

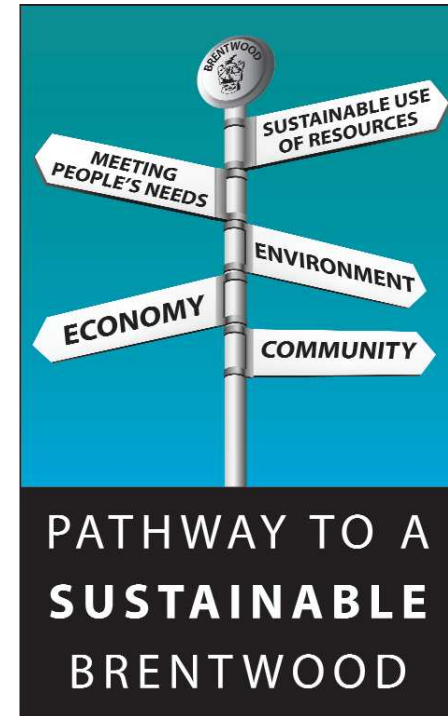
Brentwood Sustainable Community Strategy and Local Development Framework Core Strategy Issues and Options Consultation

Preliminary Analysis

February 2010

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1 Introduction

- 1.1 During November and December 2009 Brentwood Council carried out a Borough wide consultation on the Sustainable Community Strategy and Local Development Framework Core Strategy. Issues and Options to 2031 were set out in a consultation document *Pathway to a Sustainable Brentwood*. A summary leaflet was sent to all households in the Borough and a letter notifying people of the consultation was sent to those on the Council's mailing list. A copy of the full report was sent to key stakeholders. Responses were invited in a variety of formats, by postal and online questionnaire, e-mail or letter. The consultation was widely advertised in the local press and on public noticeboards and the consultation report, leaflet and response forms were made available at deposit points around the Borough. To inform and facilitate discussion with stakeholders during the consultation period, the Citizens' Panel met twice at the Town Hall and eight drop-in sessions with a travelling display were held at different venues across the Borough.
- 1.2 A total of 197 responses were received. This report sets out initial findings. It follows the same structure as the questionnaire. Respondents were asked to give their views on a vision and strategic objectives for the Borough and to answer a series of questions grouped under the following themes:
- Sustainable Use of Resources
 - Protection of the Natural and Built Environment and Local Character
 - Local Economy and Economic Development
 - Meeting People's Needs
 - Ensuring a Healthier Lifestyle and Safer Community.
- 1.3 Views were sought on spatial options for the Borough and finally, feedback on the consultation itself and how people would like to be consulted in future. Respondents were asked to indicate how much they agreed or disagreed with statements set out in the questionnaire by ticking an appropriate box. Statements were grouped according to themes set out in the consultation document and leaflet. Respondents were given the opportunity to enter their own comments in each section if they so wished. This report is a preliminary analysis. A more detailed analysis of the consultation and implications is to follow.

Notes on the data

1. Respondents could choose to answer as many or as few questions as they liked. Consequently, the number of responses received to each question varies and does not match the number of people who responded to the consultation as a whole.
2. Unless stated otherwise, 'respondents' refers to those responding to a particular question rather than those responding to the consultation as a whole.
3. Percentages are rounded to the nearest whole number and therefore may not equal the stated total due to rounding.

2 Overview of the Results

- 2.1 There was a high level of agreement with the statements with between 50 and 95 per cent of respondents agreeing or strongly agreeing with 90 per cent of the statements.¹ Statements about which there was most agreement were *preserve and enhance the natural and historic environment, biodiversity and visual character* (96% of responses) and *development should respect the character of the local area* (95% of responses). 70% of respondents agreed with the proposed Vision; 30% disagreed.
- 2.2 There was just two statements with which the majority disagreed (i.e. more than 50% of responses were disagree or strongly disagree). These were *Spatial Option 4 Dispersed growth - development at all settlements across the Borough and Brentwood town centre should have a greater variety of commercial activities, such as cafes, bars and restaurants*. In one other case disagree or strongly disagree responses outweighed agree or strongly agree responses. This applied to *Option 3 – Semi dispersed development* which attracted 46% disagree or strongly disagree responses compared with 33% agree or strongly agree.
- 2.3 Out of the four spatial options set out in the consultation paper, the most popular was *Option 1 - centralised growth in and around the town of Brentwood*: 58% agreed or strongly agreed with this option compared with 26% who disagreed or strongly disagreed. 40% agreed or strongly agreed with *Option 2 – Transport corridor led growth – development concentrated on transport corridors and in the main settlements*; 32% agreed or strongly agreed with Option 3; and 29% agreed or strongly agreed with Option 4.
- 2.4 ‘Strongly agree’ accounted for 50% or more of responses to 15 questions. The statement which attracted the highest number (103) and percentage (71%) of strongly agree responses was *The Green Belt should be protected*.
- 2.5 There were 17 statements with which more than a quarter of respondents neither disagreed nor agreed. This included one statement *There is a need for further high quality sport and leisure facilities in the Borough* about which 50% of respondents neither agreed nor disagreed.
- 2.6 In addition to answering multiple choice questions on the statements, comments were received covering a wide range of issues. These covered environmental issues, such as protecting the Green Belt, the countryside and public open spaces. A significant number of comments received related to protecting local character and distinctiveness, the provision of public transport, meeting local needs and where development should be located.

¹ Most questions required respondents to indicate whether they agreed, strongly agreed, neither agreed nor disagreed, disagreed or strongly disagreed with a series of statements based on themes in the consultation paper.

3 Question 1 – Proposed Vision

Responses

- 3.1 70% of respondents (105) agreed with the proposed Vision. 30% disagreed.

Further Comments

- 3.2 57 respondents gave additional comments on the vision in this section. The most frequently raised issue related to implementation (11 comments), quality of life issues, such as health, safety and the public realm (10 comments) and wording/style (12 comments), with some respondents noting that the wording is vague or ambiguous and others concerned as to whether it would be implemented.
- 3.3 Several respondents felt the vision should better take account of local needs (seven comments) and that it should be more locally distinctive, reflecting the diverse character of the Borough (seven comments).
- 3.4 A selection of comments received is given below.

The vision is fine - but completely generic. It could apply to any town anywhere. What do we want 'Brentwood' to stand for? What should we be doing to differentiate 'Brentwood' from all other similar-sized towns and e.g. Chelmsford and Bishops Stortford?

While agreeing with the ideas behind the vision, it seems too long and a little passive in tone.

Open-ended statement to which almost any person or organisation could sign up to without feeling they have committed themselves to anything specific. The vision should say something about action that will increase the overall sustainability of the Borough.

Having a vision is fine, but its implementation and maintenance requires determination and commitment, not to mention investment.

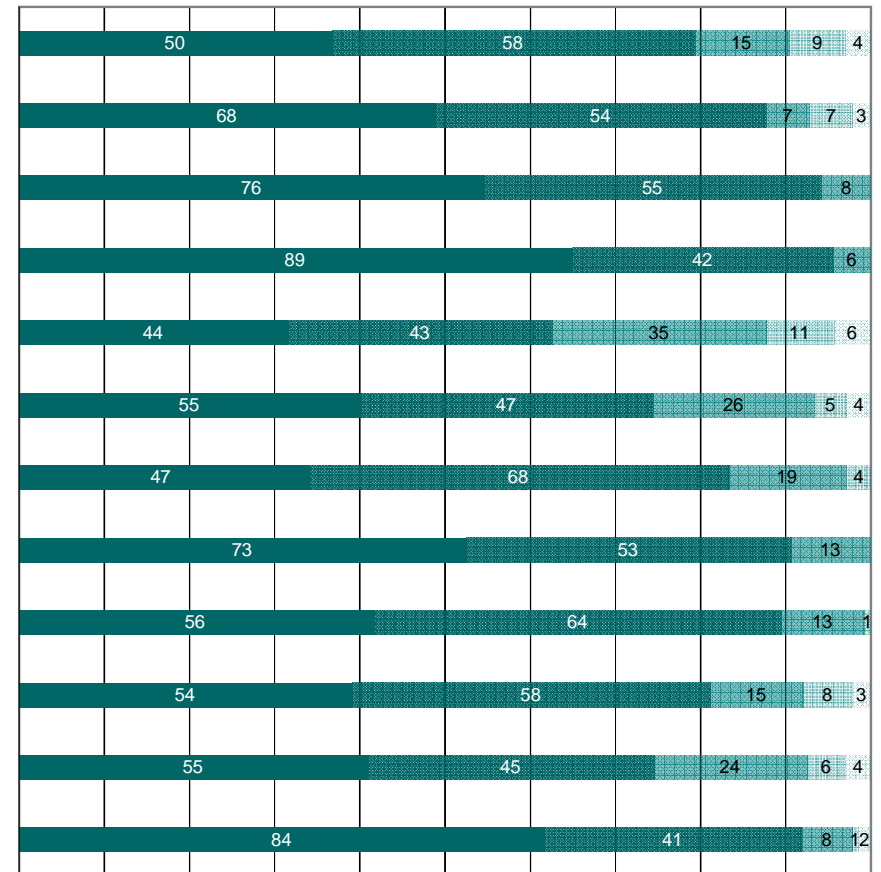
Emphasis on protecting rural areas i.e. Green Belt land is paramount.

4 Question 2 – Strategic Objectives

Responses

- Direct growth to the most sustainable locations and manage it to that which can be accommodated by the available infrastructure and services
- Maximise the best use of available brownfield land (the site of existing or demolished buildings and their curtilage, including residential properties and private gardens) through appropriate and well balanced mixed use
- Reduce the negative impacts of development on people and the environment by encouraging prudent use of resources; reducing pollution and waste; and encouraging the use of renewable energy
- Preserve and enhance the natural and historic environment, biodiversity and visual character of the Borough
- Seek to provide everyone with access to appropriate local housing in order to create balanced communities
- Promote social inclusion through equality of access to employment, housing, education, health and recreational facilities and open space
- Provide high quality shopping, leisure, cultural and community facilities
- Improve public transport and encourage sustainable transport choices
- Ensure a prosperous and vibrant local economy
- Enhance the attraction of Brentwood Town Centre as the focus for shopping, employment and cultural activities in the Borough
- Encourage all residents to lead healthy lives
- Reduce crime and fear of crime and ensure safe and secure living and working environments

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



Strongly Agree
 Agree
 Neither agree nor Disagree
 Disagree
 Strongly Disagree

Key Points

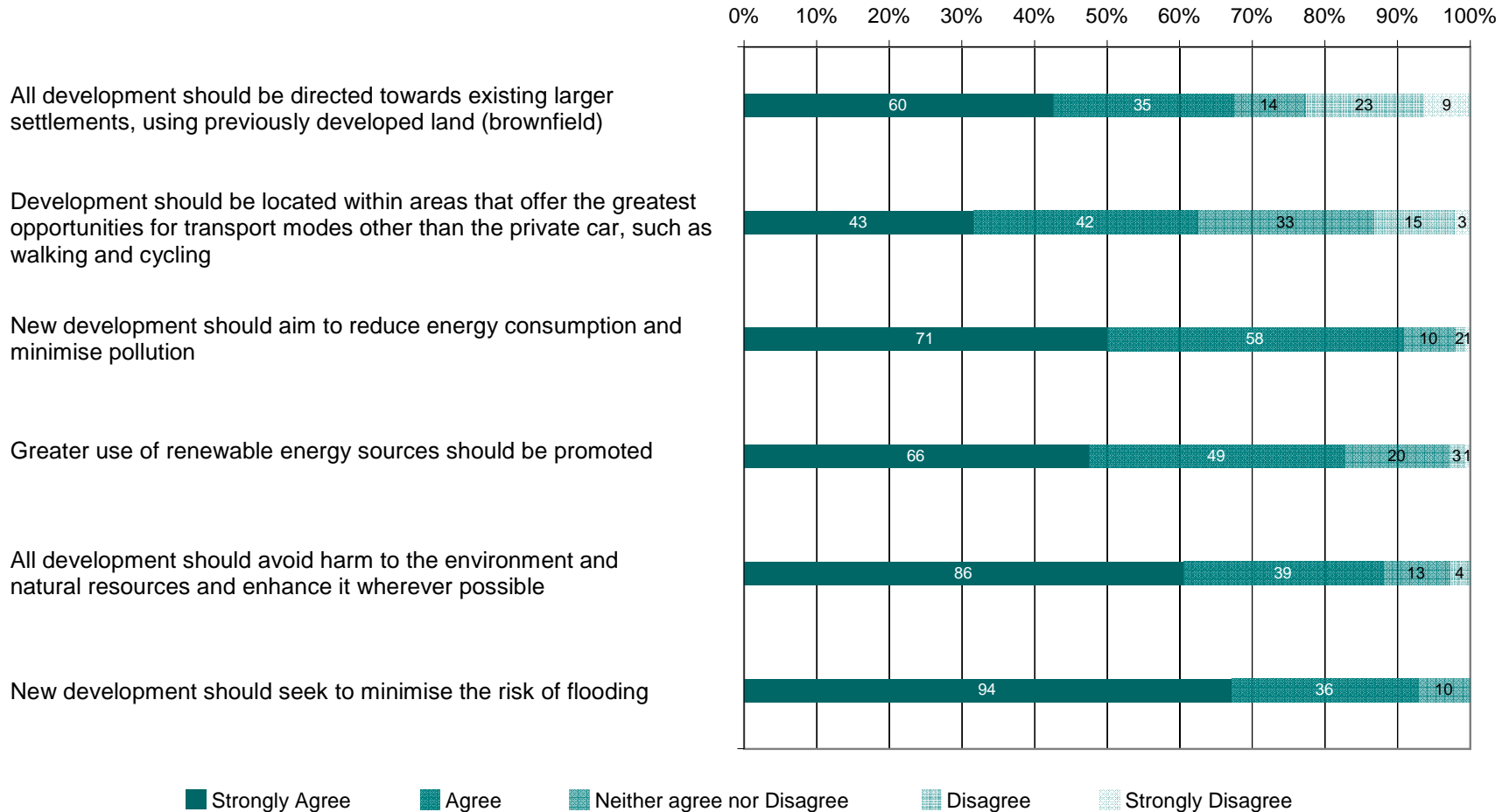
- 4.1 Overall, responses show a high level of agreement with all the objectives. The strongest support was shown for the objective of preserving and enhancing the natural and historic environment, biodiversity and visual character of the Borough with 96% (131 responses) agreeing (31%) or strongly agreeing (65%). A similar level of support was shown for the objective of reducing the negative impact of development by encouraging the prudent use of resources, reducing pollution and waste and encouraging the use of renewable energy with 94% agreeing or strongly agreeing with this (131 responses). Views were mixed with regard to the objective of seeking to provide everyone with access to appropriate local housing in order to create balanced communities. More than 60% (87 responses) agreed or strongly agreed with this objective and 25% neither agreed nor disagreed. A minority (12%) disagreed.

Further Comments

- 4.2 76 respondents gave further comments on the strategic objectives. The scale and location of development was the most frequently raised issue (22 comments) with several respondents concerned that there should be no development in gardens (eight comments).
- 4.3 Brentwood Town Centre was the second most commonly raised issue (18 comments). Bars and cafes (six comments), anti-social behaviour (two comments), shopping and retail (ten comments), parking (seven comments - not all relating to the town centre) and the need to recognise that the town centre is also a residential area (one comment) were the main issues raised in connection with the town centre.
- 4.4 Strong support was shown for conserving the historic and/or natural environment (11 comments) and local character and distinctiveness (eight comments). Several respondents questioned the Council's role or remit (11 comments) and how the objectives were worded (12 comments). Lastly, a number of comments related to quality of life (nine comments), public transport (eight comments) the public realm (seven comments), safety and the police (five comments).
- 4.5 A summary table of comment categories and counts and a full table of further comments made can be found in Appendix 2.

5 Question 3 – Theme 1: Sustainable Use of Resources

Responses



Key Points

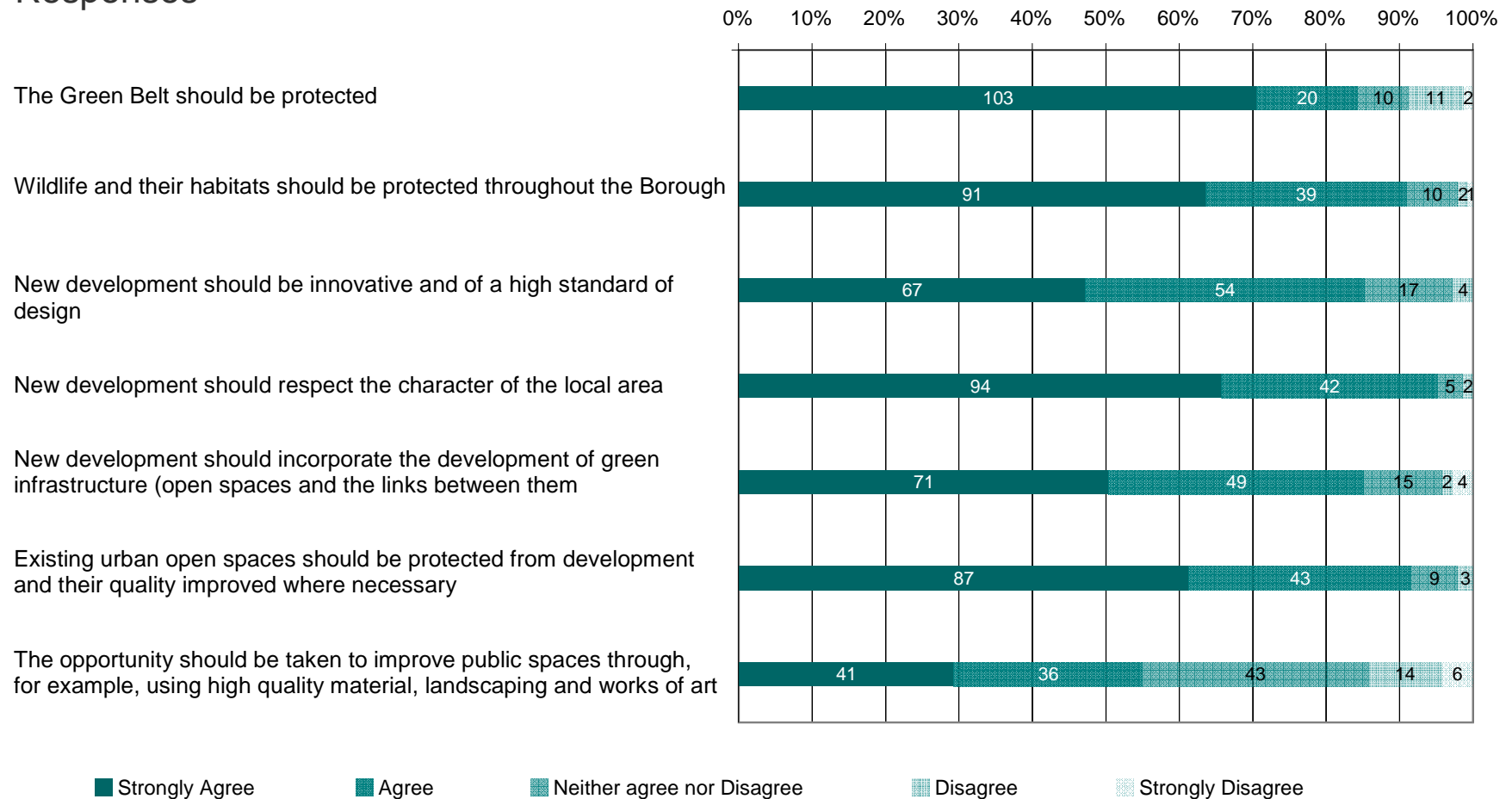
- 5.1 Overall, responses show a high level of agreement with all statements in this section, with more than 90% of respondents agreeing or strongly agreeing that new development should seek to minimise the risk of flooding (130 responses), aim to reduce energy consumption and minimise pollution (129 responses), and more than 80% agreeing or strongly agreeing that new development should avoid harm to the environment and natural resources (125 responses), and that greater use of renewable energy should be promoted (115 responses). The majority (67%, 95 responses) of respondents agreed or strongly agreed that development should be directed towards existing larger settlements, although a minority (23%, 32 responses) disagreed with this. 63% (85 responses) agreed or strongly agreed and 13% (18 responses) disagreed or strongly disagreed with the statement that development should be located in areas that offer the greatest opportunities for transport modes other than the private car, such as walking or cycling.

Further Comments

- 5.2 59 respondents gave additional comments regarding *Theme 1: Sustainable Use of Resources*. Some raised more than one issue.
- 5.3 The most frequently raised issue related to development (26 comments) and specifically the location of development, including the spatial options (13 comments) and type of housing required (nine comments).
- 5.4 Issues relating to the environment were raised within 16 comments, which frequently included comments on flooding and not building on flood plains (11 comments). Several respondents commented on the provision of renewable energy (12 comments). Other responses included views on transport (eight comments) including public transport (four comments), the Green Belt (five comments) and quality of life (two comments).
- 5.5 A summary table of comment categories and counts and a full table of further comments made can be found in Appendix 2.

6 Question 4 – Theme 2: Ensuring the Protection of the Natural and Built Environment and Local Character

Responses



Key Points

- 6.1 Overall, there is general agreement with the statements in this section. Protecting the Green Belt attracted more strongly agree responses out of all the questions in the comment form, with 71% (103 responses) strongly agreeing and 14% (20 responses) agreeing that the Green Belt should be protected. Protecting existing urban open spaces also drew considerable support with 61% (87 responses) strongly agreeing and 31% (43 responses) agreeing with this. Respondents showed strong support for protecting wildlife and their habitats throughout the Borough, with 64% (91 responses) strongly agreeing and 27% (39 responses) agreeing that these should be protected.
- 6.2 Near unanimous agreement was shown with regard to the statement that new development should respect the character of the local area, with 66% (94 responses) strongly agreeing and 29% (42 responses) agreeing with this. Just over half of respondents (55%) agreed or strongly agreed that the opportunity should be taken for improving public spaces through the use of high quality materials, landscaping and works of art (77 responses). A small minority (14%, 20 responses) disagreed with this. More than 80% of respondents agreed or strongly agreed that new development should be innovative and of a high standard of design (121 responses) and that it should incorporate the development of green infrastructure (open spaces and the links between them) (120 responses).

Further Comments

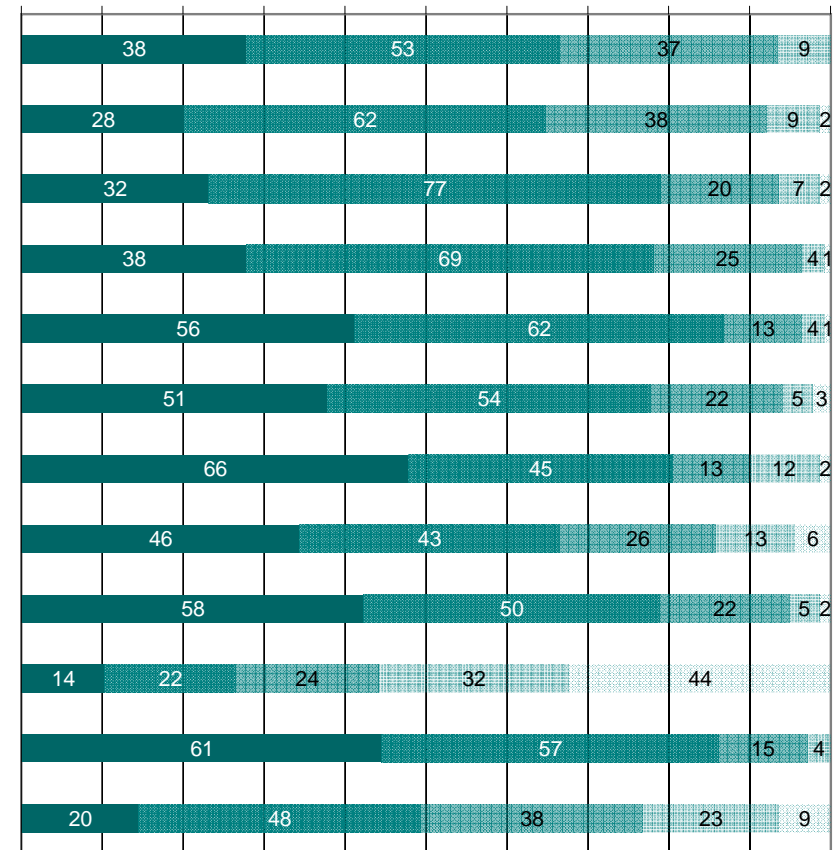
- 6.3 65 respondents gave additional comments on *Theme 2: Ensuring the Protection of the Natural and Built Environment & Local Character*. The most frequently raised comments related to the topics of design, protecting the Green Belt, protecting open space and public art.
- 6.4 17 respondents commented on the quality of design including 14 who supported good quality and appropriate design within the Borough, with a further three showing stronger support for more innovative design. 20 respondents commented on the protection of the Green Belt, with 14 respondents supporting its protection and seven respondents supporting some development on the Green Belt where necessary. 15 respondents commented on public art, the majority of whom did not support investing in public art in the Borough. 18 respondents supported the protection of open space within the Borough, while two respondents did not.
- 6.5 Additional comments were raised with regard to nature conservation (seven respondents), safety and anti social behaviour (three respondents), affordable housing (two respondents), the requirement for infrastructure (three respondents) and the implementation of the strategy (two respondents). One respondent stated that gardens should not be treated as brownfield land.
- 6.6 A summary table of comment categories and counts and a full table of further comments made can be found in Appendix 2.

7 Question 5 – Theme 3: Local Economy and Economic Development

Responses

- Existing employment land and premises should be retained for that purpose
- New employment sites should be identified to support the growth of Brentwood's local economy
- New commercial development should provide for a mixture of job opportunities
- New employment development should provide for the needs of small and medium sized businesses (up to 250 employees)
- Appropriate actions should be taken to improve local skills through education and training
- Support should be provided to existing local businesses to remain viable and competitive
- Brentwood town centre should be maintained as the principle shopping centre in the Borough
- The role of Brentwood town centre should be enhanced by improving cultural, leisure and community facilities
- Brentwood town centre should have a greater variety of commercial activities, such as large and small shops
- Brentwood town centre should have a greater variety of commercial activities, such as cafes, bars and restaurants
- The viability of district shopping centres in Ingatestone, Shenfield and Warley Hill should be maintained and enhanced
- There is a need for further cultural facilities in the Borough, such as theatres and museums

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



Strongly Agree
 Agree
 Neither agree nor Disagree
 Disagree
 Strongly Disagree

Key Points

- 7.1 Overall, respondents agree with most statements in this section. More than 80% strongly agreed or agreed that action should be taken to improve local skills through education and training (118 responses), that Brentwood centre should be maintained as the principle shopping centre (111 responses) and that the viability of district shopping centres in Ingatestone, Shenfield and Warley Hill should be maintained and enhanced (118 responses). Two thirds (66%, 89 responses) of respondents agreed or strongly agreed, and 14% disagreed or strongly disagreed, that Brentwood town centre should be enhanced by improving cultural, leisure and community facilities. More than three quarters agreed or strongly agreed that the town centre should have a greater variety of commercial activities, such as large and small shops (79%, 108 responses), that new commercial development should provide for a mix of job opportunities (79%, 109 responses), that new development should provide for the needs of small and medium size business (78%, 107 responses) and that support should be provided to existing local business to remain viable and competitive (78%, 105 responses).
- 7.2 More than half of respondents (56%, 76 responses) disagreed or strongly disagreed, and a quarter (26%, 36 responses) agreed, with the suggestion that Brentwood Town centre should have a greater variety of commercial activities, such as cafes, bars and restaurants.

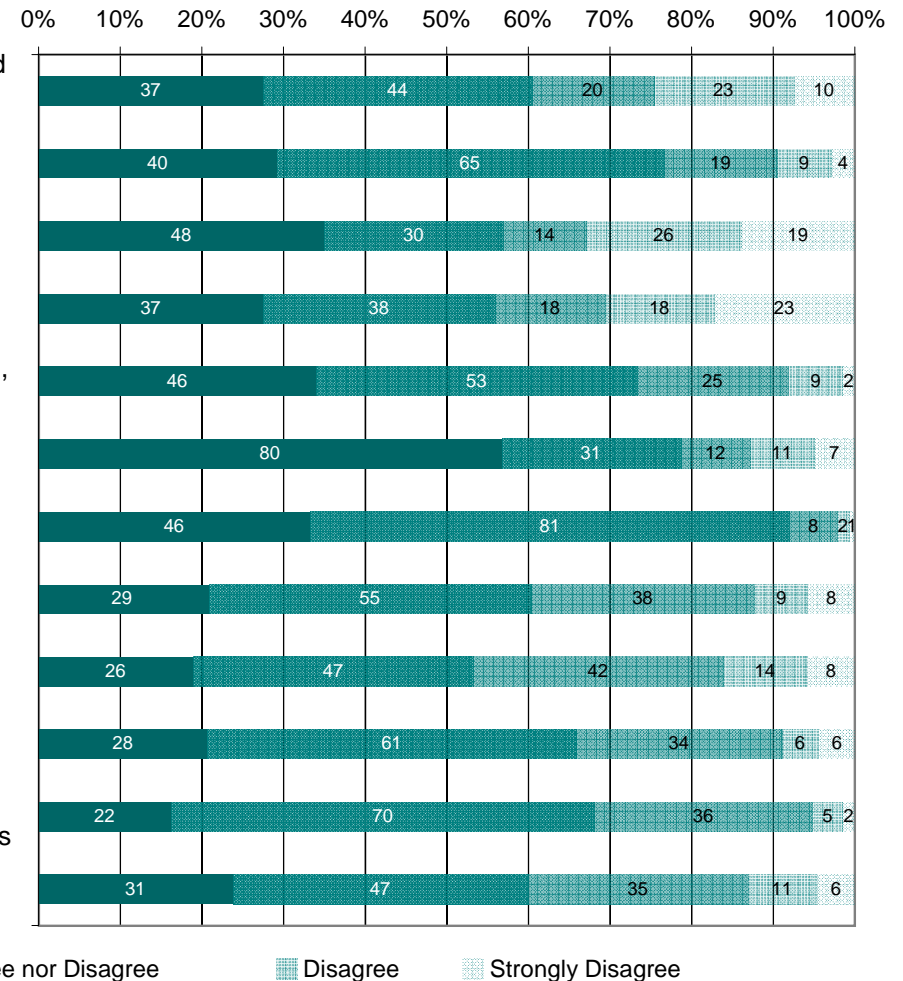
Further Comments

- 7.3 78 respondents gave additional comments regarding *Theme 3: Local Economy and Economic Development*. Some comments raised more than one issue. The most frequently raised issue was regarding the number of bars and restaurants in the town centre (19 comments). The location of development was often raised (15 comments) as were leisure and cultural facilities (14 comments), including views on the suitability of a cinema (both for and against) in the town centre (five comments). Several issues relating to retail, particularly in Brentwood Town Centre, were put forward (14 comments). Town centre parking provision was also raised as a main issue (six comments).
- 7.4 It was noted that the Council should consider the effects of centres outside the Borough – such as London, Romford, Chelmsford and Lakeside (four comments). Respondents also wrote about the potential to reduce business rates in particular circumstances in order to sustain local business (three comments), as well as providing support for small businesses (two comments). Other responses included views on local community facilities (five comments), the amount of vacant premises (five comments) and how temporary uses should be promoted, unemployment and provision of jobs (three comments), and the inclusion of agricultural uses within employment figures (two comments).
- 7.5 A summary table of comment categories and counts and a full table of further comments made can be found in Appendix 2.

8 Question 6 – Theme 4: Meeting People’s Needs (Housing)

Responses

- In order to make the best use of land for housing, higher densities should be achieved closer to town and district centres and locations with good public transport accessibility
- New housing developments should generally be directed towards locations well served by public transport
- Greenfield sites for housing should only be released for development where there is a lack of appropriate brownfield sites
- If necessary, Green Belt land should only be released in locations adjacent to existing settlement boundaries
- New development should be located so as to minimise the need to travel, such as to work, school and shops
- The amount of additional housing in the Borough should continue to be constrained by its Green Belt location
- New housing should offer a choice of size and types of homes
- There should be more affordable housing provided in the Borough
- There should be more flexibility in the provision of affordable housing in the rural parts of the Borough
- Additional accommodation should be provided for particular housing needs, such as key workers, the elderly and disabled people
- Neighbourhoods in the more deprived parts of the Borough should be improved through better access to community facilities and other services
- More intermediate housing (shared ownership, shared equity, intermediate rent) should be provided rather than social rented housing



Key Points

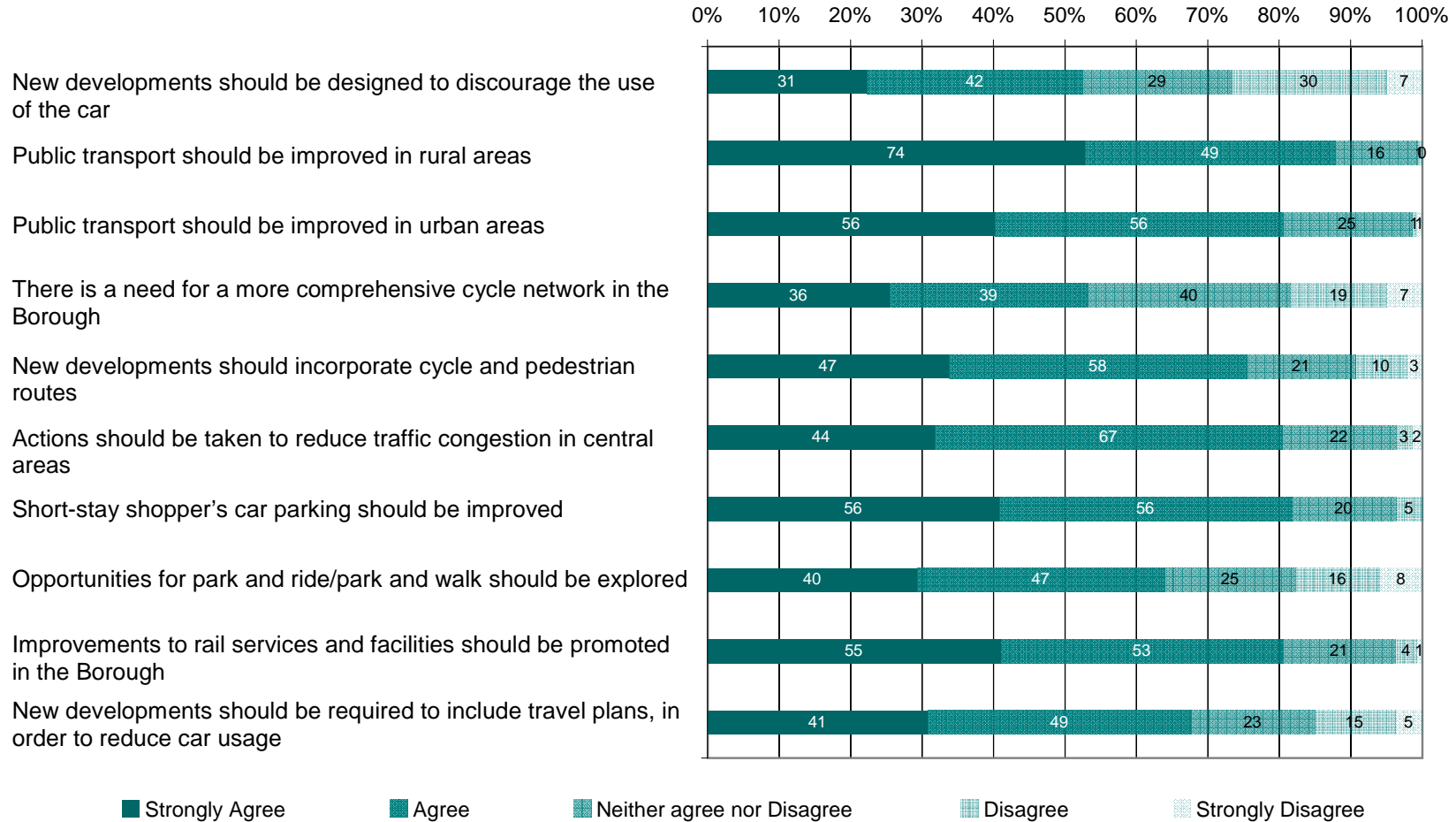
- 8.1 Overall, there is general agreement with the statements in this section. 92% (127 responses) agreed or strongly agreed that new housing should offer a choice of size and types of homes. More than 50% (80 responses) strongly agreed and 22% (31 responses) agreed that the amount of additional housing in the Borough should continue to be constrained by its Green Belt location; 13% (18 responses) disagreed or strongly disagreed. More than half (57%, 78 responses) agreed that Greenfield sites should only be released for development where there is a lack of appropriate brownfield sites. A third of respondents (33%, 45 responses), however, disagreed or strongly disagreed with this.
- 8.2 The majority of responses showed support for directing new housing development towards locations well served by public transport (75%, 105 responses) and for improving neighbourhoods in the more deprived parts of the Borough through better access to community facilities and other services (68%, 92 responses).

Further Comments

- 8.3 70 respondents gave additional comments on *Theme 4: Meeting People's Needs (Housing)*. The most frequently raised topics were protection of the Green Belt and affordable housing. 21 respondents supported the protection of the Green Belt; eight respondents supported some development on it. Out of 19 respondents who commented on affordable housing, all but one supported more affordable housing in the Borough.
- 8.4 With regard to the type of development, ten respondents were unsupportive towards higher rise development and flats. There was an overall concern shown for addressing local housing needs. Seven respondents specifically commented on the need to reflect local housing needs, seven respondents noted the importance of providing for the needs of older people and two respondents noted the importance of meeting housing needs in rural areas.
- 8.5 With regard to the location of development, two respondents stated a preference for development in urban areas and three respondents noted the importance of access to services and facilities. Improving public transport facilities was noted as important (four respondents) as was the consideration of empty and under-occupied properties (three respondents). One respondent stated a preference for a new settlement in the Borough. A summary table of comment categories and counts and a full table of further comments made can be found in Appendix 2.

9 Question 6 – Theme 4: Meeting People’s Needs (Transport)

Responses



Key Points

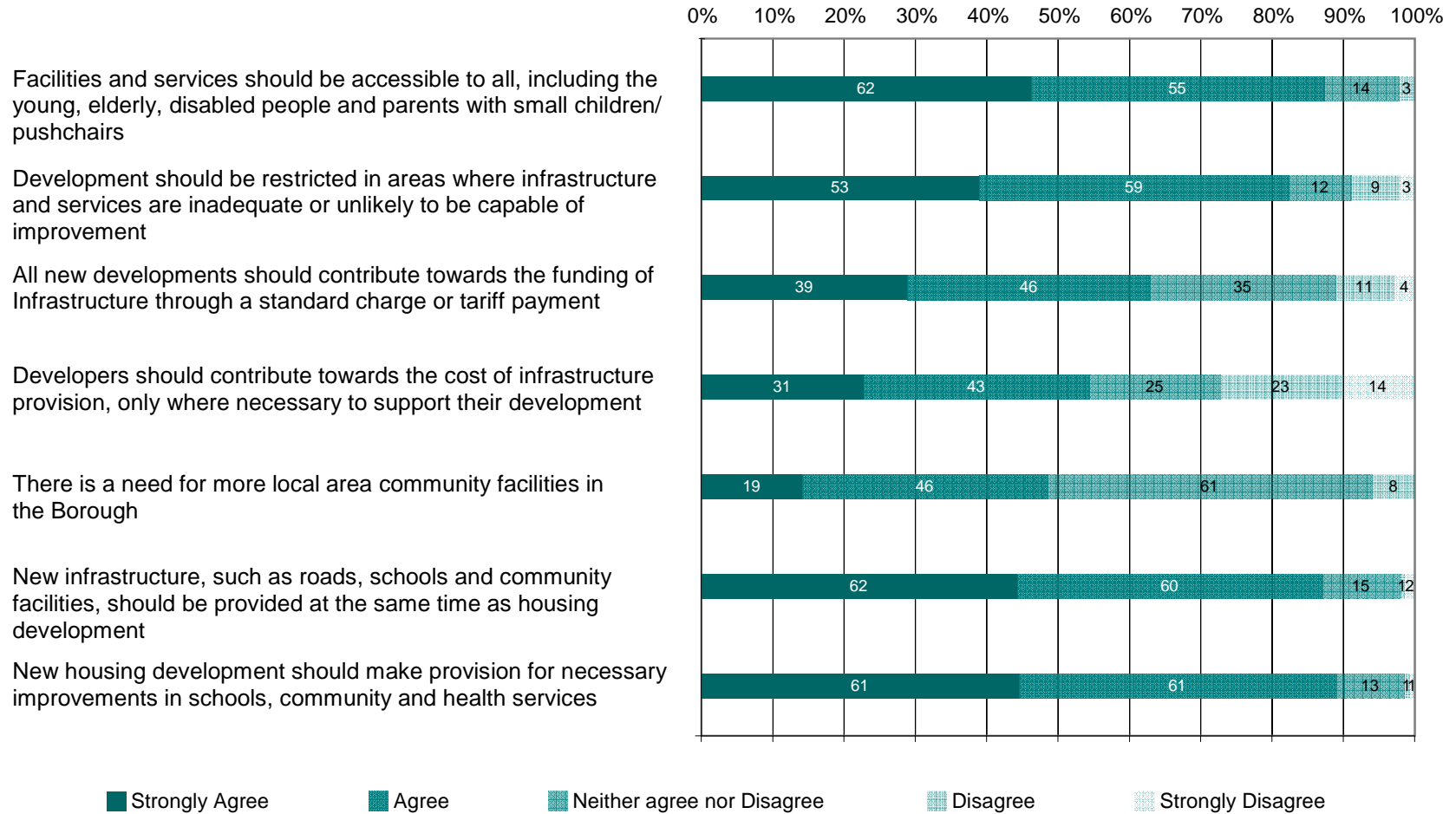
- 9.1 The majority of respondents agreed with the statements in this section. Responses show strong support for improving public transport with 88% (123 responses) agreeing or strongly agreeing that it should be improved in rural areas and 81% (112) in urban areas. Similarly, more than 80% of responses agreed or strongly agreed with promoting improvements to the Borough's rail services; improving short-stay shoppers car parking; and taking actions to reduce traffic congestion. Over 60% (87 responses) agreed or strongly agreed and 18% (24 responses) disagreed that opportunities for Park & Ride should be explored. Around half (53%, 75 responses) agreed or strongly agreed that there is a need for a more comprehensive cycle network in the Borough. 18% (26 responses) disagreed or strongly disagreed with this.
- 9.2 Around two thirds agreed or strongly agreed that new developments should be required to include travel plans in order to reduce car use (90 responses) and 75% agreed or strongly agreed that they should incorporate cycle pedestrian routes (105 responses). Just over half (53%, 73 responses) agreed that new developments should be designed to discourage the use of the car. A significant minority (27%, 37 responses) disagreed or strongly disagreed with this.

Further Comments

- 9.3 67 respondents gave additional comments on *Theme 3: Meeting People's Needs (Transport)*. The most frequently raised comments related to public transport and cycling.
- 9.4 34 respondents commented on the need for improved public transport in the Borough. These included comments regarding the frequency of services, level of facilities provided, integration of services and affordability. 19 respondents made comments in relation to cycling, with 16 wanting to see improved cycle facilities in the Borough and three respondents stating that they do not feel cycle facilities should be improved. Seven respondents stated that footpath improvements are of importance.
- 9.5 In relation to car use, seven respondents stated that it should be reduced, but nine (including some who stated car usage should be reduced) stated that the aim of reducing car usage is fairly unrealistic. Nine respondents said that they would support more car parking in the Borough. Two respondents suggested consideration should be given to promoting alternative fuels for cars and one respondent suggested the promotion of car share schemes. Two respondents showed support for a park and ride scheme. Conversely, four respondents did not support this. Five respondents noted the importance of access to services and facilities for new developments and one respondent commented on the need to promote living and working locally.
- 9.6 A summary table of comment categories and counts and a full table of further comments made can be found in Appendix 2.

10 Question 6: Theme 4 – Meeting People’s Needs (Infrastructure)

Responses



Key Points

- 10.1 The majority of respondents agreed or strongly agreed with all but one of the statements in this section. The strongest support was shown for making facilities and services accessible to all, including the young, elderly, disabled people and parents with small children/pushchairs (87% - 117 responses agreed or strongly agreed); for new housing making provision for necessary improvements in schools, community and health services (89% - 122 agreed or strongly agreed); and for new infrastructure, such as roads, schools and community facilities, to be provided at the same time as housing development (87% – 122 responses agreed or strongly agreed).
- 10.2 More than 80% (112 responses) agreed or strongly agreed and 9% disagreed (12 responses) that development should be restricted in areas where infrastructure and services are inadequate or unlikely to be capable of improvement. More than half (54% - 74 responses) agreed or strongly agreed, and 27% disagreed or strongly disagreed (37 responses), with the suggestion that developers should contribute towards the cost of infrastructure only where necessary to support their development. More support was shown for the idea that developers should contribute towards the cost of providing infrastructure through a standard charge or tariff payment, with 63 % (85 responses) agreeing or strongly agreeing and 11% (15 responses) disagreeing or strongly disagreeing with this.
- 10.3 Around half of respondents (49% - 65 responses) agreed or strongly agreed that the Borough needs more local area community facilities. A minority (6% - 8 responses) disagreed. Around half (46%) neither agreed nor disagreed with this suggestion.

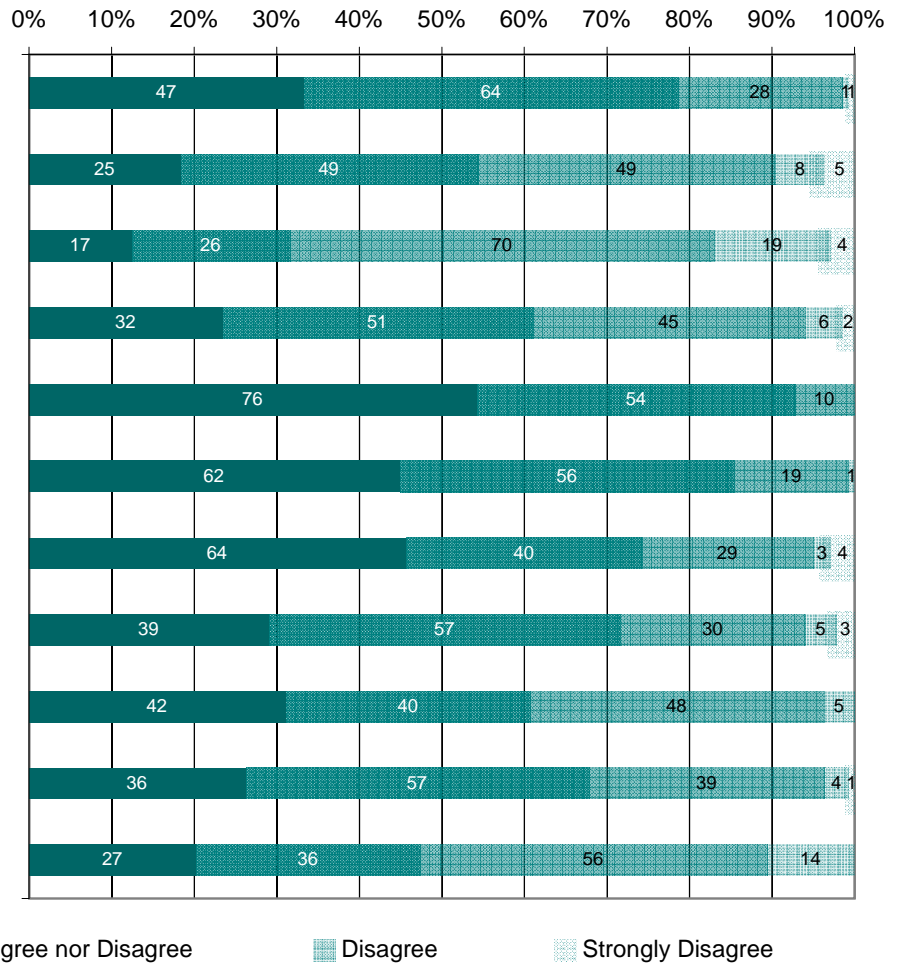
Further Comments

- 10.4 46 respondents gave additional comments on *Theme 4: Meeting People's Needs (Infrastructure)*. The most frequently raised comments were in relation to developers contributions towards infrastructure, with 11 respondents showing support for developers helping to fund all infrastructure and nine respondents showing support for developers only funding infrastructure directly related to their development.
- 10.5 Five respondents stated that necessary infrastructure should be in place before a development starts and three respondents highlighted the necessity to fully consider the infrastructure requirements in relation to a development. Four respondents commented on the need to consider the implementation and viability of infrastructure.
- 10.6 Five respondents showed support for retaining existing community facilities and ensuring that these are sufficiently maintained.
- 10.7 A summary table of comment categories and counts and a full table of further comments made can be found in Appendix 2.

11 Question 7: Theme 5 – Ensuring a Healthier Lifestyle and Safer Community

Responses

- Existing community facilities should be retained for that or similar purposes
- New developments should create the opportunities for promoting social inclusion and encouraging diversity
- There is a need for further high quality sport and leisure facilities in the Borough
- Further action should be taken to assist the vulnerable, those on low incomes and those with special needs
- All new developments should be designed to discourage crime and vandalism
- Actions should be taken to reduce the fear of crime
- Healthier lifestyles should be encouraged
- Help should be given to community groups to obtain sources of funding
- There is a need for the provision of facilities for older people in the Borough.
- There is a need for the provision of facilities for younger people in the Borough
- There is a need for more health care facilities in the Borough



Key Points

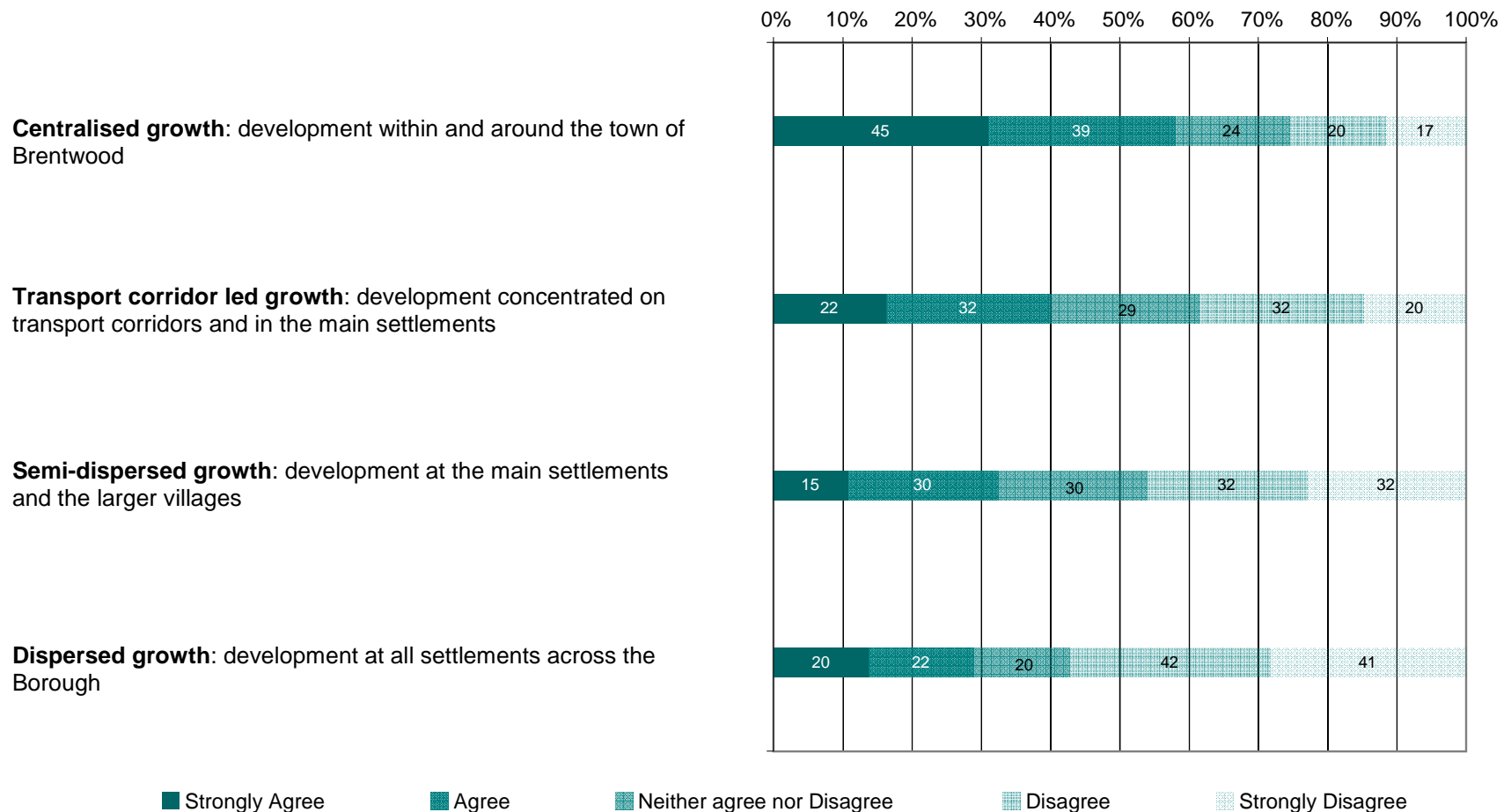
- 11.1 Responses show a high level of agreement with all but two statements. The strongest support is shown for designing all new development to discourage crime and vandalism with 54% (76 responses) strongly agreeing and 39% (54 responses) agreeing and no one disagreeing with this. Similarly, a high level of support is shown for taking action to reduce the fear of crime, retaining community facilities for their existing use or a similar purpose, providing help to community groups to obtain funding and encouraging healthier lifestyles, supported by more than 70% of respondents. Around two thirds of respondents agreed that there is a need for more facilities for younger people in the Borough. Just under half of respondents agreed or strongly agreed that the Borough needs more health care facilities. Around a third (32% - 43 responses) agreed or strongly agreed and 17% disagreed or strongly disagreed (23 responses) that the Borough needs more high quality sport and leisure facilities. 51% (70 responses) neither agreed nor disagreed with this.

Further Comments

- 11.2 53 respondents gave additional comments regarding *Theme 5: Ensuring a Healthier and Safer Community*. Some comments raised more than one issue. The most frequently raised issues relating to health (ten comments) were the quality and quantity of healthcare facilities in the Borough (five comments - four saying that facilities could be improved in number, one saying that current provision was good), the fact that hospitals lie outside the Borough (three comments), and that walking & healthier lifestyles should be encouraged (two comments).
- 11.3 Comments received regarding community facilities (10 comments) included: calls for more funding for services (three comments); accessibility and affordability of local facilities (four comments) and social inclusion (three comments). Support was raised for both more elderly (one comment) and young people's facilities (three comments), including a comment on the lack of youth leaders. Leisure and cultural facilities were also mentioned (five comments), including comments about the level of current leisure uses.
- 11.4 The most frequently raised issues relating to community safety and crime were the need for more police officers on patrol and increasing the Police presence (five comments); the use of CCTV technology (one comment); neighbourhood watch schemes (one comment), and the Council enforcing by-laws and planning breaches (one comment). Design was noted as an important factor (three comments), acknowledging the role of better building design in reducing the impacts of crime and discouraging anti-social behaviour.
- 11.5 Other comments received included the need for more provision for cycling (three comments) and improved security for cycle parking facilities; the environment and protection/provision of urban open space (two comments), the need for an improved evidence base to inform the emerging Local Development Framework (three comments), and parking (two comments) including the suggestion of free parking at parks to encourage their use. Three respondents considered crime and healthy living lay outside the Council's remit.
- 11.6 A summary table of comment categories and counts and a full table of further comments made can be found in Appendix 2.

12 Question 8: Spatial Options for the Future Development of Brentwood

Responses



Key Points

- 12.1 Respondents gave a wide range of views on the four options presented in the consultation paper, although a clear preference for *Option 1: centralised growth – development within and around the town of Brentwood*, is apparent. 58% agreed or strongly agreed with this option (84 responses) compared with 26% (37 responses) who disagreed or strongly disagreed. 40% (54 responses) agreed or strongly agreed with *Option 2 – transport corridor led growth*, and a similar number (39%, 52 responses) disagreed or strongly disagreed. Around a third (32%, 45 responses) agreed or strongly agreed with *Option 3 – semi-dispersed growth*, while nearly half (46%, 64 responses) disagreed or strongly disagreed with this option. *Option 4 – dispersed growth*, was the least popular, with 29% (42 responses) agreeing or strongly agreeing and more than half (54%, 83 responses) disagreeing or strongly disagreeing with this option.

Further Comments

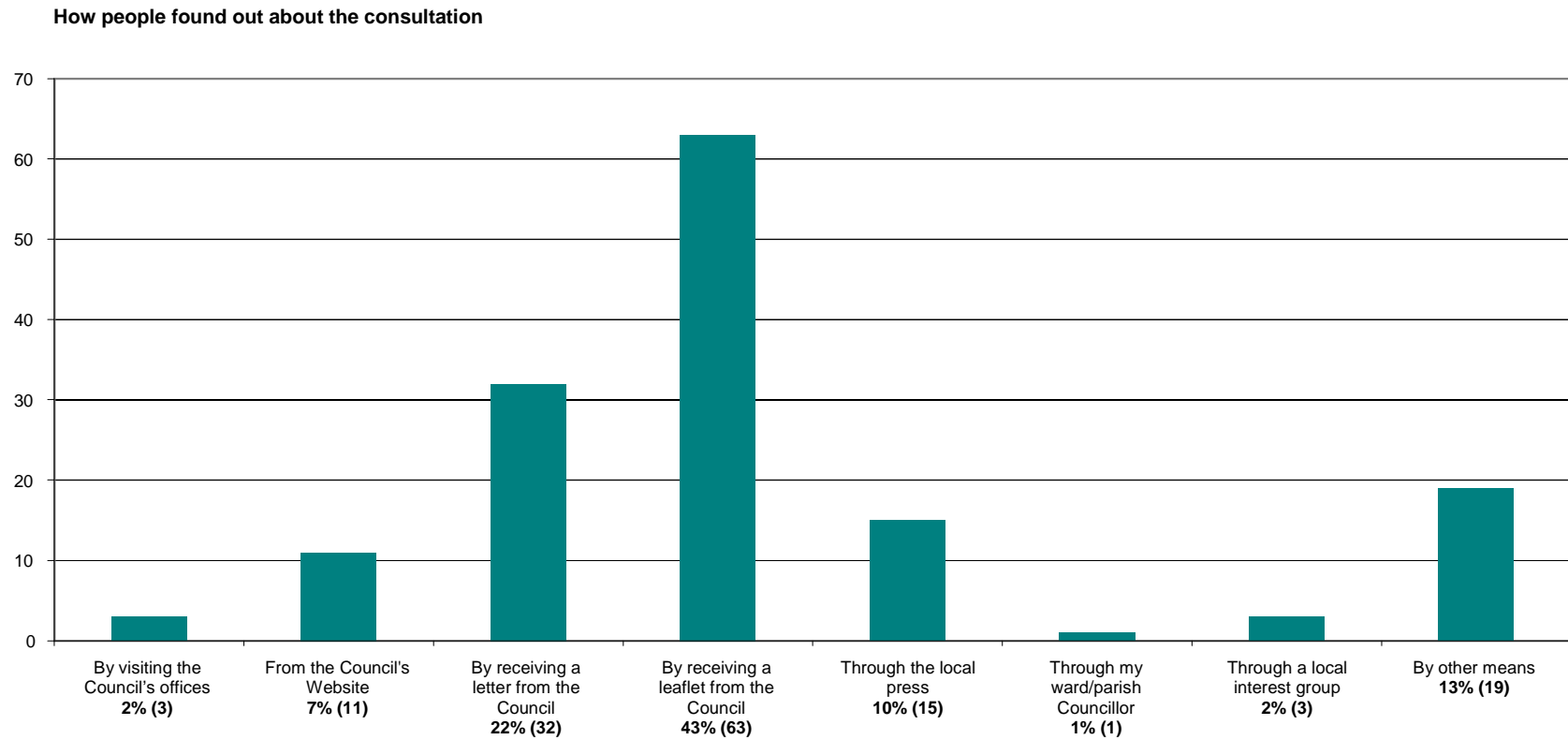
- 12.2 69 respondents gave additional comments on the spatial options covering a wide range of issues. The most frequently raised comment was in relation to the Green Belt. Five respondents stated that the Green Belt should be protected whichever option is chosen, and five commented that Option 1 is best at protecting the Green Belt. Three respondents, however, stated that some of the Green Belt will need to be encroached upon to allow for development. A number of respondents also stated the importance of access to services and facilities (four respondents), the use of brownfield land (four respondents) and the importance of villages remaining as villages (nine respondents), whichever option is chosen.
- 12.3 Regarding Option 1, a number of respondents commented on the fact that there is already infrastructure in place for this option (four respondents), that it would encourage less car usage (two respondents), that it would help to increase the vibrancy of the town centre (three responses), but that it may lead to overcrowding and more congestion (five respondents). Two respondents commented on the relevance of Crossrail for this option.
- 12.4 Regarding Option 2, two respondents commented on the relevance of Crossrail. Some respondents showed concern about the impact that this option would have on some villages (three respondents).
- 12.5 Regarding Options 3 and 4, a number of respondents commented that one or both of these would best serve local needs (four respondents) and may help improve the viability of some smaller settlements (two respondents). Three respondents believed these options to be the fairest and two noted that these options may increase car dependency.
- 12.6 A summary table of comment categories and counts and a full table of further comments made can be found in Appendix 2.

13 Question 9: General Comments

- 13.1 79 respondents commented in this section. Some raised more than one issue. The most frequently raised issue concerned the location of development in the Borough (17 comments) including comments from those who favoured the use of greenfield land where appropriate (five comments) and those in favour of brownfield land only (five comments). There were further comments on the spatial options (four comments) and settlement hierarchy (two comments) set out in the document. Brentwood town centre (five comments) and recent High Street improvement works (two comments) were also mentioned.
- 13.2 Several comments referred to the Green Belt (12 comments). These included calls for a Green Belt review to be undertaken as part of the LDF process (four comments) and to protect it (8 comments). Local distinctiveness was a popular concern with several people stating the importance of maintaining the Borough's unique character (12 comments), which in many cases meant no support for development in certain villages. Several people commented that the Borough is in danger of over development and this would detract from the Borough's character (eight comments) and concerns about development in gardens were raised (eight comments).
- 13.3 The provision of suitable infrastructure with new development and existing development was raised (nine comments), as were transport issues (nine comments) including parking, public transport, roads & traffic congestion. Environmental issues raised (nine comments) included flooding, parks & open space and wildlife.
- 13.4 Concerns over crime, anti-social behaviour and community safety were raised (five comments) as well as community facilities (four comments), the RSS provision figures (five comments), affordable housing (three comments) and acknowledging the effects of other centres outside the Borough (three comments). Some comments echoed those given in response to the themes such as views on the number of bars and restaurants in Brentwood town centre (two comments), the need for a stronger evidence base before continuing production of the Core Strategy (two comments), and the effects and consequences of the current national recession (two comments).
- 13.5 Several comments were made with regard to the Issues and Options document and consultation process (14 comments). Some respondents gave feedback on the design and wording of the comment form (eight comments).
- 13.6 A summary table of comment categories and counts and a full table of further comments made can be found in Appendix 2.

14 Question 10: Publicity and Availability

Responses



Key Points

- 14.1 From the total of 197 responses received, 147 included feedback on how people found out about the consultation. The most commonly given response was receiving a leaflet from the Council, with 43% finding out about the consultation in this way (63 responses), followed by 22% who received a letter from the Council (32 responses). It follows, therefore, that 65% of those who responded to question 10 found out about the consultation by the Council directly notifying them. 10% of respondents found out through the local press (15), 7% from the Council's website (11), 2% by visiting the Council Offices (3), 2% through a local interest group (3), and 1% through the local Ward or Parish Councillor. 13% of respondents found out about the consultation through other means (19).
- 14.2 From a total of 140 responses 40% said that the consultation document was given sufficient publicity (56 comments) whilst 60% said that it was not (84).
- 14.3 From a total of 137 responses 37% said that the consultation document could have been made more easily and directly available (51 comments) and 63% said that it could not have been (86 comments).

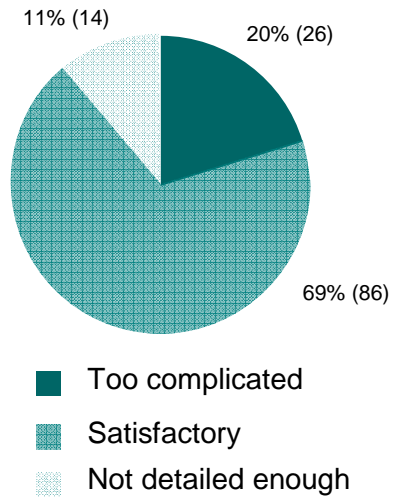
Further Comments

- 14.4 84 additional comments were made on the level of publicity that the consultation document was given. The most frequently raised comment was a request to be notified of the consultation by mail (32 comments). 26 comments related to increased publicity, suggesting a variety of means including more posters, improved leaflet availability, clearer information on the website and local exhibitions. Seven respondents stated that there should have been more publicity in the local press.
- 14.5 Nine respondents stated that the comment form should have been delivered to all households and six commented on the timing of the consultation in relation to both the timescale and time of year it took place. Seven comments related to the level of detail in the consultation document. Some respondents felt that it was too detailed and that the language used should be simpler. One respondent stated it was not detailed enough.
- 14.6 A summary table of comment categories and count and a full table of further comments made can be found in Appendix 2.

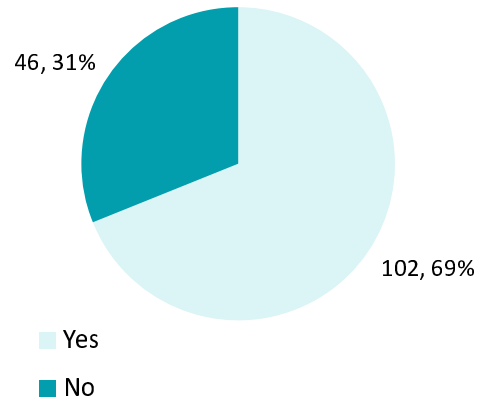
15 Question 11: Presentation and Content

Responses

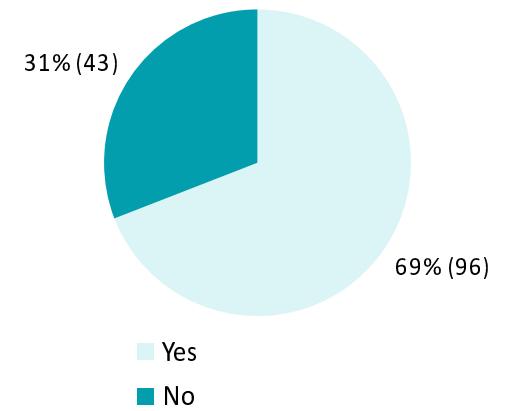
Views on the comment form



Was the presentation of the document easy to read?



Was the document easy to read?



Key Points

- 15.1 From a total of 148 responses 69% said that the presentation of the document was easy to read (102 responses) whilst 31% said that it was not (46).
- 15.2 From a total of 139 responses 69% said that the consultation document was clear and easy to read (96 responses) whilst 31% said that it was not (43).
- 15.3 In terms of the number and content of the questions asked, 69% felt that the comment form was satisfactory (86 responses), 20% felt it was too complicated (26), and 11% felt it was not detailed enough (14).

Further Comments

- 15.4 43 additional comments were made in relation to question 11: presentation and content. The most frequently raised issue concerned the level of detail within the documents, with 17 comments stating that the documents should have been simpler and clearer and eight stating that there should have been more detail. Eight responses noted that the comment form contained some leading questions.
- 15.5 A summary table of comment categories and count and a full table of further comments made can be found in Appendix 2.

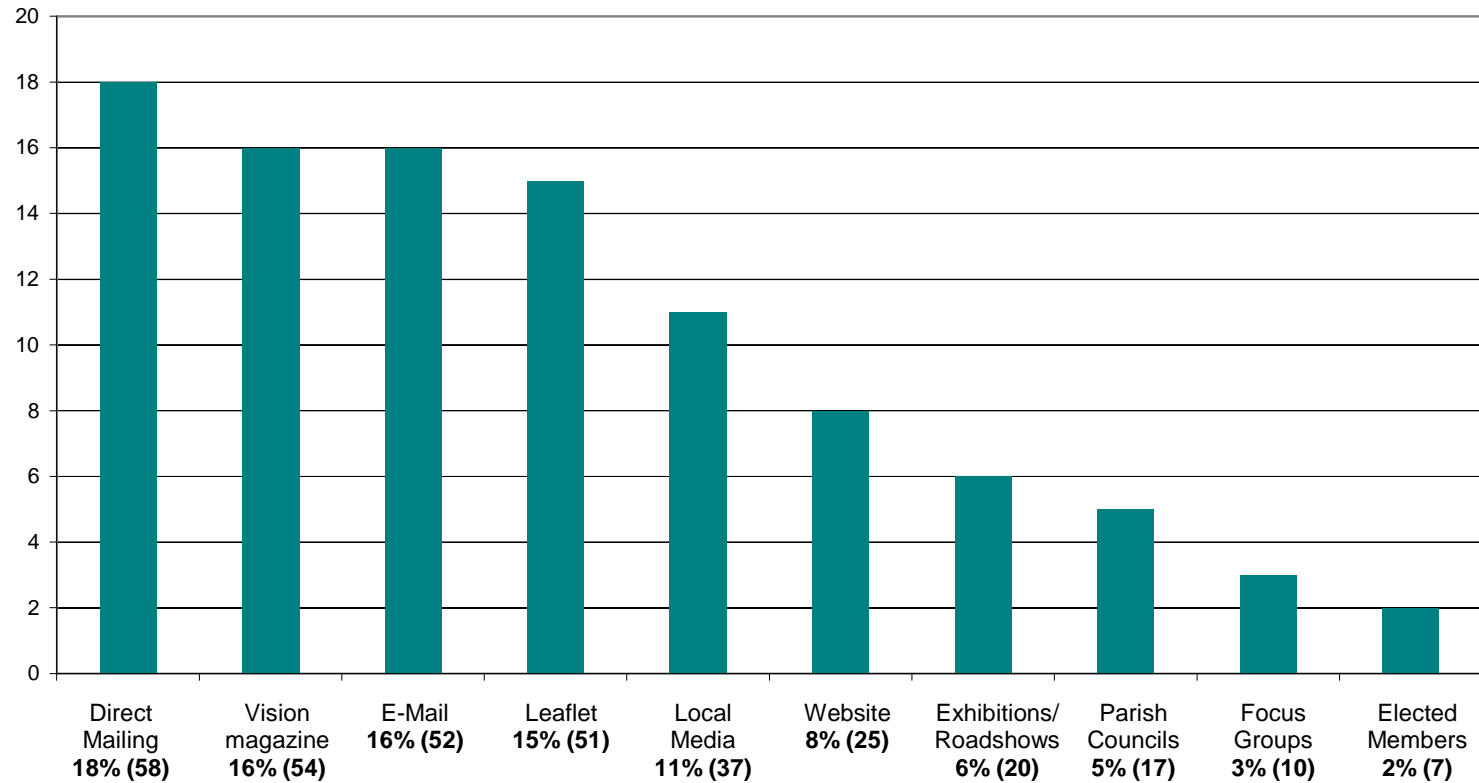
16 Question 12: Further Comments

- 16.1 38 respondents gave further comments in this section. The most frequently raised issue in this section was regarding the level of detail in the consultation documents, with eight respondents stating that the documents were too detailed or needed to be made simpler and, conversely, two respondents stating that more detail should have been given. Seven respondents commented that some of the questions appeared to be leading or have hidden meaning. Five respondents commented on the amount of time given for the consultation and the time of year it took place and four respondents commented on the ease of use of the online comment form.
- 16.2 A summary table of comment categories and counts and a full table of further comments made can be found in Appendix 2.

17 Question 13: Future Consultation

Responses

How would you like to be consulted in future?

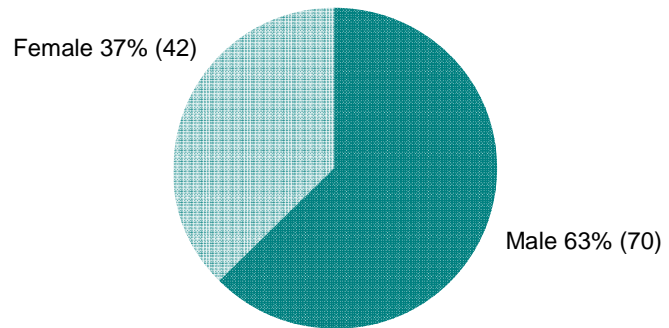


Key Points

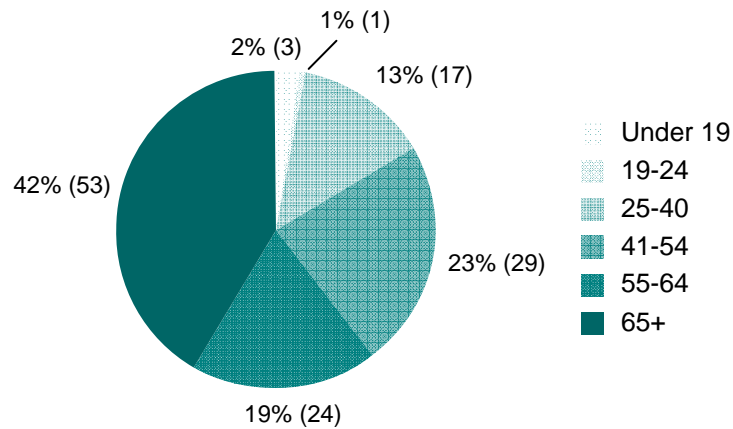
- 17.1 Question 13 offered respondents an opportunity to be involved in future consultation on the Sustainable Community Strategy and Local Development Framework by ticking how they would like to be consulted in future and providing space for contact details to be entered if appropriate.
- 17.2 More responses to this question were received (331 responses) than the number of respondents (127 respondents) because respondents could tick as many methods as they liked. On average each respondent ticked 2.6 consultation methods.
- 17.3 The most requested method was by direct mailing with 18% of responses falling into the category (58 comments), information via the Council's Vision magazine (54) and email notification (52) both returned a 16% response, with 15% of respondents also requesting leaflet notification (51). The remaining methods of consultation requested were local media 11% (37); information through the Council's website 8% (25); exhibitions or roadshows 6% (20); and information through Parish Councils 5% (17). 3% wanted to be involved in focus groups (10), and 2% requested information through elected Members (7).
- 17.4 Several responses requested a specific type of future consultation method, e.g. Focus Group, but failed to provide the necessary contact details to enable the Council to do so.

18 Question 14: About Yourself

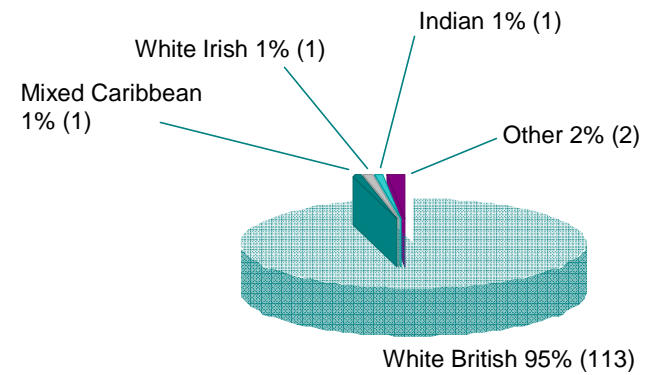
Gender



Age



Ethnic Origin

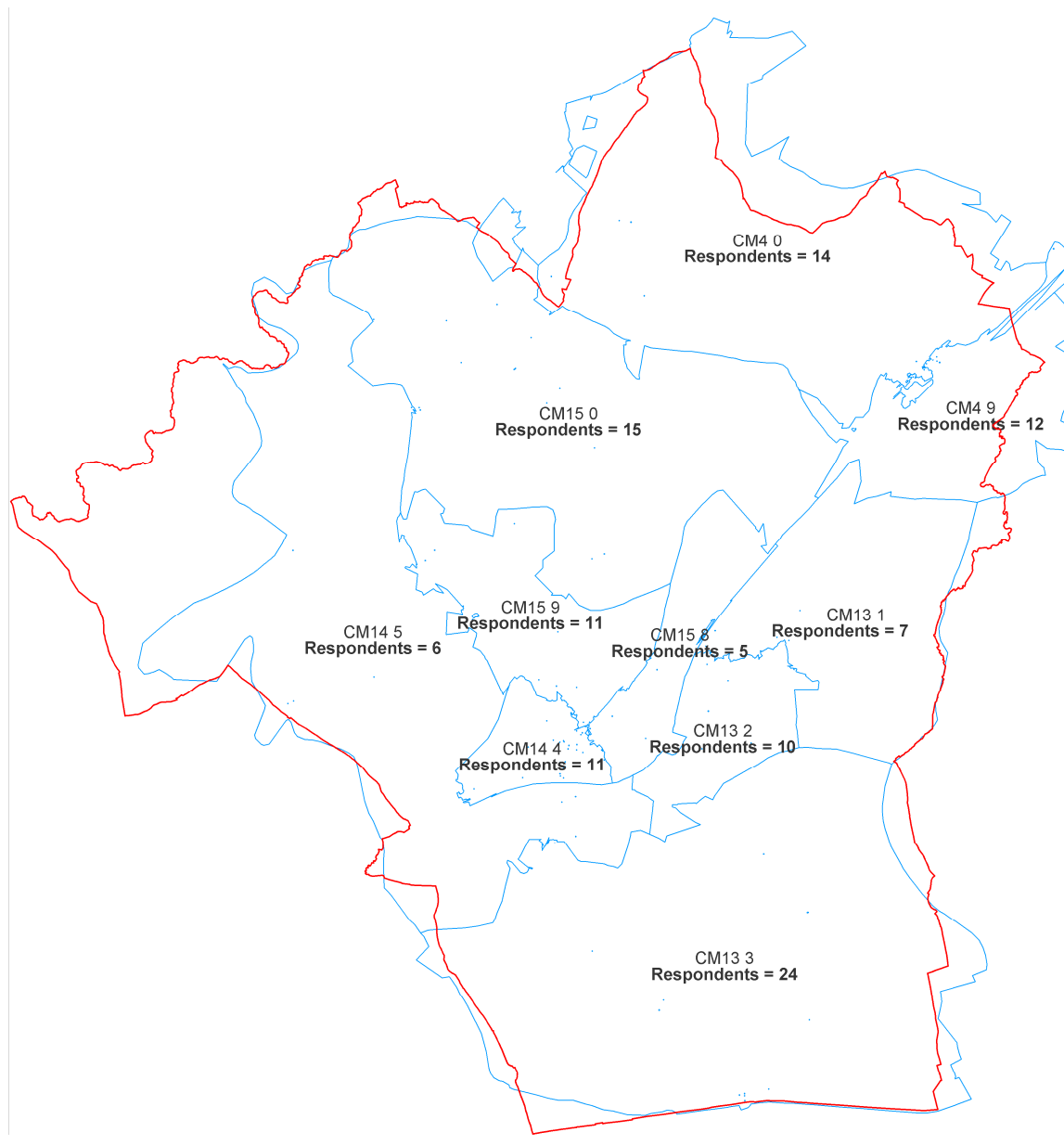


Key Points

- 18.1 In order to help the Council assess how well it was able to achieve a representative response across a wide and diverse cross-section of the community, some voluntary questions were set out on the last page of the comment form regarding gender, age, occupation, ethnic origin, disability. Postcode information was also requested to enable a broad mapping of responses.
- 18.2 112 people responded to the question on gender. Out of this total 63% were male (70 responses) and 37% were female (42).
- 18.3 In terms of age ranges, 127 people gave details of their age. Ages were separated into six categories. In order of age categories starting with the youngest age range, 2% of respondents were under 19 years of age (3 responses), 1% were between the ages of 19-24 (1), 13% were between the ages of 25-40 (17), 23% were between the ages of 41-54 (29), 19% were between the ages of 55-64 (24), and 42% were over 65 years of age (53). This means that the most frequent age range was for respondents over the age of 65 (42%) and the least were from those aged between 19-24 years of age (1%).
- 18.4 The question regarding ethnic origin offered respondents 12 categories in which to identify themselves including an 'other' category and space to specify. 118 respondents filled in this information of which 95% were White British (113 responses), by far the most common ethnic origin. One respondent was White Irish (1%), one Mixed Caribbean (1%) and one Indian (1%). Two respondents classified themselves as other (2%) but did not specify.
- 18.5 Out of a total of 127 people who responded to the question on disability, 20% considered themselves to have a disability (26 responses) and 80% did not (101).

Geographic Breakdown of responses

- 18.6 150 respondents gave their postcode. Of these, 81% were within the Borough (122 responses) with the remaining 19% from outside the Borough. Of the 28 responses received from outside the Borough:
- fourteen responses were received from the East of England region (five from Chelmsford, two from Cambridge, one from Braintree, one from Colchester, one from Southend, one from Ipswich, one from Norwich, one from St Albans and one from Stevenage);
 - seven responses were received from the Greater London area;
 - three responses were received from Milton Keynes;
 - one response was received from each of the following: Leeds, Mansfield, Northampton, Reading.



Location of Brentwood respondents

(note: not all respondents gave their full postcode)

