

**KINGS BROMLEY  
PARISH COUNCIL**



**KINGS BROMLEY PARISH COUNCIL**

# **OUR COMMUNITY DEVELOPMENT PLAN 2022 – 2037**

*(Incorporating our Local Neighbourhood Plan that has yet to be verified)*

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## **An introduction from the Chairman of the Parish Council 2019-2023:**

It has been the ambition and intention of this Parish Council to develop a Local Neighbourhood Plan (LNP) since 2019. It was going to give residents the opportunity to have their say. We would create a framework that gave our community a means of navigating its way through the next fifteen years. It would be regularly reviewed to ensure progress and the appropriateness of the direction it was undertaking.

The process began with a household survey of the parish. As that was undertaken the nation was put into the first lockdown of the CoVid crisis. Our survey results were delayed, but nevertheless, completed and available for consideration.

As the health crisis unfolded, and with the help of the school and Parents Association, the children of the parish had their say. When restrictions eased further we held public meetings and a public event to extend the opportunity to hear as many voices as possible. As the many views as possible were heard, a working party of councillors prepared the material for viewing on the parish council website and through another public meeting.

We have always known that whatever we produced would not be verified until it had been scrutinised by the relevant authorities. By the Spring of this year, 2022, we had produced our first substantial plan and we received some advice when we met with an officer from Lichfield District Council (LDC). Once again, the document was made available to the public through the parish council website. Policies were developed further and by June 2022, a third document was made available on the website. We asked for, and expected, further advice from LDC. No further advice was received until late October 2022. We were told that our plan included things not normally addressed by the LNP but our residents wanted that. The plan would be subject to further statutory public scrutiny and then examined by an independent inspector. It was likely to be subject to further amendment and possible national policy direction changes in the light of national priorities.

This parish council is due to face elections in May 2023. There may be a new council thereafter. The current council judged that the process of the LNP may not be complete by then and therefore the residents' referendum on the matter would also be ill-placed. Rather than allow confusion or misunderstanding prevail the parish council has decided to publish a community plan that reflects what residents have said, represents the priorities residents have, and generates thinking about how our community can be enhanced. No one needs to approve this plan. Some of its elements have begun already. It can be continued or amended by a new council who can also use it to continue to undertake the quest to create a LNP should they wish.

This is a plan that is based on what you have told us. All the original documents are available on the website. You can see it all for yourselves and it is the hope of this council that it will help to develop the kind of community you want to live in.

Alan Howard, Chairman

# ***CONSULTATION – BROAD OUTCOMES***

## **OUR VALUES**

### ***We value:***

- The provision of high quality, local education for the primary phase
- Social, cultural and commercial community settings and possibilities
- A rural setting offering space for walking, cycling and an engagement with the natural world
- The development and sustainability of the environment
- The history and heritage of the locality
- A community characterised by kindness, tolerance and helpfulness
- A community that is calm and tranquil
- A community that creates and sustains lively and interesting activities
- A community that recognises the values of diversity and engagement
- Decent services in the village often supported by village self-help groups
- Being close to bigger settlements to support employment and other needs
- An unspoilt environment

## **OUR CONCERNS**

### ***Our concerns focus on:***

- Busy roads and traffic issues that impact on our lives
- A need for greater engagement with young adults
- More community space for outdoor activities
- Greater commitment to ecological issues and opportunities including the use of and accessibility to open spaces
- The danger of overwhelming housing development
- Disruption caused by HS2 construction to all aspects of our lives
- The loss of neighbourhood policing and protection from traffic abuse and anti-social behaviour often from outside the village
- The loss of the public bus service
- Weakened GP health provision
- The need for housing diversity and cost that recognises specific requirements around affordability and support for the young and elderly.
- Sustaining current services and developing more.
- Greater need for ecological opportunities within the community to meet the green challenge.
- The village's digital connectivity
- The way that local democracy (the parish council) communicates both digitally and traditionally with residents.

## OUR COMMUNITY VISION

This is the kind of place our residents want to live in – it reflects why they chose to live here now and what they regard as precious. It recognises that change is necessary to both maintain what is regarded as special as well as facilitating future progress. It is the basis of our plan.

**We live in a community of many voices but seek a common voice in sharing our life together.**

*Our parish community should be a safe, clean, quiet place to live.*

*Members of the community should have respect for one another and embrace the diversity of age, faith, gender and ethnicity thus living harmoniously.*

*We should support each other recognising that we all have strengths and weaknesses and interest in a wide variety of matters.*

*We should celebrate our friendship and embrace the legacy our parish enriches us with and develop an eco-friendly and sustainable environment around us recognising that culture, the arts and sport contribute to our well-being*

To this end, Kings Bromley will:

- Remain a freestanding settlement.
- Accommodate development to meet all local needs, mainly within the existing village boundary, whilst maintaining a self-contained community with clear physical boundaries.
- Enhance and reinforce the characteristics of the conservation area. Any development within the conservation area will contribute to the local distinctiveness of the conservation area's environment.
- Maintain, enhance and improve established businesses, shops, facilities and services.
- Will improve and support pedestrian and cycle connectivity and access to services in the village.
- Use our open spaces to the benefit the well-being of the community and the environment
- Will offer support for initiatives to curb the negative impact of the A515 and A513, particularly regarding heavy goods vehicles and speed reduction measures, where there is no conflict with local and county council policies or due legal process.

# OUR IMPROVEMENT FOCUSES

- *Our strategic objectives will focus on the themes we have identified and their relationship to us as a community.*
- *We recognise that issues and improvements are interrelated complexities that manifest themselves in how we live alongside our fellow residents. This means that it would be misrepresenting reality if we deal with them in the silos such as housing or traffic as they are traditionally dealt with. Society is more subtle and challenging and as such we will express both our strategies and emerging policies in terms of their relationship with us as a community.*

Our four areas of improvement represented by this plan will be:

- **THE COMMUNITY'S ENVIRONMENT** - which will include housing, planning, public spaces, the green agenda
- **THE SAFETY OF THE COMMUNITY** - which will include traffic, roads, security, policing, anti-social behaviour, flooding
- **COMMUNITY WELL-BEING** - which will include education, health, youth, organisations, leisure and pleasure
- **COMMUNITY CONNECTIVITY** - which will include transport and roads, digital communication and parish communication and interaction.

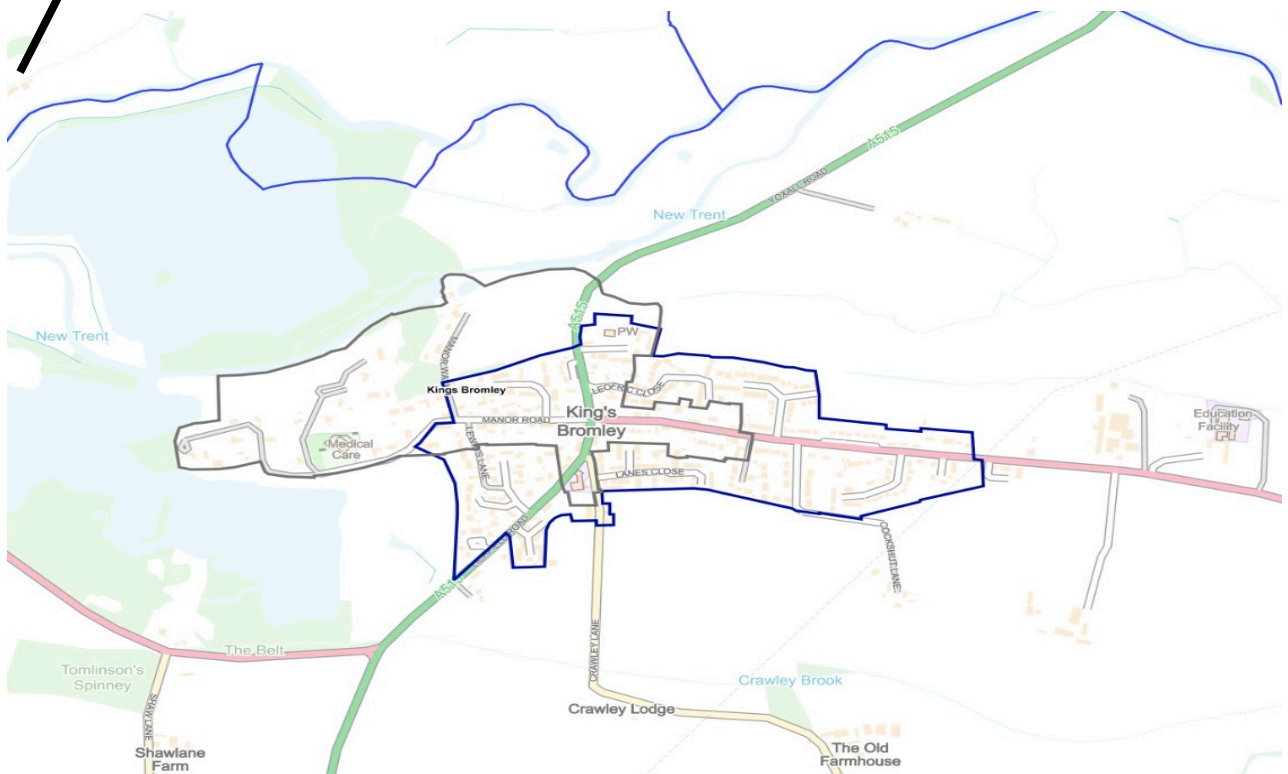
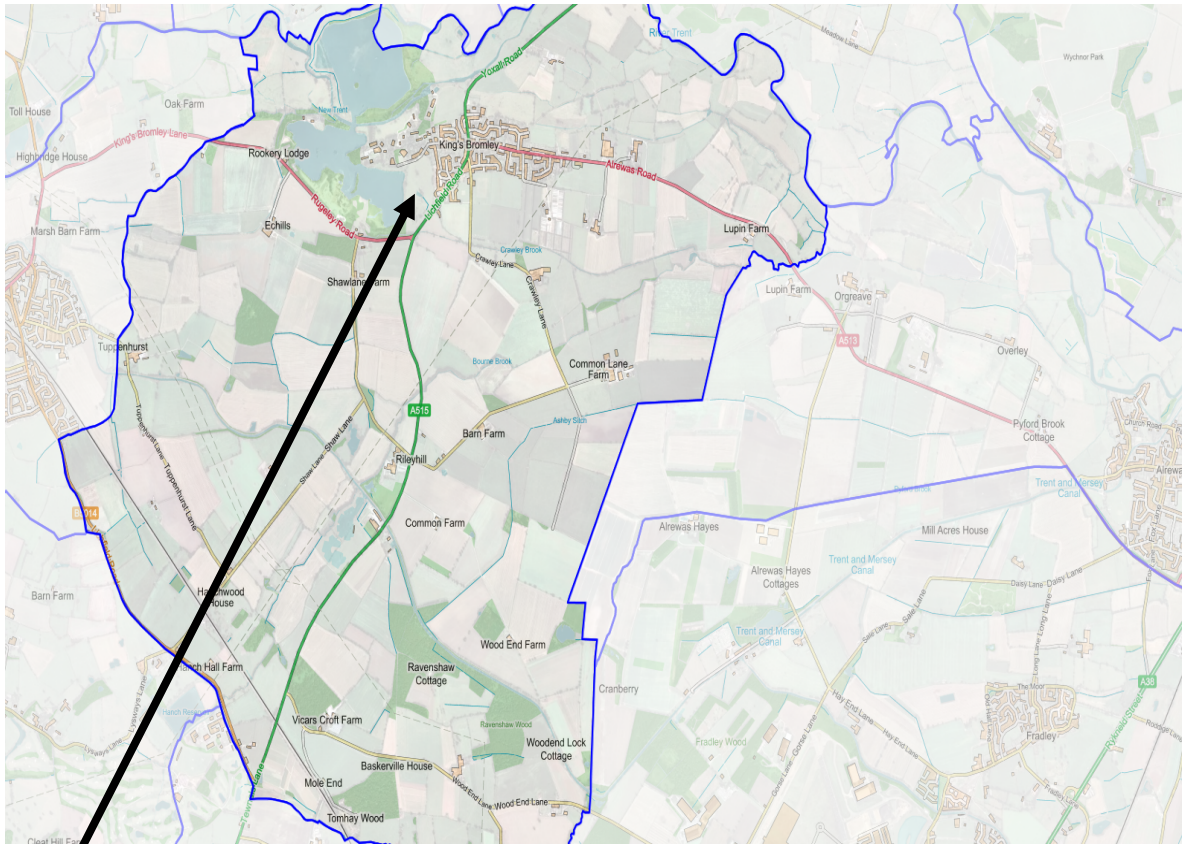
Other comments in preparation -

- This is a fifteen-year plan and there is a non-negotiable expectation that it will be working document that is constantly reviewed and developed. It has not been written for a life on the shelf.
- A formal review is expected in years 5 and 9 and a full-scale review and reassessment in years 14 and 15.



# OUR PARISH

The Parish



**Village Settlement and Conservation Area**

# 1. THE COMMUNITY'S ENVIRONMENT

## OUR POLICIES 2022 -2037

**STRATEGIC OBJECTIVES – there are five objectives we wish to achieve.**

- 01: To avoid inappropriate development**
- 02. To maximise community value from our open spaces**
- 03. To support local and national agendas for “green” issues**
- 04. To improve the quality of life and well-being of residents particularly in terms of noise pollution and flooding**
- 05: To minimise disruption of village life because of the activities of other institutions**

***Comments that will influence policy:***

- Residents do not want to live in a community overwhelmed by large scale development but recognise that to sustain services there needs to be some growth and change. To this end they are grateful to be designated a level 4 settlement and take a view that any dwelling building should be small scale and reflect the key issues which are reflecting existing village and conservation area design characteristics as well as addressing affordability and the needs of social housing.
- Residents regard the parish's open spaces (particularly those publicly owned or sustained by community stewardship or guardianship) are a vital part of a community's well-being and thus need maintaining, developing, enhancing as well as protecting.
- Residents (especially the younger sections) have made it clear that any responsible community can take small steps on the longer journey that regional, national, and global authorities need to undertake to combat very real environmental catastrophic potential.
- We live in a substantial river valley with extensive surface water at certain times. Parts of the village are designated as potential flood areas and identifies an impact on planning. Residents raise these matters as well as their concerns about traffic noise and speed on the two A roads that run through the parish. The residents also recognise that minerals and coal are below the surface of the parish and could have negative impacts on parish life if not carefully regulated
- Facing the impact of two phases of HS2 crossing the parish, residents are sensitive to the impact on their well-being and the possible disruption to their lives by associated industries, suppliers and contractors supporting the building the new rail corridors as well as landscape change.
- The Lichfield District plan has been consulted as have publications from other public authorities. Proposals relating to the parish circumstances in that plan are generally concurred with by the parish council but the parish elected body are very aware that decisions can be modified and even overturned.

**POLICY –**

- *Which will be reviewed, monitored and if necessary, amended regularly*
- *We recognise that a single policy will impact on more than one strategic objective and it is likely to impact on several strategic objectives that are part of other desired community outcomes. Consequently, we reject the traditional silo approach to writing policy*
- *All policy is limited by the material and financial resources available for us to apply.*



### **OUR POLICY REGARDING DWELLINGS:**

1. Any proposal for any kind of development in the village will be closely examined by the PC Planning Committee within the legal parameters set by national legislation.
2. The planning committee, in the form of at least one member, will attempt to visit every proposed site, to ensure clarity for other members in their decision making.
3. The planning committee will be guided by the planning guidance of the District Council and the building regulation requirements in force at the time of application and completion. In the case of land where flooding is estimated to be very likely, any proposal should meet the highest requirements and beyond to keep the infrastructure, residents, and their property, safe.
4. As a level 4 small settlement we would oppose development that causes a breach to our current settlement boundaries or impinge on green belt legislation.
5. Any small scale development, or infill development, should meet local needs and be proportionate in scale and design as well as supporting and sustaining our local assets, services and infrastructure including parking. The development should be mixed in price and size, and where social housing is designed, there should be a demonstrable collaboration with a social landlord who will be prepared to manage the dwelling(s) according to current best practice, once completed.
6. Changes of use and/or conversion schemes should have the support of those residents in the immediate vicinity as well as meeting the policy points above.
7. The design of any kind of proposed property should support the ecological and sustainability requirements in force at the time of application and completion.
8. The only potential exceptions to this policy might be dwellings to serve agricultural, forestry and other key workers in our rural parish.

### **OUR POLICY REGARDING OPEN SPACES:**

1. We will be a responsible landowner and fulfil our legal obligations by maintaining the land we own and encouraging its use by the community including its stock of trees.
2. We will challenge organisations and landowners of other open space land to properly maintain it and be proactive in giving willing access to the community.
3. We will actively monitor all sectors receiving parish council support, or sponsorship, through words, actions, or funds, to ensure that maximum community benefit is accrued.
4. We will not support open space land being developed. We will only support change of use for open space land if it can be demonstrated that it will be replaced by equal, or better, space for community benefit that is easily accessible and reasonably close by.
5. We will want all open space land to fulfil a significant role in progressing elements of the green agenda and these must be demonstrable.
6. We will want to work to protect open space land unless it can be demonstrated that there is an actual need existing which, if not met, would devalue human life and experience.

### **OUR POLICY REGARDING THE GREEN AGENDA:**

1. We will maintain and expand the availability of recycling bins on our land and encourage their use. Similarly, we will maintain our present commitment to show responsibility regarding dog-fouling.
2. We will undertake, and encourage, community initiatives like litter picks.
3. We will provide electric vehicle charging points on our property when we are able to collaborate with provider partners.

4. We will support local groups such as the school, uniformed groups, and adult interest groups, as they undertake green agenda initiatives.
5. We will encourage all community groups to find small steps they can make that contribute to positive conclusions for the green agenda.
6. We will encourage residents to consider how they can improve their homes in the light of the green agenda by using resident forums, publicity, and existing examples in the parish especially if financial incentives are available to bring these possibilities to fruition.
7. We will expect all planning applications to meet legislated green agenda requirements in full.
8. We will use some or all of the land we own to be examples of bio-diversity ,and ecological enrichment, in the lives of residents.
9. We will task a councillor to lead in “green” and ecological matters.

**OUR POLICY REGARDING IMPROVING THE QUALITY OF LIFE AND WELL-BEING  
PARTICULARLY IN RELATION TO NOISE POLLUTION and FLOODING:**

1. We will maintain our current campaigns to continue 7.5 tonne weight limits on the A515 between Stubby Lane and Woodend Lane.
2. We will hold Staffs CC to their promise to place 7.5 tonne limits on the A513 between Kings Bromley and Alrewas, as and when, Woodend Lane is improved.
3. We will seek alternative traffic calming measures to be examined by SCC if current measures are insufficient for the village and these will include speed cameras.
4. We will continue to support the volunteer Speed Watch team and support its expansion if necessary.
5. We will initiate further discussion and enquiry as to how the village might protect itself in these matters and exercise pressure through campaigning if necessary.
6. We will expect all development to use state of the art protection measures that go beyond building regulations to protect property and persons in the village through the management of raw water.

**OUR POLICY TO MINIMIZE DISRUPTION TO VILLAGE LIFE BY THE ACTIVITIES OF OTHER  
INSTITUTIONS AND ORGANISATIONS:**

1. We will maintain our highly successful liaison with HS2 officers during the many years of the life of the project.
2. We will develop the robust and rigorous means to monitor activities that impact on the parish and swift dialogue will be sought following a model like that of HS2.
3. A councillor will be tasked with the lead on these matters of potential disruption.
4. We will seek to publish resident and visitor guides to the parish once landscape change has been completed by HS2 and we will seek HS2 support in achieving this end especially for walkers, ramblers, canal enthusiasts, and cyclists.
5. We will continue to lobby and monitor traffic management through the village which is the responsibility of other authorities.
6. We encourage and attempt to co-ordinate the use of grants and public funds offered by organisations who are being disruptive, for the well-being and benefit of the community.

## 2. THE SAFETY OF THE COMMUNITY

### OUR POLICIES 2022 -2037

**STRATEGIC OBJECTIVES** – there are five objectives we wish to achieve.

- 06. To improve traffic use and management in the parish**
- 07. To improve maintenance of footpaths and gutter drainage**
- 08. To lessen dog-fouling and littering in streets, open spaces, and the countryside.**
- 09. To support the fight against crime and anti-social behaviour.**
- 10. To keep the community safe in times of emergency or danger.**

***Comments that will influence policy:***

- The community is perturbed by the volume, speed, and often size, of vehicles passing through the village. They see this threatening their safety and well-being.
- There is an understanding of the need for diversions from trunk routes but parish dwellers are unhappy at the frequency of the events and their lack of supervision.
- Residents express a paradox that sees the value of good road links and their mixed impact on life. They align themselves with LDC planning (SP3) that requires planning applications to take account of number and nature of additional transport and the capacity of local routes and services
- Residents believe that authorities with the responsibility for the maintenance of gullies and gutters are sometimes tardy in the discharge of that duty and wish for strong representation of the village view that sees the dangers, risks and ugliness that can result from the tardiness.
- Residents realise that they live in an area with high levels of surface water but regard the amelioration of this long-term issue is a long existing civic need.
- Similarly, dog-fouling is regarded as a long-term issue but with some very specific health issues especially for the young.
- The evidence is clear that reported crime levels in the village low, yet residents feel vulnerable especially in relation to anti-social behaviour.
- Many residents utter the popular complaint about a lack of police presence when in fact the community could embrace tactics that would improve security in the village and help the community to protect itself.
- Residents recognise that since the CoVid pandemic we are all vulnerable in times of emergency.
- We live in a river valley and can be vulnerable to flooding and surface water; in midst of climate change; we have at least a decade of HS2 construction and lifetimes of it traversing our landscape; we are a diversion route; medical emergency is ever-present.
- The Lichfield district Plan has helped form our thinking and Environment Agency, Staffordshire Police, SCC, Dept. of Transport, HS2 and other sources have been addressed in coming to our conclusions.

**POLICY –**

- *Which will be reviewed, monitored and if necessary, amended regularly*
- *We recognise that a single policy will impact on more than one strategic objective and it is likely to impact on several strategic objectives that are part of other desired community outcomes. Consequently, we reject the traditional silo approach to writing*
- *All policy is limited by the material and financial resources available for us to apply.*

### **OUR POLICY REGARDING THE IMPROVEMENT OF TRAFFIC AND TRAFFIC MANAGEMENT IN THE PARISH:**

1. We will maintain our current campaigns regarding 7.5 tonne limits on the A515 and our efforts to ensure that SCC fulfils its promises regarding the A513 once Woodend Lane is complete.
2. We will seek alternative traffic calming measures to be examined by SCC if current measures are insufficient for the village and these will include speed cameras.
3. We will continue to support the volunteer Speed Watch team and support its expansion if necessary.
4. We will initiate further discussion and enquiry as to how the village might protect itself in these matters and exercise pressure through campaigning if necessary.
5. We will pay close attention in planning applications as to how applicants respond to the expectations regarding additional traffic movements and local capacities of services and networks.

### **OUR POLICY TO IMPROVE THE MAINTENANCE OF FOOTPATHS AND GUTTER DRAINAGE:**

1. We will regularly monitor and review the situation in all streets in the settlement and lanes and roads in the parish.
2. We will achieve this by encouraging the concept of a road representative in the style of the neighbourhood watch model who would regularly report on the area and act as a reporter when emergencies appear.
3. A councillor would be tasked to co-ordinate in this aspect and report regularly to the Parish Council
4. The parish Council would campaign on behalf of affected residents by ensuring the use of higher authority preferred communications systems, informing divisional higher authority councillors, and undertaking lobbying measures of their own choice that are legal and appropriate.

### **OUR POLICY TO LESSEN DOG FOULING AND LITTERING IN STREETS, OPEN SPACES, AND THE COUNTRYSIDE:**

1. We will regularly monitor and review the situation in all streets in the settlement and lanes and roads in the parish.
2. We will achieve this by encouraging the concept of a road representative in the style of the neighbourhood watch model who would regularly report on the area.
3. A councillor would be tasked to co-ordinate in this aspect and report regularly to the Parish Council.
4. We will maintain our present arrangement of providing dog pooh bins and paying for them to be emptied.
5. We will encourage other landowners and voluntary groups owning open land (that includes footpaths) to make similar provision for regular collection. If we have financial or civic influence over these proprietors, we will use it to influence the management of their property.
6. We will undertake annual campaigns to alert residents who are dog owners to fulfil their responsibilities trying to work in collaboration with school children and uniformed organisations.
7. We will continue to organise litter picks and seek sources of funding to improve frequency.

### **OUR POLICY TO HELP FIGHT CRIME AND ANTI-SOCIAL BEHAVIOUR:**

1. We will continue our declared intention to work closely and in partnership with those responsible for policing and community safety by having close working relationships including invitations to PC meetings.
2. A councillor will be tasked to be the lead on this matter and act as the point of contact.
3. We will continue to support the volunteer Speed Watch team and support its expansion if necessary.
4. We will attempt to support and promulgate any external initiatives that might emerge as well as raising awareness of current on-going initiatives such as Smart Water and developing the use of CCTV as a means of protecting the village.
5. We will show willingness to support, and initiate meetings, and interest forums in the village, to explore issues and self-help tips. Working in collaboration with other groups would be our preference.
6. We will initiate further discussion and enquiry as to how the village might protect itself in these matters and exercise pressure through campaigning if necessary.

### **OUR POLICY TO KEEP THE COMMUNITY SAFE:**

We will maintain our strong and successful relationships where they exist (for example, HS2, Highways Agency, Staffordshire Police and PCSO, Divisional councillors from higher authorities) and develop new ones at all given opportunities.

1. We will regularly monitor and review the situation in all parts of the parish to identify any need that we are able to ameliorate, or signposting we can offer, to improve experiences.
2. We will achieve this by encouraging the concept of a road representative in the style of the neighbourhood watch model who would regularly report on the area.
3. A councillor would be tasked to co-ordinate in this aspect and report regularly to the Parish Council and, if necessary, appoint an emergency officer volunteer for a period not to exceed six months of continuous service.
4. At a time of sudden, or fast emerging catastrophe that places the residents of the parish in clear and present danger, the lead councillor will follow a separate emergency plan that is designed to address such a catastrophe and (s)he will become the council lead in those matters and circumstances.
5. If the emergency reflects that of the CoVid pandemic the councillor lead, and road representatives would organise, the necessary support and actions as advised by the civic authorities and national regimes.
6. The Village Hall would be regarded as the village HQ for whatever type of emergency is declared.
7. The PC will review these matters annually at the Parish AGM.
8. We will maintain our current means of warning residents of potential flooding and road diversions.



### 3. COMMUNITY WELL-BEING

#### OUR POLICIES 2022 -2037

**STRATEGIC OBJECTIVES – there are two objectives we wish to achieve.**

**11. To sustaining and improving village services that secure well-being.**

**12. To sustain leisure and develop leisure and pleasure for residents.**

***Comments that will influence policy:***

- The community welcomes and aligns itself strongly with the plans for community well-being express in LDC Local Plan 2018-2040
- Richard Crosse Primary School (part of the Staffordshire Schools Multi Academy Trust) has the status of an outstanding school and is highly thought of by parents and children with the result that it is full.
- Schools are major factors for families in deciding whether to reside in the parish.
- The village is part of the John Taylor catchment area - an educational brand that has high regard amongst parents.
- TSSMAT is headquartered in the village and school and TSSMAT are major employers.
- Without current education services it is likely that the village would be less popular as a place of residence and therefore housing availability is important.
- Primary health care is offered by GPs in Yoxall and Alrewas and, as in much of the country, there are concerns over quality of service since the CoVid pandemic.
- CoVid led the community, after initiatives from the PC , to set up a variety of street led support schemes.
- For many years, and reflecting our rural context, the PC has supported a volunteer car scheme to help residents attend health care appointment.
- Residents give high regard to our rural locations that offers scope for walking, rambling rural pursuits, and cycling.
- Residents are worried that HS2 activities will change the landscape, and its potential, in negative ways, especially during the years of its construction.
- The two major commercial endeavours in the village (The CO-Op and the Royal Oak pub) are significant assets in the eyes of residents and travellers alike.
- Parishioners believe that the heritage of the village offers considerable scope for tourism and part of the Staffordshire tourist jigsaw.
- Village interest groups make the village an interesting and rewarding place to inhabit and lift it above being simply a place to commute from.
- Residents are concerned by the lack of social opportunities for the younger generations locally.
- A variety of hospitality is available throughout the parish.

**POLICY –**

- *Which will be reviewed, monitored and if necessary, amended regularly*
- *We recognise that a single policy will impact on more than one strategic objective and it is likely to impact on several strategic objectives that are part of other desired community outcomes. Consequently, we reject the traditional silo approach to writing policy*
- *All policy is limited by the material and financial resources available for us to apply.*

**OUR POLICY FOR SUSTAINING AND DEVELOPING VILLAGE SERVICES THAT SECURE WELL-BEING:**

1. We will pledge to work closely with the Richard Crosse School and the TSSMAT in both its initiatives and day to day work. We do this in recognition of the important part the school plays in securing this community's present, and future life, and our part within the Local Advisory Group (LAG) in whatever form it may take.
2. We will encourage community groups and institutions to support the school and recognise it as at the heart of the community.
3. We will include the school in our response to planning applications and when necessary be aware of pupil numbers and school facilities so that appropriate evidence is captured before any decision making takes place and any representations might be made.
4. We will continue our participation in any health user groups that exist and where we are not represented, we will seek representative status.
5. We will make further representation when there are issues that give residents grave concern.
6. We will ensure that our lead councillor for emergencies and danger, liaise closely with the health sector at times "in extremis" so that we can effectively maintain, develop, and support our more traditional aid mechanisms.
7. We will use our planning policy approach to support, protect and develop the natural environment.
8. Similarly, we will use our policy positions elsewhere to ensure the effective use of land we own, and land we have an interest in by virtue of our functions as a Parish Council, to create a high-quality natural environment that enhances the well-being of residents.
9. We will be prepared to seed-fund initiatives and schemes that have outcomes primarily for developing and improving the natural environment. This funding would have written conditions and criteria appropriate to the purposes in hand.
10. We will actively encourage residents to support local enterprise within the scope created by the market economy and the legal parameters that govern the PC.
11. We will be open minded regarding Parish Council lead, or participation, in any joint ventures of a not-for-profit nature that have medium to long-term benefit for the parish and its residents. Circumstances and regulations at the time would prevail.

**OUR POLICY REGARDING SUSTAINING AND DEVELOPING LEISURE AND PLEASURE FOR RESIDENTS:**

1. We will continue to press for the environmental and open space issues as well as the "green" agendas issue within our policies that apply to Community Environment and Community Safety and equally are applied to this matter.
2. We will support any appropriate initiatives for new or "refreshed" organisations and groups that benefit community well-being. We will do this by engaging in dialogue with the group to see how best this might be achieved either by seed funding, grant application support, publicity or recommendation and signposting.
3. We will undertake a parish listing of community groups on an annual basis and these will be published at the annual Parish Meeting. A mechanism for this will be developed before the first list can be published.
4. The PC will initiate and fund publicity that raises awareness of groups, their meeting times, programme, and venue to support the development of a vibrant community.
5. We will give equal support to sport, cultural, arts, crafts, music, niche interest, health and welfare groups as long as community benefit is demonstrable and proper regulated operating arrangements are in place or planned.
6. A councillor, supported by the parish clerk, will be tasked to be the lead on this matter and act as the point of contact.

## 4. COMMUNITY CONNECTIVITY

**STRATEGIC OBJECTIVES – there are three objectives we wish to achieve.**

**13. To recognise the transport needs of residents**

**14. To recognise the digital communication needs of residents.**

**15. To improve the performance of the parish council in terms of engagement and communication with residents**

### ***Comments that will influence policy:***

- We are committed to addressing transport needs and achieving the best for residents whilst at the same time mindful of our ambition to support the “green” agenda.
- We are aware that demographic of the village has a significant proportion of elderly residents many of whom have no independent transport and rely on public services
- We are a rural parish located at the junction of two major routes and intersected as a parish by three busy road routes and, eventually, three major railways.
- We want to support the spirit of LDCs Local Plan 2018-2040 but are very aware of how important motor cars are to village residents and how vulnerable our only public transport option is.
- The future demands high quality broadband connectivity to support business based at home or in offices and units. The same is true for domestic users as Smart technology unfolds.
- There is often criticism of the effectiveness of current communication platforms used by the PC as it tries to engage with its community.
- The current website is often mocked and marginalised.
- Many residents do not recognise or understand the role of the Parish Council and its relationship within civic authority.
- Parish financial constraints are not understood, and this is often a result of a lack of transparency and inadequate explanation.
- The PC often finds itself at odds with “Kings Bromley Mutterings” and this has the potential to be “weaponised” and divide the community.
- The PC wants to develop the concept of “localism” it currently uses to good effect within a couple of interventions like litter picking. We wish to develop it and to involve street representatives and organisation reporters as well as other discussion forum over policy and practice.

### **POLICY –**

- *Which will be reviewed, monitored and if necessary,*
- *We recognise that a single policy will impact on more than one strategic objective and it is likely to impact on several strategic objectives that are part of other desired community outcomes. Consequently, we reject the traditional silo approach to writing policy*
- *All policy is limited by the material and financial resources available for us to apply.*

**OUR POLICY REGARDING TRANSPORT NEEDS:**

1. We will use our planning policies to ensure that size and scale will be considered in terms of impact on local infrastructure and needs of any demographic.
2. We review current local traffic management and calming measures in the light of increase of use.
3. We will continue to lobby for the public services provision we currently have unless the demographic framework demonstrates a greater need.
4. We will continue to lobby other authorities about the need to maintain and improve the current road provision and footpath condition
5. We will maintain our voluntary car provision scheme for essential services whilst we are able.
6. We will provide some charging points for electric vehicles by working collaboratively with providers.

**OUR POLICY REGARDING DIGITAL COMMUNICATION:**

1. We will monitor and lobby to ensure BT's commitment to connect the village to full fibre connectivity is fulfilled.
2. We will seek to find mechanisms to support residents (especially the elderly), so that the benefits of full digital connectivity can be exploited.
3. We will install full Wi-Fi capability into the Village Hall and establish the protocols and policies that creates a benefit to the village.
4. We will explore all means to create a digital connectivity for the entire parish that addresses situations where cable connectivity is inappropriate.
5. We will work with the school to ensure that the so called "digital divide" is addressed in the village so that no child is disadvantaged by an inability to connect to the internet for purposes of learning outside school.
6. We will monitor any damage suffered in the village when connection takes place and similarly monitor repair work as it is undertaken
7. We will examine the Parish Council relationship with any improved connectivity.

**OUR POLICY REGARDING HOW THE PARISH COUNCIL COMMUNICATES WITH RESIDENTS:**

1. The PC will undertake a full enquiry and review into what it currently does by seeking the thoughts of residents via a variety of encounters. We will be seeking both problems and solutions.
2. The PC will engage with all interested parties in developing a way forward and develop a marketing and publicity model to ensure efficacy, to reach all sections of residents.
3. The PC will develop, and hold sessions and material, for residents to encourage them to understand to a greater degree the nature, role and working of the PC and so strengthen democratic understanding.
4. The PC will explore and develop ways and means for using the skills of unelected members to enrich the working experience and outcomes for the parish.
5. The PC will regularly examine the efficacy of whatever processes it puts in place.
6. The PC will commit itself to avail the parish with all types of communication media carefully targeted at the appropriate section of residents. This means digital platforms will be used and maintained as will more the traditional means.

End

