



THIRD (TARGETTED) CONSULTATION

SUMMARY REPORT

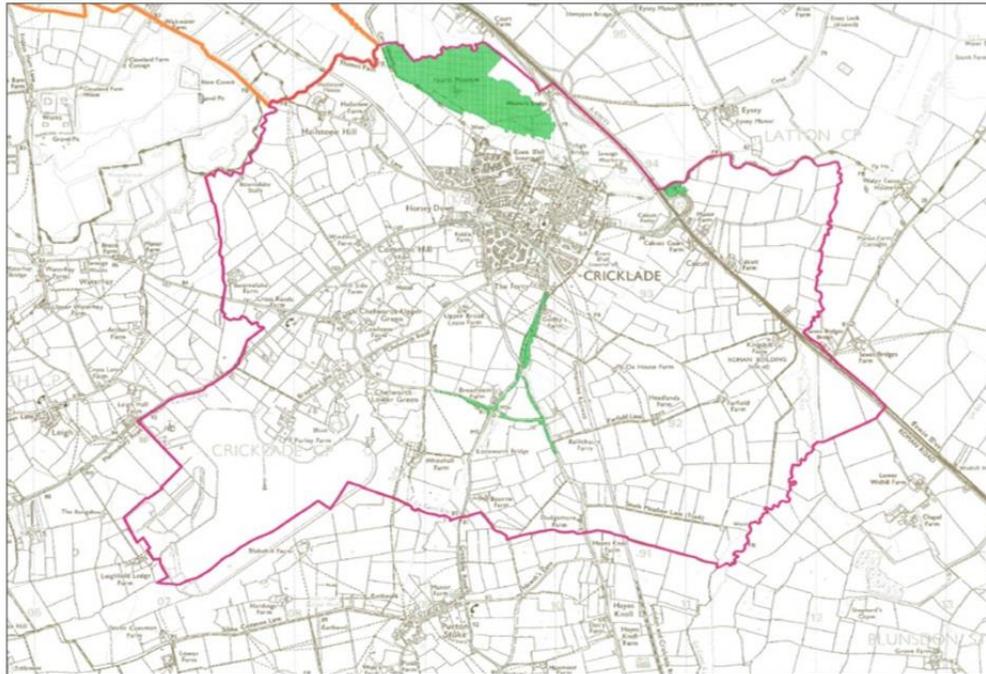
JANUARY 2016

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1 INTRODUCTION AND BACKGROUND

- 1.1 The Cricklade Neighbourhood Plan is being produced by Cricklade Town Council under the provisions of the Localism Act 2011. The process of preparing the Plan is being carried forward by a Working Party comprising a number of councillors together with members of the community who have expressed a willingness to become involved.



Neighbourhood Plan Designated Area

The Importance of Engagement

- 1.2 An important aspect of the Neighbourhood Planning process is ensuring that all people living in and around the neighbourhood area have the chance both to understand the purpose of the plan and to input their views on what it should contain. Typical questions that people can have a direct say over include:
- What kind of neighbourhood do we want to live in?
 - Where should any new housing development be sited and what should it look like?
 - Do we need to earmark sites for employment development purposes?
 - How we can improve and sustain our town centre?
 - Which areas of green space do we want to protect?

1.3 Effective engagement comprises:

- Starting a dialogue with the community at the beginning so that people understand the purpose of the neighbourhood plan, the process involved in developing it and that they know how to get involved and can start to input their views on the future of the neighbourhood.
- Keeping the community updated with progress on the plan.
- Consulting on draft policies as the plan gets further down the line.
- Ensuring that everyone knows the purpose of the referendum and has the opportunity to vote.

Engagement to date

1.4 A great deal of engagement has already taken place in the local community, the findings of which will directly inform the emerging neighbourhood plan. These include:

Town Plan engagement

1.5 In 2012 Cricklade Town Council published the Cricklade Town Plan 2012 to 2026. As part of the process of putting this together, a questionnaire covering a whole range of town-wide issues was constructed and offered to residents and businesses both in paper and online form. In total 703 individuals, 18 businesses and 5 organisations completed a questionnaire. This represents about 20% of the entire population which is a very good response rate. The results were analysed and, together with statistical evidence about the town, formed the basis of an action plan for Cricklade.

Neighbourhood Plan engagement

1.6 One of the outcomes of the Town Plan was the desire to formalise planning and land-use aspirations using the formal neighbourhood plan process. To communicate the emergence and progress of the plan, the Neighbourhood Plan Steering Group has developed the following:

- standalone neighbourhood plan website
- neighbourhood plan Facebook page
- mailing lists of local community groups, developers, landowners and statutory consultees
- logo for the neighbourhood plan
- articles in the local press
- creation of posters and fliers

1.7 A series of drop-in days and questionnaires have been undertaken to gain input from the community. Summaries of these can be found on the Neighbourhood Plan Website www.crickladenp.org.uk.

Under-represented groups

- 1.8 The information gained from the groups, together with the findings from the Town Plan survey work has provided a useful insight into what the community would like to see going forward. The Steering Group recognised, however, that certain sectors of the community have been under-represented in the engagement to date:
- The business community
 - Neighbouring parishes
 - Younger people living in Cricklade
 - The gypsy and traveller community
- 1.9 It was felt that providing further targeted information to these groups would help to ensure that their voices were heard. The aim therefore of this third round of consultation has been to attempt to raise awareness among these under-represented groups and offer them the opportunity to get involved should they so wish. The Steering Group agreed that presenting a draft Vision and Objectives, based on the feedback to date, would be a useful way of garnering interest. A copy of the consultation document used for this purpose can be found as **Appendix A**.

2 SUMMARY OF FINDINGS

BUSINESS COMMUNITY

2.1 A meeting with local business owners was undertaken on 16th September 2015. Eleven businesses were present and the meeting comprised a presentation about the importance of the neighbourhood plan to the town and in particular to the businesses followed by a question and answer session. Those present gave their views on the Vision and Objectives Consultation for the plan and the following feedback was received:

Car Parking - This is a major issue for the business community and the following points were raised:

- Lack of parking in the High Street and lack of adequate footpaths, this can prove problematical for residents especially the disabled who use mobility scooters
- Fairview Fields Car Park not used fully during the day
- Vehicles parked in the High Street using it to advertise, this was identified as mainly estate agents vehicles
- Traders mentioned that the Town's free parking was a big plus and the CTC was congratulated on this

Tourism - Tourism has picked up in the Town recently but more use could be made of the Thames Path. Other ideas were:

- The Plan should use the river frontage as one of Cricklade's attractions
- The river Churn causeway could encourage visitors
- The area of the Thames Path by the rugby pitch is neglected
- Not enough disabled access to the river
- Re-name the town Cricklade-on-Thames
- Look in the Tourist Information Point Visitors Book to see what suggestions the visitors to the Town have written

Housing

- The Chamber of Commerce members thought the demographics of the Town are affecting the housing requirements in the Town and there is a need for a more even tenure mix
- NP should try to lessen the conversion of commercial properties into residential housing
- The police Station was discussed as there is a possibility that this might become vacant. No plans for this as yet, but traders are very keen that this is not sold for residential development. Ideas for the Police Station are a craft/individual units or an antiques centre

- A high percentage of the commercial properties have the owners living above
- The High Street is the area where the most expensive residential properties are

Business

- There are currently no empty business units in the High Street
- There should be restrictions on commercial properties being turned into residential
- Business rates and rents are too high in Cricklade
- The proportion of the Community Infrastructure Levy allocated to Cricklade Town Council would increase if the NP became adopted (from 15% to 25%) and this would help the town considerably
- The NPWP recognises the need to protect core services in the town (post office, bank and dentist etc.) as they act as a catalyst which brings people into the town who then shop in the town
- How would any plans for devolution in Wiltshire affect businesses in the town?
- Wiltshire Council has plans for public toilets in the county which are currently going through a consultation; everyone should be encouraged to complete the consultation page on the WC website
- More bike racks needed in the town; this is being looked at by the Town Council
- It is recognised that the Town Council is a great supporter of local businesses

Chelworth Industrial Area

- Change the type of businesses in Chelworth to a more eco-friendly high tech type and change the emphasis in Chelworth
- Many of the industrial units in Chelworth are empty and so there would not appear to be a need for more. There are also empty units in Swindon
- An increase in planning applications to park HGVs and trailers in Chelworth
- Employment needs to focus on small businesses

Other issues discussed were:

- The lack of good internet coverage in Cricklade this particularly affects Common Hill. The Chamber of Commerce felt this restricts businesses developing as well as home owners
- Concerns over the town boundary. There is a need to protect Cricklade as a town and not become a suburb of Swindon. Cricklade is a historic town and its boundary should be preserved

NEIGHBOURING PARISHES

- 2.2 A letter containing the Vision and Objectives consultation was sent to all the parishes neighbouring Cricklade to highlight progress on the plan and to ask whether they had any feedback on findings to date.
- 2.3 Purton Parish raised the subject in their Parish Meeting and acknowledged receipt of the document, advising that they had no comments.
- 2.4 No other responses were received, the assumption being that there were no contentious issues at this stage.

YOUNGER PEOPLE LIVING IN THE PARISH

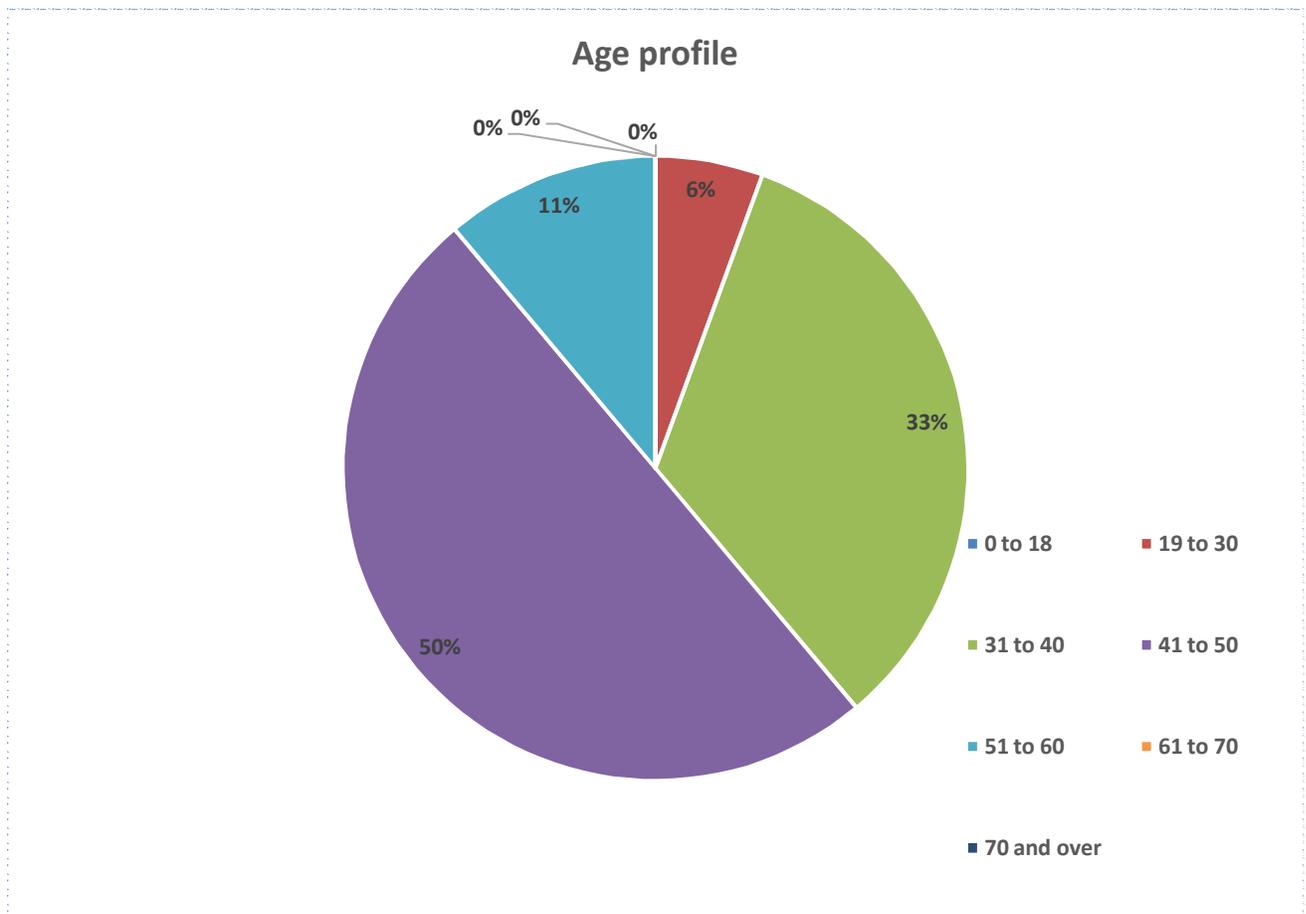
- 2.5 The voice of younger people in the parish has been under-represented to date. For example, the majority of questionnaires during the initial consultation round were completed by people aged over 50 years old, 95 people in this age bracket completed a questionnaire representing 5.29% of this section of Cricklade's population. In the 20 to 50 age bracket, 30 people completed a questionnaire. Just four people aged 19 and under completed a questionnaire.

	Aged up to 19	Aged 20 to 49	Aged 50 +
Questionnaires completed	4	30	95
Population of Cricklade	1302	1423	1797
% completed by population	0.31%	2.11%	5.29%

The Steering Group recognise that this is a difficult audience to reach and decided to target engagement in this area in two ways: via the local primary school and by attending a popular local Parent and Toddler Group.

St Sampson's Primary School engagement

- 2.6 The local school has in the region of 300 pupils, the majority of whom live in and around Cricklade. An article about the emerging Neighbourhood Plan was included in the school newsletter and sent to parents via ParentMail. This included general information about the purpose of the plan and a link to the Vision and Objectives Consultation. Hard copies of the consultation were provided to the school to go into every school bag which all pupils take home at the end of every week. In addition members of the Steering Group visited the playground at pick-up time to speak to parents and further raise awareness. Copies were also given to the neighbouring nursery school to ensure that those parents also had a chance to input into the engagement.
- 2.7 Overall 18 surveys were returned. Whilst this was lower than hoped, the Steering Group were satisfied that further awareness had been raised among this group, even though many decided not to actively engage at this time. A breakdown of feedback received via the forms and via discussions with parents at school pick-up time follows:



Breakdown of responses to Vision and Objectives Consultation:

Question areas	Do you agree?		
	Y	N	NR
Draft Vision:			
In 2026 Cricklade, the first town on the Thames and the Southern Gateway to the Cotswolds, will have: <ul style="list-style-type: none"> retained its heritage, unique character and pleasant appearance a strong community that is proud to live in Cricklade a vibrant and viable High Street great community facilities and community spirit good open spaces and surrounding countryside 	16	1	1
Housing Objectives:			
Land for housing should be prioritised to meet local needs and in particular those of the young and the elderly	17	1	-
The design and scale of any new housing in Cricklade should be in keeping with the character of the Town	18	-	-
New housing developments should incorporate provision of surrounding open space	18	-	-
New housing should be within walking distance of the town centre and also be linked to walking and cycle routes into and around the town to create a more sustainable environment and healthier life style options	18	-	-
Business Objectives:			
The retail offering within the town will be retained and where possible enhanced	18	-	-
To provide for and enhance existing facilities and support initiatives to attract and retain visitors and tourists to the town	17	1	-
The town will continue its service centre role to meet the needs and interests of residents and visitors from surrounding villages	18	-	-
Cricklade will aspire to preserve and generate employment opportunities with a focus on small businesses	18	-	-

Question areas	Do you agree?		
The existing employment footprint should be retained to provide a mix of opportunities including hi-tech industries	16	1	1
Transport Objectives			
HGVs should be encouraged to avoid passing through Cricklade	17	-	1
The road network should be improved to accommodate the extra local traffic generated by the new developments	11	2	5
The provision of public car parking should seek to protect the town centre	17	-	1
The provision of, and improvements to, walking and cycle routes in and around Cricklade will be encouraged and supported, in particular the Thames Path	17	1	-
“Look and Feel” of Cricklade Objectives			
Any new development should not adversely affect drainage and flooding in the town	17	-	1
The conservation area and historic buildings and assets should continue to be protected by being identified as public assets	18	-	-
Existing parks, play areas, playing fields and open spaces should be retained and additional open space areas provided, in particular including equipped play areas and allotments	18	-	-
The rural buffer between Cricklade and Swindon must be protected and the gateways and approaches to the town should be enhanced	18	-	-

2.8 The survey results illustrated overwhelming support for the draft Vision and Objectives. In addition, the following individual comments were received:

A Vision for Cricklade

- I agree with the vision, particularly to retain the rural community feel
- *Why invite visitors to the 'First Town on the Thames' as there is nothing to see. Who came up with the tag line and why? Do locals agree/approve? Cirencester is a better gateway to the Cotswolds, don't bother*
- To keep the uniqueness of Cricklade (small market town feel)
- *Provide a better provision for Cricklade Playgroup to offer sustainable childcare. They are in an awful pre-fab and it gives an unfair advantage to other play groups that have been given lots of help in the past*
- Great

Housing

- I acknowledge that Cricklade needs new housing but I am not sure where. I feel that current green spaces should be retained. There is a need for houses with more garden space
- *The community needs affordable housing for young and old. It is an enclave for wealthy retirees*
- While you focus on the young and old where do families grow in Cricklade? Having *elderly only* restrictive housing is (ageist?) and discriminatory
- *Affordable homes*
- To have affordable housing for new families trying to get on the property ladder. Also housing community for elderly who have lived in Cricklade and supported the community most of their lives
- *To be affordable housing to help those less well-off to settle here*
- Supporting older people to live independently by provision of suitable housing
- *More 1 and 2 bed starter homes so children from Cricklade can buy*

Business

- Cricklade needs more shops which encourage people in and uplift the High Street making it a pleasant place to be
- *More employment is desirable as traffic and fuel prices force people to work closer to home, IT makes this feasible. The High Street needs reinvigoration*

- High-tech business can locate anywhere in the world so Cricklade is an unlikely destination. Need to focus on ensuring non-chain shops thrive i.e. independents
- *Ongoing support for the Leisure Centre to ensure its long term success*
- Continue to offer free car parking to attract people to use our local businesses and facilities
- *Nothing major as I feel there are enough businesses outside of Cricklade*
- Provide local grants for current businesses to thrive and improve, the hardware shop went which was really useful! No more charity shops

Transport

- Traffic on the High Street is too fast and too heavy, the lorries regularly shake the house when they come through at speed
- *More needs to be done to enforce the speed limits*
- Our road links are good but the traffic and HGVs are a problem. A bypass would protect the town and encourage light industrial growth
- *If the road network is improved more HGV and housing will follow it. Please leave it alone*
- If the road network was improved it would open up the area to expansion and development. There should be a weight limit to HGVs using Calcutt Street and the High Street
- *Concerned over speed and amount of traffic coming through Cricklade and High Street*
- Definitely agree banning HGVs on the High Street. It is very dangerous trying to cross and walk on pavements with my young children whilst a HGV tries to swing around the roundabouts
- *To have a weight limit placed on driving through the town. The amount of HGV and other lorries has increased over the last 5 years, and the speed! Improving roads will only encourage more traffic*
- Improved public transport including to hospital should be a priority
- *Parking – better use of High Street*
- No yellow lines. Car parks **MUST BE FREE**

Look and Feel

- The rural landscape buffer is highly important
- *Help should be offered to owners of listed buildings, providing advice on working around the problems that the status produces, particularly on heating and ventilation*

- We cannot be preserved in aspic, conservation is important but must not stifle suitable growth and development
- *I feel very proud to say I live in Cricklade. The community spirit is amazing. With a young family it has everything we need in walking distance*
- Better playgrounds for children to use. The Leisure Centre is awful and poorly maintained
- *Waste of money on bollards all along High Street – now cars use more space for fear of knocking their doors!*
- Buffer protected yes, approaches very good currently

2.9 All feedback has been taken on board by the Steering Group in refining the objectives and beginning to formulate the policies that will comprise the Neighbourhood Plan.

Parent and Toddler Feedback

- 2.10 An informal meeting was held with those parents present at the Cricklade Toddlers Group held at the United Church on 17th September 2015 and approximately 10 to 15 mothers were present. The majority had heard about the Neighbourhood Plan, some via the school newsletter and leaflet drop and others via update articles in the local Chronicle newspaper. Overall parents very much liked living in Cricklade. Some said they *love it here* and have *no reason to go anywhere else*. They like the *size and feel of the town* and the fact that *everywhere is walkable*. They would like to be kept informed of progress and suggested that ParentMail is well-read and would be a good mechanism for keeping them informed.
- 2.11 The following feedback was gained, set out by theme:

Housing

- Consensus that the footprint of Cricklade should not merge with surrounding towns and villages, notably Swindon. Examples were given of other villages that have merged into larger conurbations and which were seen as examples to avoid: Blunsdon, Haydon Wick, Lydiard Millicent
- *Some noted that there was a lack of larger, affordable family homes. ie homes for growing families or families with older children such as larger 4-bedroom, but within a medium price bracket*
- Large scale housing development not wanted

The town centre/ retail/ business

- Cricklade is a great place to live and everything that is needed is available here. The nearest supermarkets are in the larger neighbouring towns but all agreed that they would not wish to see a large supermarket development in the parish
- *Keen to maintain the range of shops in the centre and ideally not lose them to housing. There was some concern about what is happening to the former Vale Hotel, with some fearing that the building may be turned into flats, although no information had been explicitly seen about this. This was felt to be a great loss*
- Concern about the general upkeep and maintenance of the high street with some suggesting that buildings looked shabby and in need of repair. This was felt to have a negative impact on potential businesses looking to relocate to Cricklade. Suggestion that developer contributions received to the town council could be used to offer grants to businesses to help address this. Wootton Bassett town centre was noted as a good example of a well-looked after centre
- *Acceptance that growth is inevitable, but the supporting infrastructure needs to be in place*

Transport

- Great concern about HGVs using the High Street in terms of the speed at which they are travelling (too fast), the size (often articulated) and quantity. Many felt this was dangerous, one lady stating that she is loath to take her children along the High Street for fear of an accident (quoting recent incidents involving lorries and pedestrians around the country). The lorries are scraping the buildings causing damage and also cracking the pavements. The generally feeling was that lorries are using the High Street as a short cut and could/should use alternative routes. Call for a bypass although general understanding that this might not be viable in the short-term. Call too for initiatives to deter or control HGV usage, such as speed and weight limits. Purton was suggested as an example of this with its enforced weight limit and Lorry Watch scheme. Support for the potential to encourage fewer HGV-reliant businesses onto the Chelworth site, although it was felt that many working on that site live in the town so this may be a contentious issue for them
- *Car parking was felt to be very good in the town. The group like the fact that parking is free and would not wish to see permit/paid for parking introduced, which they said would deter them from visiting the centre. When asked about alternative parking, should the centre not be free, they felt that what was there is sufficient. When asked about the potential to use the car park at the Rugby Club site, parents felt this was not close enough to the centre to be of use for that purpose. Separately on parking, there was a consensus that parents dropping off children at the private school along the High Street were creating a blockage at those peak times*
- Footpaths and cycling paths were popular. More family friendly cycle paths (aside from Route 45 which was deemed very good) would be supported. Lots of walks available already.

Look and Feel

- There is a good range of parks and open space available:
 - The small park by the school was felt to have a good range of children's play equipment. One parent noted that this park should ideally be fenced at the road-side to avoid potential accidents
 - The field near to the school (site of the old town walls) is well-used
 - The park at the leisure centre was felt to be in need of upgrade with regards the play equipment and many parents choose to visit the smaller school park rather than this one for that very reason
 - North Meadow is well-liked and protected
 - Rugby Club and Millennium Wood well-used

- *Parents appreciate the leisure centre and use this frequently. It needs investment however although understanding that this is in train. There was a call for greater marketing of activities happening at the leisure centre with parents suggesting that it promotes children's activities via the ParentMail system.*
- In terms of education and support for those with young children:
 - There is a good range of toddler groups around the town, with parents travelling in from other nearby towns to access these (including at this group today)
 - Two pre-schools
 - The primary school was felt to be good
 - Two private schools but the feeling that most children are from outside Cricklade
 - Children Centres with various activities
 - There is a building next to the leisure centre that has been used as a youth centre and which used to be very popular. A feeling that this is no longer well-used and more could be done with it
- *Medical facilities – there are two doctor's surgeries and no issues in terms of registering or getting appointments*

THE GYPSEY AND TRAVELLER COMMUNITY

- 2.12 There are a number of gypsy and traveller sites situated very close to Cricklade and members of these communities regularly utilise the services and facilities offered in the town, for example the school and medical facilities.
- 2.13 The Steering Group wanted to ensure that these communities were actively engaged in the emerging plan and took advice from the Wiltshire Council on how to do this. The Vision and Objectives Consultation was sent to the relevant officers at Wiltshire Council who advised that an update on the Gypsy and Traveller Plan was currently being prepared and that any engagement on the emerging neighbourhood plan would most usefully tie in with this. This element of the consultation has therefore been delayed in order to enable this.

APPENDIX A



Vision and Objectives Engagement September 2015



We are seeking your feedback on the enclosed vision and objectives for our Town of Cricklade. Please indicate if you agree or disagree with the vision and the objectives and then provide any further comments on the final page.

**Please return to the Town Council Offices, by 30th September.
Thank you for your input.**

Introduction

We are producing a Neighbourhood Plan for Cricklade. This is an important document that will establish a vision for our parish and set out planning policies for the development and use of land for the next 10 years. Unlike other planning documents it will focus on local issues, for example it might explore where new shops, offices or homes should go and what green spaces should be protected and other planning related issues.

The Cricklade Neighbourhood Plan Steering Group, comprising local councillors and local residents, has already undertaken a great deal of research into how Cricklade might develop in the future. It is vital that whatever is included in the document reflects the needs and aspirations of our local residents. We have already undertaken a number of drop in days and local surveys as well as publishing information on our online presence. Please visit our website crickladenp.org.uk

We are now at a stage where we have set out a draft vision and objectives for Cricklade. This document sets these out and invites your comments on them.

We will use the feedback we receive to refine the vision and objectives so that we can develop the policies that will be contained in the Neighbourhood Plan to deliver them.

A Vision for Cricklade

Our draft vision is:

“In 2026 Cricklade, the first town on the Thames and the Southern Gateway to the Cotswolds, will have:

- **retained its heritage, unique character and pleasant appearance**
- **a strong community that is proud to live in Cricklade**
- **a vibrant and viable High Street**
- **great community facilities and community spirit**
- **good open spaces and surrounding countryside”**

Detail: Cricklade has a history dating back to Roman times and has developed into a small market town offering a range of services and amenities to its residents and also to those living in the surrounding area. The historic centre is unique in that it retains the original Saxon street layout with most buildings conforming to original medieval burgage plots with long rear gardens. The town has grown modestly with numerous additions to the housing stock in more recent times many of which have attempted to reflect Cricklade's character. There is a need to ensure that future housing continues to do this by taking the positives from this recent development: to develop buildings that are sympathetic to Cricklade in terms of the materials used, the use of greenery to set apart properties and the mix of styles as opposed to one uniform approach.

Cricklade benefits from its compact size with the majority of residents able to reach the town centre and other facilities by foot if they wish. The high street plays a key service centre role where local people can access a variety of shops and amenities while also having a shared community space for wider activities. Maintaining this service centre role will be critical to the success of Cricklade as an attractive and self-contained place to live in the future. Giving businesses a reason to choose Cricklade as a place to locate, and ensuring that they are well-supported is key to creating a prosperous high street. Likewise improving the small industrial estates around the town will ensure that businesses want to stay in the area. Encouraging businesses that are less reliant on HGV use will help to tackle the challenges that this currently presents to Cricklade.

Offering activities and facilities that meet the needs and aspirations of the community as it evolves will be an important aspect of maintaining the community spirit that already exists in the town.

The town benefits greatly from its rural location and giving local residents access to a range of public open spaces that bring a sense of countryside into the town will be important. This needs to be reflected in new build so that residents benefit from the airy, spacious feel that currently exists and that gateways to the town and key routes into the centre made green and pleasant.

Making Cricklade attractive and appealing will entice further visitors bringing in new opportunities for local people and businesses. In promoting Cricklade as the southern gateway to the Cotswolds and the first town on the Thames, new and improved facilities for visitors may be necessary and these need to be carefully planned to ensure that they can be delivered sustainably.

Overall Cricklade will continue to be as it has been since it saw its first settlement . a rural, self-sufficient hub that generations of people will view as their home with the services and facilities that enable them to remain here as long as they wish.

	Yes	No
Do you agree with the vision for Cricklade to 2026?		

Draft Objectives for the Neighbourhood Plan

The Neighbourhood Plan for Cricklade will address four areas . Housing, Business, Transport and the Look and Feel of the town . and the objectives for these are set out below.

Housing Objectives - Do you agree?

The number of new dwellings that Cricklade will need to provide in the plan period to 2026 is expected to be in the region of 70.

Housing Objective 1:	Yes	No
Land for housing should be prioritised to meet local needs and in particular those of the young and the elderly		

Housing Objective 2:	Yes	No
The design and scale of any new housing in Cricklade should be in keeping with the character of the Town		

Detail: Within the conservation area, most properties are two storey, sometimes with dormer windows, and form a strong frontage creating a strong linear enclosed space. Recent developments which are felt to maintain the identity associated with Cricklade include Stockham Close, Abingdon Court Farm and North Wall which use appropriate materials to enable a spacious, well set out design of high quality.



Housing Objective 3:	Yes	No
New housing developments should incorporate provision of surrounding open space		

Detail: This objective seeks to ensure the provision of sufficient outdoor garden space, or a shared amenity area for all new dwellings.

Housing Objective 4:	Yes	No
New housing should be within walking distance of the town centre and also be linked to walking and cycle routes into and around the town to create a more sustainable environment and healthier life style options		

Detail: This objective seeks to ensure that any future housing development encourages a reduced reliance on vehicle usage to access the centre of town.

Business Objectives – Do you agree?

Business Objective 1:	Yes	No
The retail offering within the town will be retained and where possible enhanced		

Detail: Modest growth in the town's population will help to support local retailers. Policies that seek to support businesses to flourish in the town will be an important aspect of the plan.

Business Objective 2:	Yes	No
To provide for and enhance existing facilities and support initiatives to attract and retain visitors and tourists to the town		

Detail: The town has great tourist potential in both its role as gateway to the Cotswolds and location at the start of the Thames. Encouraging development that supports sustainable tourism will bring positive impacts for the local community such as enhanced facilities and local employment, but this will need to be well-planned to ensure that other issues that currently face the town are not exacerbated, such as car parking.

Business Objective 3:	Yes	No
The town will continue its service centre role to meet the needs and interests of residents and visitors from surrounding villages		

Detail: Maintaining Cricklade as a service centre for its residents and those further afield is vital to the future of the town. The neighbourhood plan needs to include policies that will support this role and make it attractive as a place for businesses to locate and stay.

Business Objective 4:	Yes	No
Cricklade will aspire to preserve and generate employment opportunities with a focus on small businesses		

Detail: The self-sufficiency aspect of the town should be celebrated with work opportunities for young residents looking for work provided for. At the same time, the focus needs to be on attracting businesses that do not exacerbate problems associated with additional heavy goods traffic, hence a focus on smaller enterprises.

Business Objective 5:	Yes	No
The existing employment footprint should be retained to provide a mix of opportunities including hi-tech industries		

Detail: This seeks to diversify the current employment offer, again focussing on industries that are likely to be more in keeping with the needs of the town and its residents.

Transport Objectives – Do you agree?

Transport Objective 1:	Yes	No
HGVs should be encouraged to avoid passing through Cricklade		

Detail: The amount of HGVs driving through the town was raised consistently in the feedback to date and whilst there are limitations in what the neighbourhood plan can achieve to tackle this, the objective of reducing this sort of transport remains. For example new developments associated with employment sites could be required to identify the realistic level of heavy goods traffic they are likely to generate.

Transport Objective 2:	Yes	No
The road network should be improved to accommodate the extra local traffic generated by the new developments		

Detail: In parallel with objective 1, this objective seeks to minimise the negative impacts of increased car usage in the town.

Transport Objective 3:	Yes	No
The provision of public car parking should seek to protect the town centre		

Detail: Issues associated with car parking featured highly in the feedback. Car ownership is likely to increase over the period of the plan and whilst other objectives seek to encourage other travel options, this objective addresses issues relating to accessibility, price, location and type of parking available in Cricklade.

Transport Objective 4:	Yes	No
The provision of, and improvements to, walking and cycle routes in and around Cricklade will be encouraged and supported, in particular the Thames Path		

Detail: Cricklade's compact size is recognised and should be maintained to give local people the choice to walk or cycle to both the town centre and other facilities should they wish to.

The 'Look and Feel' of Cricklade Objectives - Do you agree?

Look & Feel Objective 1:	Yes	No
Any new development should not adversely affect drainage and flooding in the town		

Detail: The policies stemming from this objective could set out specific measures to mitigate any flooding issues which might be delivered via developer contributions.

Look & Feel Objective 2:	Yes	No
The conservation area and historic buildings and assets should continue to be protected by being identified as public assets		

Detail: The conservation area has been in place since 1999 and plays an important role in protecting the heritage of the town. Particular assets that have traditionally been used by the local community can also be safeguarded in the future to retain their use as community facilities. In addition this seeks to continue to protect and highlight the role of scheduled ancient monuments and listed buildings.

Look & Feel Objective 3:	Yes	No
Existing parks, play areas, playing fields and open spaces should be retained and additional open space areas provided, in particular including equipped play areas and allotments		

Detail: There are opportunities to safeguard areas of green space that are of particular importance to the community. In parallel ensuring that new development does not take away from what already exists, rather it enhances or adds to it. Play areas and allotments were specifically mentioned within the engagement to date as lacking.

Look & Feel Objective 4:	Yes	No
The rural buffer between Cricklade and Swindon must be protected and the gateways and approaches to the town should be enhanced		

Detail: The spacious, open aspect of the town is greatly valued and needs to be protected. Any future housing developments need to follow suit and ensure that planting, open space and greenery features strongly in the development brief. Neighbouring Swindon is a growing town and a rural landscape buffer currently separates it from Cricklade. The retention of this buffer is of key strategic importance to the residents of Cricklade.

Your Comments: (please feel free to attach supplementary sheets)

Vision
Housing
Business
Transport
Look and Feel of Cricklade

Please provide the following information: Postcode _____

Age group (please tick one)

0 - 18	19 - 30	31 - 40	41 - 50	51 - 60	61 - 70	over 70