

Pheasantry

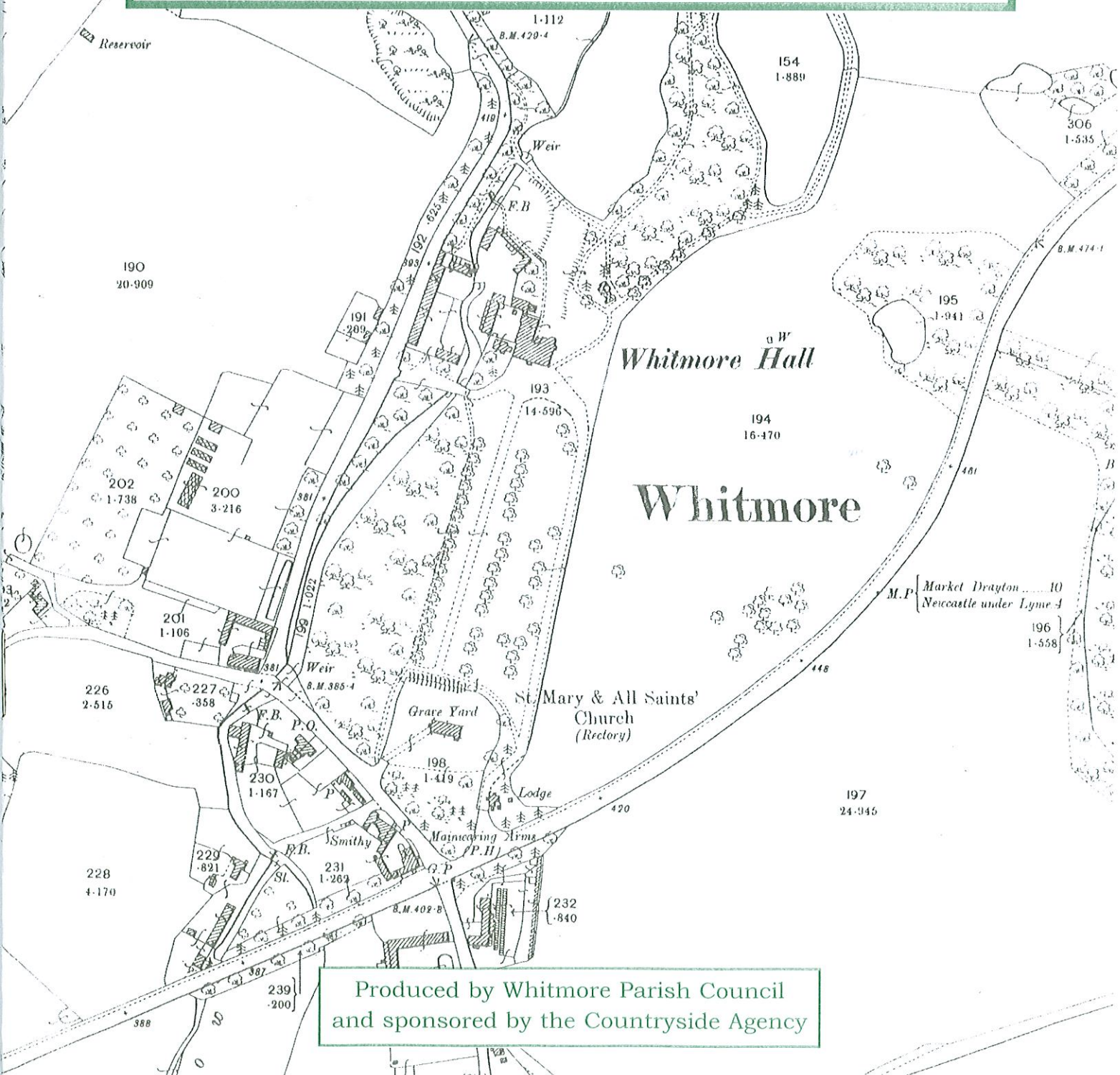
Union & R.D. Bdy.

Whitmore Parish Plan

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108
1-139

107
1-716



Produced by Whitmore Parish Council and sponsored by the Countryside Agency

Plan for Whitmore Parish

which includes the Communities of Whitmore, Whitmore Heath, Baldwins Gate, Butterton, Acton and Madeley Park Wood

The Whitmore Design Statement was distributed to all households some three years ago and should be read in conjunction with this Parish Plan. This statement is available from the Parish Council.

The important fact to emphasise is that every household in the Parish has been consulted about their thoughts, ideas, aspirations & hopes for the future of this Parish. This has been done by questionnaires that have been hand delivered to and collected from households. Public meetings have also been held so that every age group and every sector within the Parish has been consulted.

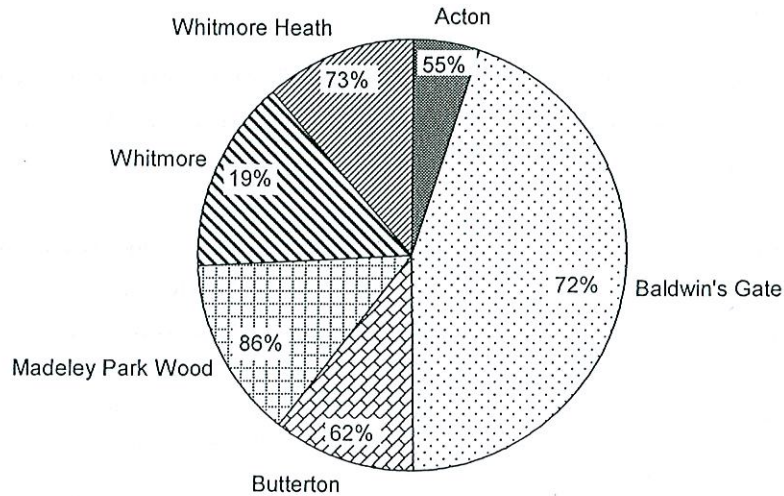
The various sections are:-

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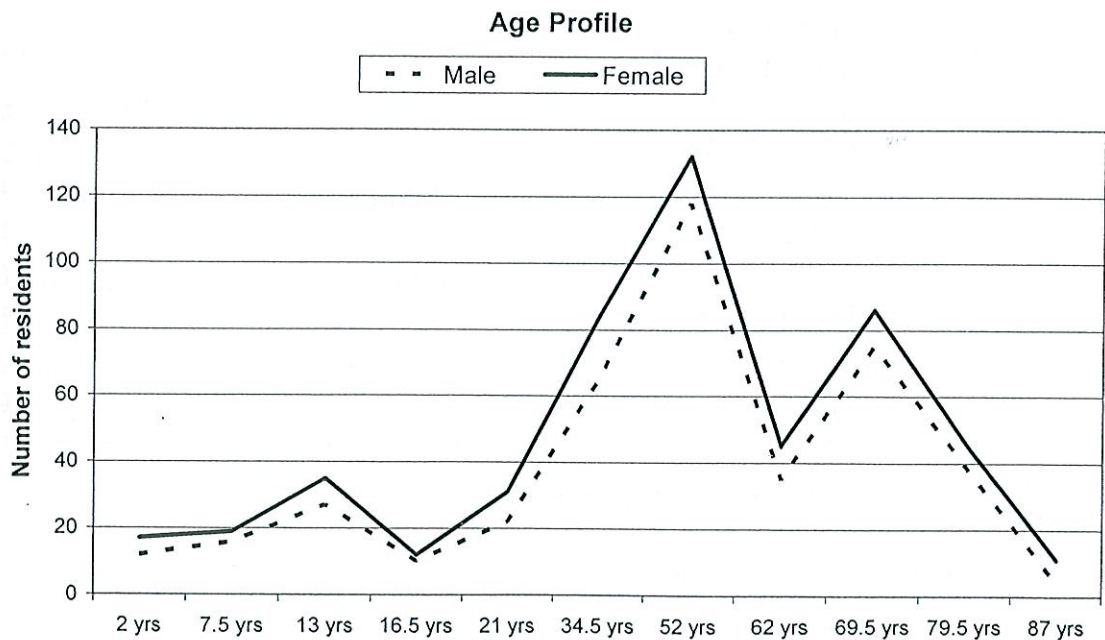
As part of setting the scene for the responses to the questionnaire, the location and age profiles of respondents is provided below.

The chart below shows the percentage of residents from each 'village' within the Parish who responded to the questionnaire,

Count of Electors (with percentage of people who responded)



and the age profile of the respondents is:



Some respondents felt that they were either too old or have too many other commitments (young or aged families for example) to participate in many of the activities.

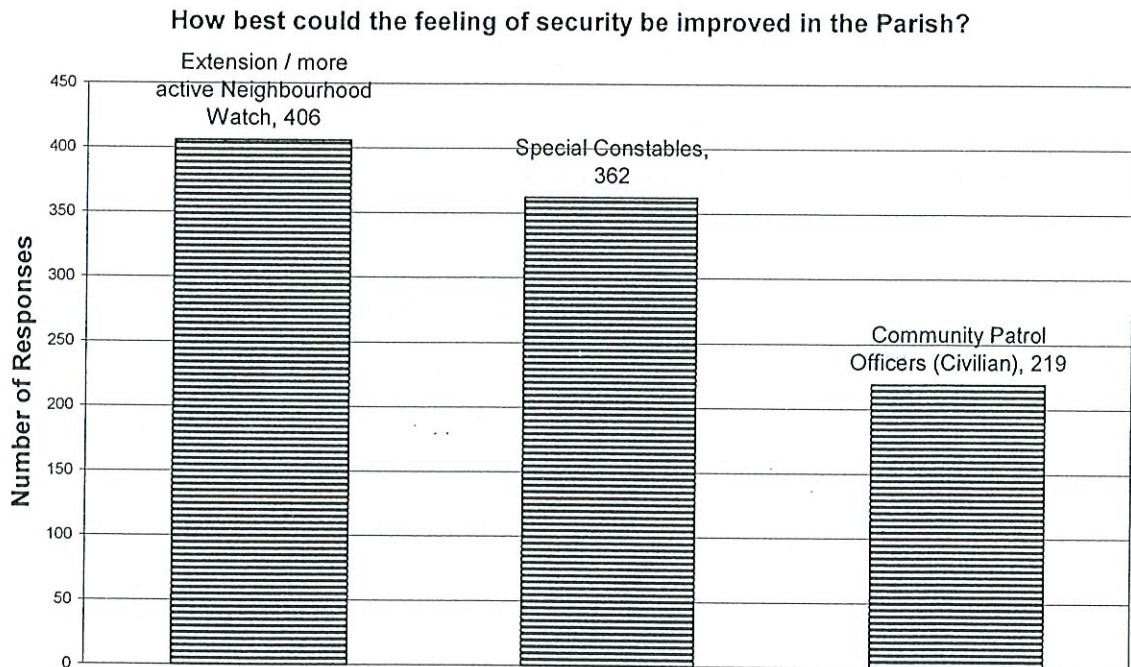
Anti-social behaviour, crime, safety and nuisance

A more active 'Neighbourhood Watch Scheme' is the strong message for a greater feeling of security in all areas of the Parish. Interestingly, there are very few 'response comments' on the completed questionnaires suggesting ways to improve operating effectiveness.

Recruitment of Special Constables and Community Patrol Officers received support.

Overwhelmingly, the view is that a visible police presence would improve the feeling of security.

More than anything else, the 'response comments' indicate this, giving a firm message that the residents of the Parish wish to see Police actually policing the community as opposed to a response to incidents service.



The most frequent comments are:-

- Never see a Bobby
- I live in Madeley Park Wood and have never seen a Police Officer
- I wish they would park their vehicles and walk around the estates

There were more comments all with a similar content. Other comments suggest our Parish is not a high crime area.

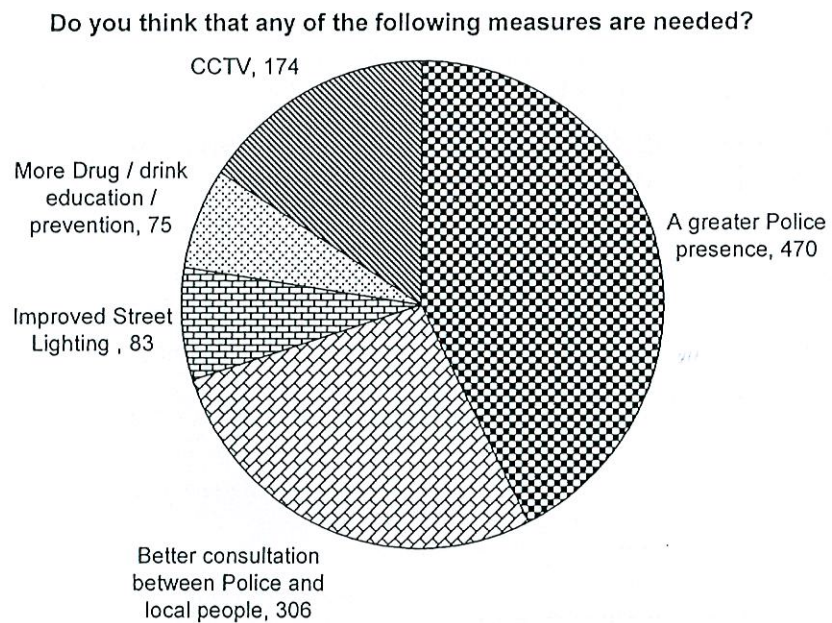
“Never need to call Police” is frequently quoted, which is reassuring. However, visible policing is the clear message.

It should be noted that there is no criticism of the Police as such, but there is a request to see them more often. This will give residents, particularly the elderly, a feeling of security.

Mugging and drunkenness received some response but was not seen as a serious concern.

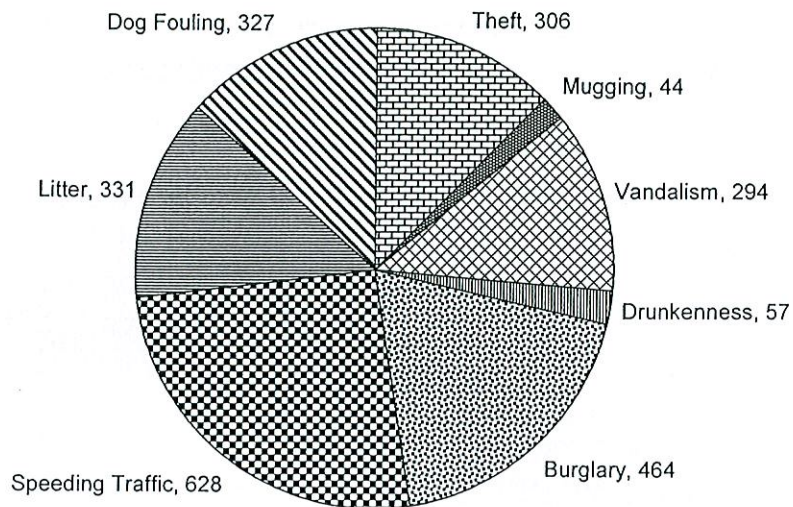
The installation of CCTV was given some support, although where to install and how to finance would have to be properly researched.

There should be more awareness in respect for the feelings of the community in respect of dog fouling.



The need for a greater Police presence with better consultation emerged

Which, if any, of the following crimes and anti-social behaviour concern you in the Parish?



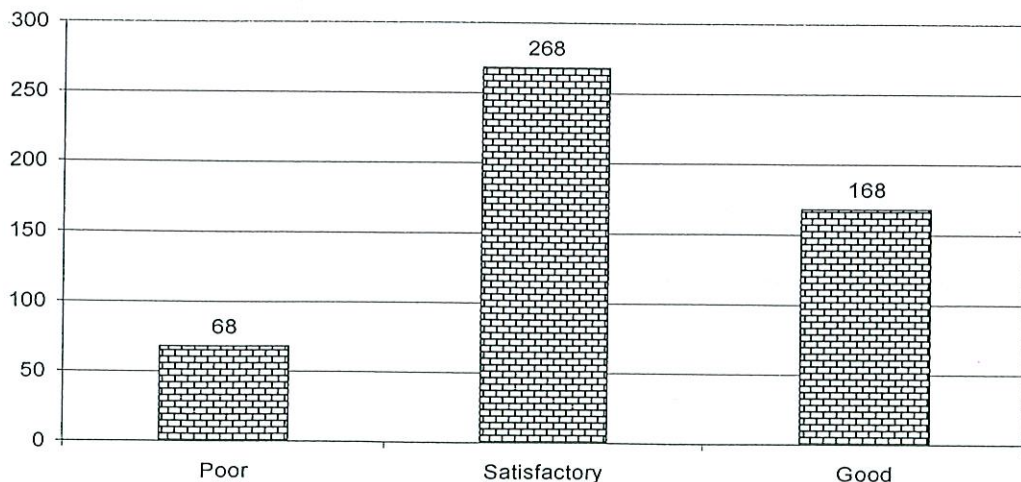
Speeding Traffic was the greatest response followed by burglary, litter, dog fouling and vandalism.

Rubbish and litter left around the Parish presents a serious problem, particularly in the country lanes. Not enough effort is made to remove this rubbish, which can build up beyond the state of acceptance.

Health

In view of the age profile of our Community, health issues assume importance. The Parish's view of the provision of Health Services (not just our own GP Service) is shown below.

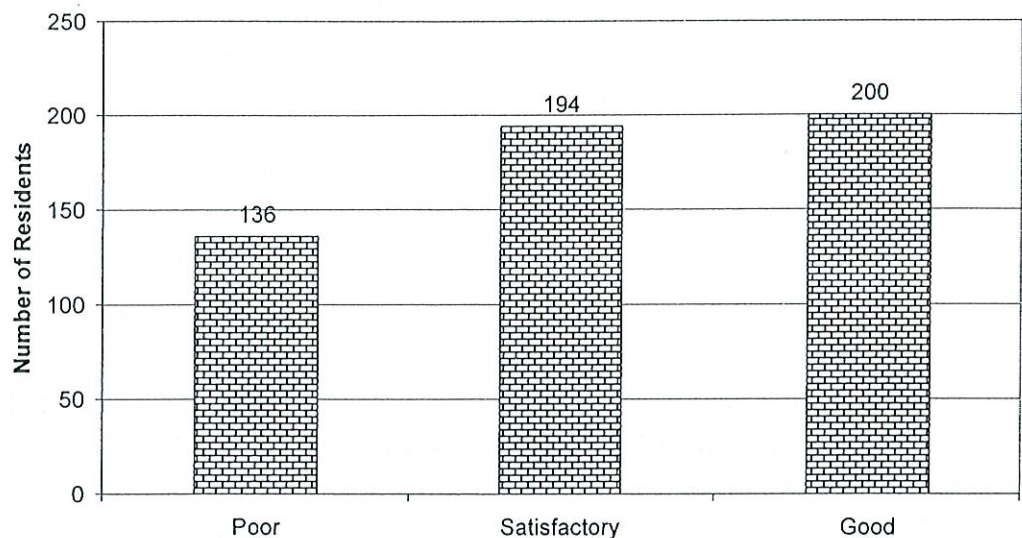
View of Health Service Provision



Views, when the questionnaire was published in summer 2004, on the current Baldwins Gate Surgery are shown below. The improvements at the Madeley Surgery being well noted. The overwhelming view of the Community is that The Practice should be given much more support in terms of a purpose built surgery to replace the current facility at Baldwins Gate.

Many of the residents from Madeley Park Wood had no problem visiting Madeley surgery as it was half way between Baldwins Gate and Madeley.

View of Baldwin's Gate Surgery



Aside from those who use the surgery at Madeley,

92% agreed that a purpose built surgery is required

Our Community sees additional advantages to having a replacement for the local branch surgery at Baldwins Gate. During the time that the GPs and their staff are not using the facility, other accredited professionals could use parts of the facility providing additional services for our Community.

A few members of our community suggested that an opportunity to meet the School Nurse in a neutral environment would be welcomed. In a similar vein, the existence of such a health oriented facility would lead to other initiatives which will benefit all in the Parish. In conjunction with

the GP Practice, this may include the provision of self assessment of one's life style.

Rapid response to an emergency was recognised as being very important; in the light of this, 30% of the community agreed that to have a first aid and/or a first responder team would be very beneficial.

Illness prevention is considered important by this community; this is demonstrated by the number of people who were in support of:

Using an appropriate keep fit facility	22%
Using a physical fitness programme	20%
Consider using a Trim Trail	8%

There is endorsement for the idea that people ought to be supported in taking greater responsibility for their own health

Housing and Development.

There was a considerable amount of support for minor expansion within existing communities, with strong opposition to any new developments. Any developments should be restricted to minor housing expansion with some support for one-at-a-time infill. There was a strong feeling that the status of "Green Belt" should not be changed. Existing traffic problems were one of the main reasons given for not wanting any more housing developments.

There was no support for new major housing developments within the Parish

The question was asked as to what type of new build would be acceptable; there was appreciable support for small houses/bungalows to meet the needs of an aging population. A number of large houses were occupied by people living on their own. These people want to remain in the village, but in smaller properties. This in turn would free up some of the larger family properties.

There was considerable support for houses with "local residence" restrictions including houses for younger and retired people.

Redundant and derelict traditional brick farm buildings should be converted into houses; some people felt they should be demolished with each application for conversion needing to be treated on its own merits. A smaller number of respondents felt that these types of buildings should either be retained for agricultural use or made available for light industry/employment.

There are a number of redundant modern steel framed farm buildings within the Parish. The vast majority of respondents wanted to see these buildings dismantled and taken away.

Leisure & Recreation.

Leisure and Recreation play an important part in the Community. There are many leisure and recreation activities already organised within the villages. Many are centred on the existing Village Hall whilst others are provided through local Clubs. Many respondents seemed unaware of the provisions available in and around the village.

There were a number of questions which were specifically directed to understanding the leisure and recreational requirements of the Parish.

Social & Entertainment

These activities were prioritised by you according to:

<i>Evening classes</i>	274
<i>Film Shows</i>	196
<i>Dance Classes</i>	129
<i>Craft Development Classes</i>	108
<i>Dancing</i>	95
<i>Creative Arts for children</i>	95
<i>University of the 3rd Age</i>	84
<i>Guided nature walks</i>	72
<i>Amateur dramatics</i>	59
<i>Musical activities</i>	52
<i>Drama (for young people)</i>	47
<i>Bingo</i>	39
<i>Musical Society</i>	38
<i>Drama (for adults)</i>	32
<i>Whist Drive</i>	22

As can be seen from the above figures, by far the highest number of respondents (33%) indicated their desire for some type of Evening Classes. Although there was no question about the type of course, there

were comments to indicate aspects such as Language and Information Technology Classes would be very welcome. The Victory Hall at Woore was quoted as providing film Shows and 24% of respondents to our questionnaire suggested that we do the same. Facilities to allow creative activities to develop within the villages seem to be required. Dancing and Dance Classes (with a combined total of 224), Amateur Dramatics and Drama (both for adults and young people) notched up a combined total of 138, Music Activities and Music Society (with a combined total of 90) and Craft Development & Creative Arts for Children (combined total of 203). The University of the 3rd Age (activities for those over 55) will need to be considered.

There is a strong desire for additional facilities and better use of existing facilities

Other possibilities were identified including

Martial Arts / Self defence / Wrestling / kick boxing

Bridge / Bridge Drives

Meditation / Spiritual Development

Singles Club / Activities

Line Dancing

Running Club

Local Gathering

Gymnasium facilities

Exercise for over 55s

Special Events

Art Classes

Singing Lessons

Ballet for Children

Communities closer to other larger conurbations (for example Butterton to Newcastle and Madeley Park Wood to Madeley) say they would use facilities outside the Parish.

Some respondents pleaded for 'no skateboards please'.

Clubs & Activities

Clubs specifically itemised within the questionnaire are recognised by many as being required. These include Clubs for:

<i>Keep fit</i>	182
<i>Gardening Club</i>	132
<i>Rambling Club</i>	120
<i>Tennis</i>	107
<i>Badminton</i>	93
<i>Art Club</i>	69
<i>Volleyball</i>	28

The overall impression is that

**Clubs have a significant role to play in our
community life**

Other clubs that were identified as being required were:

Book Club *Table Tennis* *Cycling Club*
Pilates *Motorcycle Club* *Football (not just for boys)*

There is a view that, as we live in the country, something with horses, animals and the countryside would be beneficial in providing activities for the younger generation. Some respondents asked that the "Council" should give more money to local riding stables to encourage people, particularly children and young adults, to ride.

Activities specifically for young people

The responses indicated that there were 62 youngsters between the ages of 12 and 15 in the households that responded to the questionnaire.

<i>A summer play scheme</i>	64
<i>Youth football / Lads & Dads</i>	64
<i>Indoor provision of snooker/ pool table and table football</i>	62
<i>Duke of Edinburgh award scheme</i>	57
<i>Guides / Brownies</i>	53
<i>Scouts / Cubs</i>	52
<i>Youth Club</i>	35
<i>After-school club</i>	29
<i>Skateboard / Bike</i>	27
<i>Saturday Morning Club</i>	24
<i>Uniformed Activities (e.g. Boys Brigade, St John's Ambulance)</i>	22
<i>Majorettes</i>	5

**Provision of facilities for our youngsters needs to be
encouraged, created and supported**

In addition, on the 9th December 2004, in support of the Parish Plan Questionnaire, a meeting was held in the Village Hall to try to get a more informed view of what youngsters in the Community need. This session was very productive and it identified many aspirations of which the top 6 are:

Skateboard / Bike facility
Toilets
Hot food / drink provision
Youth Bus / Youth Club
Shelter
Football pitch / club

Returning to the questionnaire, other suggested activities were:

Proficiency Tests for Cyclists
Horse riding i.e. Road Safety Tests, etc.

From the questionnaire responses, there emerges a view that

- people are willing to help
- some guidance is needed on rules and regulations for some of the activities

Family Support

A wide range of ideas to support the family were identified in the questionnaire: residents identified a number of others. In summary:

<i>Extending the outdoor seating in proximity to the playground</i>	273
<i>Provide goalposts on the field and make sure that grass is at least rolled and mowed / weeded regularly</i>	241
<i>One-Stop-Shop</i>	104
<i>Good neighbour scheme</i>	102
<i>A physical fitness programme</i>	93
<i>Photocopying and printing facilities</i>	70
<i>Medication collection service</i>	58
<i>Facilities for locals (of all ages) to meet</i>	48
<i>A 'Take you out' service</i>	37
<i>Trim Trail within the Parish</i>	35
<i>Crèche / nursery facilities for toddlers</i>	31
<i>A 'take you home' service</i>	19
<i>Picnic Facilities</i>	35

Some residents identified the need for:

*An off-licence / late shop,
Seating in other areas within the villages
Other service provision (hairdressers for example)
Internet café
Free distribution of magazine to Newcomers
Befriending the recently bereaved*

There is a clear support for a system which allows ideas to be recorded, prioritised and acted upon.

From the comments, suggestions included:

- 'Warm' swimming pool
- A delivery service for those unable to get out. E.g. food and newspapers
- A good Community Centre, to suit the needs of the Community
- Allied Medical/Social Care facilities e.g. Community Nurse, Chiropodist, Optical facilities, elderly care facilities, hairdresser, homecare advice / support
- The play area at the village hall has been a great success - thank you
- What a waste of money! Something else to be misused and vandalized e.g. Bus shelters
- Facilities are quite adequate now
- There are concerns expressed by those whose gardens back onto the playground

Some initiatives have already been taken. For example the

- Community Transport now available to the villages will meet the needs of the 'take you home' and 'take you out' services. (phone 01782 751164 for more information)
- One-Stop-Shop (an Information Centre) is currently being investigated by the Parish Council

Training & Educational Activities

Over 25% of our residents who responded to the questionnaire would take advantage of Evening (and Day) Classes. In summary:

<i>Evening classes provided by local Colleges</i>	251
<i>Baby sitting course</i>	29
<i>Bike repair workshop</i>	27
<i>Elementary Mechanics</i>	26

Other possibilities were identified including:

Modern languages at conversational level, Health Club
PC and Internet training Guitar lessons,
DAYTIME beginner's computer class Open University
Meditation, spiritual counselling, Reiki

The comments indicated:

- that many activities were undertaken by our villagers at places outside the Parish
- One person indicated that they would be willing to teach astrology and/or petrography

**There is a clear need for Day and Evening
Classes**

Environmental Activities

The responses clearly show an interest in the environment through specifically

<i>Protecting Wildlife Habitats</i>	112
<i>Maintaining Footpaths</i>	100
<i>Surveying Flora & Fauna (e.g. trees and birds)</i>	60

A number of respondents also suggested

<i>Bat protection Group</i>	<i>Badger Conservation</i>
<i>Hedgehog Protection</i>	<i>Litter collection scheme</i>
<i>Bottle bank, paper & can collections</i>	

(At the time of writing the report, the recycle collections have started within the villages)

In addition, a whole range of comments were recorded and which can be summarised by many respondents:

- welcoming the above initiatives
- wanting overgrown verges and hedgerows (e.g. Heath Road to Whitmore on the A53) dealt with
- the adoption of roads on Water's Edge by Local Authority
- seeking better maintenance of local footpaths
- seeking commitments by the Highways Authority – “we pay our rates”

There is clear support for formal environmental initiatives

Local Services.

Fire

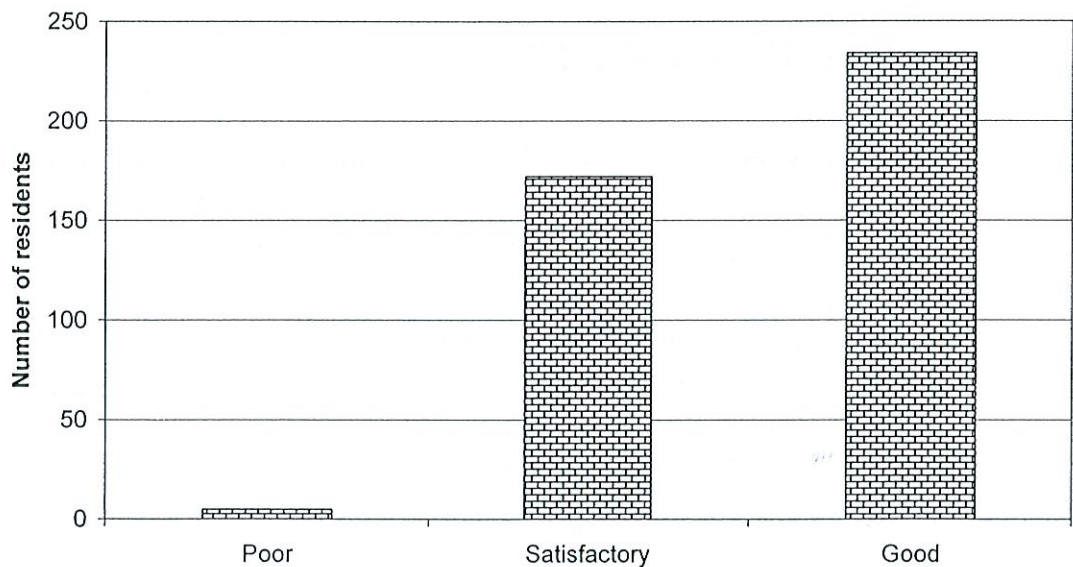
The Community's view of the Fire Service is extremely positive.

Of those that did express a view,

98.8% said that Fire Services to our Community were satisfactory or better

This is a real endorsement of the quality of the Fire Services provided. To show this in pictorial terms

Views of the Fire Service



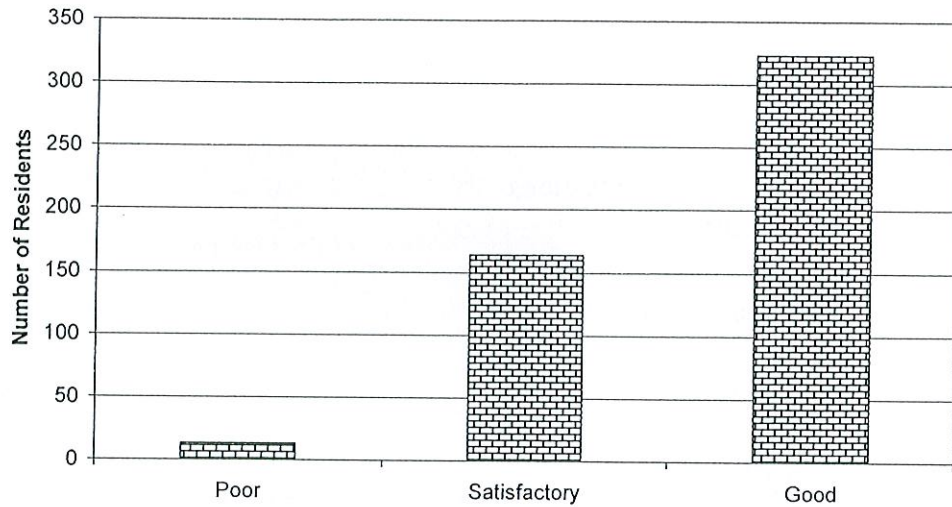
It is worth noting that there were no additional comments in the Questionnaire relating to Fire Service Provision.

Ambulance

The Community's view of the services provided by the Ambulance Service depended upon the type of service.

The view for the Emergency (999) Service is:

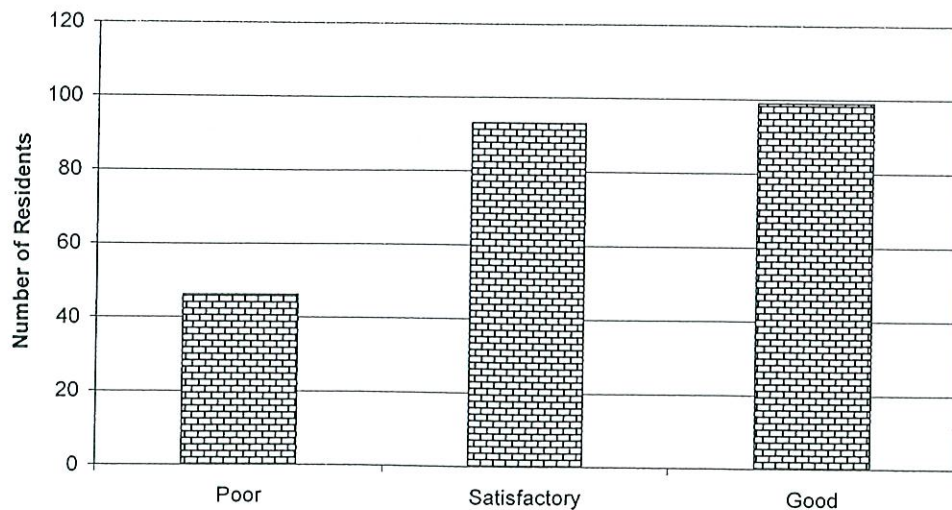
View of Ambulance (Emergency)



97.4% agreed that Emergency Ambulance Service to our Community were either Satisfactory or Good

This is a real endorsement of the quality of the Emergency (999) Service. It should be noted that over 300 respondents in the Village had no opinion to pass on this service.

View of Ambulance (Hospital Transport)

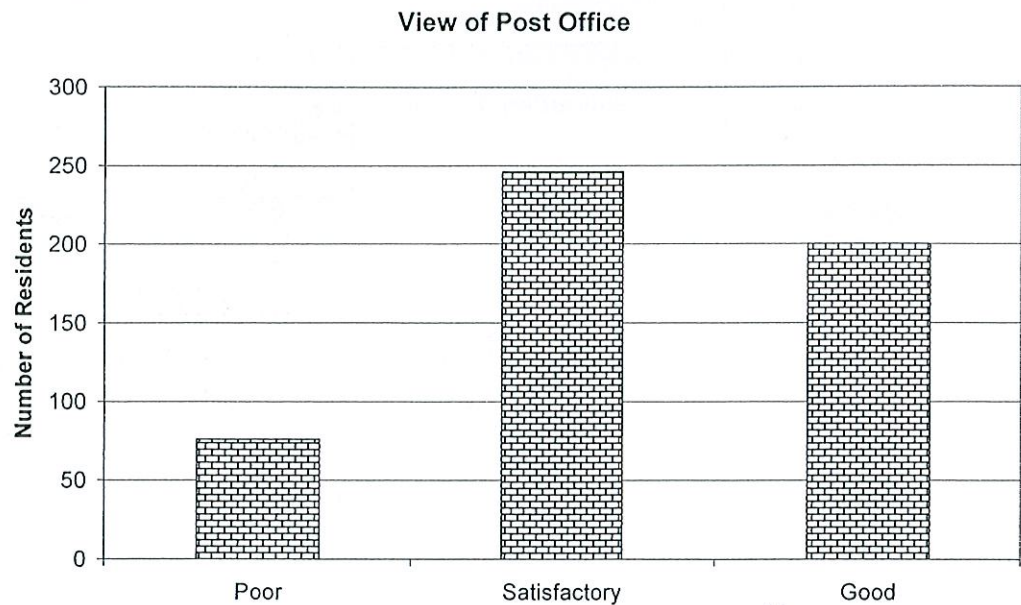


As can be seen on the chart above, Hospital Transport provided by the Ambulance Service was not considered to be as good. The majority did respond well, but a significant number viewed the service as poor.

About one third of the respondents recorded a view on Hospital Transport; given the age profile of the Community this is significant.

Post Office & Postal Services

The bar chart below, gives the respondent's views on the current Post Office and its services



Comments regarding the Services provided at the Post Office include:

- Motor Vehicle taxing should be available
- Half day closing and short hours are outdated
- There is a lack of Privacy
-

On Postal Services in general

- Delivery of Post very unsatisfactory
- A later collection time would be useful especially on Saturdays

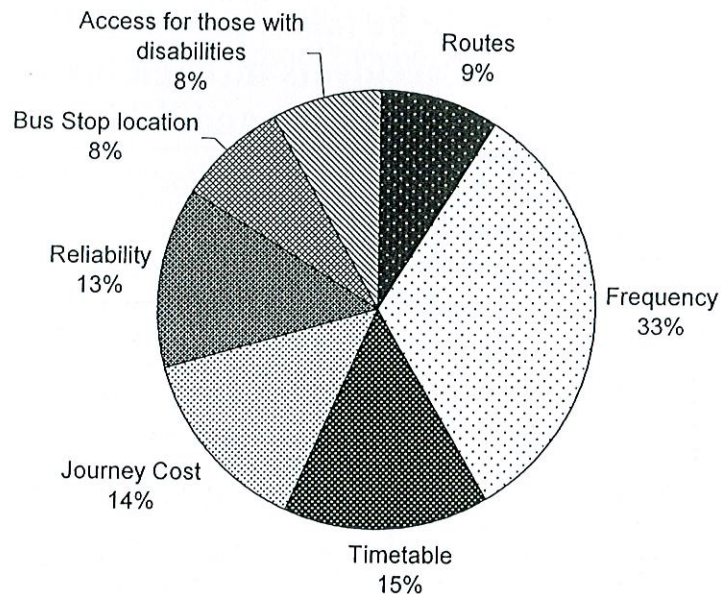
Our existing Post Office Services are viewed as Satisfactory

Transport

The motor car is the predominant method of transport in our Community.

The X64 Bus service was considered to be a good facility although the route, reliability and timetable are suggested as being in need of improvement. A number of people commented on their lack of knowledge about the Bus Service or even of its existence. Such is the dependence on the motor car.

Suggestions for improvement in the X64 'bus service



Comments concerning bus transport include:-

- Never use it
- Would use it if it were more frequent
- A good bus service is important to those who rely on it
- A service is needed between Baldwins Gate and Madeley

**Discussions should take place with the Provider
of the X64 'bus service & the two County
Councils**

Road Safety

Responses centre on the 4 miles of the A53 that runs through the centre of the Parish, with particular reference to the high accident rates at both the Mainwaring Arms and Atherton's corner (Baldwins Gate Farm). There were some twenty two pages of close-typed comments!

Extreme concern was expressed at the rapid increase in the volume of traffic on the A53

Action needs to be taken to reduce the significant number of accidents through the villages of Baldwins Gate and Whitmore.

Some Parishioners who use Manor Road, highlighted the turn off from the A53 towards Manor Road (the one closer to Baldwins Gate) as a high risk accident black spot. Speeding traffic was the most mentioned reason for the accidents. When asked which speed control measures would be supported, there was considerable support for a reduction in speed limits. Traffic calming/warning signs and electronic speed signs were also suggested.

People asked for speed cameras, despite there being no prompt for these in the questionnaire. The suggested positioning of any cameras was just after the 30mph restriction sign on the A53 coming from Blackbrook.

We stress the level of support for speed cameras.

More effort should be made to encourage motorists to observe speed limits... Although outside the Parish, the lane known as Woodside, being used as a 'rat run' with motorists wanting to gain the advantage at Blackbrook, causes concern. This lane is derestricted with motorists travelling at dangerous speeds between Baldwins Gate and the A51. It is sometimes used by heavy lorries as well as being a bus route.

Pedestrians walking in and around the Parish felt highly vulnerable with the lack of pavements on side roads, particularly where there is no speed restriction.

There should be discussions with the County Council and Police to find ways of enforcing speed limits, safer and more responsible driving.

Worship

Saint Mary's & All Saints Parish church is located in Whitmore: the Methodist chapel is in Baldwins Gate: there is a church at Butterton whose congregation currently use the chapel in Acton.

Our Community is multi-faith and this was demonstrated in the responses which showed that nearly 10% of respondent's attended services outside the Parish.

There was no strong message indicating a direction for change of religious services; some wanted more informal and others more traditional; some desired other locations, such as the school, to be used whereas others suggested the opposite.

Supporting events and activities

A considerable number of respondents said that they enjoyed many of the local events that take place throughout the year with 14% indicating that they were prepared to help organise some of these.

In order to gauge support within our Community, many questions asked whether the individual would be willing to help. There were 827 responses including:

<i>Extension / support of neighbourhood watch</i>	69
<i>Good neighbour scheme</i>	56
<i>Protecting wildlife habitats</i>	47
<i>Maintaining Footpaths</i>	38
<i>First aid / responder team</i>	26
<i>Evening Classes</i>	28
<i>Creative Arts for Children</i>	21
<i>Youth football / Lads & Dads</i>	24
<i>Medication Collection Service</i>	24

**People wish to harness the skills and abilities of the
Community for the benefit of us all**

Communication

Through their responses, residents clearly indicated the need for effective communication citing:

<i>Parish Magazine</i>	424
<i>Notice Boards in and around the Community</i>	373
<i>Sentinel</i>	306
<i>Post Office</i>	279
<i>Radio (Stoke & Signal)</i>	228
<i>Notice Boards in facilities (School, Village Hall, etc)</i>	222
<i>Parish web site</i>	179
<i>Other newspapers (Reporter, Advertiser)</i>	131
<i>(Mobile) library</i>	53

There were a number of comments including:

- the Parish Magazine was for church goers only
- the Parish magazine is excellent source of information
- maybe the Parish Magazine “One Way” needs to be relaunched or replaced by a village magazine which could be more than just a church magazine
- the use of notice boards throughout the village was only effective to those prepared to read them
- put notices in the garage and our local pubs

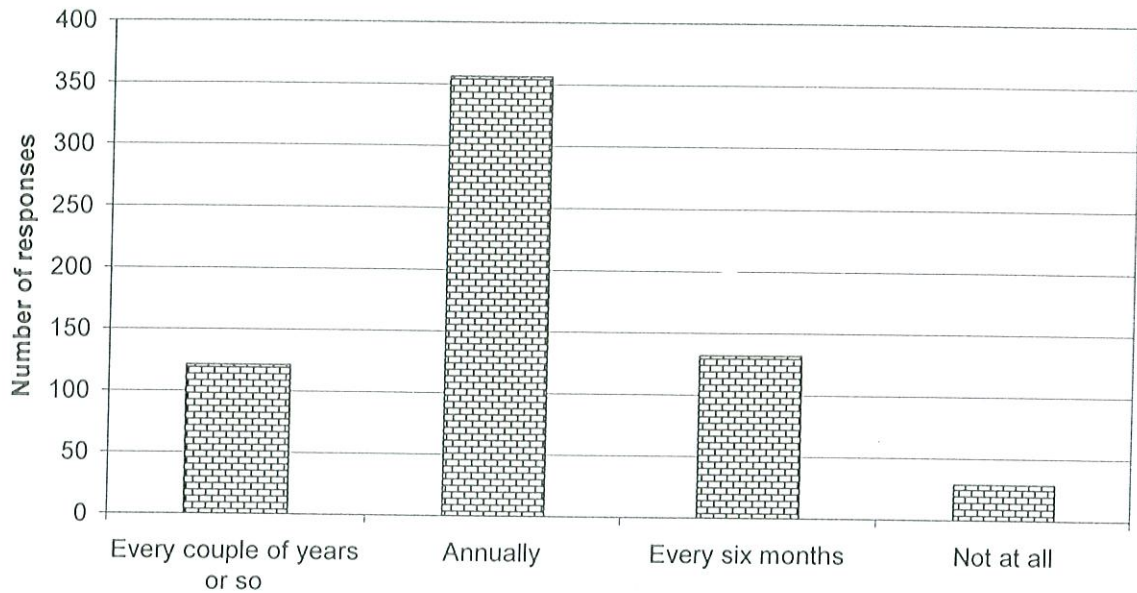
Although we now have a Parish Newsletter distributed 4 times per year we still have a long way to go in communication terms.

**There is a need for effective communications within
the Community**

In addition –

There are a large number of activities and clubs, both within the villages and outside, to which many of our residents belong. It is very difficult to find out what is available. The questionnaire suggested that a local get-together would be beneficial and suggested the frequency to be as follows in the chart overleaf:

Frequency of Get Together for New / existing residents



The responses indicate that an annual get-together would be appropriate.

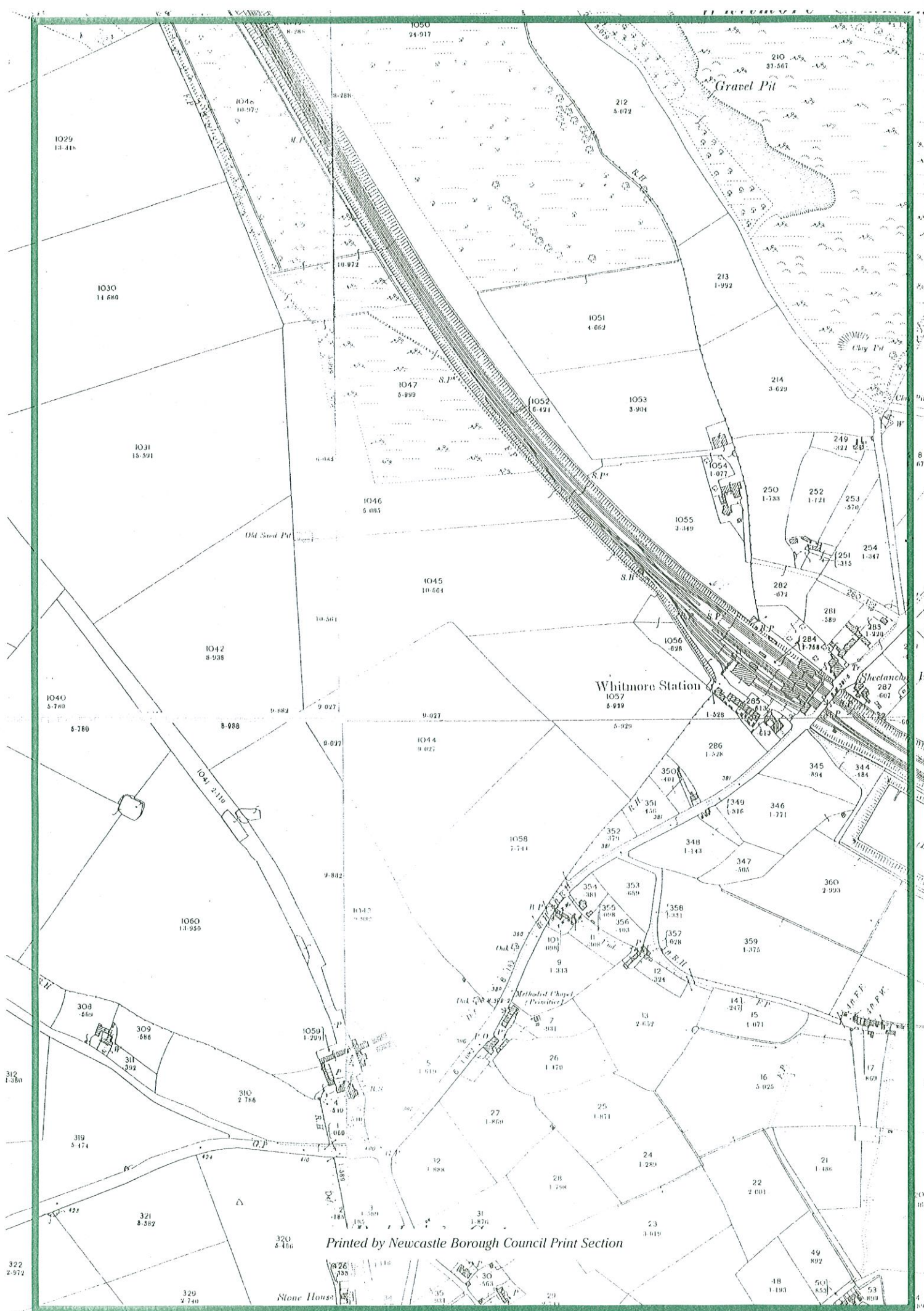
Comments included:

- not necessary
- word of mouth seems to work
- jointly organised by Parish Churches, school and village hall
- when houses change residents - welcome information
- information should be given to all estate agents and sellers of property to give to prospective buyers

There emerges a need for an Annual meeting at which new and existing residents would be informed of activities, organisations and clubs

School

The questionnaire addressed training and education as an addition to formal schooling. It deliberately did not cover formal schooling or nursery/kindergarten provision.



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