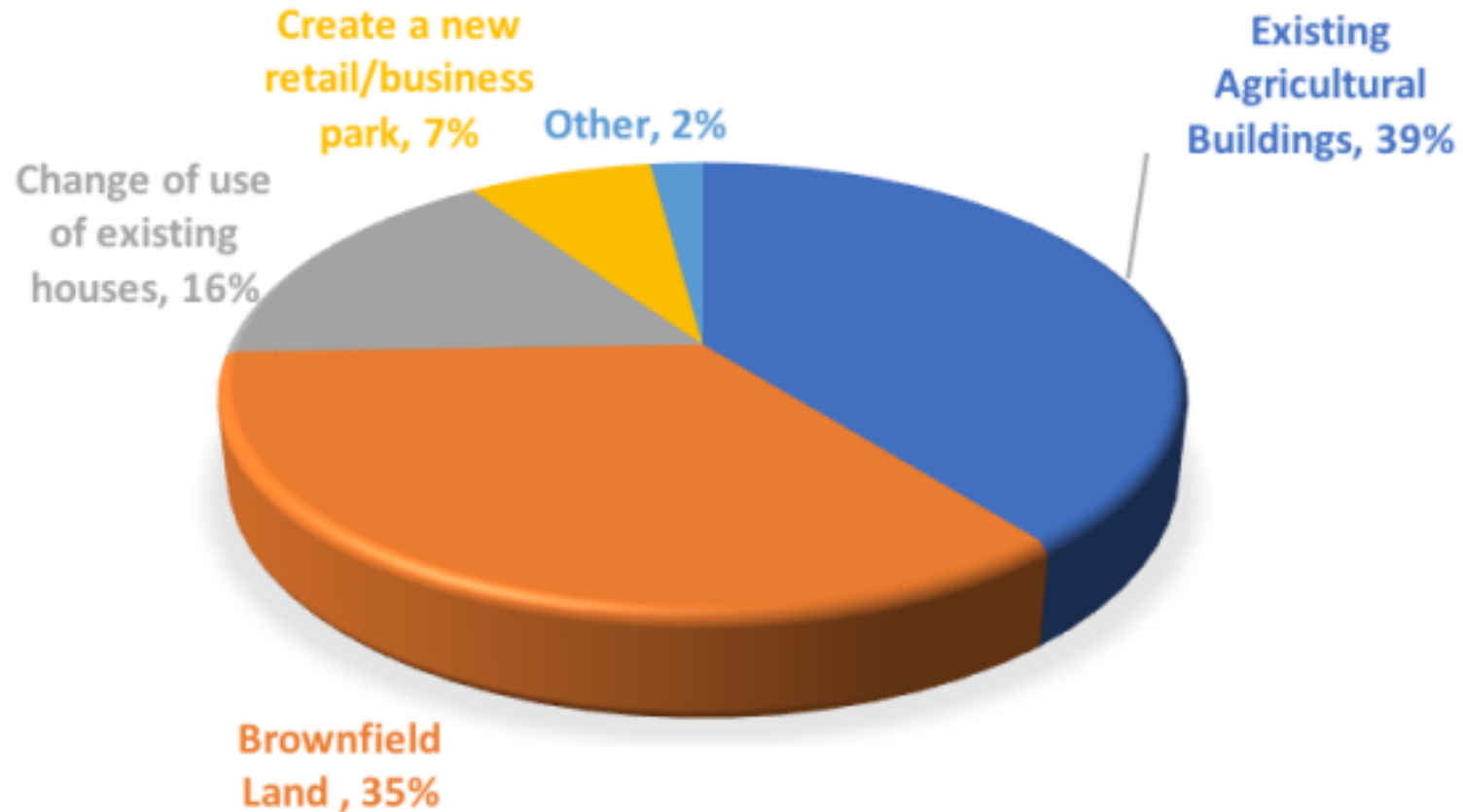


“Significant Industries”

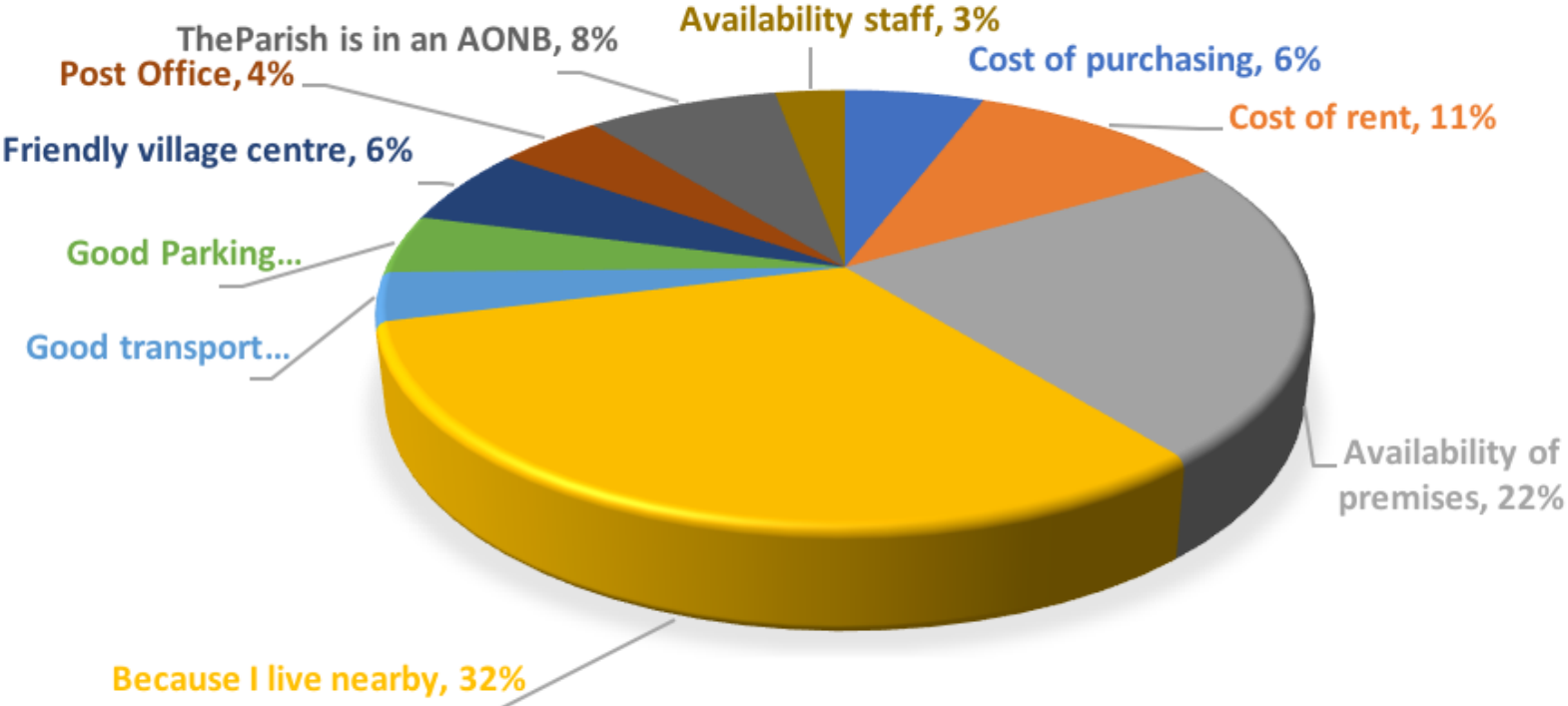
	No	Yes
• Financial Services	1	1
• Health	2	0
• Education	1	1
• Building related	10 ?	3

All respondents were asked what types of sites were appropriate

TYPES OF DEVELOPMENT SITES



Factors Influencing businesses location in our Parish



AONB Management Plan



- 2004, 3rd edition 2014 - 2019
- 1461sq km, 4 counties, 100 Parishes
- 17 Market towns/villages >2000 people
- Adopted Green Belt 7.7%
- 13% of High Weald businesses are land based businesses compared with 3% in the South East.
- 38% of employment in the High Weald is in Micro-Businesses compared to 17% in the South East.
- 29% of the High Weald population are retired compared with 21% of the South East.
- Average house prices in the High Weald are 142% higher than in the South East