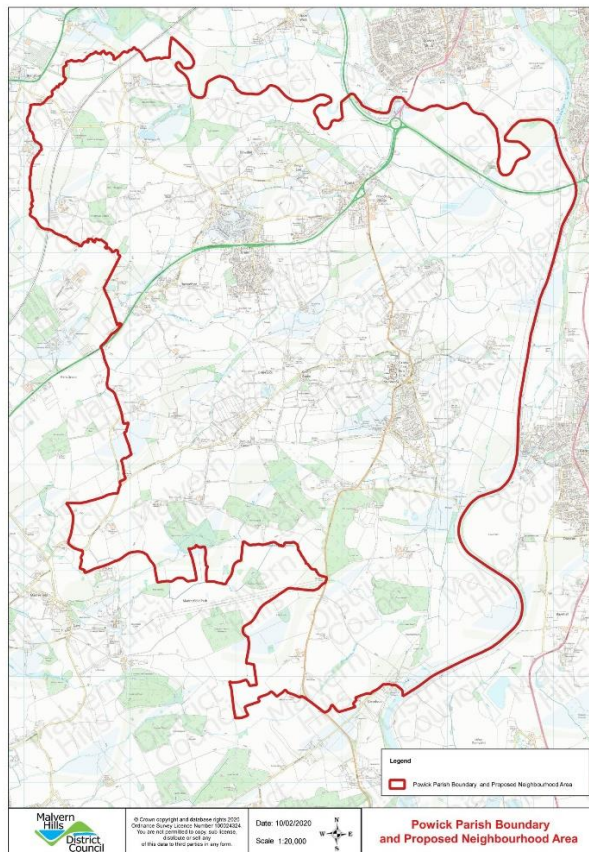




Powick Neighbourhood Plan

Community Survey 2024

Results Report



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1. Introduction

Powick Parish Council is preparing a Neighbourhood Plan. To help inform the Plan, a questionnaire survey of residents was undertaken in February 2024 which sought views on a draft Vision and Objectives for the Plan, environment, community facilities, housing, and economic development.

This report sets out the results of the survey. The report:

- provides a summary of the main findings (section 2);
- outlines the survey methodology, describes the overall response, and explains how the results have been presented in this report (section 3); and
- sets out on a question-by-question basis the response to the questionnaire, dealing with the following topics:
 - draft Vision and Objectives – questions 1 to 3
 - environment – questions 4 to 8
 - community facilities – questions 9 to 11
 - housing – questions 12 to 17
 - economic development – questions 18 and 19
 - many thanks for getting this far – question 20
 - information about you – questions 21 to 25.

A copy of the questionnaire is available separately.

This report has been independently prepared for Powick Parish Council by DJN Planning Ltd.

March 2024

2. Summary of results

The survey was carried out in February 2024. All residents aged 16 or over were asked to take part. The response rate was 11%.

Vision and Objectives

- There was significant support for the draft Vision and Objectives, with comments focussing on housing and community facilities.
- On housing, many thought that there was no need for more homes at Collett's Green/Powick, with objections to the proposal to develop south of Old Malvern Road and suggestions that growth also be directed to Callow End. Others saw a requirement for more housing to meet local needs.
- Development should be supported by adequate community facilities including health and education together with a village shop at Collett's Green/Powick.
- The top five things which respondents valued about living in the Parish were the nearby countryside, a quiet and peaceful place to live, their own home, proximity to Worcester and Malvern, and the safe village feel. Relatively little weight was given to the presence of older buildings, convenience for work, and outdoor activities.

Environment

- The top priority for minimising the environmental impact of development was its effect on the amount and type of traffic. This was closely followed by keeping landscape features, protecting landscape views, and maintaining open gaps between settlements. The lowest rankings were given for water quality, light pollution, historic features, air quality and biodiversity.
- Many views of the surrounding countryside from the villages and environs were identified as worthy of protection, including from the area around King's End Road/Collett's Green Road/Old Malvern Road, and the Old Hills.
- Top priorities for the design of new development were to keep existing landscape features such as trees and hedgerows and to take account of the landscape setting of the villages.
- Density, wildlife and biodiversity, open space, off-road parking and the size and height of new buildings were also seen as important in ensuring good design.
- On renewable energy, domestic solar power and community-led generation were strongly supported. Half of respondents supported a solar farm (commercial solar power). There was less support for generation from wind, biomass, or anaerobic digestion.
- Land suggested for designation as Local Green Space included the Parish playing fields, the Old Hills, farmland along King's End Road and environs, and other areas of green space in and around the villages.

Community Facilities

- Facilities meeting day-to-day shopping and other needs were seen as the most important – the Murco petrol filling station, public houses, Link Nurseries, and the shops/Post Office at Callow End.
- Suggestions for improvements/new facilities included:
 - Convenience shopping, with many calls for a village shop at Collett’s Green/Powick.
 - Ideas to improve existing built facilities such as the public houses, playing field pavilions, Callow End Club, and Link Nurseries.
 - Calls for new medical, dental, school and youth facilities to match the growing population and meet the needs of young and old alike.
 - Provision for outdoor recreation, including play equipment.
 - Allotments.
 - Better management of traffic speeds, improved bus services especially at the weekend and evenings, and enabling more walking and cycling.

Housing

- Most respondents preferred to see new housing take the form of small family homes (3 bedroom), followed by starter (2 bedroom) dwellings and then larger (4 bedroom and above) houses, with little support for studio (1 bedroom) properties.
- Almost half of respondents agreed with new housing being built as individual homes on “infill” plots between existing dwellings, with some support also for the development of smaller sites, each providing up to four houses, adjacent to existing properties.
- In contrast, larger developments of more than five houses, which would include some affordable housing, were opposed by more than half of respondents.
- There was clear support for adapted/easy access homes such as bungalows, housing for older people, and accommodation associated with start-up small farming businesses.
- Opinion on affordable housing was mixed, with overall support for discounted market sales housing, a split position on shared ownership, and opposition to affordable housing for rent.
- The priorities for new housing were to:
 - Maintain open countryside gaps between the villages.
 - Maintain Parish character and appearance.
 - Secure developments which were proportionate in size to the existing villages.
 - Have an acceptable impact on residents and local roads.
 - Retain trees and other landscape features.
- The lowest priorities were to maintain a variety of house sizes, and for new residents to be able to access local services and public transport on foot or cycle without using main roads.
- For ‘householder’ development such as extensions and garages, the top priority was to avoid loss of trees or other natural features, followed by having an acceptable impact on neighbours’ amenity.

- There was majority support for including a wide range of measures in the Neighbourhood Plan to guide the development of the land south of Old Malvern Road proposed for new housing in the Review of the South Worcestershire Development Plan. Of the options canvassed there was least support for affordable housing, though this was still agreed by just over half of respondents.
- Other comments on the site addressed:
 - Opposition to its development.
 - Concerns over the impact of additional traffic on rural lanes and other local roads.
 - The overall layout of the scheme, including landscaping/open spaces, biodiversity, height/density, boundary treatment, and watercourse protection.
 - The type and size of the new houses, including meeting local needs.
 - Infrastructure and services, to ensure existing facilities were expanded as required and new provision considered.

Economic Development

- Favoured types of economic development were small scale retail such as a shop or café, small scale farming/horticulture, and farm diversification. Small scale retail was supported by almost nine out of ten respondents.
- A majority were opposed to storage and distribution, large areas of glass-housing/polytunnels, intensive livestock units, and to flexible workspace such as a business centre.
- The priorities when considering the impact of any new economic or business developments were to minimise traffic, avoid unacceptable impacts from noise and light, ensure any operation was appropriate in scale to the rural community, and improve broadband speed and mobile reception. The lowest priorities were those associated with maintaining or increasing economic activity - protecting existing employment land, supporting the extension of existing business premises, and the development of live/work units.

Many thanks for getting this far

- Comments raised a wide range of topics:
 - A need to improve bus services, manage and enforce traffic speed limits, and provide for walkers and cyclists.
 - Local consultation with residents.
 - Objections to the amount and pace of recent housing growth. Others supported new homes where these would be available for those with local connections or be otherwise community-led. There were repeated calls for housing growth to also be directed to Callow End.
 - Social, medical, and school facilities should match new development, with emphasis on the need for a village shop at Collett's Green/Powick.
 - The need to protect green spaces, dark skies, landscapes, wildlife, and the countryside – including acknowledging the role of farmland in providing food security.

Information about You

- The gender of respondents was broadly in line with the proportions given in the 2021 Census.
- Younger age groups were under-represented to varying degrees compared to the 2021 Census. Older age groups were over-represented, again to varying extent, with residents aged 65-74 submitting 30% of responses whilst forming 18% of the survey population in 2021.
- The economic activity of respondents generally matched the 2021 Census proportions, including for those in employment. The retired were over-represented, submitting 45% of responses whilst forming around a third of the surveyed population.
- Around half of respondents lived in Powick village. Just over a quarter lived at Callow End and 19% at Collett's Green.
- Over half of respondents had lived in the Parish for 11 years or more, and almost a third had lived in the Parish for 25 or more years.

3. Survey method

Method and response

The survey questionnaire was developed by the Steering Group with professional support. Account was taken of local planning issues including those raised in an earlier community survey carried out in 2021. Key topics were identified as: vision and objectives, environment, community facilities, housing, and economic development.

The survey asked 19 questions on these topics. Responses could be provided either as multiple choices or as free-write comments. There was a further question inviting comment on any other matters relevant to the NDP. The questionnaire concluded with five questions on respondents' gender, age, economic activity, and place and length of residence.

Residents were invited to take part in the survey by a flyer which was delivered by volunteers to all households in the Neighbourhood Area in January 2024. This was followed up during the survey period by a second, shorter flyer (see copies in Appendix). The information in the flyers was also carried in the Parish newsletter, Powick Parish News. This is distributed free of charge to all households in the Neighbourhood Area and copies are also available in local commercial premises (shops, public houses, and the filling station).

The survey was further publicised and reminders posted on social media (Facebook groups), and on noticeboards throughout the Neighbourhood Area.

All residents of the Neighbourhood Area aged 16 or over were asked to take part. Responses could be made online using the link provided to SurveyMonkey or by completing a printed questionnaire. These were available for collection from four publicly accessible locations throughout the Neighbourhood Area, in Powick village (Murco garage and Crown Inn), Colletts Green (The Three Nuns), and Callow End (The Old Bush), or posted on request. Completed questionnaires were returnable to these locations or by post to the Parish Clerk. Two points of contact were provided to enable any queries to be answered.

The survey closing date was 29 February 2024. There were 323 responses. Some 94% were made online and 6% using the printed questionnaire. The response represents 11% of the survey population (2,922 residents aged 16 or over, Census 2021).

Presentation of the results

For the multiple-choice questions, tables and bar charts show the number of responses against the given options. Table percentages are based on the total number of completed questionnaires (323) unless otherwise indicated. This aids comparison of results overall and between questions by utilising a consistent base. Percentages are rounded to whole numbers except for values less than 1% when a single decimal point figure is reported.

Free-write comments have been summarised in terms of the key topics raised. Pie charts are used to illustrate the number of comments per topic. Individual comments may refer to several topics. Anonymous quotes have been included for illustrative purposes but are not to be assumed to be representative of all respondents. The number of comments given refers to substantive replies i.e. excludes those responding 'no', 'none', 'no comment' or similar. A full set of the substantive comments made is also available (see separate Comment Listings report).

Vision and Objectives

The questionnaire asked for views on a draft Vision for the Neighbourhood Plan and on Objectives relating to the planning topics addressed in the survey. These are reproduced below.

Draft Vision for the Neighbourhood Plan

By 2041 the Parish of Powick will be:

- A home for **thriving local communities** with a distinctive Parish identity based on the separate settlements of Powick, Collett's Green and Callow End; and
- A **sustainable rural environment** where landscape character, key views, green spaces, heritage, and the setting of the villages are protected and enhanced, providing an attractive and peaceful countryside for all to enjoy; and
- A place where the implications of **the climate emergency** are addressed in planning decisions; and
- A place where development is **well-designed**, respecting and maintaining the special qualities of the Neighbourhood Area; and
- A place where accessible **community facilities** support social and cultural well-being; and
- A place where new housing adds to **the overall quality of the area** and provides dwellings of a **size and type** relevant to the community's needs; and
- A place where **appropriate economic development** is supported, helping to provide local employment in small businesses, farming, and other rural enterprises.

Draft Objectives for the Neighbourhood Plan

Environment

- To take every available opportunity to address the climate emergency in neighbourhood planning policies.
- To minimise the adverse impact of new development on the Parish environment.
- To identify important views of the Parish countryside.
- To ensure new development is well-designed including being visually attractive, sympathetic to local character and history, and energy- and resource-efficient.
- To support the supply of energy from renewable and low carbon sources, including by addressing adverse impacts.
- To identify green areas of particular importance to the community and designate them as Local Green Space.
- To protect and enhance the contribution made by the historic environment to the character and appearance of the Parish.

Community facilities

- To protect existing community facilities.
- To guide improvements to existing facilities and new provision as required to support a healthy, inclusive, and safe community.

Housing

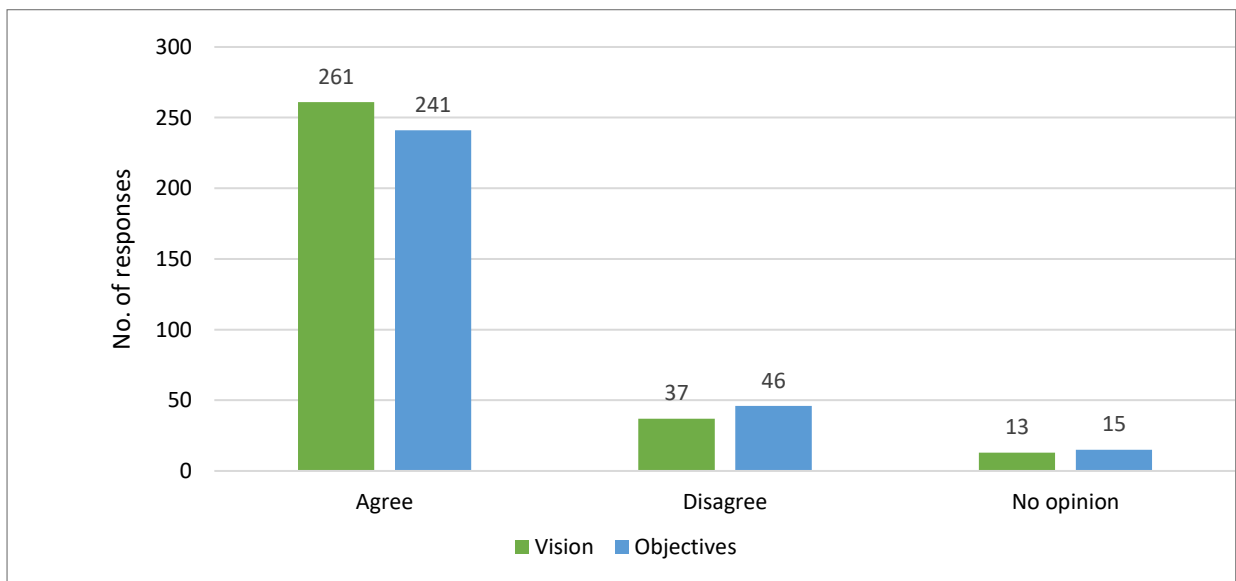
- To deliver a mix of size and type of dwellings which meet the community's needs.
- To ensure that new housing is provided in well laid out and designed developments which support local facilities and transport networks including walking and cycling.
- To provide guidelines for the development of new housing on land south of Old Malvern Road, Collett's Green (this is a proposal in the Review of the South Worcestershire Development Plan).

Economic development

- To support business, tourism and farming developments which are in scale and keeping with the character of the Parish, and appropriate to their location.

Question 1: Overall, do you agree or disagree with the draft Vision and Objectives? (tick one box per row)

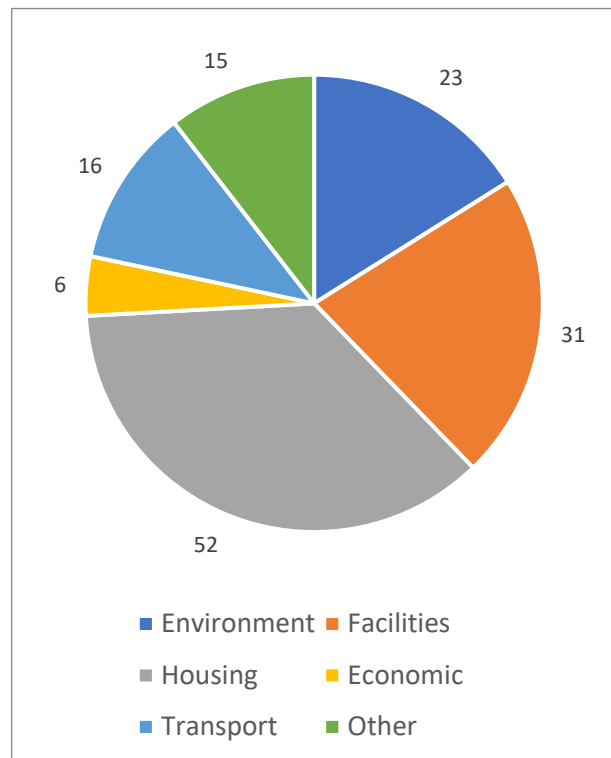
	Agree		Disagree		No opinion	
Vision	261	81%	37	11%	13	4%
Objectives	241	75%	46	14%	15	5%



- There was significant overall support for both the draft Vision and Objectives, with a third of respondents taking the opportunity to make supplementary comments in answering Q2 (see overleaf).

Question 2: If you have any comments on the draft Vision and Objectives please tell us in the box below.

- This question was answered by 107 respondents (33%) with suggestions for making the Vision and Objectives more locally relevant.
- On the **environment** (23 comments) some objected to the term ‘climate emergency’, seeing this as an “*over-reaction*” and favouring ‘climate change’; others wanted “*to see action on the climate emergency prioritised*” to help mitigate its impact. There were also comments on: clarifying objectives; protecting Parish character and the environment including green spaces and separate village identity; use of brownfield land; scale of solar farms; and biodiversity net gain.
- Comments on **community facilities** (31) requested that “*housing and economic development is supported by adequate community facilities, primarily regarding health and education*”, with suggestions for more provision for young and old alike and including a village shop to serve Collett’s Green/Powick.
- On **housing** (52 comments) many referred to the scale of recent development at Powick and Collett’s Green – “*Powick has done enough*”; the resultant harm to village character and settlement identity, and objected to the proposal to develop south of Old Malvern Road, “*a crazy idea*”, with concerns over traffic and coalescence. Some suggested that growth should also be directed to Callow End. Others thought more housing was required as “*there is a housing crisis and a long waiting list,*” with a need to “*make it affordable for our children to buy and stay in the village.*” Designs should be variously innovative, energy-efficient, low carbon, in keeping with established housing and not unduly influenced by heritage factors.
- Six comments on **economic development** sought more emphasis on supporting agriculture and protecting farmland to become “*more self sufficient and less dependent on imports*” and “*to help meet our net zero targets.*”
- Comments on **transport and travel** (16) focussed on improving public transport and walking/cycling provision, together with tackling speeding traffic.
- There were 15 **other** comments, concerning the ability of the Parish Council/Neighbourhood Plan to effect and manage change; community engagement; specificity and mutual consistency of the Vision and Objectives; and a monument/memorial garden to those who died at Powick Hospital and to the airmen who died near Powick School.

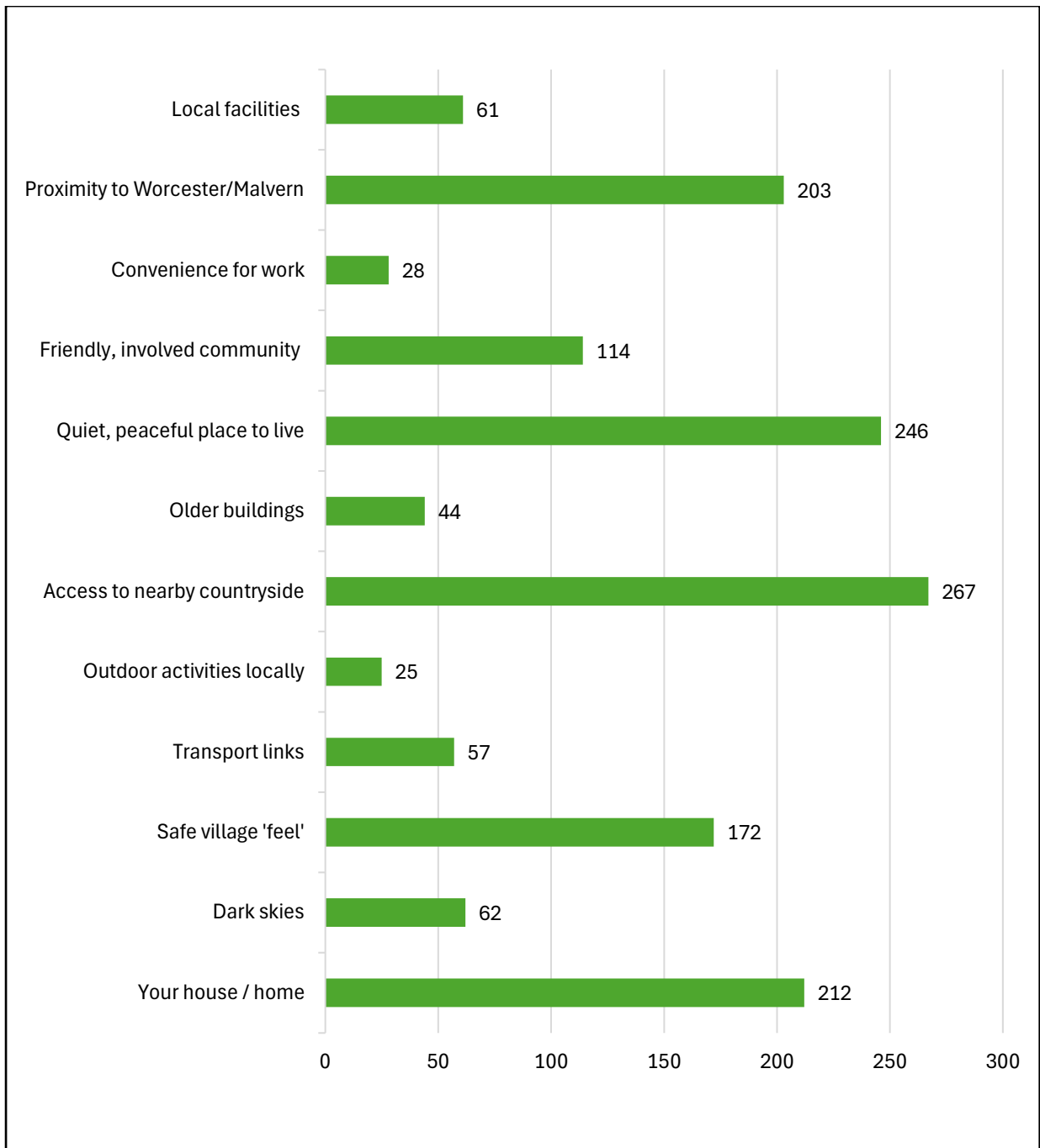


Question 3: What are the top 5 things you value most about living in Powick Parish? (tick up to 5 boxes only)

	No.	%		No.	%
Local facilities	61	19%	Access to nearby countryside	267	83%
Proximity to Worcester/Malvern	203	63%	Outdoor activities locally	25	8%
Convenience for work	28	9%	Transport links	57	18%
Friendly, involved community	114	35%	Safe village 'feel'	172	53%
Quiet and peaceful place to live	246	76%	Dark skies	62	19%
Older buildings	44	14%	Your house/home	212	66%

- The most valued features for Parish residents were access to nearby countryside, quiet/peaceful place to live, current dwelling, proximity to Worcester and Malvern, and the safe village feel. All these aspects of life in Powick Parish were valued by more than half of respondents. The nearby countryside (83%) and the peaceful environs (76%) were particularly valued.
- These options were followed by the friendly and involved community at 35%.
- Relatively little weight (<20%) was given to the remaining options: dark skies, local facilities, transport links, older buildings, convenience for work, and outdoor activities. The latter two options were valued by just under 10% of respondents.

Question 3, continued/



Environment

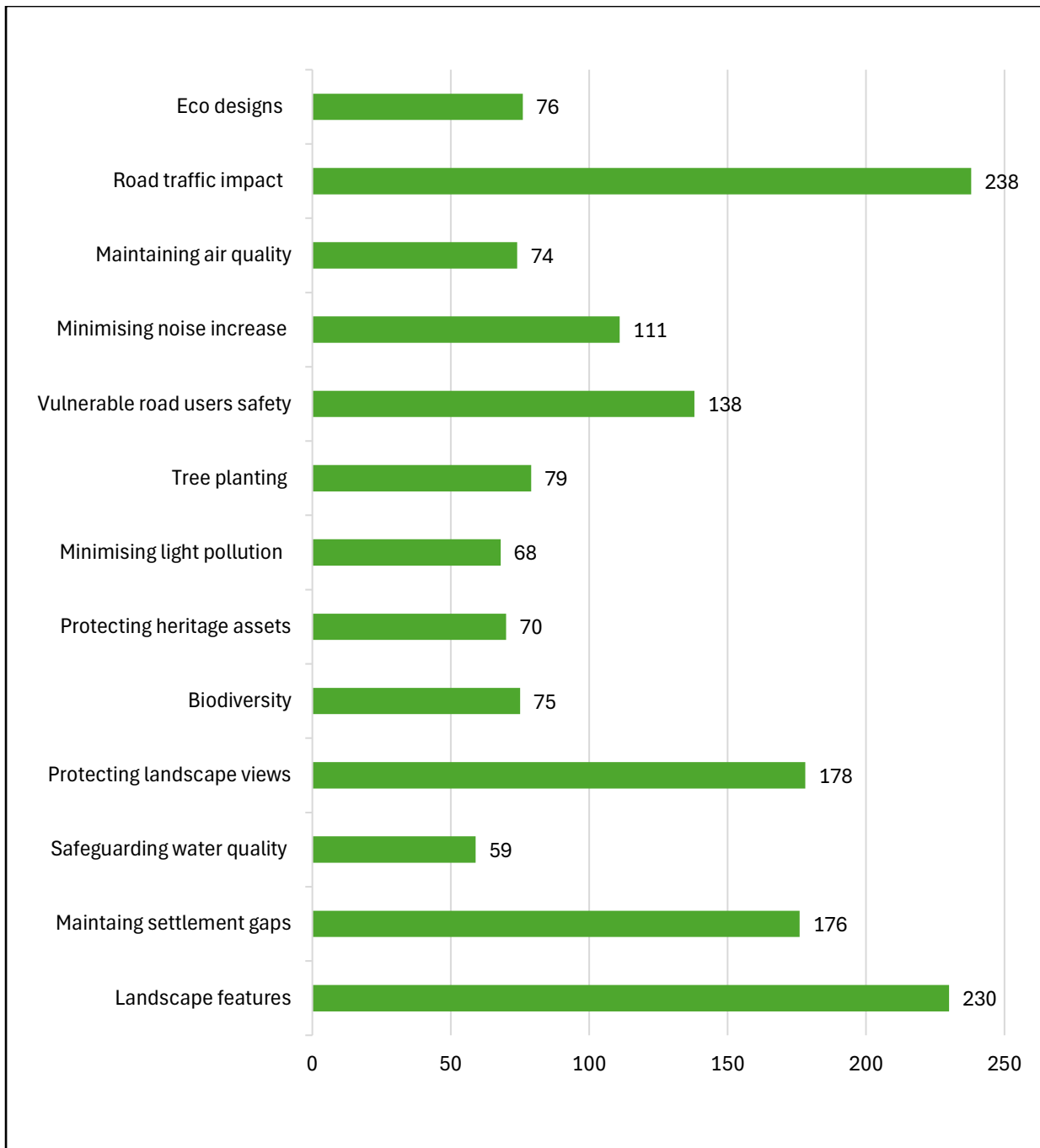
The questionnaire explained that protecting the Parish environment would be at the forefront of the Neighbourhood Plan. This included the design of new buildings, key views, green spaces, and responding to the climate emergency as part of PACE (Powick Action on Climate Emergency).

Question 4: In minimising the impact of new development on the Parish environment, which 5 things are most important to you? (tick up to 5 boxes only)

	No.	%		No.	%
Energy- and resource-efficient designs which include renewable energy generation	76	24%	Protecting historic buildings and other features	70	22%
Impact on amount and type of traffic	238	74%	Maintaining and enhancing biodiversity	75	23%
Maintaining air quality	74	23%	Protecting views of the surrounding landscape	178	55%
Minimising increases in noise	111	34%	Safeguarding water quality in local watercourses	59	18%
Impact on safety for pedestrians, cyclists, and horse riders	138	43%	Maintaining open gaps between settlements	176	54%
Tree planting to offset carbon emissions from new development	79	24%	Keeping existing landscape features	230	71%
Minimising light pollution to protect dark skies	68	21%			

- In minimising the effect of new development on the environment, the impact of proposals on the amount and type of traffic was of importance to the greatest number of respondents (74%). The related safety of vulnerable road users (pedestrians, cyclists, and horse riders) was also of concern, albeit to a lesser extent (43%).
- Landscape protection was also of importance to many, in the form of keeping existing landscape features such as trees and hedgerows, protecting views, and retaining the open gaps between settlements such as between Powick and Collett's Green. All of these options were prioritised by over half of respondents.
- Actions linked to responding to the climate emergency were important to around a quarter of respondents, in the form of ensuring energy- and resource-efficient designs, providing tree planting to offset carbon emissions from new development, and seeking gains in biodiversity.

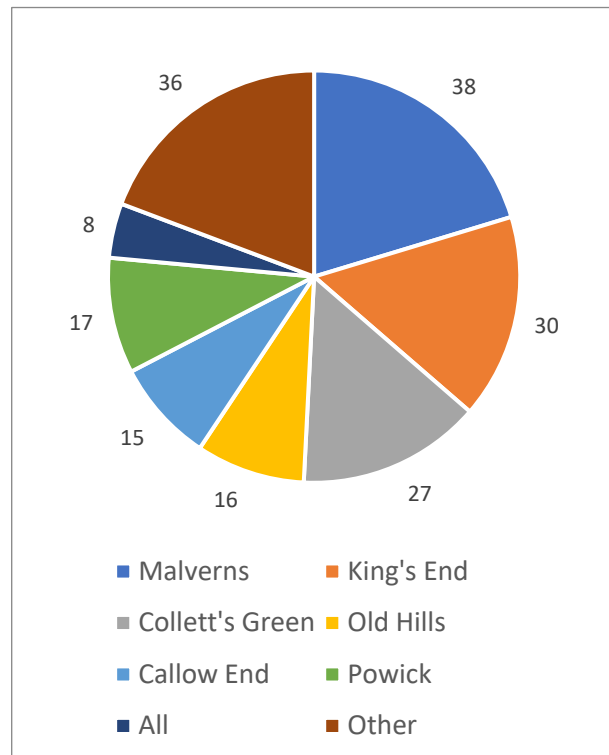
Question 4, continued/



- In terms of direct environmental impacts arising from new development, most concerns focussed on noise pollution (34%), followed by air quality, light pollution/dark skies, and safeguarding water quality in local watercourses.

Question 5: Are there any locally important views of the surrounding countryside that you think we should seek to protect? If so, please describe them below, telling us where the views are from and what they show.

- This question was answered by 145 respondents (45%).
- General “any and all views” of the **Malvern Hills** “from numerous locations” were referred to in 38 comments.
- The area around **King’s End Road/Collett’s Green Road/Old Malvern Road** and associated footpaths afforded “lovely” views of the surrounding countryside and woodland such as Lord’s Wood, and further afield including of the Malvern Hills and Worcester (30 comments).
- Other views referred to from **Collett’s Green** (27 comments) included from Sparrowhall Lane/Three Nuns and Hospital Lane, of the Malvern Hills and towards Carey’s Brook, Jennet Tree Lane, and Bredon.
- The **Old Hills** area southwest of Callow End (16 comments) provided wide-ranging “360°” views including of Stanbrook Abbey, Malvern Hills, Madresfield, Worcester and the River Severn.
- Other views referred to from **Callow End and environs** (15 comments) included of the surrounding countryside around Horse Hill, Pixham Ferry Lane, the Old Hills, and south towards Clevelode.
- Views from **Powick** included reference to the Church, the “open aspect” of surrounding countryside, the Hams, the new footbridge, and Powick Old Bridge, as well as those listed in the District Council’s Conservation Area Appraisal (17 comments).
- There were eight comments to the effect that **all views** were important: “any countryside view should be protected”.
- A range of 36 **other** comments identified other views/viewpoints/features (woodlands, Jennet Tree Lane, Three Choirs Way, black and white buildings, Deblins Green, Malvern View Farm, Beauchamp Court) as well as adding more general comments pertaining to Q4 (including traffic, loss of countryside, rainwater harvesting, housing need, retaining green space, food self-sufficiency, air quality and dark skies).

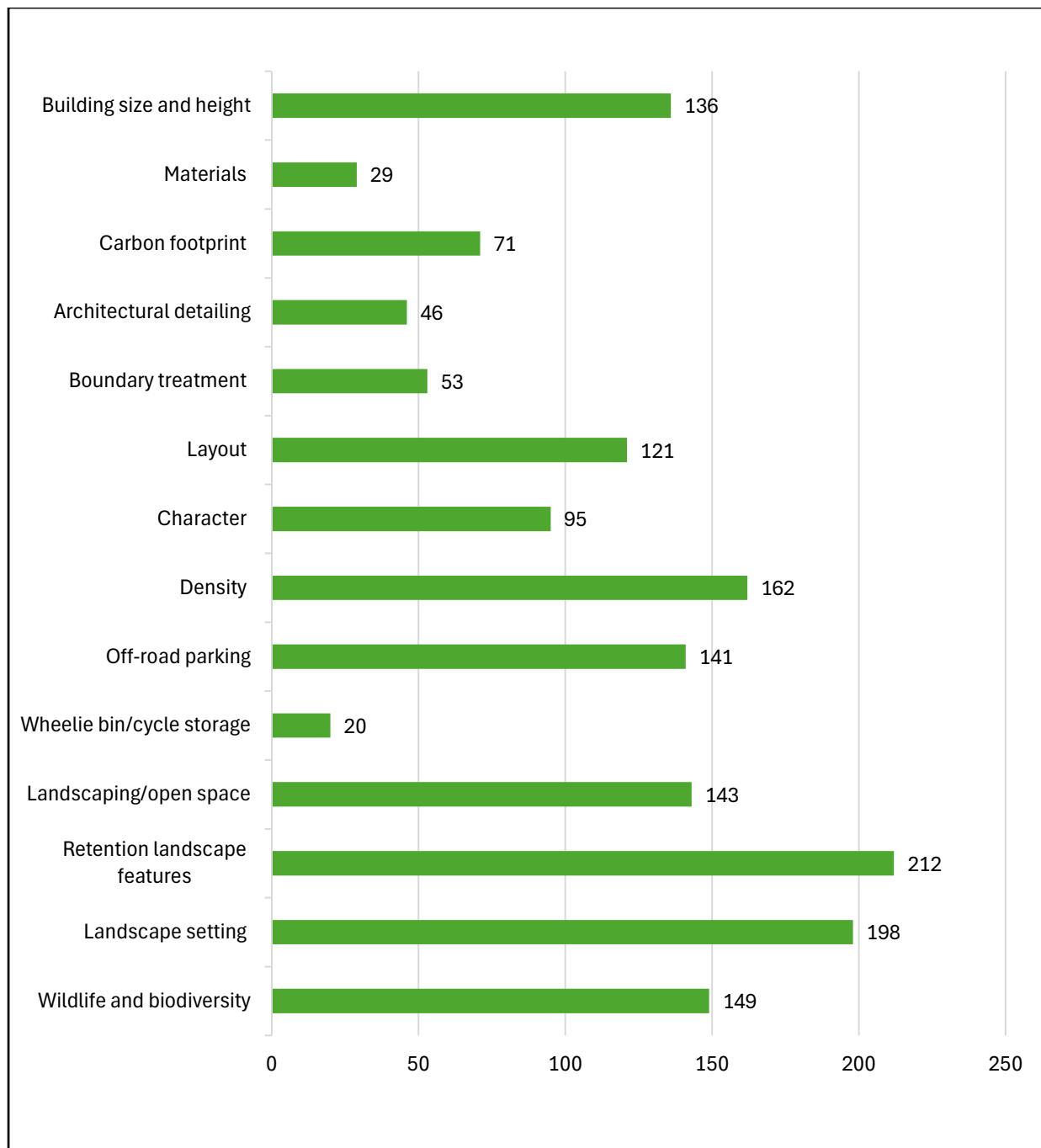


Question 6: What 5 things are most important to you in ensuring that development is well-designed? (tick up to 5 boxes only)

	No.	%
The overall size and height of new buildings	136	42%
Materials used	29	9%
Minimising carbon footprint in both construction and lifetime running costs	71	22%
Architectural detailing	46	14%
Boundary treatment (e.g. walls, fences and hedges)	53	16%
The layout of the scheme and how it relates to its surroundings and the street scene	121	37%
Whether new buildings match the overall character of adjoining development	95	29%
The density of new development compared to existing	162	50%
Sufficient off-road parking	141	44%
Suitable provision for storage of wheelie bins and cycles	20	6%
Provision of trees, other landscaping, and green open spaces	143	44%
Retention of existing trees and other landscape features (e.g. hedgerows, orchards, ponds, etc)	212	66%
Regard to the landscape setting of the villages including views of the surrounding countryside	198	61%
Regard to wildlife and biodiversity	149	46%

- Top priorities for the design of new development focussed around landscaping and setting. The most important option for respondents was the retention of trees and other landscape features, closely followed by having regard to the wider landscape setting of the villages including views of the surrounding countryside. Both options were favoured by around two-thirds of respondents.
- Between two-fifths and half of respondents thought that density, wildlife and biodiversity, the provision of landscaped open space, sufficient off-road parking, and the overall height and size of new buildings were important factors in considering design.
- Scheme layout including relationship to its surroundings and the street scene was important for 37% of respondents, with 29% wanting new buildings to match the character of adjoining development.

Question 6, continued/



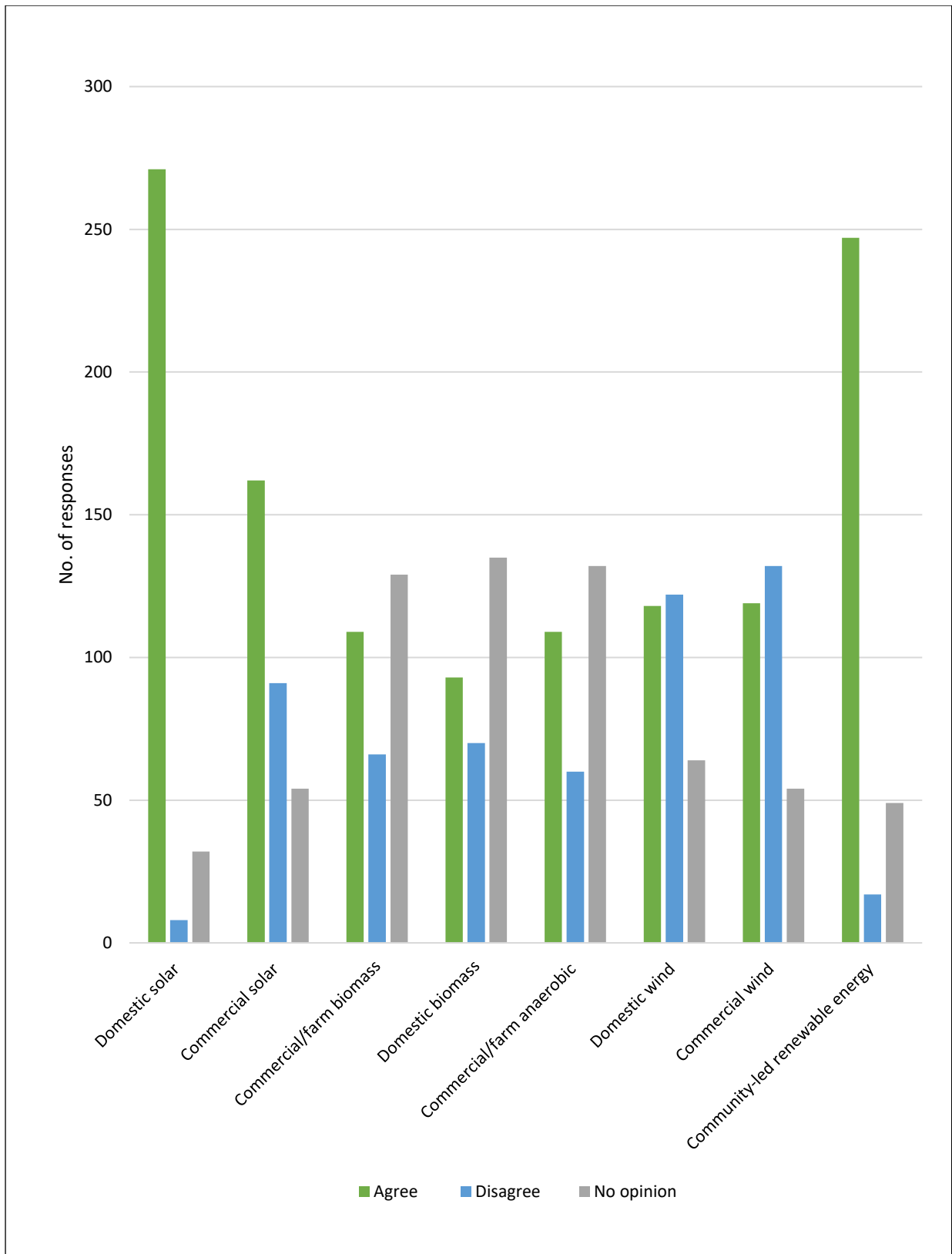
- Minimising carbon footprint in construction and over the lifetime of a development was important for 22% of respondents.
- More specific aspects of building design were seen as of lesser importance (boundary treatment, detailing, materials, and wheelie bin/cycle storage).

Question 7: Which of the following ways of producing renewable energy would you support? (tick 1 box per row)

Way of producing renewable energy	Agree		Disagree		No opinion	
Domestic solar power	271	84%	8	2%	32	10%
Commercial solar power (solar farm)	162	50%	91	28%	54	17%
Commercial/farm biomass	109	34%	66	20%	129	40%
Domestic biomass	93	29%	70	22%	135	42%
Commercial/farm anaerobic digester	109	34%	60	19%	132	41%
Domestic wind turbine	118	37%	122	38%	64	20%
Commercial wind turbine	119	37%	132	41%	54	17%
Community-led renewable energy project with benefits e.g. reduced tariffs for the community	247	76%	17	5%	49	15%

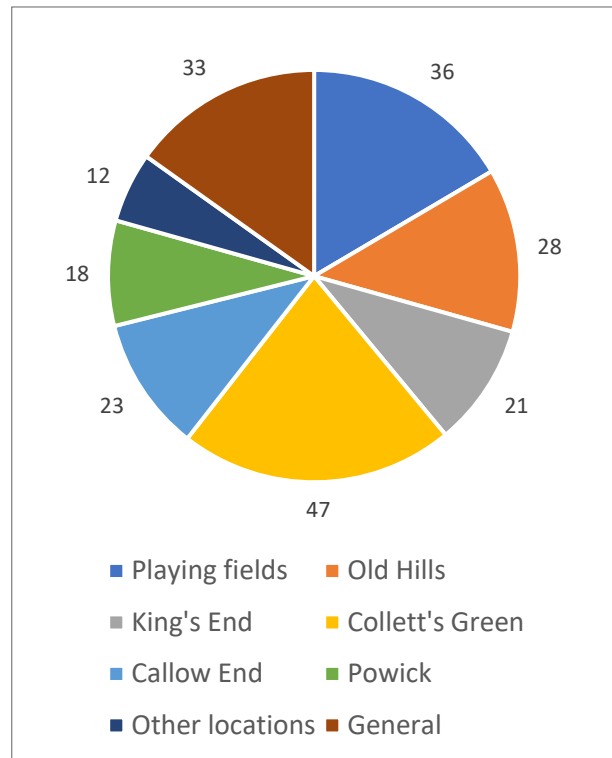
- There was strong support for the domestic generation of solar power (84% of respondents agreed, with only 2% opposed and the lowest level of those with no opinion).
- For commercial solar power, opinion was more divided – whilst half of respondents were in favour, 28% were opposed and 17% had no opinion.
- The generation of renewable energy at the commercial/farm scale by means of biomass and anaerobic digestion was supported by just over a third of respondents, with less support for domestic biomass. There was more support than opposition for all the biomass and digester options. However, in all cases there were also higher levels of no opinion, around two-fifths of respondents, suggesting some uncertainty as to the implications of these technologies for the local community.
- Respondents were opposed to the canvassed options for the generation of wind power, though not overwhelmingly so. The position was clearest for commercial schemes (41% opposed, 37% in favour) and more evenly balanced for domestic generation (38% and 37% respectively).
- There was strong support for the community-led generation of renewable energy with community benefits – supported by 76% of respondents with 5% opposed.

Question 7, continued/



Question 8: Are there any areas of land in the Parish that you think we should seek to protect by designation as Local Green Space? If so, please describe them below and explain why you think they are significant. The question explained that Local Green Space must be special to the community, local in character, and have a particular significance because of its beauty, history, recreational value, tranquillity, or wildlife interest.

- This question was answered by 152 respondents (47%).
- The Parish **playing fields and play areas** (36 comments) were of recreational value, *“important for young and old to exercise”*.
- The **Old Hills** area southwest of Callow End (28 comments) was important as a *“green space for people to visit for a vast array of recreational activities ... fantastic views and beauty [and] wildlife”*.
- Farmland along **King’s End Road** (21 comments) between Collett’s Green and Powick and extending south to Old Malvern Road was *“a popular area for walkers with outstanding beauty and rich in wildlife”* valued for informal recreation, tranquillity, wildlife, and views.



- **Collett’s Green** suggested locations (47 comments): land between Collett’s Green and Powick, village green (The Drive/The Orchard), bowling green, land east of The Crown, land west of Three Nuns, and green space at The Vineyard and Hospital Lane (inc. Byrons Wood at Prince Rupert Avenue).
- **Callow End** (23 comments): Upper Ferry Lane/Pixham Ferry Lane/Horse Hill, land south of Frog Lane, rear of the Village Hall, Beauchamp Lane, Bush Lane, Stanbrook Abbey grounds, and green space at Pound Stores/Pole Elm Close.
- **Powick** (18 comments): churchyard/adjacent woodland, Powick Hams, and green space at Winsmore and The Furlong.
- **Other locations** (12 comments): Jennett Tree Lane, Lords Wood, River Teme Meadows, Broadfields Farm/Carey’s Brook, Bush Hill, and open land between the Parish settlements, Malvern, and Worcester.
- **General** comments (33) referenced footpaths, renewable energy, retain all green spaces/natural features/flood plains/farmland instead of identifying specific areas, biodiversity, and no more/too much development already.

Community Facilities

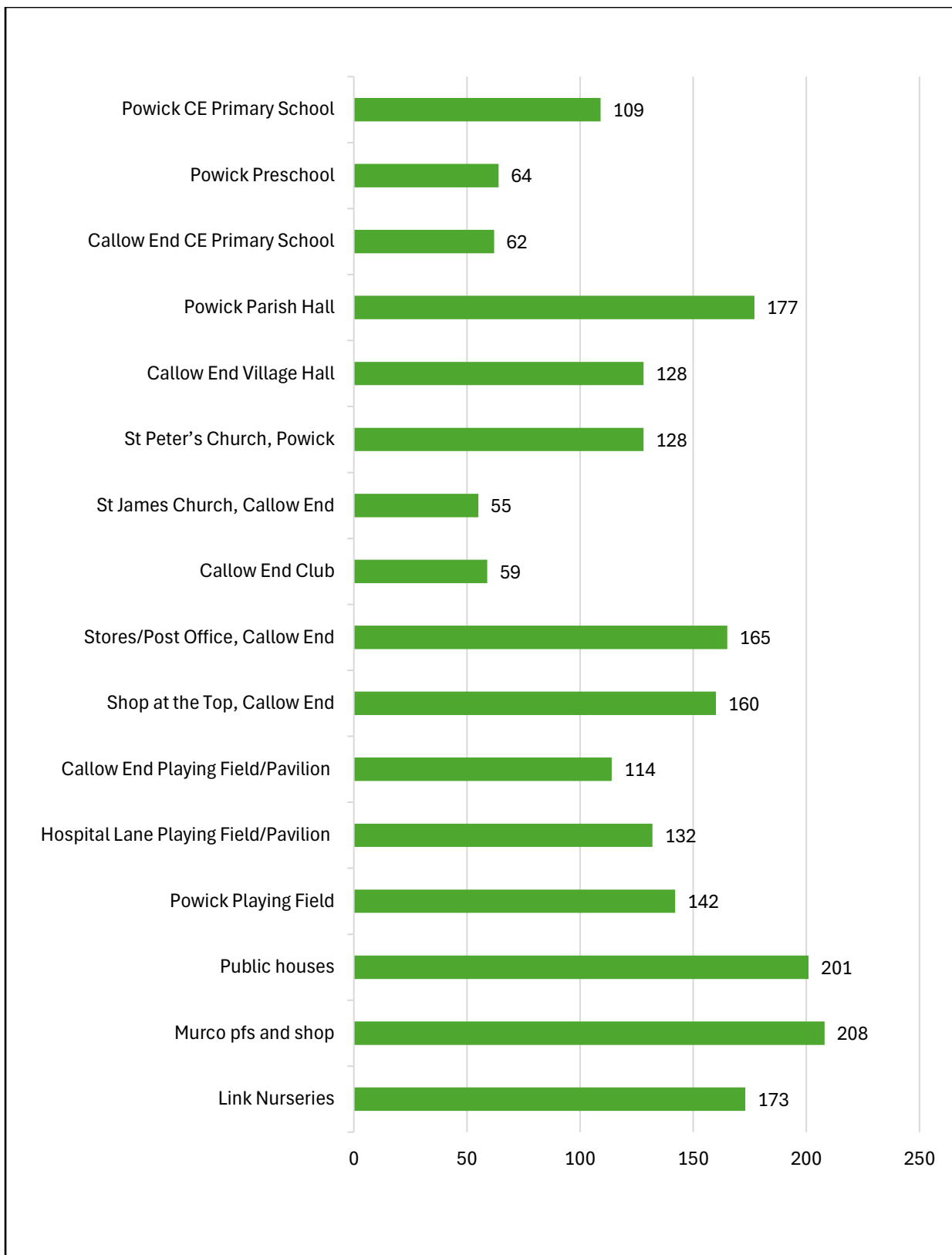
The questionnaire asked about residents' views on both existing community facilities and ideas for improvements.

Question 9: Which of the following facilities in the Parish are important to you? (tick all that apply)

	No.	%		No.	%
Powick CE Primary School	109	34%	Pound Stores/Post Office, Callow End	165	51%
Powick Preschool	64	20%	Shop at the Top, Callow End	160	50%
Callow End CE Primary School	62	19%	Callow End Playing Field and Pavilion	114	35%
Powick Parish Hall	177	55%	Hospital Lane Playing Field and Pavilion, Powick	132	41%
Callow End Village Hall	128	40%	Powick Playing Field	142	44%
St Peter's Church, Powick	128	40%	Public houses	201	62%
St James Church, Callow End	55	17%	Murco petrol filling station and shop	208	64%
Callow End Club	59	18%	Link Nurseries	173	54%

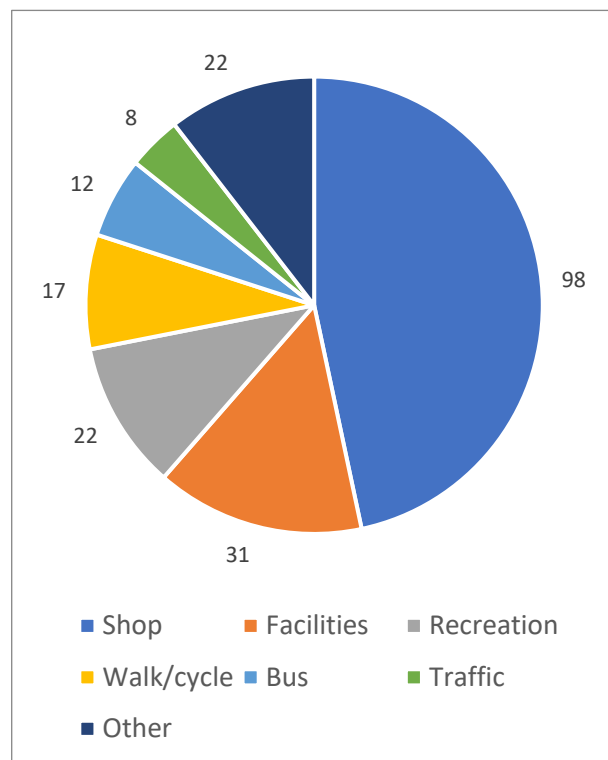
- Commercial enterprises serving the local community and meeting day-to-day shopping and other needs were generally regarded as important by respondents. Over half selected the Murco petrol filling station (most popular at 64%), public houses, Link Nurseries, and the two shops/Post Office at Callow End in this regard.
- Powick Parish Hall was also seen as important by more than half of respondents (55%), with the Village Hall at Callow End valued by 40%.
- Playing fields and associated pavilions were important for 41%/44% (Powick) and 35% (Callow End).
- Local churches were important to 40% (Powick) and 17% (Callow End).
- Powick Primary School was important for a third of respondents (pre-school 20%), and Callow End Primary School for 19%.
- Callow End Club was valued by 18%.
- Note that the facilities canvassed in Q9 will cater for different communities of interest and serve varying geographical areas. Reported levels of importance will also reflect Parish demographics, settlement size and participation rates.

Question 9, continued/



Question 10: How could our existing community facilities be improved?

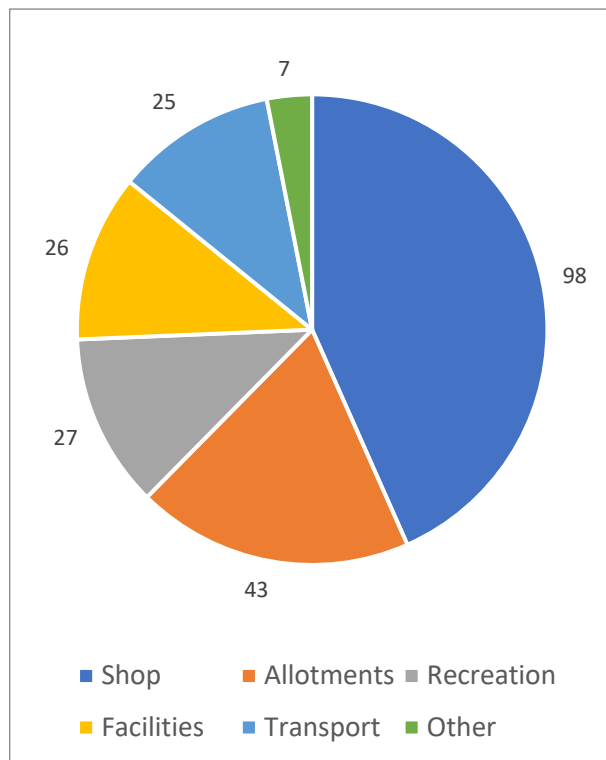
- This question was answered by 173 respondents (54%).
- There were 98 comments on **convenience shopping facilities**, focussing on the “*essential*” need for a village shop to serve Collett’s Green/Powick. The vacant restaurant at the Malvern Road/Hospital Lane junction was oft-mentioned as being an “*ideal*” premises for such provision “*which should be campaigned for on an urgent basis*”. Such a shop was seen as being independent or community-run, an outlet for local produce, and potentially incorporating a café/Post Office. It would allow day-to-day needs to be met without using a car, and aid a sense of community. There were also suggestions as to how the existing outlets at Callow End could be improved.



- On **built community facilities**, 31 comments referred to: the public houses, with suggestions for community support; the playing field pavilions and associated car parking; Callow End Club; Link Nurseries; and the need for GP, dental and expanded educational provision to match the growing population.
- There were 22 comments on outdoor **recreational facilities**, seeking further investment and provision at the village playing fields, particularly for play equipment.
- On **walking and cycling** (17 comments) there were calls for better upkeep of existing footpaths and pavements through resurfacing, cutting back hedges, and new gates; and for new routes for walkers and cyclists to link Powick, Collett’s Green and Callow End, as well as further afield such as a “*much needed cycle link to Malvern*”.
- Suggested improvements to the reliability and frequency of **bus services** (12 comments) sought better links to Malvern and Worcester with an evening and weekend timetable; this would “*help to get cars off the road*”.
- Issues around **traffic** (eight comments) focussed on speeding on the B4424 Upton Road and calls for traffic calming/20 mph speed limits within housing areas.
- There were 22 **other** comments, including: broadband, financial support for new provision and maintenance, no more housing development, Parish Council engagement, recycling, flood defences, drainage, street cleaning and lighting, accessibility for those with mobility issues, and a Powick Hospital monument and to the airmen who died near Powick School.

Question 11: What new community facilities would you like to see, e.g. allotments?

- This question was answered by 176 respondents (54%), making it the most frequently answered free-write question.
- As with responses to Q10, there were many calls for additional **convenience shopping facilities** (98 comments), particularly for Collett’s Green/Powick where use could be made either of the vacant restaurant or land adjacent to The Crown. This would “*save so many short trips to Worcester or Malvern*”. What was generally sought was a small, independent/community run, local shop ideally with a Post Office and café attached (not chain): “*some place where older folk like myself can meet up for coffee, chat or whatever*”.
- The suggestion in Q11 that **allotments** could be provided was welcomed (43 comments), with proposals for an associated community orchard: “*nothing beats homegrown food and again cut down on food miles*”. A possible location was the land adjacent to The Crown.
- There were 27 comments on aspects of outdoor **recreation**, with calls for: more provision for young people and teenagers, e.g. bike/pump track, skate park; trim trail; community garden, and “*central areas for families to gather*” with play space and benches; space on the Hams for picnics and outdoor games; community woodland e.g. at Lower Ferry Lane; additional play equipment/adventure playground; and enclosed dog walking areas, to foster “*social cohesion and improved village communication and community*”.
- There were 26 comments on new **built community facilities** including a youth club, public house, medical/health centre, part-time GP, dentist, changing facilities, gym, and “*a building that could be used for leisure activities such as art classes*”.
- Comments on **transport and travel** (25) focussed on reducing or restricting car usage such as by promoting walking and cycling e.g. establishing quiet/cycle routes to Worcester and Malvern, making use of local facilities, bus service improvements, enforcing speed limits, car share, and community transport.
- There were seven **other** comments, including: a meeting point for retired/older people, a central hub/locker for deliveries, environmental improvements at the entrance to Powick, help with garden upkeep, re-opening of the Chinese restaurant, and a memorial for the fallen.

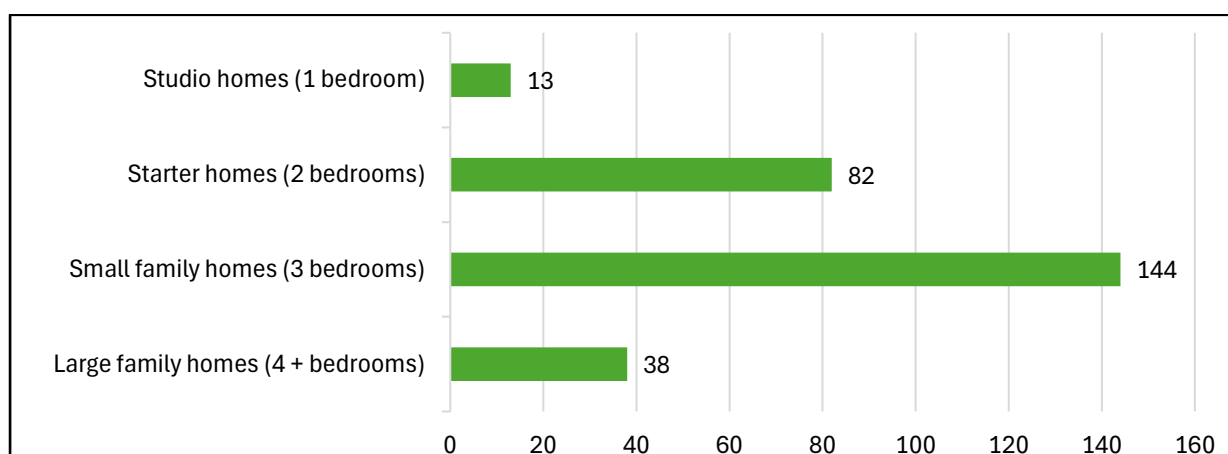


Housing

The questionnaire asked about residents' priorities for the size, type, and design of new housing in the Parish, set in the context of the strategic requirements arising from the South Worcestershire Development Plan and its current Review.

Question 12: What size of new homes is the most important to you? (tick 1 box only)

	No.	%
Studio homes (1 bedroom)	13	4%
Starter homes (2 bedrooms)	82	25%
Small family homes (3 bedrooms)	144	45%
Large family homes (4 or more bedrooms)	38	12%



- Smaller family homes of three bedrooms were seen as the most important, being favoured by 45% and well ahead of the next most popular option, starter homes with two bedrooms (25%).
- There was less support for larger dwellings of 4 bedrooms or more, and less still for studio homes with one bedroom.

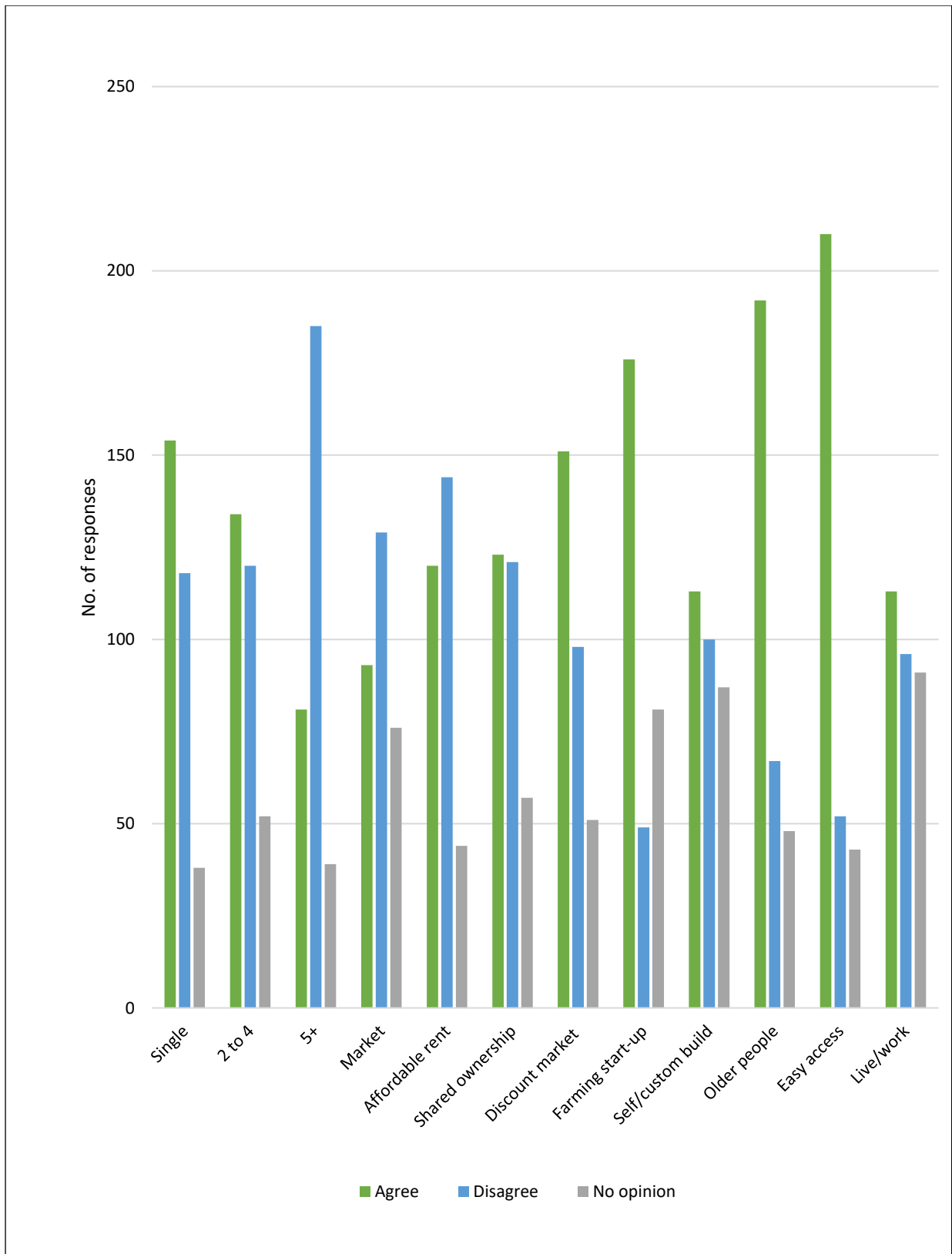
Question 13: What type of new housing should the Parish have during the lifetime of the plan – up to 2041? (tick one box per row)

Type of new housing	Agree		Disagree		No opinion	
Individual houses on 'infill' plots between existing dwellings	154	48%	118	37%	38	12%
Sites for 2-4 houses within or adjacent to existing homes	134	41%	120	37%	52	16%
Sites for 5 or more new houses – to include some affordable housing*	81	25%	185	57%	39	12%
Market housing for purchase and rent	93	29%	129	40%	76	24%
Affordable housing for rent	120	37%	144	45%	44	14%
Affordable housing – shared ownership	123	38%	121	37%	57	18%
Affordable housing – discounted market sale e.g. First Homes	151	47%	98	30%	51	16%
Accommodation associated with start-up small farming initiatives	176	54%	49	15%	81	25%
Self-build and custom build	113	35%	100	31%	87	27%
Supported/ sheltered accommodation for older people	192	59%	67	21%	48	15%
Adapted/ easy access homes (e.g. bungalows)	210	65%	52	16%	43	13%
Live/ work homes with workshops/ offices	113	35%	96	30%	91	28%

* Affordable housing is defined as housing provided for eligible households whose needs are not met by the open market.

- Levels of support for new housing declined with an increasing size of development. Almost half of respondents agreed with the provision of individual new homes on infill sites (although over a third disagreed). In contrast, 57% disagreed with the development of sites for five or more dwellings, with 25% in support.
- The development of more open market housing generally was on balance not supported (40% opposed, 29% in agreement and a quarter having no opinion).
- There was clear support for adapted/easy access homes such as bungalows (65%), housing for older people, and accommodation associated with start-up small farming initiatives.
- There were mixed views on the types of affordable housing which were canvassed. There was overall support for discounted market sales housing; a split position on shared ownership (38% agreed, 37% disagreed), and opposition to affordable housing for rent.
- Self-build, custom build, and live/work units were all supported on balance, though over a quarter of respondents had no opinion on these more specialist options.

Question 13, continued/

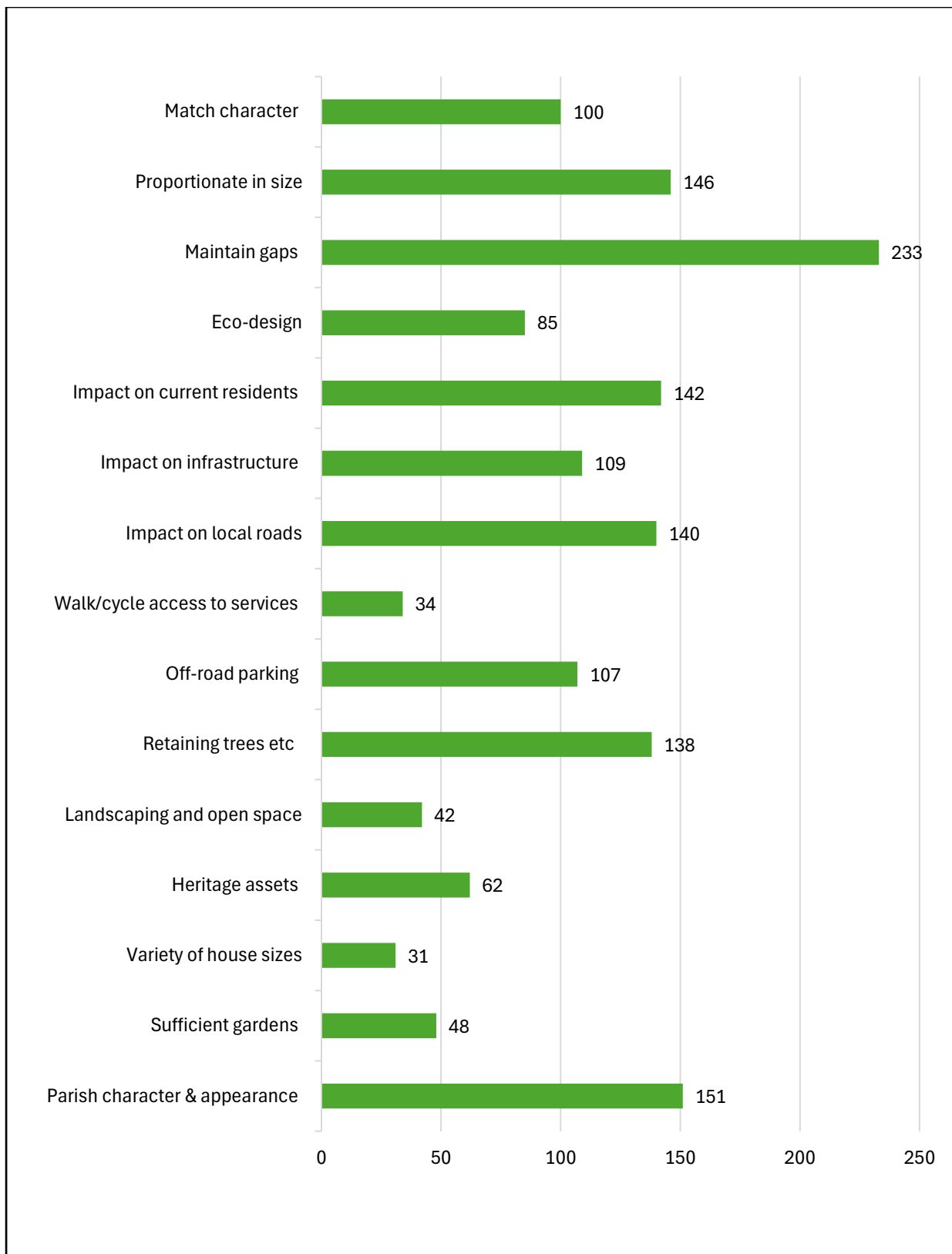


Question 14: What are your top 5 planning priorities for new dwellings? (tick up to 5 boxes only)

	No.	%
Designed to match the character of neighbouring development, e.g. as to height, materials and detailing	100	31%
Schemes which are proportionate in size to the existing villages	146	45%
Maintaining the open countryside gaps between villages	233	72%
Energy- and resource-efficient designs, including renewable energy generation	85	26%
Acceptable impact on amenity of current residents (e.g. overlooking, or vehicles passing close to houses)	142	44%
Acceptable impact on infrastructure such as sewerage and drainage, and on local services	109	34%
Acceptable impact on local roads	140	43%
Within walking or cycling distance of play areas, local facilities and public transport	34	11%
Sufficient off-road parking	107	33%
Retaining trees and other important landscape features	138	43%
Provision of landscaping and shared open spaces	42	13%
Ensuring historic buildings and features are protected, including their settings	62	19%
A variety of house sizes	31	10%
Sufficient garden space	48	15%
Maintaining the overall character and appearance of the Parish	151	47%

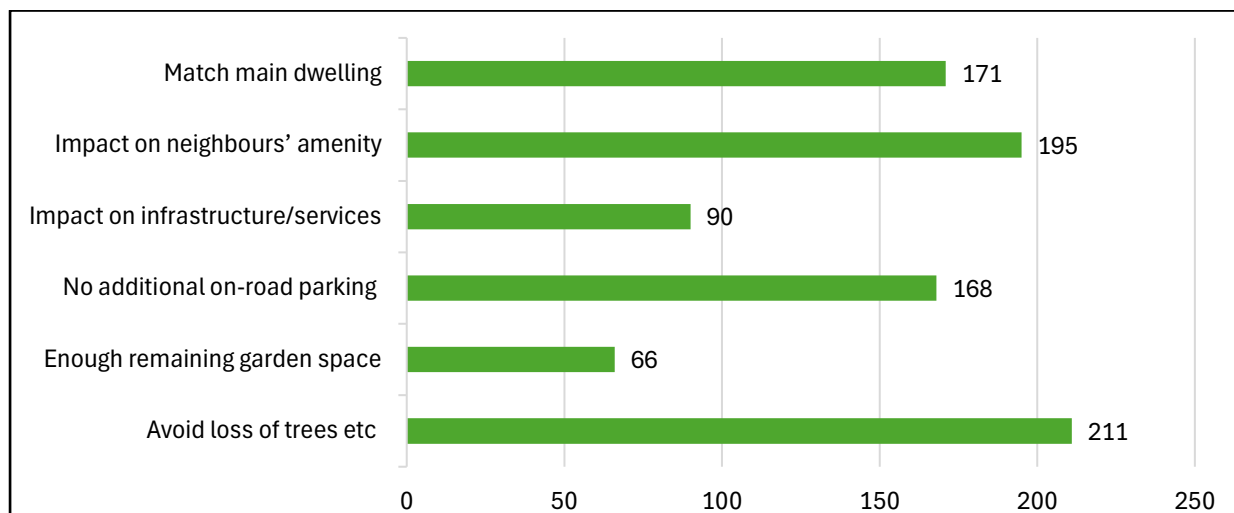
- The top priority to be addressed in providing new housing, by some margin, was to maintain open countryside gaps between villages. This option was selected by almost three-quarters of respondents.
- Other priorities were maintaining the overall character and appearance of the Parish (47% of respondents); for schemes to be proportionate in size to the villages (45%); acceptable impacts on residents (44%) and local roads (43%); and retaining trees and other landscape features (also 43%).
- A variety of house sizes was seen as of least importance (10%), along with the ability of new development to be able to access local services and public transport on foot or cycle without using main roads (11%).

Question 14, continued/



Question 15: What are your top 3 planning priorities for ‘householder development’ such as extensions and garages? (tick up to 3 boxes only)

	No.	%
Design which matches the original main dwelling	171	53%
Impact on neighbours’ amenity	195	60%
Impact on infrastructure and local services	90	28%
No additional on-road parking due to loss of on-site parking	168	52%
Enough remaining garden space	66	20%
Avoiding loss of trees or other natural features	211	65%



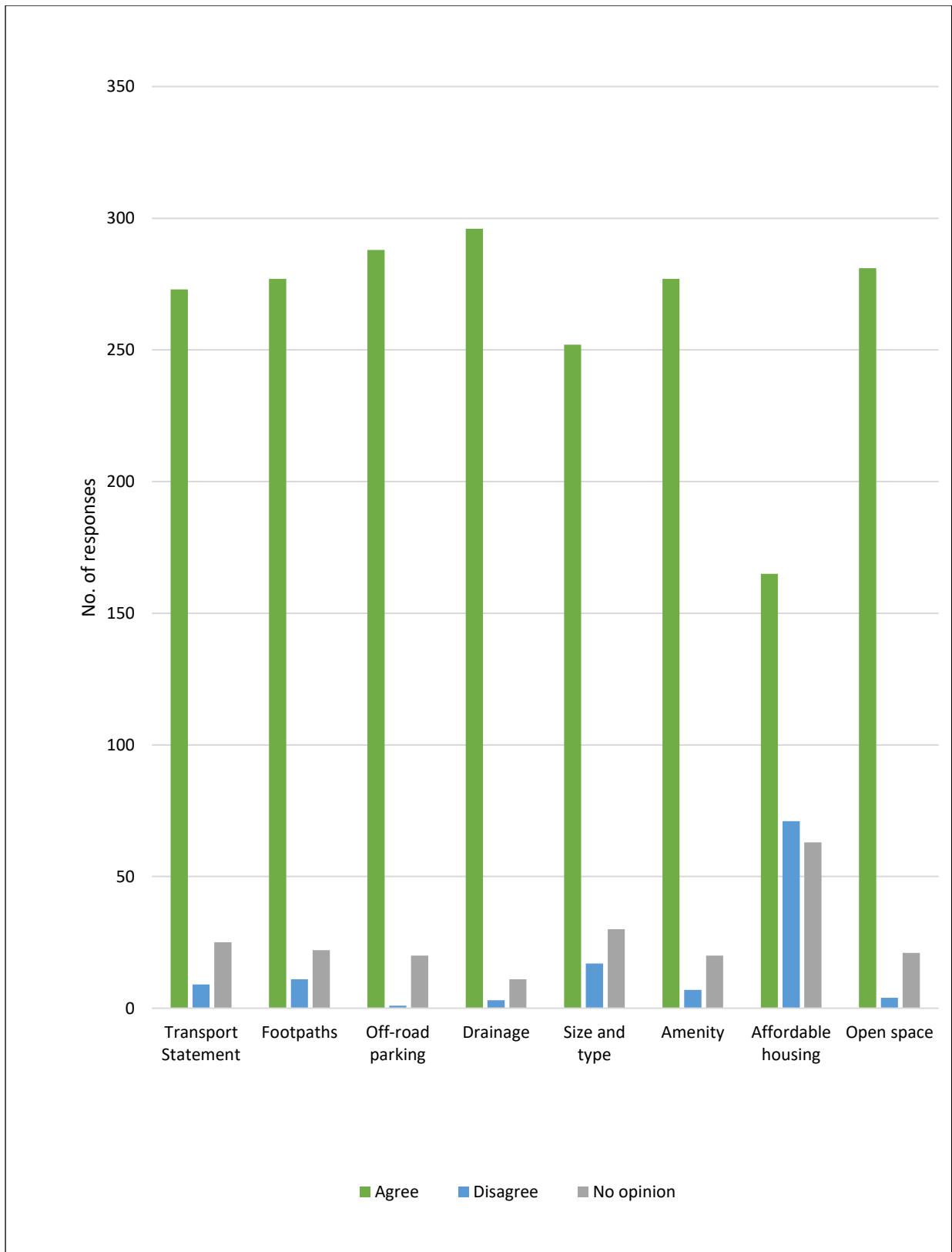
- The most important planning priority for householder development was to avoid the loss of trees or other natural features. This was a priority for almost two-thirds of respondents, and reflects replies to earlier questions such as Q4, Q6 and Q14.
- Potential impacts on neighbours’ amenity from householder development was important for 60%.
- Just over half of respondents wanted to see new development to be designed to match the original or main dwelling, and for there to be no additional on-road parking arising from the loss of existing on-site provision.
- Relatively less importance was attached to the impact on infrastructure and local services, and to the extent of remaining garden space.

Question 16: Land south of Old Malvern Road, Collett’s Green is proposed for around 25 new homes in the Review of the South Worcestershire Development Plan. What requirements should we include in the Neighbourhood Plan to guide its development? (tick one box per row)

Planning requirements	Agree		Disagree		No opinion	
Provide a Transport Statement to show how the site can be safely accessed by all	273	85%	9	3%	25	8%
Provide footpaths and cycleways to link with village facilities	277	86%	11	3%	22	7%
Provide sufficient off-road parking	288	89%	1	0.3%	20	6%
Include acceptable sewerage and surface water drainage	296	92%	3	1%	11	3%
New dwellings of a size and type which meet local housing needs	252	78%	17	5%	30	9%
Siting, orientation, and design of new dwellings to respect amenity of existing residents	277	86%	7	2%	20	6%
Provide affordable housing in line with South Worcestershire Development Plan	165	51%	71	22%	63	20%
Provision of open space and landscaping using native species	281	87%	4	1%	21	7%

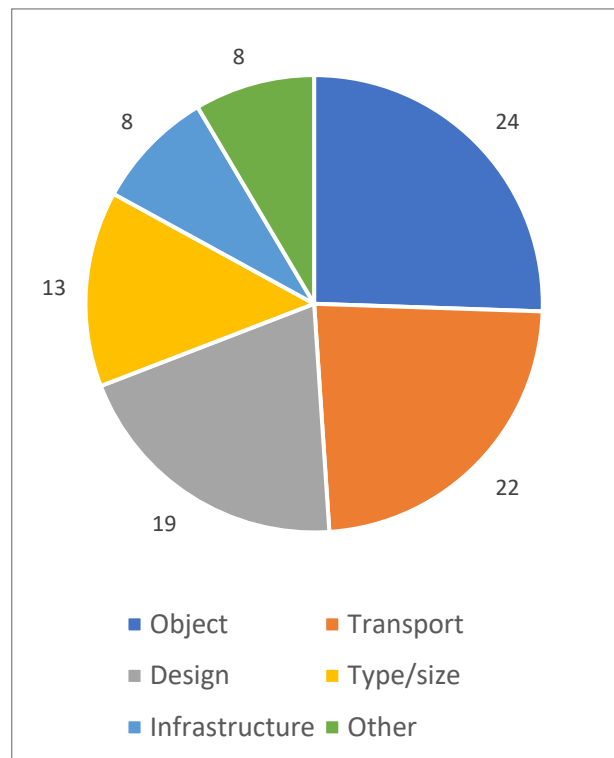
- All the planning requirements mooted in Q16 were agreed for inclusion in the Neighbourhood Plan. Requirements were supported by around four-fifths of respondents or more, apart from the provision of affordable housing.
- Affordable housing was still supported by a majority (51%), albeit with notable levels of opposition (22%) and of no opinion (20%). This is consistent with the mixed views on this tenure shown in responses to Q13.
- With this exception, levels of both disagreement and of no opinion were relatively low in responses to this question.
- Highest levels of support were seen for acceptable drainage, sufficient off-road parking, open space and landscaping, footpath and cycleway links to village facilities, and that the new dwellings respect the amenity of existing residents.

Question 16, continued/



Question 17: If you have any other suggestions to guide the development of the site, please tell us below.

- This question was answered by 84 respondents (26%).
- A number of respondents made clear their **opposition to development of the site** (24 comments), citing negative impacts, lack of employment/facilities, traffic, local opposition, and the extent of recent housebuilding in the village.
- On **transport and travel** (22 comments) there were concerns over the impacts of additional traffic on Old Malvern Road, Colletts Green Road, and the A449, along with suggested measures to promote walking and cycling: *“providing direct, safe routes within the development and link these up properly with village amenities”*; *“a proper footpath along the whole length of Old Malvern Road”*.
- Aspects of **design** (19 comments) included: landscaping and green open spaces; biodiversity; housing density and height; treatment of boundary with existing dwellings, to respect their amenity; and watercourse protection. There was a call for *“more creative designed homes ... a selection of different houses and styles”*. Properties should be energy-efficient and include renewable energy generation, insulation, heat pumps and electric vehicle charging points.
- There were 13 comments on the **type and size** of the new houses. There should be provision of bungalows and houses *“with enough access/egress for disabled elderly”*, and priority given to *“people with local family or connections”* rather than commuters, *“to ensure future generations have affordable local homes available ... when they are ready to start their new homes”*. In line with responses to Q16, comments on tenure generally did not favour affordable housing for rent: *“no more social housing”*; if included, such provision should be dispersed across the development.
- There were eight comments on **infrastructure and services**, referencing the need to invest in local amenities and facilities *“proportionally to growth, including retrospectively”*, guided by assessment of *“the potential need in terms of school places available, economic, social and cultural needs and the ability of the local community to meet those needs”*. Others pointed to specific requirements: a shop, medical and educational services.
- Eight **other comments** addressed support for the proposals as *“everyone deserves a home”*; use brownfield sites instead; drainage; green space; street lighting; air pollution; and dark skies.



Economic Development

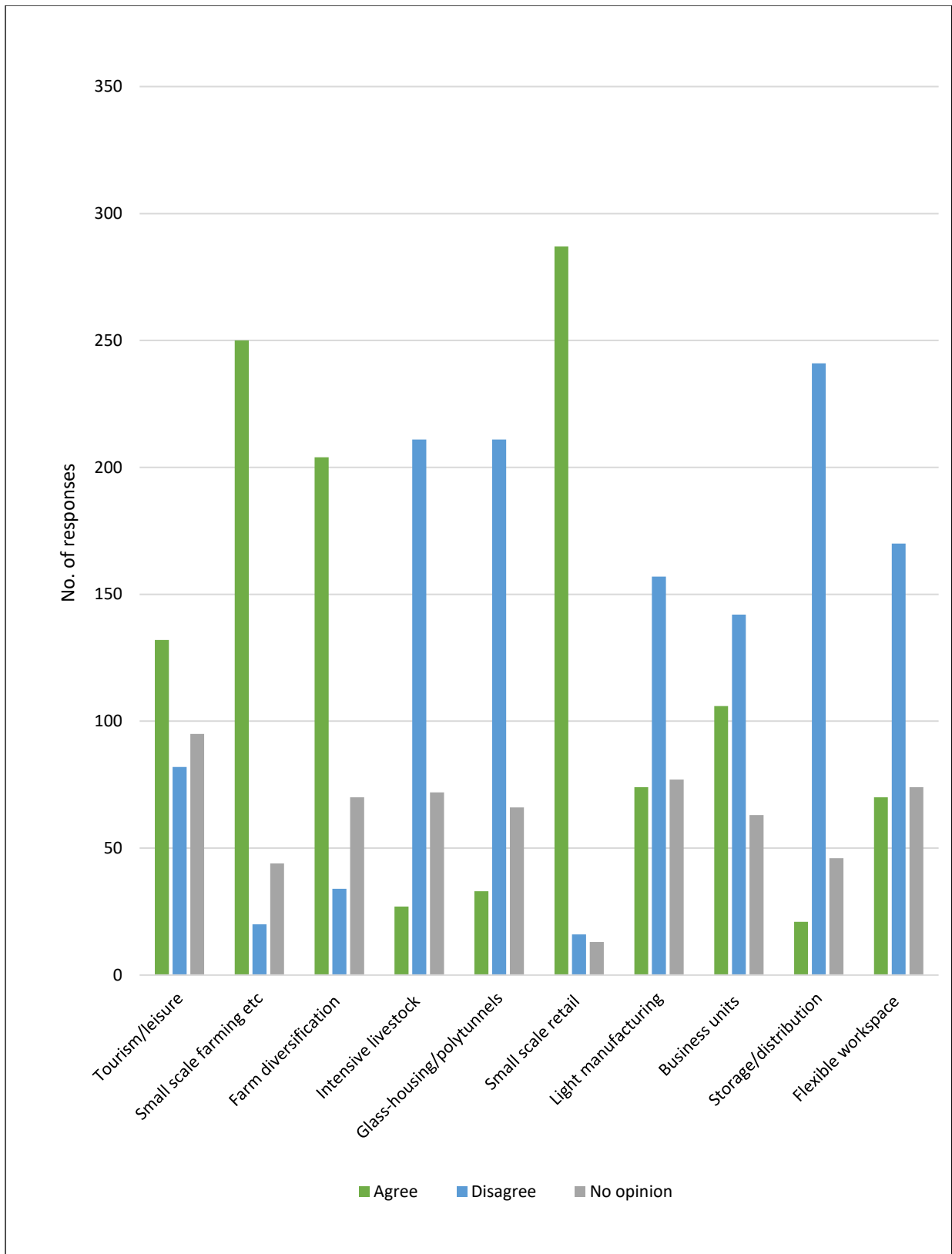
The questionnaire asked for views about policies in the Neighbourhood Plan to guide and promote new economic development in and around the Parish.

Question 18: What types of new small-scale economic development should be encouraged in the Parish? (tick 1 box per row)

Type of new small-scale economic development	Agree		Disagree		No opinion	
Tourism/leisure-related businesses	132	41%	82	25%	95	29%
Small scale farming or horticulture	250	77%	20	6%	44	14%
Agriculture and farming diversification	204	63%	34	11%	70	22%
Intensive livestock units	27	8%	211	65%	72	22%
Large areas of glass-housing or plastic polytunnels	33	10%	211	65%	66	20%
Small scale retail (e.g. café, village shop, craft outlets)	287	89%	16	5%	13	4%
Light manufacturing	74	23%	157	49%	77	24%
Business units (e.g. for creative industries, offices)	106	33%	142	44%	63	20%
Storage and distribution	21	7%	241	75%	46	14%
Flexible, managed workspace (e.g. business centre)	70	22%	170	53%	74	23%

- The types of economic development which were favoured by over half of respondents were small scale retail, small scale farming/horticulture, and farm diversification. There was very strong support for the encouragement of small scale retail, with nine out of ten respondents agreeing with further such development. This confirms the sentiments expressed in replies to Q10 and Q11.
- There was also support for tourism/leisure businesses (41%), although a quarter of respondents were opposed and 29% had no opinion.
- The remaining types of economic development were not supported. This was notably the case for storage and distribution (75% opposed), intensive livestock units, glass-housing and polytunnels (65%). Around half of respondents did not want to see flexible workspace (business centre) or light manufacturing, and 44% disagreed with business units.

Question 18, continued/

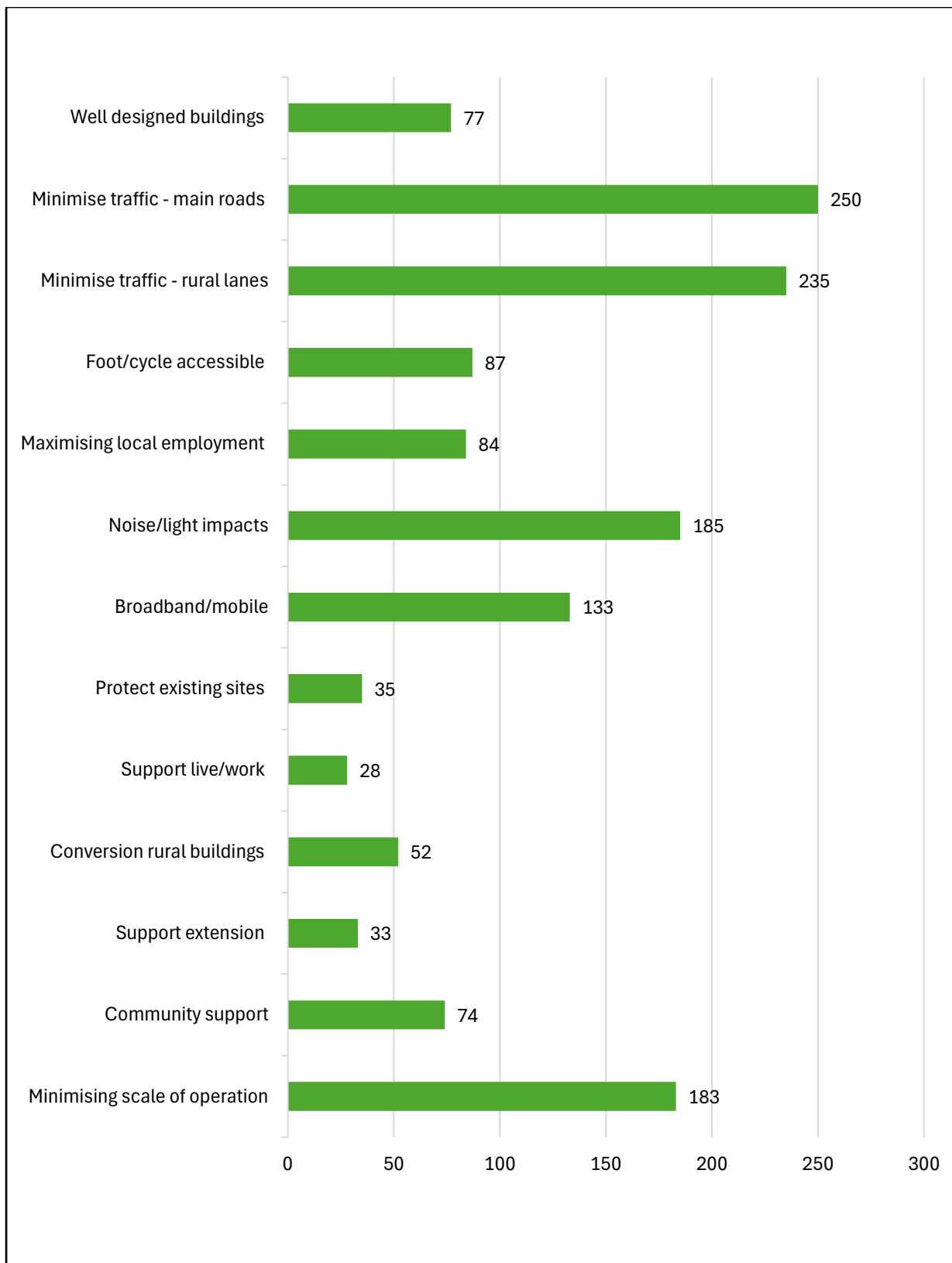


Question 19: What are your top 5 planning priorities for economic/business development in the Parish? (tick up to 5 boxes only)

	No.	%		No.	%
Allowing well designed new buildings for small-scale employment uses	77	24%	Protecting existing employment sites from changes of use	35	11%
Minimising traffic increases on main roads through Powick, Collett's Green and Callow End	250	77%	Supporting the development of live/work premises	28	9%
Minimising increases in traffic on rural lanes	235	73%	Supporting the conversion of rural buildings for business	52	16%
Ensuring developments can be accessed on foot and cycle	87	27%	Supporting the extension of existing businesses	33	10%
Maximising local employment opportunities	84	26%	Enjoying community support	74	23%
Avoiding unacceptable noise/light impacts	185	57%	Minimising overall scale of operation, as appropriate to our rural community	183	57%
Enabling working from home by improving broadband speed and mobile reception	133	41%			

- In managing the impact of new economic development, the top planning priorities were to minimise the increase in traffic, both on the main roads through Powick, Collett's Green and Callow End and on the rural lanes. These options were important for around three-quarters of respondents.
- Weight was also given to avoiding unacceptable noise and light impacts, minimising the scale of operation as appropriate in a rural community (both 57%), and improving broadband speed and mobile reception (41%).
- Around a quarter of respondents thought accessibility by foot or cycle, maximising local employment, ensuring good design, and community support were priorities.
- More specific options for economic development were seen as of lesser priority: the conversion of rural buildings for business use (16%), the protection of existing employment sites (11%), and the extension of existing businesses (10%). The development of live/work premises was a priority for only 9% of respondents.

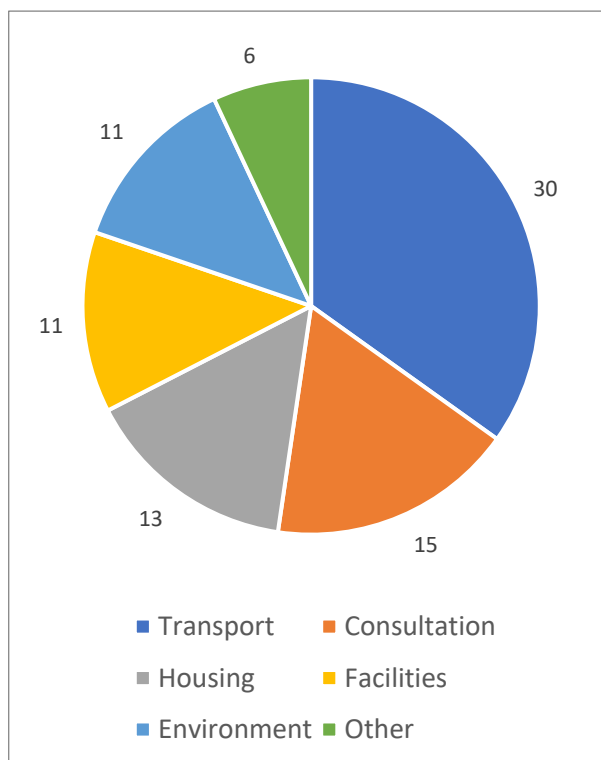
Question 19, continued/



Many thanks for getting this far

Question 20: If you believe there are others matters relevant to our Neighbourhood Plan that you think we have missed, please give details below.

- This question was answered by 66 respondents (20%).
- On **transport and travel** (30 comments) there were calls for: improvements to bus services, particularly in the evening and weekends; the setting, lowering and enforcement of speed limits, and of traffic lights; better facilities for walkers and cyclists; and to address specific parking issues (Winsmore, Callow End school).
- There were 15 comments on **consulting** and listening to residents, and on the survey itself: *“thank you for seeking the views of the community”*, including comments on the questions asked.
- Comments on **housing** (13) objected to the scale and pace of recent and planned development, *“why do we need more housing”*, though housing for those with local connections, site allocations to *“help the young people in the village”*, and community-led/affordable housing were also suggested. Other comments addressed density and proposed that Callow End take a share of development.
- There were 11 comments on **facilities**. Social, educational and medical provision should match new development, with a suggested community asset fund levied on housing schemes. Others emphasised the need for a shop to serve Collett’s Green/Powick.
- On the **environment**, 11 comments focussed on the protection of green spaces, dark skies, landscapes, wildlife, and the countryside. The role of farmland in delivering food security should be acknowledged, and community wetlands considered to manage flooding, provide leisure opportunities, and create wildlife habitats – the latter being important for *“carbon offsetting and biodiversity net gain”*.
- Six **other** comments included: designing for the most vulnerable in society (e.g. children and elderly) for *“safer, more liveable and connected places”*; community safety; broadband; Ridgeway Farm; and village and community identity and pride.



Information about you

Question 21: Would you describe yourself as:

	Questionnaire responses ¹		2021 Census ²	
Male	145	47%	1426	49%
Female	167	54%	1504	51%
Non-binary	0	-	-	-
Other	1	0.3%	-	-
Prefer not to say	10	-	-	-

1. Percentage base = 311 (respondents to Q21 excluding those who preferred not to say)

2. From Census 2021 table RM121 (age by sex). Percentage base = 2,922 (residents aged 16 or over 2021). Census gender identity data is not available at this geography.

- The gender of those making survey responses broadly matched the gender ratio given in the 2021 Census for the Neighbourhood Area. There were marginally more proportional responses by females than males, compared to the Census.

Question 22: How old are you?

	Questionnaire responses ¹		2021 Census ²	
16-17	0	-	62	2%
18-24	1	0.3%	193	7%
25-34	17	6%	312	11%
35-44	40	13%	356	12%
45-54	25	8%	473	16%
55-64	86	28%	531	18%
65-74	91	30%	517	18%
75-84	43	14%	367	13%
85 and +	3	1%	119	4%
Prefer not to say	16	-	-	

1. Percentage base = 306 (respondents to Q22 excluding those who preferred not to say)

2. RM121. Percentage base as for Q21.

- Age groups up to and including 25-34, 45-54 and 85 and over were all under-represented to varying degrees in their level of response to the survey, compared to the 2021 Census.
- Groups from age 55 were over-represented, again to varying extent. Most notably, whilst 30% of questionnaire responses were provided by residents aged 65-74, this group accounted for just 18% of the 16 and over population in 2021.
- A total of 73% of responses where age information was provided were made by those aged 55 and over; this cohort accounted for 52% of the 16 and over population in 2021.

Question 23: How would you best describe your main “economic activity”? (tick 1 box)

	Questionnaire responses ¹		2021 Census ²	
Employed full-time	98	32%	863	30%
Employed part-time	29	9%	384	13%
Self-employed	27	9%	333	11%
Unemployed	1	0.3%	48	2%
Full-time student	2	0.6%	138	5%
Retired	141	45%	934	32%
Looking after home/family	4	1%	92	3%
Long-term sick/disabled	5	2%	83	3%
Other	3	1%	47	2%
Prefer not to say	12	-	-	-

1. Percentage base = 310 (respondents to Q23 excluding those who preferred not to say)

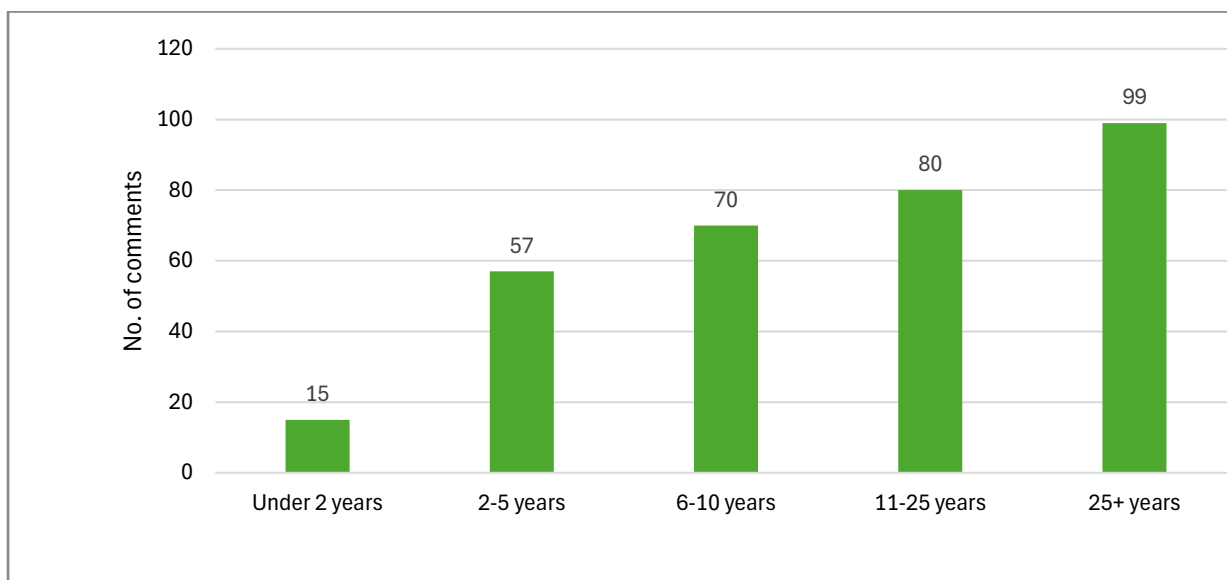
2. From Census 2021 table TS066 (economic activity status). Percentage base as for Q21.

- Full-time employees were slightly over-represented compared to their Census 2021 proportion. Part-time employees and the self-employed were slightly under-represented.
- Amongst the other economic activity groups, the most striking feature is that the retired accounted for 45% of survey responses but represented less than one-third (32%) of the surveyed population.

Question 24: Where in the Parish do you live?

	No.	%
Powick village	156	48%
Collett's Green	62	19%
Callow End	88	27%
Elsewhere	16	5%

Q25: How long have you lived in the Parish?



4. Conclusions and recommendations

The survey provides significant evidence for a range of neighbourhood planning policies, and for actions the Parish Council may wish to take on matters raised which are outside the land use and development scope of the Plan.

Vision and Objectives

The survey responses give clear support for the draft Vision and Objectives to be taken forward in the Neighbourhood Plan. Suggestions were made in comments as to how the drafts could be amended. It is recommended that when the Plan is prepared that the draft Vision and Objectives be reviewed against the overall findings of the survey, to ensure as optimum a fit as possible, and that the specific suggestions made by respondents are considered for inclusion at that time.

Planning policies

The survey provides evidence for both criteria-based and site/location-specific planning policies. Key policy areas informed by the results are listed below using the survey headings. For criteria-based policies the results indicate community priorities and preferences. For site/location-specific planning policies (denoted by *), the results provide information to be considered by the Steering Group in selecting and defining subject land and locations.

In preparing all policies, other appropriate and available evidence including that provided by the Technical Support Packages should also be considered.

Environment

- Design.
- Neighbourhood planning requirements for environmental impacts.
- Key views*.
- Local Green Space*. The areas suggested in the survey will need to be evaluated against the requirements for such designation in national planning policy, and to define boundaries.
- Protection of the open countryside 'gap' between Powick and Collett's Green*.
- Renewable and low carbon energy including community-led initiatives.

Community facilities

- Community facilities for protection.

Housing

- Preferred size and type of housing.
- Neighbourhood planning requirements for housing.
- Householder development requirements.
- Neighbourhood planning requirements for the development of land south of Old Malvern Road, Collett's Green.

Economic development

- Preferred types of small-scale economic development including local convenience retail.
- Neighbourhood planning requirements for economic/business development.

Community actions

Many of the survey responses raise matters which are outside the Plan's land use and development scope. This is particularly the case for the free-write comments. They generally concern calls for improvement to 'existing conditions', such as issues raised around traffic, transport, services, and facilities. Whilst these cannot in the main be the subject of planning policies, they may be included in the Neighbourhood Plan as 'Community Actions'. National guidance requires that such wider community aspirations are clearly identifiable as separate from policy matters i.e. the statutory 'development plan' elements.

Potential topics arising from the survey which may form the subject of Community Actions (subject to consideration by the Steering Group) are set out below. They are in no order of priority. Community Actions can also indicate any proposed interventions by the Parish Council, such as working in partnership with others to address issues.

- Highways
 - Traffic speed, limits, and enforcement.
 - Traffic calming.
 - Road maintenance and street cleaning.
 - Street lighting vs. dark skies.
- Other transport issues
 - Public transport including community/voluntary provision.
 - Provision for cyclists and walkers including maintenance of rights of way and new routes.
- Other infrastructure
 - Surface water drainage including flood defences.
 - Broadband speed and reliability.
- Open spaces
 - Recreational facilities, equipment, and activities.
 - Allotments.
 - Facilities for dog walkers.
- Services and facilities
 - Local convenience retail.
 - Medical services – GP/dentist.
 - School provision.
 - Parish Council – information and engagement
 - Powick Hospital/war memorial.

Appendix: Survey household flyers



Powick Neighbourhood Plan

Dear Resident,

Neighbourhood Plan Community Survey – Invitation to take part

As you may know, we are drawing up a Neighbourhood Plan for the Parish of Powick – to better influence development and deliver on your priorities.

To make sure the Plan sets out what you want, it is important that as many individual residents as possible tell us what they think about the future of the area. PLEASE complete this survey if you are aged 16 or over and live in Powick Parish.

The quickest and easiest way to take part is online. To do so, either scan the QR code above or go to <https://www.surveymonkey.com/r/PowickNDP>. Please complete the survey this way if possible as it will save us time in processing the results.

If you'd prefer to fill in a printed questionnaire instead, you can collect one from

- The Murco Garage Powick WR2 4QS
- The Crown Inn Powick WR2 4SF
- The Three Nuns Colletts Green WR2 4SB
- The Old Bush Callow End WR2 4TE

or contact the Clerk Michelle Alexander 01886 884195 or Councillor Maggie Huckfield 07775 918190 for a copy to be sent to you in the post.

The closing date for the survey is 29 February 2024.

Whilst we carried out an initial survey for the Neighbourhood Plan in 2021, this time we are asking more specific questions, so please do respond even though you may have contributed earlier.

We won't be able to identify you from your answers, and the information you give us is for the sole use of drawing up the Neighbourhood Plan.

Many thanks for your time and help in forming the future of our Parish.

With all good wishes,

Andy Lamb, Chairman of the Parish Council
Maggie Huckfield, Chairman of the Planning Committee and Lead on the Neighbourhood Development Plan

<https://powick-pc.org.uk/neighbourhood-development-plan/>

Frequently asked questions

What is the Neighbourhood Plan?

- A statutory planning document to guide decisions on land use and development in Powick Parish. It will add local detail to existing planning policies in the South Worcestershire Development Plan.
- Malvern Hills District Council will use the Neighbourhood Plan to guide its decisions on planning applications in the Parish, alongside the South Worcestershire Development Plan.
- The Neighbourhood Plan applies to the approved 'Neighbourhood Area' – the parish of Powick. There is a plan of the Neighbourhood Area on the Parish Council website.
- Landowners and developers will have to take the Neighbourhood Plan into account if they want planning permission for their projects.

Who is involved in its preparation?

- The Parish Council has overall responsibility, with day to day work being undertaken by a Steering Group made up of Parish Councillors and residents, with some professional support.
- If you'd like to help or want to know more, get in touch with Maggie Huckfield, lead Parish Councillor for the Neighbourhood Plan, at mhuckfield@powick-pc.org.uk.

Why are we preparing the Neighbourhood Plan?

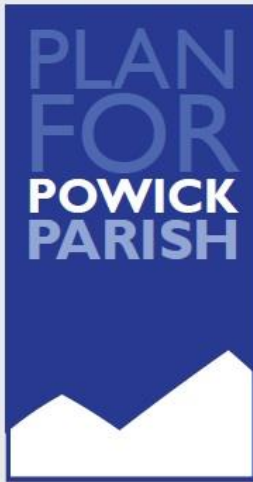
- To set out a positive vision for how we want our Parish to develop and grow in the period up to 2041. The Plan will include practical policies to help deliver that vision, by guiding development and protecting the environment.
- To secure more funding for our community development projects. When the Plan is complete, we will receive 25% of the revenues paid by developers under the Community Infrastructure Levy (15% at present).

What topics will the Neighbourhood Plan address?

- The Neighbourhood Plan can include policies on any relevant aspect of land use and development – but it cannot promote less development than is already allowed for in the South Worcestershire Development Plan, or which has planning permission.

What is the process for drawing up the Plan?

- Consultation – including through this survey.
- Drafting the Plan - developing policies to deliver what you want to see. Once the Neighbourhood Plan has been prepared, there will be a further opportunity for discussion, with a minimum six-week consultation period.
- Submission to Malvern Hills District Council, with a further six weeks consultation.
- Independent examination – the Examiner may make changes to the plan if he or she feels these are required.
- The final stage is the local referendum. If a majority of those who vote agree, the Neighbourhood Plan will be adopted as part of the statutory planning framework.



NEIGHBOURHOOD PLAN: *HAVE YOUR SAY!*

The Powick Parish Neighbourhood Plan will serve our community by influencing development and delivering your priorities. Please let us know your thoughts and wishes by completing our survey...

www.surveymonkey.com/r/PowickNDP



Also available in printed form at:

Murco Garage Powick (WR2 4QS) | The Crown Inn Powick (WR2 4SF)
The Three Nuns, Colletts Green (WR24SB) | The Old Bush Callow End (WR2 4TE)

*Or contact Clerk Michelle Alexander (01886 664195) or
Cllr Maggie Huckfield (07775918190) to request a copy a copy in the post.*

CLOSING DATE FOR RESPONSES: 29TH FEBRUARY 2024

HOUSING DEVELOPMENT

OPEN SPACES

ENVIRONMENT

ECONOMIC WELLBEING

LOCAL AMENITIES

EMPLOYMENT