

WINSHILL PARISH COUNCIL



NEIGHBOURHOOD PLAN 2012 – 2031 (Referendum Version)

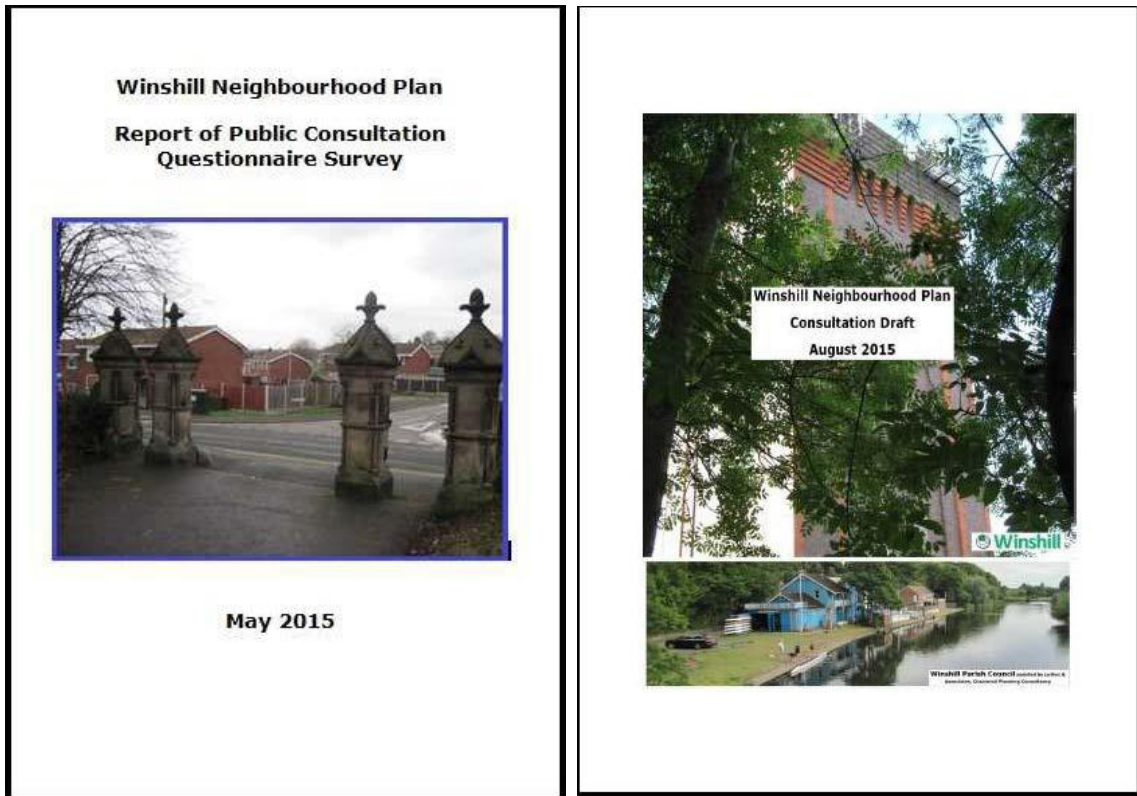


CONTENTS

Background	3
Vision and Objectives	11
Environment, Green and Blue Infrastructure, Open Spaces and Access to the Countryside	13
Environment Proposals Map	20
Local Heritage Areas	21
Housing	24
Design	27
Employment, the Local Economy and Local Shops and Services	28
Transport and Access	31
Local Priorities	35
Implementation, Monitoring and Review	37

A total of 382 questionnaires were completed giving a response rate of just over 11%. Given the difficulty of engaging the local community in neighbourhood planning and confusion over the different roles of the statutory authorities this was considered to be an excellent response. Most questionnaires were completed in full.

The survey was analysed and reported in May 2015.



A Consultation Draft Plan was published in August 2015 and widely advertised in the Parish including a newsletter received by every household. Public consultation events were held at the Co-op store on Church Hill, the Sump Public House on Newton Road and the One- Stop store on Hawfield Lane in November 2015. An extended consultation period concluded with a consultation event at Winshill Neighbourhood Resource Centre on December 5th 2015. Whilst this consultation was initially considered to meet the requirements of Regulation 14, following an independent "health check" carried out on behalf of the Borough Council it was agreed that, amongst other things, as it contained a section asking for people's opinion on various housing option delivery it did not meet the basic conditions. Therefore further revisions have been necessary to the plan, with the statutory Regulation 14 pre-submission consultation being repeated in November and December 2016.



1.3 Historical development of Winshill

Winshill began life as a collection of farms with a mill near the River Trent. Its old English name – Wine’s Hill – is thought to be named after an early settler. Over the years the spelling has been altered from Wyneshylle to Wineshull to Winsel and eventually Winshill. It was possibly on an old packhorse trail across the ridge of hills between Repton and Bretby.

Although mentioned in the Domesday Book in 1086, Winshill’s population was only 84 in the 1550’s, rising to 377 in 1841. A spurt of growth then took place with 1471 people living in the village in 1871, 4266 in 1901 and almost 10,000 by 1971. The built development of the Parish mainly dates therefore from the Victorian era and the last 50 years.

The oldest part of Winshill is the Hollow Lane, Wheatley Lane and Berry Hedge Lane area where habitations were built in medieval times around a spring. Some houses remaining date from the seventeenth Century. Most of the impetus to growth came in the second half of the eighteenth century with the expansion of Burton’s industry, especially the breweries and also the changes to boundaries which transferred Winshill from Derbyshire to become part of the Borough of Burton and Staffordshire, so taking the pressure for growth from Burton on the other side of the Trent.



St Marks Church was built in its elevated location in 1869, a gift from a brewer, and terraced houses for the workers were constructed in the area of Bearwood Hill Road, Church Hill Street and High Bank Road, with The Level developed as the local shopping area. Larger homes for managers and professionals were built in Ashby Road, Alexander Road, Scalpcliffe Road and Newton Road.

Apart from a small number of Council Houses being built in the Hawfield Lane area before the 1939- 45 World War, there was little growth in the twentieth century other than small schemes in Mill Hill Lane, Wheatley Lane and Tower Road until the Manners Estate was developed as council housing in the 1950's, and the former terraced houses of the West Street area were replaced with more council housing in the 1970's.



1.4 Winshill Today

The main residential area remains the Manners estate, the former council housing area, with more than half the homes now in private ownership, the remainder managed by Trent and Dove Housing Association.

Private housing developed in the 1970's with large estates at Dalebrook and smaller developments in Highland Drive, Newfield Road, Sales Lane and Newton Leys. Since then there has been small infill schemes by private builders or social landlords, with the only significant area of development on the site of the former Ada Chadwick building in Mill Hill Lane.

Winshill today sustains 15 shops, a post office, six takeaways, four public houses, and one small hotel. There are four churches, three primary schools and one secondary school, a medical centre and a scout hut. The Neighbourhood Resource Centre serves as a small village hall where various organisations and the Parish Council meet.

There is a cricket club and tennis club and two large recreation grounds with children's playgrounds in Newton Road and Wheatley Lane and two smaller ones in Mill Hill Lane and Melbourne Avenue. There are some small scale employers such as the haulage operation in Bearwood Hill Road, three garages, one petrol station, the shops and hairdressers. The area is served by various buses to Burton Town Centre and the Hospital with buses up Ashby Road going onto Swadlincote, Ashby and Coalville, and ones along Newton Road linking the area westward with Repton and Derby.



Winhill is the fourth most densely populated ward in East Staffordshire with 35.9 persons per hectare. In 2011 there were 8,466 residents, a 4.3% increase since 2001 which compares with 9.5% increase for the whole of East Staffordshire. When compared to East Staffordshire and England, Winhill has a greater percentage of children, a lower percentage of working age residents, the same percentage of older people and a lower Black and Ethnic (BME) population.

Winhill has a lower household income (£32,390) than the Borough average of £35,360 and a higher proportion of total benefit claimants. It also has a lower level of educational attainment with a higher proportion of residents with no qualifications and lower proportion of residents with degrees or above. Winhill has a higher percentage of social rented housing than the Borough as a whole, 24% compared to the ESBC 13.5 %.

1.5 The Need for a Neighbourhood Plan

Winshill has a diversity of residents. Many residents have lived there for a significant part or all of their lives.

In the March 2015 consultation 71.5% of people responding had lived in the Parish for over 10 years and only 6.3% for under 2 years.

The consultation questionnaire did not seek to gather more information on the length of residence but on the doorstep many local people told us they had lived in Winshill all their lives.

Winshill while having areas quite different in character and having recently become home to a significant number of new migrant families from Eastern Europe (since 2014) seems to retain a very strong sense of community identity. Despite some obvious social and economic challenges the pride in which many residents take in their homes and their community is evident. The new residents seem to appreciate the strength of the local community as much as those well established in the area.



On the whole the people of Winshill are open, welcoming and friendly. They enjoy living in Winshill, they enjoy the facilities and amenities it provides and they care passionately about how it will develop in the future.

Employment opportunities in the Parish are limited to a narrow range of jobs in retail, local services and a few small businesses. There is some evidence that more people are running small businesses from home with the aid of modern telecommunications. For the majority of people of working age getting to work necessitates using the car and many travels some distance to employment centres in the wider region. Worklessness is evident in a small proportion of the population.

Many of the residents play an active part in the local community. The Parish has thriving primary schools, some vibrant local shops and services and an active neighbourhood centre supporting a range of community and recreational groups and activities. Adequate facilities and things to occupy younger people is a clear concern of many local residents (March 2015 consultation).

There is a strong message to protect services and amenities and the green spaces in Winshill and there is support for a range of improvements and increase in a number of key services particularly in the health sector.



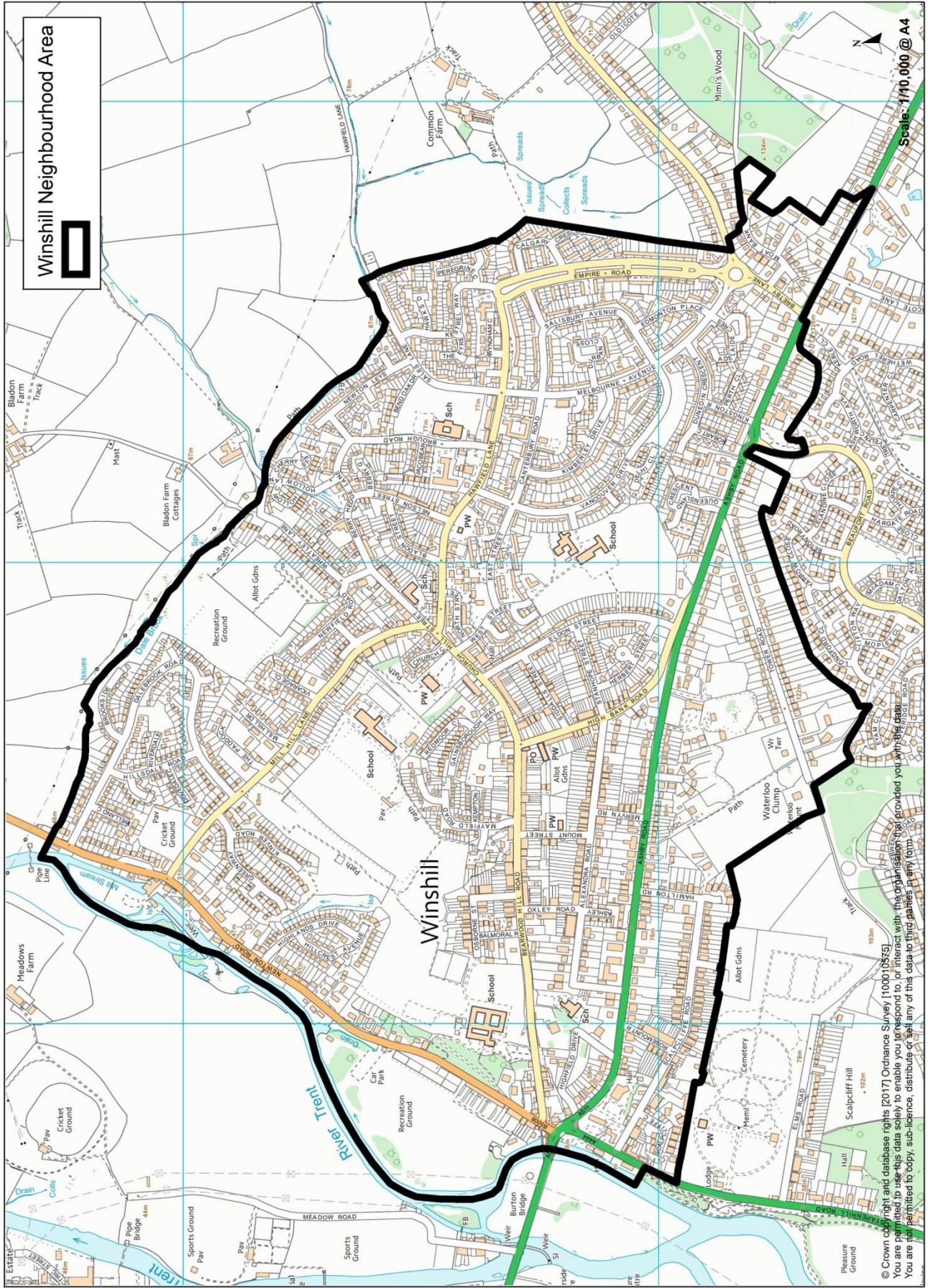
There is a perception among some in the community that any housing growth in the Parish could be detrimental. A recent application adjoining Winshill in Newton Solney parish was not generally well received by the local community and had not been planned so as to be well integrated.

At the same time rising property prices mean that private housing in Winshill is increasingly unaffordable for young families whilst those seeking to retire or down-size find limited suitable accommodation. There is also evidence that in the private rented sector more investment is needed to improve and maintain properties.

In providing a framework for the growth of East Staffordshire Borough the new Local Plan **ESBCLP_2031** strategy is more strategic and less detailed than the previous Plans and only sets out broad parameters of a strategy to 2031. It provides no detailed proposals for Winshill.

The **ESBCLP_2031** in keeping with the localism and national planning policy agendas and to provide a 'whole' Borough Development Plan requires that community-led Neighbourhood Plans come forward.

Now is the time for the community of Winshill to embrace the future, give a clearer vision of how Winshill can contribute to the prosperity for Burton-upon-Trent and build on the strong community foundations and spirit of the Parish. As the ESBCLP_2031 has already set the agenda for the scale and location of future growth the Plan does not attempt to establish local levels of growth or identify specific sites for development and focuses instead on how future development will be managed, whilst protecting local heritage and environmental resources, promoting good design, and supporting local enterprise and services.



Winshill Neighbourhood Area

Scale: 1:10,000 @ A4

© Crown copyright and database rights (2017) Ordnance Survey [100010325].
 You are permitted to use this data solely to enable you to respond to, or interact with, the organisation that provided you with the data.
 You are not permitted to copy, sub-licence, distribute or sell any of this data to third parties in any form.

2.1 Neighbourhood Plan Vision and Objectives

The Neighbourhood Plan vision for Winshill is:

By 2031 Winshill shall be an attractive and safe economically and socially thriving community with good access to a range of local shops, services and recreational activities. It will be a place where people wish to live and will be proud to live.

Local Green Spaces will be preserved and improved for the benefit of residents, more recreational opportunities and supporting wildlife.

Better connectivity will be prioritised to link the various local areas and shops and services and to link to other parts of Burton-upon-Trent and enable easy access to the surrounding countryside.



Traffic in the area will be controlled to safe speeds with through traffic in residential areas discouraged. Bus services will be maintained and improved.

Winshill's cultural and built heritage will be cherished with Victorian and Georgian housing improved and conserved and small scale new house building allowed when suitable opportunities arise to meet local housing need.

Efforts will be harnessed to improve access to job opportunities, encourage young entrepreneurs and maintain a prosperous community.

2.2 Objectives

One To protect local built heritage assets and ensure that any new developments complement the existing character of the area, are of a high design quality reflecting the local vernacular and are of sustainable construction with low energy use - *Policies 5 & 8 relate.*

Two To ensure that new housing provision meets the identified housing needs including the needs of the local community – *Policies 6 & 7 relate.*

Three To resist the change of use of employment premises and shops to residential use – *Policy 10 relates.*

Four To ensure that developer contributions are used within Winshill for defined needs which have public support – *Community Action 4 relates.*

Five To ensure that opportunities are taken to increase the provision of adequate off street parking to maintain traffic flows and ensure adequate parking spaces are freed up to enable customers access to local shops and services – *Policy 11 relates.*

Seven To improve the employment prospects for Winshill residents – *Policy 9 relates.*

Eight To enhance existing areas of public open space and seek to create new ones. The enhancement will meet the needs of local residents and wildlife to offer safe leisure experiences and generally increase the use of such spaces – *Policies 1, 2, 3 & 4 relate.*



Neighbourhood Plan Policies

3.1 Environment, Open Spaces, Green and Blue Infrastructure

Green and Blue infrastructure is a broad concept that includes the more obvious areas of public open space like Winshill and Newton Road recreation grounds to more incidental areas of managed verges and open spaces within housing areas. There is around 35 ha (87 acres) of green open space in the Parish more than half of which is school playing fields. This represents just under 15% of the total land area.

In terms of accessible public open space provision the Parish falls short of the minimum standard long advocated by the National Playing Fields Association of 6 acres (2.4 ha) per 1,000 resident population.

Winshill is fortunate in having access to open countryside to the north and east and the recreational opportunities afforded by the proximity of the River Trent to the west. The topography of the area, particularly the east of the parish, allows for panoramic views north and eastward and a feeling of openness as relief to high density residential areas.

Woodland creation and tree planting generally has been encouraged in and around Winshill in recent years and the National Forest initiative should help to see this continue in the future.

In the March 2015 public consultation the importance attached to the protection of open space came through very strongly. Public Open Space (green space) provision and improvement was rated as the highest priority from a comprehensive list of facilities and amenities. The importance to the local community of non-utility green space generally, children's play areas and sports pitches, spanned older and younger age groups.

School playing fields for various reasons of restricted access cannot generally be considered as public open space and are only available for use by the relevant schools subject to some exceptions. Multi-use games areas (MUGA's) that have synthetic surfaces provide facilities that are useable for a greater part of the year but provision of these in Winshill outside of schools is limited.

Policy 1 Enhancing and Protecting Open Space

The retention and improvement of existing spaces and where possible the provision of new open spaces will be supported.

Provision and/or improvement of outdoor children's play areas and provision for a range of sports and outdoor activities will be encouraged.

Community Action 1

The Parish Council will seek to increase public access to green and blue infrastructure and wherever possible improve the utilisation of green assets such as school playing fields.

3.2 Local Green Space

Local Green Space is defined in the NPPF and planning practice guidance as being a way of providing protection against development of areas of particular importance to the local community. The designation of Local Green Spaces needs to be compatible with other proposals and complementary to providing sufficient land for other purposes.

Consistent with the NPPF and guidance the suitability of designating Local Green Spaces has been considered in terms of;

- close proximity to the community it serves;
- significance to the local community in terms of recreational value, historical significance, aesthetic quality, tranquility or ecological value;
- the extent and that it is not used to cover large tracts of land.

At a local level how the Local Green Space aids the definition of and relief to the built-up area has also been an important factor.

Nine areas of Local Green Space in the plan area are identified for special recognition and protection, summarized in the table below.

NPPF Tests				
<u>Name/ Location Of LGS</u>	<u>Proximity to community</u>	<u>Local Community Value</u>	<u>Landscape, Historical, Recreational & Wildlife Value</u>	<u>Size Ha</u>
1. Dale Brook, Wheatley Lane Recreation Ground and allotments	The brook is the northern boundary to the Parish and is situated close to the more recent housing estates. The green space is surrounded on its other three sides by housing of a relatively high density.	An area of high environmental value with nature walks along the public footpath by the brook included in the Ten Winshill Walks booklet. The green space provides a significant community value by providing both play facilities and the opportunity to grow food sustainably.	The brook course is a significant natural feature in the landscape. The green space provides opportunities for the community to take part in informal recreational activities. The allotments have a significant recreational value, by providing the opportunity for the local community to grow their own food.	7.7
2. Newton Road Recreation Ground	The green space is located to the west of the Parish adjacent to the River Trent. As part of the washlands it is used not only by the local community but the town as a whole.	The recreation ground is an important public open space and recreational facility with significant environmental value with riverside walks.	The green space is of high recreational value as well as providing a natural riverside wildlife environment. It provides a children's play area, tennis courts, recreational facilities and is home to Burton Canoe Club	8.3

3. William Coltman VC Peace Wood Mill Hill Lane	This green space is located in the west of the Parish close to recent housing development and adjacent to Abbot Beyne School.	The green space has been recently planted as a memorial peace wood and represents a landscaped area of high community value.	Planted area of remembrance to those local men who fought and died in the first world war. A footpath connects the older parts of the Parish with more recent development.	3.3
4. Waterloo Clump	Situated on the southern boundary of the Parish but in close proximity to the older Scalpcliffe Road/ Ashby Road housing area.	Area is bisected by a number of very well used rights of way leading from the town centre into the Parish and beyond.	Only area of agricultural land in the Parish offering important green relief and setting to the iconic Winshill Water Tower and Stapenhill Cemetery.	2.0
5. Canterbury Road Community Park	Adjacent to the Neighbourhood Resource Centre and Winshill Health Centre in close proximity to a large number of local residents in the middle of an area of social housing.	As the green space is surrounded by residential units it is of significant community value.	The area provides both amenity green space and contains play equipment and formal recreational facilities for children of all ages.	0.44
6. East Street	The green space is situated in the centre of the Parish in close proximity to local housing association flats.	It provides significant local value to residents who overlook the area.	The area provides amenity green space and trees on the residential street.	0.39
7. Kimberley Drive	The two green spaces are situated in close Proximity to a local primary school.	Important green space of aesthetic value in an area used daily by local residents and school children.	The area provides amenity green space in this residential street.	0.2 & 0.3
8. Vancouver Drive	This green space is located to the south of the Parish near to a local primary school.	It provides a significant community value as an amenity green space within a residential area.	High recreational and amenity value with extensive planting recently carried out as part of Winshill in Bloom.	0.6
9. Riverdale	This green space is located within the centre of the Dalebrook Estate in the north of the Parish.	It provides an aesthetic value to local residents that overlook it and of other dwellings in close proximity.	The area provides amenity green space in this residential area.	0.3

Policy 2 Local Green Space

Each of the nine areas in the table above and shown on the proposals map, are designated as Local Green Space where new development is ruled out other than in very special circumstances.



3.3 Public Rights of Way

The NPPF expects policy to protect and enhance public rights of way and access. Wherever possible, opportunities to provide better facilities for users, for example by adding links to existing rights of way networks, should be sought.

Over half (51%) of respondents in the public consultation in March 2015 rated access to rights of way as highly important and a further 21.5% as important.

Winshill has good access to the countryside to the north and east and to the river Trent from public footpaths and other informal links. Green relief in Stapenhill is accessible to the south. These rights of way are a valuable resource, providing an essential leisure and recreational function.

The diversion and/or closure of footpaths remains the responsibility of the Highway Authority. However, the Parish Council should be consulted on these proposals and will normally resist development proposals that would adversely affect the amenity of footpaths, unless an adequate alternative route for the right of way is provided.

Policy 3 Protecting and Enhancing Rights of Way

New development and redevelopment must ensure that all existing footpaths, bridleways, cycleways and other rights of way will be retained and if possible enhanced unless an adequate alternative is provided.

The Parish Council has published a booklet of Ten Winshill Walks in order to encourage the community to take full advantage of the opportunity to walk at leisure within the local environment.

Community Action 2

The Parish Council will seek, wherever possible, local improvements and extensions to the rights of way network.



3.4 Green and Blue Infrastructure

The Plan recognises the fundamental role green and blue infrastructure and the natural environment play in the identity of Winshill Parish and how they help to define built-up areas. They also acknowledge that the environment is inextricably linked to local economic prosperity, the health and well-being of those living in Winshill and the attraction of the area as a place to live.

In the March 2015 public consultation as well as the importance attached to green space a strong view of the need for countryside protection came across. In particular this came from areas of Dalebrook on the northern perimeter of the Parish and was evident in many of the qualitative responses.

The area of countryside to the north lies within South Derbyshire. As such it is acknowledged that Winshill Parish Council and East Staffordshire Borough Council, as the planning authority, have no direct jurisdiction over this area. The Dale Brook forms the county boundary and it follows distinctive natural features that extend along the northern boundary of the Parish. Likewise the River Trent to the west forms the natural boundary between the Winshill and Burton Town Wards and is surrounded by an extensive area of natural flood plain.

Both of these areas are important not only in the views they provide from many parts of Winshill, but also by providing environmental and amenity areas easily accessible to its residents.



The other areas of note are the grounds of Winshill Cricket Club and the playing fields to the Winshill Village and Tower View primary schools and the Abbot Beyne Secondary school. The schools are more centrally located within the Parish and provide important green space in between the large housing estates. Although not directly accessible to the public they are of high recreational and amenity value to the respective pupils.

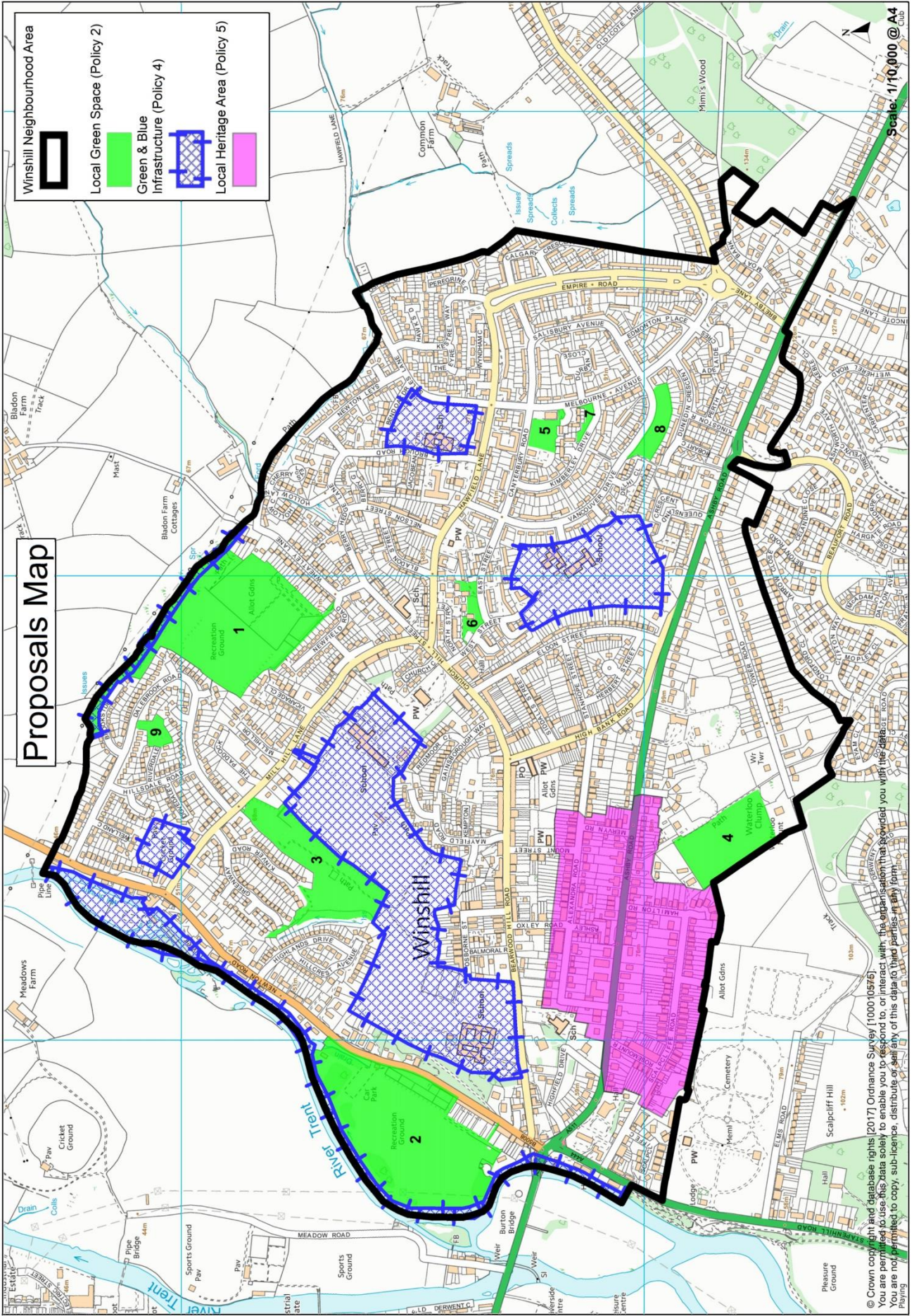


Policy 4 Green and Blue Infrastructure Protection

Development proposals where appropriate should conserve and enhance the overall biodiversity of the Parish and should demonstrate what account has been taken of the network of green and blue infrastructure shown on the proposals map. Subject to other policies of the Plan, the NDP supports planning applications which contribute towards the overall biodiversity and green and blue infrastructure network within the parish, including hedgerows, trees, ponds and watercourses, which provide valuable wildlife and landscaping buffers in the Parish.

Proposals Map

- Winshill Neighbourhood Area
- Local Green Space (Policy 2)
- Green & Blue Infrastructure (Policy 4)
- Local Heritage Area (Policy 5)



Scale: 1/10,000 @ A4

© Crown copyright and database rights [2017] Ordnance Survey [100010575].
 You are permitted to use this data solely to enable you to respond to, or interact with, the organisation that provided you with the data in any form.
 You are not permitted to copy, sub-licence, distribute or sell any of this data to third parties in any form.

4.1 Local Heritage Area

Winshill has many buildings of architectural and historic interest. There are opportunities for the enhancement and conservation of some fine examples of Victorian architecture particularly and these should be taken wherever possible. For example, the repair and refurbishment of buildings, revitalising vacant and underused buildings, or the carrying out of landscaping and other works that enhances the public realm.

The area around Alexandra Road and Scalpcliffe Road bordering Stapenhill Cemetery retains many examples of well-kept Victorian villas with period architectural features. Generally where there has been adaption to buildings and infill development this has been sensitive to the overall character of the area. It is considered the architectural and historic character of this area is an asset and socially and culturally relevant to the wider community.

This protected area of local heritage covers much of Scalpcliffe Road up to the boundary with Stapenhill Cemetery, Hamilton Road, Rosemount Road, Alexandra Road and the nearby properties along Ashby Road. Stapenhill Cemetery (in Brizlincote Parish) that adjoins Winshill to the south is a grade II Registered Park and Garden of special historic interest.



Winshill, once a small village was transformed in the 19th century with housing development for workers in Burton. Further housing was built from the 1950s onwards and is now one of the most built up areas in East Staffordshire.

There are important remnants of the historic heart of Winshill, including cottages along Berry Hedge Lane/Wheatley Lane/Hollow Lane, St Marks Church and the former Greensmith's Flour Mill adjacent to the river on Newton Road (now converted to apartments).



Policy 5 Local Heritage Area

Development proposals within the Local Heritage area as identified on the proposals map must explain (in a Local Heritage Statement) how the development will protect, complement or enhance the historic character of the area with regard to:

- 1. The scale and form of the development**
- 2. The density of the development and**
- 3. The materials used in the development**





Community Action 3

Winshill Parish Council will work with East Staffordshire Borough Council on including Winshill built heritage in a Local List of non- designated heritage assets when this is prepared by the Borough Council.



5.1 Housing

Winshill is a built up Parish with no specific housing allocations in the **ESBCLP_2031**. Results of the 2015 public consultation towards the provision of new housing were mixed. The majority (56.8%) held the view that the current amount of housing in the parish was adequate with 30.5% feeling that some more or 'a lot' more housing was needed.

In terms of the type of housing development, the provision of one large housing estate was the least favoured strategy followed by the development of infill development in residential gardens with the most favoured being the release of individual plots.



In terms of the provision that should be made for general dwelling need there was a clear preference towards family housing over provision of 'luxury' housing and affordable/low cost/starter housing was preferred to more housing for private or social renting.

Provision of more bungalows was considered preferential to development of more 2 and 3 storey houses.

ESBCLP_2031 gives the strategic overview of housing development in the Borough therefore Winshill Parish Council through community consultation would like to concentrate on housing mix and infill development in the Parish.





Policy 6 Housing Mix

Particular support will be given to proposals which provide appropriate mix of house types, tenures and sizes (based on evidence of need), including 1 and 2 bedroomed homes, low cost market homes generally and homes that meet the needs of older and less mobile population.



5.2 Infill development

Infill development in Winshill has in the past provided a source of housing capacity and has allowed self-build and more innovative housing schemes to flourish. Although the contribution to meeting housing need is very welcome sensitive control of this form of development is required to minimise the impact on neighbouring properties and ensure that the overall character and the amenity of the plan area is not damaged.

Provision of plots where density can be increased without the need to provide lots of parking spaces and infrastructure for cars should be sought where there is good access to public transport.

The Parish Council is supportive of creative building and high standards of design and welcomes self-build and infill development that are built with the community's needs in mind, are attractive, create a distinct identity and respect and enhance local character. Sensitive design and good landscaping are particularly important to successfully develop and integrate small sites into the established built form.



Policy 7 Support for Creative and Innovative Infill Development

The Parish Council will support infill development within Winshill that provides additional housing capacity and fits with the overall character of the area and historic context, would be of appropriate scale in terms of plot size, layout and density and would not significantly impact on the amenity of neighbours.

Proposals will be supported where they respect and make a positive contribution to the immediate area. Particular attention should be made to the design matters of building height, scale, mass, design, appearance and materials.

6.1 Design

Good design should be the aim of everyone involved in the development process when building in Winshill Parish. It is essential to improving environmental quality by supporting attractive, vibrant and sustainable development that give a strong sense of place, in which people will want to live, work and play.

Winshill has many areas of distinct built character and a richly varied urban form. There are many very attractive houses from the Victorian and Georgian period in Winshill particularly but not exclusively along Alexandra, Ashby and Scalpcliffe Roads, that while not listed for protection, would be a significant loss if they were not invested in and allowed to decline.



Policy 8 Support for Good Design

New development proposals shall exhibit good design and contribute positively to the built environment of the Parish by:

- (a) Responding to the local context and the form of surrounding buildings;**
- (b) Taking account of landscape and topographical features and respect local character;**
- (c) Reinforcing local architectural distinctiveness;**
- (d) Ensuring all components of the proposal, such as buildings, car parking, access routes, open space and landscaping are well related to ensure a well- integrated and attractive development;**
- (e) Ensuring the retention and enhancement of existing trees, shrubs, hedges and green space where possible.**
- (f) Seeking to utilise locally sourced traditional materials to help to retain and enhance the local character of existing and new buildings and their environments.**
- (g) Conserving and enhancing the special character and distinctness of the area and its amenity value to the community**

Developments should also seek to encourage a healthy lifestyle through the provision of opportunities for walking and cycling, and safe places to play where these are appropriate.

These principles will help to ensure that the development itself is not only well designed, but also complements and enhances the existing environment.

7.1 Employment, the Local Economy and Local Shops and Services

Winshill residents have levels of qualifications on average slightly below the national average and those of residents across the Borough. In the 2011 Census 24.8% of the usually resident population aged 16 and over were recorded as having no qualifications in Winshill compared to 22.6% nationally and 24.7% for the Borough. In terms of those with Level 3 qualifications and above (A- level equivalents and above) these accounted for 34% of Winshill residents compared to 39.8% nationally and 35.1% for the Borough.

The proportion of residents aged 16-74 economically active in part-time employment 14.7%, economically active in full-time employment 38.5%, at the 2011 Census were very similar to the national proportions at 13.7% and 38.6% respectively. The level of self-employment at 7.0% was lower (England 9.8%, Borough 8.6%) and unemployment at 5.5% higher than the national average (England 4.4%, Borough 3.8%).

The proportion of the usually resident population aged 16-74 economically inactive in Winshill was slightly higher than the Borough and national average in terms of the retired, full-time students, those looking after home or family and those looking after long-term sick or disabled.

At 2011 0.8% of the 16-74 population declared themselves as unemployed having never worked and 2.1% were classed as long-term unemployed.

For those residing in the Parish the largest employment sectors were in the Retail/Retail Services 17.4%, Manufacturing 16.4% and Health and Social Care 13.7% sectors (2011 Census). The Retail/Retail Services and Health and Social Care employment levels are similar to the national average with the proportion in the Manufacturing sector much higher, nearly double, the national average (at 8.8%).

There is little employment in the Parish and for those in work commuting by car is higher than the national average (Winshill 66.5% as driver, 7.3% as passenger, England and Wales 55.7% as driver, 5.1% as passenger).

Numbers travelling to work on foot and by bicycle are low. The proportion of the resident population 'mainly' working from home is 4.2% (2011, Census) lower than the Borough and the national average.

There were 80 VAT registered businesses with an address in Winshill in 2004 (available data) of which 5 had between 10 and 19 employees.

With the main areas of employment in Burton-upon-Trent focused on the breweries, established and new industrial and employment estates and in and around the town centre it is difficult to see how any employment land allocation in Winshill would fit with the geography and established work and commuting patterns in the town.

It is the view of the Parish Council that the area is not readily suited to major employment sites particularly where these would require good access and generate significant volumes of HGV traffic.



The most significant constraint to major employment development is lack of suitable and available land in the plan area. There are no clearly defined industrial estates from which businesses could expand and diversify.

Despite the lack of obvious land providing more jobs generally and more varied local employment opportunities in Winshill is very much supported. With the changing nature of the economy, the application of more sophisticated communications and technological applications it is considered a lot of opportunity could be provided without the need to find an employment site.

Some limited office development and commercial development for conversions may also yield new employment. There may also be more opportunity to develop housing units more readily equipped and suitable for working from home.

Small businesses can find it difficult to start up or continue trading because of a lack of flexible premises within their means. Some businesses become established at home and have the potential to make a valuable contribution to the limited employment provision in the Parish.

Many small-scale home-based operations do not require planning permission. This policy applies to proposals where consent is required from the Borough Council for example due to a change of use of part of the property.

Policy 9 – Support for Home- working and Local Enterprise

Home-based businesses will be supported provided that it can be demonstrated that:

- (a) the amenity of neighbouring properties will not be unacceptably harmed by virtue of noise, smell, traffic generation, health and safety impacts, scale, design, appearance or nature of operations;**
- (b) the operation of the business activity can be contained within the existing boundaries of the premises; and**
- (c) the operation of the business activity does not require substantial external modification of the premises;**
- (d) there will not be detriment to the safe operation of the highway.**

The reasonable expansion of existing business operations or their relocation to better premises associated with the protection of jobs and the creation of new opportunities will be supported subject to environmental safeguards and the other provisions of this Plan. The improvement and reasonable expansion of the local centres within the Parish is supported and increasing the diversity of service employment will be encouraged.

There was a very strong message of support from the March 2015 public consultation towards the protection of and improvement of local services in particular for health and GP surgery provision, pharmacy and dental health services in Winshill.

In terms of local shops 13.9% of residents expressed that increasing provision and/or improving them was highly important priority with a further 33.8% considering increasing provision and/or improving an important priority. The views in relation to increasing provision and/or improving Post Office services were 12.6% and 45% respectively, and for newsagents 16.2% and 22.3% respectively. Priority towards improving and increasing pubs (15.7% and 8.4%) and hot food takeaways (16.5% and 6.5%) was much less.



Policy 10 – Supporting the Local Shopping and Service Areas

Proposals for the redevelopment, refurbishment or adaptation of existing shop premises for retail use will be supported, provided proposals for window displays and advertising are in keeping with the character of the overall frontages of the area.

Proposals involving an increase in retail floorspace should demonstrate that:

- (a) there will not be a significant impact in terms of highway safety; and**
- (b) satisfactory access for service vehicles can be provided;**

The expansion of and/or the provision of GP surgeries, pharmacy services, dental services and Post Office services will be supported subject to other policies being met.

8.1 Transport and Access

As an established residential community, Winshill benefits from good transport links. Existing transport use is broadly in line with patterns of use elsewhere in East Staffordshire; in particular, a high proportion of journeys to and from work (74%) are by private car although slightly less use is made of walking and cycling as a mode of transport. This may be a reflection of the topography of the area, and the perceived difficulty of reaching the Town Centre by these modes.

The A511 Ashby Road passes through the parish and gives good access to Burton Town Centre and to Swadlincote; for longer distance trips, both the A38 and M42 motorway can be reached within a 20 minute drive of the centre of Winshill making it reasonably easy to reach regional centres in the West and East Midlands by road; Burton Railway Station – situated to the west of the Town Centre and accessible by a frequent direct bus service from Winshill – provides frequent rail connections to these centres.



There are no significant congestion issues within the immediate vicinity, although at peak times traffic queues can cause problems at the Swan Island junction of the Ashby, Stapenhill, and Newton Roads, and on Burton Bridge. However, by national and local standards any delays are generally of limited significance, and no plans for any improvements at this location are given any priority in Staffordshire County Council's Transport Strategy for East Staffordshire.

Respondents to the Neighbourhood Plan consultation in March 2015 rated Road Maintenance and Improvements to Bus Services as the most important priorities for future investment. Notwithstanding this, highway and pavement infrastructure within the plan area appears to be well maintained and in line with local standards; equally, the frequency of bus services is at least as good as those in similar residential areas.

It is of course possible that the responses to these issues reflect other areas of concern, such as street cleaning, or bus service reliability and cost. Whilst these are not issues which can be addressed through the planning process, reference in the plan may help to reinforce any efforts by the Parish Council to secure improvements.

For people in lower age groups (under the age of 65), residential parking and the provision of cycle lanes also feature as a high priority. These issues could be exacerbated in the event of any significant residential conversion leading to higher population densities in the area, particularly since such conversions are likely to lead to an increase in the number of younger working age residents, who are more likely to both require vehicle parking and be more prepared to consider walking and cycling. On-street parking is already a problem in both the older terraced areas as well as on the former council estate where no provision was made for off-road parking when originally constructed.



Policy 11 – Parking

Adequate and suitable off-street parking shall be provided for all new developments, including residential conversions and redevelopment. This shall be based on a minimum of two spaces per dwelling up to 3 beds, and a minimum of 3 spaces per dwelling of 4 beds and more, except where it can be demonstrated that a different standard of provision would not cause significant harm in terms of highway safety. In the case of dwellings particularly targeted at older and less mobile people, a lower provision may be justified.

Wherever possible, dwellings provided for the specific use of older and less mobile people should incorporate at least one fully accessible parking space for larger mobility vehicles, designed in a way which allows wheelchair users to board and alight from the side and rear of vehicles.

Any development which involves the paving of existing garden space to provide parking or access shall incorporate the use of permeable surfaces.

This policy is intended to minimise the need for any additional on street parking in an area where this is already a problem. The topography of the area and existing street layout makes it likely that wheelchair users already experience difficulties with vehicle access and the policy will help to address this for future residents. The inclusion of the clause regarding permeable surfacing will reduce any additional run-off of rainfall onto the Highway and reinforces recent changes to Planning Law which make it a requirement to secure planning permission before installing any new driveways comprising non-permeable surfaces.

8.2 Cycling and Walking

The plan supports the provision of improved walking and cycling routes within and beyond Winshill, particularly to encourage greater use of sustainable travel between the area and Burton Town Centre.

It is highly unlikely that the area will attract any developments of sufficient scale to contribute to the general improvement of infrastructure and facilities within Winshill and any such improvements are only likely if alternative funding streams can be secured by the appropriate agencies; the policy below is therefore designed to ensure that new developments are suitably integrated with the existing network of pedestrian and cycling routes.

Policy 13 – Cycling and Walking

The provision of parking facilities for bicycles, and proposals that incorporate fully accessible pedestrian footways which minimise distances to and from existing pedestrian routes will be supported.

The main highway routes through the plan area which are also used extensively by local buses are either heavily used or already have significant issues with on-street parking; this can cause difficulties for all highway users, particularly buses, pedestrians and cyclists.

Vertical traffic calming measures such as road humps and raised tables used extensively across the plan area are not favoured for reducing traffic speeds and other innovative, less intrusive and more aesthetic measures are available.

By designing new developments so that they are accessed wherever possible from side roads with existing junctions to the main network further issues may be avoided; however, this must be done in such a way as not to significantly inconvenience residents of the side roads. This should be possible given the likelihood that only small scale development proposals will emerge in the area. The situation with Ashby Road is slightly different and it may be possible here to identify locations where a new junction could be installed without detriment to existing users.

Policy 14 – Connectivity with the existing Highway

Access arrangements for all developments where feasible should be designed in a way which does not compromise safety for existing highway users, including pedestrians and cyclists. Innovative approaches should be taken to reduce traffic speeds and any new measures should not sever existing pedestrian and cycle routes. Wherever possible, new access points onto the main routes in the area (Ashby Road, Bearwood Hill Road / Church Hill Street, and Newton Road) should be avoided.

9.1 Local Priorities

It is sometimes requisite of a developer to address a developments impact through a financial contribution towards the public realm by way of an agreement. The scope of the agreement is set out in the **NPPF** and essentially requires that matters agreed must be, necessary in planning terms, directly related to the development and fairly and reasonably related in scale and kind to the development.

Whilst it is accepted that the scope for such funding is somewhat limited in Winshill, nonetheless should such an opportunity come along it is important to try and address some of the local needs identified in the public consultation exercise.

Community Action 4

Local Priorities for Infrastructure in Winshill

The Parish Council has identified the following projects. Where possible, the Parish Council will seek to ensure that funds raised through Section 106 Agreements and Community Infrastructure Levy go towards delivery of these projects listed below:

- i. Recreational facilities, such as a skate park, to meet the needs of the young adults in the Parish.***
- ii. Improvements to public open space and planting areas and infrastructure associated with plant and flower displays.***
- iii. Signs, infrastructure and other innovative measures associated with improving the visibility of public rights of way.***
- iv. Improvements to the Winshill Neighbourhood Resource Centre.***
- v. Indoor sports facilities for public use at Abbots Beyne High School.***
- vi. Public transport infrastructure, signage and information.***

These priorities will be reviewed by the Parish Council at least every five years through the plan period to 2031 and will be consulted on prior to any change.



10.1 Implementation, Monitoring and Review

Winshill Parish Council will monitor the effectiveness of the Neighbourhood Plan by carrying out a periodic check all planning applications in the Parish and assessing whether Neighbourhood Plan policies have been used in determining these.

Further, a more comprehensive review will be carried out by the Parish Council every 5 years to decide whether the plan policies are effective, which will help determine whether a full or partial re-write is required. This will follow the relevant legislation at that time.





**WINSHILL PARISH COUNCIL ASSISTED BY LUFTON AND
ASSOCIATES (CHARTERED PLANNING CONSULTANCY) WITH THE
SUPPORT OF EAST STAFFOPRD SHIRE BOROUGH COUNCIL
JANUARY 2017**