APPENDIX 1

PARISH PROFILE, CENSUS STATISTICS

1.1
The Tables in this Appendix have been used to support the information in chapter 2, from paragraph 2.16. They provide a profile of the parish of Long Melford in terms of:

- Population
- Households and their Housing
- Economic Activity

1.2
They also provide a comparison with Babergh District Council and England. With the exception of Table 13, the figures have been taken from the 2011 Census (National Statistics, Nomis, 2011 Census, Long Melford Parish). The reference in brackets after each Table title is the Table number in the Census results.

TABLE 1 - Age Structure (KS102EW)

	Long Melford		Babergh		England	
	People	%	People	%	People	%
All Usual Residents	3,518		87,740		53,012,456	
Age 0-4	148	4.2	4,451	5.1	3,318,449	6.3
Age 5-9	151	4.3	4,868	5.5	2,972,632	5.6
Age 10-15	191	5.4	6,600	7.5	3,731,755	7
Age 16-19	123	3.5	3,997	4.6	2,689,439	5.1
Age 20-24	126	3.6	3,958	4.5	3,595,321	6.8
Age 25-44	757	21.5	19,639	22.4	14,595,152	27.5
Age 45-64	1,078	30.6	25,471	29	13,449,179	25.4
Age 65-84	785	22.3	16,206	18.5	7,480,401	14.1
Age 85+	159	4.5	2,550	2.9	1,180,128	2.2
Total	3,518		87,740		53,012,456	

TABLE 2 - Health and Provision of Unpaid Care (KS301EW)

	Long Melford		Babergh		England	
	No.	%	No.	%	No.	%
All usual residents	3,518	100	87,740	100	53,012,456	100
Day-to-day activities limited a lot	324	9.2	6,333	7.2	4,405,394	8.3
Day-to-day activities limited a little	430	12.2	8,910	10.2	4,947,192	9.3
Day-to-day activities not limited	2,764	78.6	72,497	82.6	43,659,870	82.4
Very good health	1,457	41.4	40,875	46.6	25,005,712	47.2
Good health	1,307	37.2	31,433	35.8	18,141,457	34.2
Fair health	551	15.7	11,624	13.2	6,954,092	13.1
Bad health	158	4.5	3,023	3.4	2,250,446	4.2
Very bad health	45	1.3	785	0.9	660,749	1.2
All usual residents, provision of care						
Provides 1-19 hours of unpaid care per week	282	8	6,819	7.8	3,452,636	6.5
Provides 20-49 hours of unpaid care per week	48	1.4	1,020	1.2	721,143	1.4
Provides 50 or more hours of unpaid care per week	80	2.3	1,877	2.1	1,256,237	2.4
All providing care	410	11.7	9,716	11.1	5,430,016	10.2

APPENDIX 1 CONTINUED...

TABLE 3 - Household Composition (KS105EW)

	Long Melford		Babergh		England	
	No.	%	No.	%	No.	%
All households	1,661	100	37,522	100	22,063,368	100
One-person household; aged 65 and over	324	19.5	5,306	14.1	2,725,596	12.4
One-person household; other	272	16.4	5,264	14	3,940,897	17.9
One family; all aged 65 and over	196	11.8	4,407	11.7	1,789,465	8.1
One family; married or same-sex civil partnership couple; no children	257	15.5	6,191	16.5	2,719,210	12.3
One family; married or same-sex civil partnership couple; dependent children	180	10.8	6,080	16.2	3,375,890	15.3
One family; married or same-sex civil partnership couple; all children non-dependent	108	6.5	2,191	5.8	1,234,355	5.6
One family; cohabiting couple; no children	92	5.5	1,909	5.1	1,173,172	5.3
One family; cohabiting couple; dependent children	51	3.1	1,472	3.9	890,780	4
One family; cohabiting couple; all children non-dependent	4	0.2	148	0.4	108,486	0.5
One family; lone parent; dependent children	60	3.6	1,906	5.1	1,573,255	7.1
One family; lone parent; all children non-dependent	54	3.3	1,120	3	766,569	3.5
Other household types	63	3.8	1,528	4.1	1,765,693	8
	1,661		37,522		22,063,368	

TABLE 4 - Households by Number of Dimensions of Deprivation (QS119EW)

	Long Melford		Babergh		England	
	No.	%	No.	%	No.	%
All Households	1,661	100	37,522	100	22,063,368	100
Household is Not Deprived in Any Dimension	754	45.4	17,823	47.5	9,385,648	42.5
Household is Deprived in 1 Dimension	536	32.3	12,438	33.1	7,204,181	32.7
Household is Deprived in 2 Dimensions	315	19.0	6,177	16.5	4,223,982	19.1
Household is Deprived in 3 Dimensions	53	3.2	1,020	2.7	1,133,622	5.1
Household is Deprived in 4 Dimensions	3	0.2	64	0.2	115,935	0.5
	1,661	100	37,522	100	22,063,368	100

TABLE 5 - Car or Van Availability (KS404EW)

	Long Melford		Babergh		England	
	No.	%	No.	%	No.	%
All Households	1,661		37,522		22,063,368	
No cars or vans	286	17.2	5,294	14.1	5,691,251	25.8
One car or van	726	43.7	15,251	40.6	9,301,776	42.2
Two cars or vans	478	28.8	12,469	33.2	5,441,593	24.7
Three or more cars or vans	171	10.3	4,508	12	1,628,748	7.4
	1,661		37,522		22,063,368	
All cars or vans	2,281		55,747		25,696,833	
Avge cars/vans per household	1.37		1.49		1.16	

TABLE 6 - Tenure – Households (KS402EW)

	Long Melford		Babergh		England	
	No.	%	No.	%	No.	%
All Households	1,661		37,522		22,063,368	
Owned; Owned Outright	658	39.6	14,861	39.6	6,745,584	30.6
Owned with mortgage or loan	432	26	12,120	32.3	7,229,440	32.8
Shared ownership	8	0.5	178	0.5	173,760	0.8
Social rented (Local Authority or other)	261	15.7	4,912	13.1	3,903,550	17.7
Private rented & rent free	302	18.2	5,451	14.5	4,011,034	18.2
	1,661		37,522		22,063,368	

TABLE 7 - Households by Persons per Room (PPR) (QS409EW)

	Long Melford		Babergh		England	
	No.	%	No.	%	No.	%
All Households	1,661	100	37,522	100	22,063,368	100
Up To 0.5 PPR	1,384	83.3	29,698	79.1	15,695,637	71.1
Over 0.5 and Up To 1.0 PPR	268	16.1	7,543	20.1	5,904,342	26.8
Over 1.0 and Up To 1.5 PPR	8	0.5	241	0.6	343,583	1.6
Over 1.5 PPR	1	0.1	40	0.1	119,806	0.5
	1,661	100	37,522	100	22,063,368	100

APPENDIX 1 CONTINUED...

TABLE 8 - Household by Type of Accommodation (QS402EW)

	Long Melford		Babergh		England	
	No.	%	No.	%	No.	%
All Households	1,661		37,522		22,063,368	
Unshared Dwelling; Total	1,661	100	37,514	100	21,985,413	99.6
Unshared Dwelling; Whole House or Bungalow; Total	1,505	90.6	34,877	93	17,235,610	78.1
Of which						
Unshared Dwelling; Whole House or Bungalow; Detached	517	34.4	15,624	44.8	4,949,216	28.7
Unshared Dwelling; Whole House or Bungalow; Semi-Detached	500	33.2	11,125	31.9	6,889,935	40
Unshared Dwelling; Whole House or Bungalow; Terraced (Including End- Terrace)	488	32.4	8,128	23.3	5,396,459	31.3
Unshared Dwelling; Flat, Maisonette or Apartment; Total	156	9.4	2,552	6.8	4,668,839	21.2
Of which						
Unshared Dwelling; Flat, Maisonette or Apartment; Purpose-Built Block of Flats or Tenement	119	76.3	2,047	80.2	3,624,359	77.6
Unshared Dwelling; Flat, Maisonette or Apartment; Part of a Converted or Shared House (Including Bed-Sits)	17	10.9	267	10.5	834,083	17.9
Unshared Dwelling; Flat, Maisonette or Apartment; In Commercial Building	20	12.8	238	9.3	210,397	4.5
Unshared Dwelling; Caravan or Other Mobile or Temporary Structure	0	0	85	0.2	80,964	0.4
Shared Dwelling	0	0	8	0	77,955	0.4

TABLE 9 - Economic Activity (QS601EW)

	Long Melford		Babergh		England	
	No.	%	No.	%	No.	%
All Usual Residents Aged 16 to 74	2,566	100	63,075	100	38,881,374	100
Economically Active; Total	1,758	68.5	44,347	70.3	27,183,134	69.9
Of which						
All employees	1,266	72.0	33,012	74.4	20,349,832	74.9
Of which						
Employee; Part-Time	387	30.6	9,578	29.0	5,333,268	26.2
Employee; Full-Time	879	69.4	23,434	71.0	15,016,564	73.8
All self-employed	361	20.5	8,023	18.1	3,793,632	14.0
Of which						
Self-Employed with Employees; Part-Time	16	4.4	300	3.7	148,074	3.9
Self-Employed with Employees; Full-Time	63	17.5	1,403	17.5	715,271	18.9
Self-Employed Without Employees; Part-Time	95	26.3	2,255	28.1	990,573	26.1
Self-Employed Without Employees; Full- Time	187	51.8	4,065	50.7	1,939,714	51.1
Economically Active; Unemployed	87	4.9	1,879	4.2	1,702,847	6.3
Economically Active; Full-Time Student	44	2.5	1,433	3.2	1,336,823	4.9
Economically Inactive; Total	808	31.5	18,728	29.7	11,698,240	30.1
Of which						
Retired	538	66.6	11,468	61.2	5,320,691	45.5
Student (including Full-Time Students)	52	6.4	2,129	11.4	2,255,831	19.3
Looking After Home or Family	89	11.0	2,671	14.3	1,695,134	14.5
Long-Term Sick or Disabled	75	9.3	1,593	8.5	1,574,134	13.5
Economically Inactive; Other	54	6.7	867	4.6	852,450	7.3

TABLE 10 - QUALIFICATIONS (KS501EW)

	Long Melford		Babergh		England	
	No.	%	No.	%	No.	%
All residents aged 16 and over	3,028	100	71,821	100	42,989,620	100
No qualifications	826	27.3	16,367	22.8	9,656,810	22.5
Highest qualification: level 1	414	13.7	10,385	14.5	5,714,441	13.3
Highest qualification: level 2	499	16.5	12,560	17.5	6,544,614	15.2
Highest qualification: apprenticeship	126	4.2	2,818	3.9	1,532,934	3.6
Highest qualification: level 3	708	23.4	18,539	25.8	11,769,361	27.4
Highest qualification: level 4 & above	123	4.1	2,815	3.9	2,461,829	5.7
Other qualifications	3,028		71,821		42,989,620	

Notes
Level 1: 1-4 GCSE's, any grade
Level 2: 5+ GCSE's, grades A*-C Apprenticeship
Level 3: 2+ A levels
Level 4: Degree
Or equivalents at all levels

APPENDIX 1 CONTINUED...

TABLE 11 - Socio-Economic Classification

	Long Melford		Babergh		England	
	No.	%	No.	%	No.	%
All Usual Residents Aged 16 to 74	2,566	100	63,075	100	38,881,374	100
Occupations						
1. Higher Managerial, Administrative and Professional	243	9.5	6,651	10.5	4,045,823	10.4
2. Lower Managerial, Administrative and Professional	576	22.4	14,379	22.8	8,132,107	20.9
3. Intermediate	317	12.4	8,217	13	4,972,044	12.8
4. Small Employers and Own Account	372	14.5	7,942	12.6	3,662,611	9.4
5. Lower Supervisory and Technical	175	6.8	4,681	7.4	2,676,118	6.9
6. Semi-Routine Occupations	398	15.5	9,219	14.6	5,430,863	14
7. Routine Occupations	305	11.9	6,688	10.6	4,277,483	11
8. Never Worked & Long-Term Unemployed	85	3.3	1,819	2.9	2,180,026	5.6
Not Classified	95	3.7	3,479	5.5	3,504,299	9
	2,566	100	63,075	100	38,881,374	100

TABLE 12 - Method of Travel to Work (QS701EW)

	Long Melford		Babergh		England	
	No.	%	No.	%	No.	%
All Usual Residents Aged 16 to 74	2,566		63,075		38,881,374	
Not in Employment	904		20,825		13,718,653	
Net, in employment	1,662	100	42,250	100	25,162,721	100
Work Mainly at or From Home	138	8.3	3,252	7.7	1,349,568	5.4
Underground, Metro, Light Rail, Tram	2	0.1	80	0.2	1,027,625	4.1
Train	37	2.2	1,515	3.6	1,343,684	5.3
Bus, Minibus or Coach	39	2.3	937	2.2	1,886,539	7.5
Taxi	1	0.1	87	0.2	131,465	0.5
Motorcycle, Scooter or Moped	12	0.7	275	0.7	206,550	0.8
Driving a Car or Van	1,166	70.2	28,734	68	14,345,882	57
Passenger in a Car or Van	82	4.9	1,912	4.5	1,264,553	5
Bicycle	34	2	851	2	742,675	3
On Foot	141	8.5	4,345	10.3	2,701,453	10.7
Other Method of Travel to Work	10	0.6	262	0.6	162,727	0.6
	1,662	100	42,250	100	25,162,721	100

TABLE 13 - Distance Travelled to Work - 2001 Census

	Long Melford		Babergh		England	
	No.	%	No.	%	No.	%
All people	1,649		40,296		22,441,497	
Works mainly at or from home	216	13.1	4,888	12.1	2,055,224	9.2
Less than 2 kms	290	17.6	8,108	20.1	4,484,082	20
2 kms to less than 5 kms	413	25	4,984	12.4	4,510,259	20.1
5 kms to less than 10 kms	114	6.9	5,373	13.3	4,094,614	18.2
10 kms to less than 20 kms	176	10.7	7,523	18.7	3,412,081	15.2
20 kms to less than 40 kms	190	11.5	3,850	9.6	1,725,445	7.7
40 kms and over	140	8.5	3,218	8	1,095,254	4.9
No fixed place of work	107	6.5	2,251	5.6	991,537	4.4
Outside UK or offshore	3	0.2	101	0.3	73,001	0.3
	1,649		40,296		22,441,497	

APPENDIX 2

RESIDENTS SURVEY: METHODOLOGY AND RESULTS

SURVEY METHODOLOGY

2.1
This section contains notes on the conception, design, construction, operation and analysis of the Residents Survey from a technical point of view.

BACKGROUND

2.2
The Long Melford Neighbourhood Plan (the Plan) started in December 2016 with an application to the planning authority for a designated area to be the subject of the Plan. That was granted in February 2017, and the Neighbourhood Plan Steering Group (NPSG) began to gather evidence from public meetings, forums with local businesses and a wide range of meetings with stakeholders in the community. These provided a rich stream of issues, problems and suggestions to be considered for the Plan. By February 2018 plans were being made for a village-wide survey of residents' opinions to consolidate and give weight to the information gathered so far.

2.3
Twelve years previously between 2005 and 2007 Long Melford had developed a Parish Plan (PP2006) with similarities to the new Plan. That earlier plan included several surveys. Among them was a very successful household questionnaire with an outstanding rate of response. It would be valuable if a similar level of success could be achieved again in 2018.

2.4
It was obvious at this stage that a full Residents Survey, if it were to be done, would be on the critical path among the tasks needed to complete the Plan. Careful management would be required to achieve it without losing time waiting for resources or delayed decisions.

WHAT KIND OF SURVEY?

2.5
Designing good surveys is an art as well as a science. People are not generally fond of filling-in paper forms, but telephone surveys may be still less popular. Subtle compromises are needed between making the questions few, short and snappy, and on the other hand finding that what comes back does not discriminate enough to be useful, and may have been subject to gross misunderstandings.

2.6
In February 2018 the NPSG had more or less decided to follow the example of PP2006 and use a paper questionnaire form to be distributed by hand around the village. The decision about how to get the data back and analyse it was still up in the air.

2.7
The obvious choice was to follow the advice of Community Action Suffolk (CAS) who have helped many village teams with their plans. CAS have a standard questionnaire software product "QA" available on-line at http://qa.1sixty.net.

THE QA ON-LINE OPTION

2.8
QA is a versatile piece of software based on the Internet. Given a user account, the village team can design its own questions and arrange them as it wishes in sections within the questionnaire. Paper copies of the forms from this design can be printed, and the system generates separate passwords for all the respondents.

2.9
Data capture is through the Internet. Either the respondent themselves uses their password to call-up the questionnaire on-screen and fill it in, or else the paper form is filled in and has to be collected by someone else. The collector then uses the specific password for that respondent to put the data in through the net.

2.10
Analysis is relatively simple. The questions are set up with a fixed range of possible answers. These may be as straightforward as Yes/No, or allow many options, with either "Choose One", or "Tick all that apply". The first stage of analysis summarises the responses to that specific question according to the options chosen by the respondents. Further stages are possible, linking two or more questions together, so that for example you can discover how many of those who said "Yes" to Question 1 also said "North", "South", "East" or "West" to Question 2.

APPENDIX 2 CONTINUED...

2.11
These analysis results are only available on-line (though they can obviously be captured by the screen-print function). There is no way to export the full database for deeper analysis in another system.

EVALUATING QA

2.12
The freedom to specify whatever questions may be required is vital. One of the major features of the QA system is that the designer can shuffle the questions and re-define the possible answers as well as the sections and sub-sections of the questionnaire at will. However, although there are several allowable types of question, it is extremely awkward to incorporate "ranking" questions, where people are asked to arrange a set of options in their personal order of preference.

2.13
Open-ended questions (expecting plain text as an answer) are almost impossible. There are no facilities at all for analysing the results.

2.14
Printing paper copies of the questionnaire is possible, but they are cramped and unattractive to look at unless a great deal of further editing is done to improve the layout.

2.15
Data entry of the results has to be done through the Internet. That is good if you can rely on your respondents to have Internet access, and a modest fluency in IT. Even if you can't, and have to collect paper forms and use a data-entry team to transfer the information, the Internet input means that it is not difficult to find helpers, and there is no problem of scale.

2.16
As far as it goes, the analysis feature of the QA system is good too. It is easy to use, though it gets tedious when answers to more than two questions need to be related. It does not make it at all easy to generate cross-tabulations or to do even simple statistics if they are required. As stated above, it has no facilities for dealing with spontaneous text comments.

2.17
Considering all the above, it was decided not to proceed with CAS and the QA system.

THE ALTERNATIVE

2.18
If the QA system was not to be adopted, the questionnaire would have to be designed as a normal paper document. Fortunately, a volunteer was available with the necessary document-design software and using it would avoid the constraints inherent in the QA layouts. Doing the work in-house would take about the same effort overall to produce an attractive result.

2.19
Similarly, if the QA on-line database was not to be used, some other database system would be required. The same local volunteer had many years of experience in designing databases, and was able to help. Using "Filemaker Pro", a well-established piece of software, it was then not too hard to generate a new custom-built system to match the questionnaire design as it developed.

2.20
The questionnaire was seen as having "a mere twenty questions" so to begin with the database structure was expected to be quite simple.

2.21
The tricky part of this approach is the data-entry stage. With a home-made database it was unlikely to be possible to put it on the Internet. There would therefore be no opportunity for respondents to enter their own data (this looks like a restriction, but is probably a good feature!).

2.22
A data-entry team of volunteers would be required, using a segmented version of the new database. There

"IN 2006 SOME 77% OF HOUSEHOLDS HAD FILLED IN AND RETURNED A VERY LARGE AND COMPLEX QUESTIONNAIRE"

would be challenges of installing that on a variety of personal computers, and of specialised training for the data-input task.

THE CHOICE

2.23

The most important concerns in making a decision were:

- Ease of use:
  The quality of the questionnaire document must be very good in all respects, to encourage the highest possible completion rate.
- In-depth analysis:
  In 2006, the database results had been exported from the VA system (a precursor to the QA software) to a Filemaker database for analysis. This had been instrumental in achieving the depth and quality of reporting characteristic of PP2006.
- Keyboard volunteers:
  In 2006 it had been possible to recruit a team of 14 data-entry volunteers who had handled all the input for a larger and more complicated questionnaire form than was now proposed.
- Time for development, testing and deployment:
  According to the schedule, the questionnaire was to be distributed in May 2018, and if at all possible, the results should be available by the end of June. This was a much shorter timescale than had been achieved in 2006.

2.24

On 28th February 2018 the committee felt that the overriding concern was to achieve a good response. In 2006 some 77% of households had filled in and returned a very large and complex questionnaire. There seemed to be a chance of achieving much the same in 2018 if the same methods were adopted.

2.25

The elements of the decision were therefore:

- The questionnaire form would be designed along the same lines as in 2006, with a large typeface and adequate room for handwritten answers. Document design and layout would be done in-house, using the text of questions, instructions and other material defined or chosen by the committee members.
- A large team of volunteers (approaching 100 people) would be needed to do house-tohouse deliveries and to collect the questionnaire forms after they had been filled-in. This labour-intensive method had been the key to the high response rate in 2006.
- There was no point in trying to use on-line data entry direct from the public.
  - If that were the only method available, response would be very poor, and would also be biased away from the substantial elderly population in Long Melford.
- If direct on-line data entry was an option, it would be impossible to keep track of who had completed the form and who had not. The 'chivvying' role of the volunteers in 2006, handing out the forms and collecting them back, could not be effective.
- A second and much smaller team (perhaps 20) of volunteer keyboard operators would be recruited to transfer the written answers from the questionnaire forms into the database.
- One person would be responsible for the design and construction of a Filemaker database to contain the questionnaire answers. This would be used both for data entry (using a set of screen layouts to match the paper forms) and later for analysis of the results.

DESIGN OF THE QUESTIONNAIRE

2.26

Once it was agreed that the questionnaire should be distributed as a paper document, many design decisions fell into place:

- It would be printed in colour on A3 sheets folded and stitched to A4 size.
- A highly-legible font was essential (Lucida Grande 12 pt.), and suitably large spaces allowed for hand-written answers.
- The questions would be organised in four sections

dealing with Housing, Traffic and Parking, Services and Facilities, and General.

- Great care would be given to explaining on the form the purpose and context of each of the questions.
- Equal care was needed to make the instructions to the respondent clear and simple. This was obviously to do with choosing the words, but also highlighting them in colour and italics.
- With colour available, a handful of photographs of local scenes were added to improve the visual appearance and to 'pace' the text.

2.27
It appears from residents' comments at the time and from the overall success of the survey that the one-off design of the questionnaire document helped in making it acceptable to the residents.

2.28
The process of developing the questions in the various working groups, assembling them into a coherent 12-page document layout and passing it on to the printer was completed before the end of April 2018, two months from the start.

DATABASE OPTIONS

2.29
The QA database (had it been used) is not accessible to the end user for anything other than putting data in. Even the designer of a new survey has no control over its deep structure, though she or he can obviously choose parameters, section titles and question types from the range provided. That deep structure by necessity has to be a complex abstraction to cope with the needs of a wide range of surveys each with their own special characteristics.

2.30
The situation with Filemaker Pro was entirely different. The complexity of the new database only had to reflect the complexity of the concepts expressed in this particular questionnaire, with no concern about future generalisations. One of the key decisions by the NPSG was that residents would be treated as individuals and each given their own copy of the questionnaire. There would be no attempt to link them together in households or any other grouping. This makes sense when the purpose is to elicit individual opinions. (It would not, of course, be adequate if a census were being attempted of motor vehicles or of housing stock.)

2.31
The result was a very simple database structure with essentially one large table holding all the fields required. The pattern was:

Field type	Number of fields
Text	112
Number	30
Timestamp	3
Summary	15
Calculation	8
Total	**168**

2.32
The total number of fields may be surprising, considering that there were only twenty questions on the form. Most questions, however, had several options or suggestions on different lines and generally each of those lines requires its own field in the database to contain the responses for that particular line as distinct from the others.

2.33
The majority of the fields were coded as text to aid understanding and accuracy of data input. There is, for example in the Transport section a question (TP1, part 3) which asked "Please tell us how much you agree or disagree with the following statement:
'The village should have safe cycle routes or cycle lanes'"

2.34
In the database there is a field to hold the responses, and it is named 'TP1_3CycleRoutes'.
It is a text field, and the entries in that field are in the form "1_Strong agree", "2_Agree", 3_Disagree", and so on…

2.35
Simple number fields were used for recording the rankings of people's preferences. (There has to be a separate field for each option put forward in the question, so there are many more numeric fields than questions of this type.)

2.36
Timestamps were part of the administrative structure of the database, so that the creation and completion of each record (i.e. one specific questionnaire form) could be known if needed.

2.37
The *Summary and Calculation fields* were used in analysis.

GETTING TO THE PEOPLE

2.38
The questionnaire forms were distributed throughout the village starting on 10 May 2018. Each volunteer distributor was assigned a street or other well-defined set of dwellings and was asked to make several visits to each front door. The first was to pass over as many questionnaire forms as there were residents at that address of the age 15 years and upwards. Further visits (agreed whenever possible with the residents) were made to collect the completed forms in separate blank envelopes for anonymity.

2.39
The result was a stream of hundreds of completed questionnaires beginning a few days after the distribution, and continuing to the end of the month; 31st May 2018.

2.40
The questionnaire forms (in their blank envelopes as collected) were physically shuffled and then taken from the envelopes, numbered and bundled in sets of 25. These batches of 25 were then distributed to the data-entry keyboards by a co-ordinator and subsequently collected back again to the centre.

THE CHALLENGE OF DATA-ENTRY

2.41
The database design included specialised screen layouts for data entry. These matched very closely the layout of the questionnaire form, section by section and question by question. Most answers could be entered by mouse-clicks, using 'radio-buttons' on the layout to define the acceptable entries (e.g. 'Yes', 'No', '_blank'). A few questions required numbers instead of clicks (to handle ranked preferences) and others allowed plain text answers from the resident to be typed in using the keyboard.

2.42
Spontaneous written comments in unexpected places on the questionnaire were also keyed into the database and subsequently analysed. If a resident felt the comment worth making, it was deemed to be worth recording too.

MANPOWER ON KEYBOARDS

2.43
The time needed to complete data entry varied from one form to another depending particularly on the amount of text (if any). The average was around 5 minutes per form at the beginning, though several keyboard volunteers became much faster with practice. With roughly 2000 forms to handle and a practical output of 10 to12 forms per hour per keyboard, the workload was somewhere between 150 and 200 man-hours in total.

2.44
Just over 20 people offered to help with data entry, using their own computers at home, with a copy of the database software. There were slight variations from person to person in the way the system was set up, depending on whether they had a Windows or Macintosh operating system, and how up-to date it was. In order to comply with software license provisions, the basic pattern was to distribute an empty clone of a restricted 'Run-Time' package that would work with this specific database and no other.

APPENDIX 2 CONTINUED...

2.45
The database designer created the distribution package (in both Windows and Macintosh variants) and provided individual training sessions for each of the keyboard volunteers. Nine were up and running by 10th May 2018 to catch the first questionnaires returned, and a further ten were brought in by the beginning of June. Three others dropped out of the running for good reasons.

2.46
While a few of the keyboard volunteers managed only one or two batches, others ran up to eight or more (i.e. 200 questionnaires and over). They were busy people in their normal lives, and their commitment to the job was most impressive.

2.47
The first batch was registered as completely entered on 20th May, and the final one on 13th June.

QUALITY CONTROL

2.48
Human beings make errors. An obvious question is therefore, "How trustworthy are the results in the database?"

2.49
As explained above, the design of the database itself was intended to aid accuracy at every stage. For the vast majority of the questions the answers could only be chosen from a pre-defined list. What's more, the data actually entered (usually with a mouse-click) was in text that corresponded to the options the form-filler had been given. This reduces errors in the first place and makes checking and correction easy.

2.50
As the first few batches came back from the keyboards, the database records were inspected and compared with the paper questionnaires. It became obvious that:

- Errors were rather rare.
- By far the commonest error was a keyboard click in the wrong place.
- Some operators were more reliable than others.

2.51
As a result, a very straightforward control policy was adopted:

- A full batch (25 questionnaire forms) would be inspected for each keyboard volunteer. That inspection would count the 'click' errors found, and correct them on the spot.
- A threshold figure would be set (10 detected errors of that type in the batch), below which performance was deemed acceptable, and no further inspections would be done for that operator. Note that each form involved over 100 'clicks', so a batch of 25 forms required roughly 2500 'clicks' in total. Ten errors in 2500 is 0.4%.
- For those with a higher error rate in their sample batch, their whole output would be inspected in the same way, and any errors found would be corrected.

2.52
This was not the most efficient scheme possible, but was simple and effective, if tedious. The outcome was to ensure an overall error rate on 'clicks' of substantially less than half of one percent (i.e. roughly one random error per two or three forms). The effects of these errors would most often be to have a '_blank' instead of the intended answer. The remainder gave a change to an adjacent option (e.g. 'disagree' rather than 'agree').

2.53
In analysis, however, as the summary numbers were counted up for each question, they were so clearly divided between the options (by at least several percent) that the small potential error from wrong 'clicks' would have had no effect on the interpretation.

ASSEMBLING THE DATABASE

2.54
The database was designed to make it easy for the keyboard operator to export the results at any stage in the format of a MS Excel workbook. The Excel files were sent by email to a co-ordinator who ran a quarantine system to keep each operator's work in storage until quality checks had been completed (including any corrections).

2.55
The keyboard team were encouraged to send interim results at the end of each batch, rather than waiting for the end. This made it relatively easy to pick up where records had gone missing or serial numbers corrupted in the stress of learning the new procedure. It also provided a safety-net back-up in case there had been loss or damage to the local databases.

2.56
Finally, when any one operator reached the end of their assigned batches, the Excel file they then generated was read back into the central database and merged with the others.

2.57
The whole process worked smoothly, and with only very minor problems.

ANALYSIS AND REPORTS

2.58
The basic approach to analysis and reporting was to summarise the numbers of answers in each category to each sub-question across the whole population of questionnaire forms.

2.59
The Filemaker Pro database software has good facilities for searching, sorting and summarising records with particular specified characteristics. It was then easy to transfer these totals and sub-totals to MS Excel spreadsheets for reporting, and in many cases to display them graphically too.

2.60
The results of this work can be seen from page 9 below.

WEIGHTING EXPERIMENTS

2.61
Three of the questions on the form called for respondents to rank several possibilities in order of their own preference using e.g. numbers 1 to 5 for five options. This type of question is a frequent source of trouble because the respondents sometimes find it difficult to work out their preferences in such detail, and can easily misinterpret the instructions. Thus, there were multiple cases of people using the number '1' twice or three times in the same ranking, or ranking only two or three of the options they were given.

2.62
It seemed possible that these irregularities in the responses might bias the analysis one way or another. If each '1' were given full value as a first preference, for example, people who had not kept to the rules would be handed an unfair share of voting influence. A rather detailed investigation was launched, in which a specially-written computer program worked out weighted values for the preferences expressed on each questionnaire so that the total score for each person was the same, but the distribution between the options followed whatever indications they had given.

2.63
It became clear quite quickly that with these database results, any reasonable weighting scheme would give exactly the same summary ranking as the original simple totals. The bias effect was there, but too small to have a noticeable effect.

2.64
For that reason, the results published below in this appendix do not include the weighting experiments. The historic results are still available on file, however, if required for inspection.

APPENDIX 2 CONTINUED...

CONCLUSION

2.65
The Residents Survey was an outstanding success. From the decision to go ahead with an in-house design at the beginning of March 2018, full results were available to the various Plan working parties by the beginning of July 2018. The population of village residents expressed their views with admirable clarity; with approximately 2,655 questionnaires distributed and 1,995 completed and returned, the response rate of 75% is outstanding.

2.66
This could not have been achieved without the dedication and hard work of a very large number of villagers, who volunteered their services for questionnaire distribution and collection and for data entry from the filled-in paper forms to the database.

SURVEY RESULTS

2.67
This link will take you to the original questionnaire document:
http://www.longmelfordnp.co.uk/wp-content/uploads/2018/12/LMNPQuestionnaire.pdf

2.68
The questions on the questionnaire form fall into four sections:

- Housing
- Transport and Parking
- Services and Facilities
- General

In this appendix, each section of results begins on a fresh page.

2.69
For each question and sub-question on the form, the numbers of responses in each category are summarised in a table. Generally, the rows match the options offered in the question and the columns the various responses (Yes/No/blank, Good/Indifferent/Bad/blank. etc.). Wherever possible each number is followed by a percentage, to assist in interpretation.

2.70
The total number of questionnaire forms returned was 1,995. This was 75% of the approximate 2,655 questionnaires distributed.

2.71
In a few of the questions (e.g. H5 about whether housing should be reserved for local people) at least some respondents either misunderstood the instructions or chose to ignore them, producing some apparently illogical results. Nevertheless, those results have been included in the tables on the following pages as they give the best information available about the wishes of the people concerned.

2.72
It has not been possible to present the very large number of written text comments in this appendix. But we hope to make them available on the web site in due course.

HOUSING

H1 Several smaller developments or one big one?

Please put numbers 1-5 to rank these options in order of preference where 1 is your first choice and 5 is your least favourite choice.

Rank >	1	% of 1995	2	% of 1995	3	% of 1995	4	% of 1995	5	% of 1995	0 (blank)	% of 1995	Total
Max 20	1331	67%	253	13%	107	5%	52	3%	94	5%	158	8%	1995
Max 40	373	19%	1147	57%	68	3%	75	4%	84	4%	248	12%	1995
Max 60	107	5%	88	4%	1353	68%	24	1%	129	6%	294	15%	1995
Max 80	54	3%	64	3%	36	2%	1380	69%	157	8%	304	15%	1995
Over 80	67	3%	10	1%	11	1%	22	1%	1572	79%	313	16%	1995
Total	1932		1562		1575		1553		2036		1317		

H2 What kind of homes?

What do you think are the village's housing requirements for the future?
Please tick one box per row

Rating >	Very much needed	% of 1995	Yes, needed	% of 1995	Needed but not much	% of 1995	Not needed	% of 1995	Blank	% of 1995	Total
Flats	182	9%	376	19%	557	28%	572	29%	308	15%	1995
Bungalows	478	24%	669	34%	414	21%	221	11%	213	11%	1995
1-bed houses	228	11%	485	24%	557	28%	394	20%	331	17%	1995
2-bed houses	529	27%	866	43%	268	13%	134	7%	198	10%	1995
3-bed houses	427	21%	740	37%	407	20%	194	10%	227	11%	1995
4-bed houses	83	4%	262	13%	598	30%	811	41%	241	12%	1995
Sheltered housing	425	21%	698	35%	388	19%	284	14%	200	10%	1995
Housing reserved for Key workers	291	15%	477	24%	437	22%	523	26%	267	13%	1995

APPENDIX 2 CONTINUED...

H3 Who are the new homes for?

With any new development in Long Melford, what type of ownership do you consider most important? Please tick one box per row

Rating v	Very important	% of 1995	Fairly important	% of 1995	Not important	% of 1995	blank	% of 1995	Total
Privately owned	707	35%	818	41%	357	18%	113	6%	1995
Privately rented	193	10%	1000	50%	662	33%	140	7%	1995
Affordable housing	1356	68%	443	22%	143	7%	53	3%	1995

H4 How much affordable housing?

Are you happy with the Babergh District Council policy that 35% of any new housing development should be 'affordable'? Please answer 'Yes' or 'No'

Response	Number	% of 1995
Yes	1079	54%
No	865	43%
blank	51	3%
Total	1995	100%

If your answer is 'No', what other proportion would you suggest? (Please select one)

Response	Zero	% of line total	01% - 10%	% of line total	11% - 20%	% of line total	21% - 35%	% of line total	Left subtotal	more than 35%	% of line total	blank	% of line total	Line total
'No'	63	7%	145	17%	163	19%	24	3%	395	458	53%	12	1%	865
Note that a few people who answered 'Yes' or 'blank' also made a suggestion.														
'Yes'	1	0%	4	0%	3	0%	11	1%	19	19	2%	1041	96%	1079
blank	3	6%	1	2%	1	2%	4	8%	9	6	12%	36	71%	51
Total	67	3%	150	8%	167	8%	39	2%	423	483	24%	1089	55%	1995

H5 Housing reserved for local people?

Do you feel that some of the affordable housing provided in new developments should be reserved for local Long Melford people? Please answer 'Yes' or 'No'

Response	Number	% of 1995
Yes	1810	91%
No	141	7%
blank	44	2%
Total	1995	

If your answer is 'Yes', what proportion of the whole development would you suggest should be reserved? (Please select one)

Response	01% - 10%	% of line total	11% - 20%	% of line total	21% - 35%	% of line total	more than 35%	% of line total	blank	% of line total	Line total
'Yes'	171	9%	432	24%	502	28%	671	37%	34	2%	1810
Note that a few people who answered 'Yes' or 'blank' also made a suggestion.											
'No'	1	1%	1	1%	2	1%	1	1%	136	96%	141
blank	2	5%	1	2%	6	14%	6	14%	29	66%	44
Total	174	9%	434	22%	510	26%	678	34%	199	10%	1995

H6 Should our plan allocate actual sites for development?

Do you agree that the village neighbourhood plan should allocate actual sites for potential development? Please answer 'Yes' or 'No'

Response	Number	% of 1995
Yes	1798	90%
No	121	6%
blank	76	4%
Total	1995	

H7 Whereabouts should new developments be?

Assuming that sites are to be allocated for development in the LMNP, what types of sites would you prefer to see allocated? Please put one tick to show your preference in each pair

	First option preferred	% of 1995	Second option preferred	% of 1995	blank	% of 1995	Total
Brownfield OR Greenfield	1602	80%	140	7%	253	13%	1995
Within a short distance of the village centre OR further away	858	43%	934	47%	203	10%	1995
On the main roads into village OR not so visible	303	15%	1465	73%	227	11%	1995
Large sites OR small or medium-sized sites	74	4%	1717	86%	204	10%	1995

APPENDIX 2 CONTINUED...

TP1 Road safety?

Please tell us how much you agree or disagree with the following statements:
Please tick one box per row

	Strongly agree	%	Agree	%	Disagree	%	Strongly disagree	%	blank	%	Total
The village needs 'traffic calming' measures in key places.	959	48%	597	30%	277	14%	119	6%	43	2%	1995
Hall St. should be a 20mph zone.	716	36%	561	28%	491	25%	184	9%	43	2%	1995
The village should have safe cycle routes or cycle lanes.	543	27%	734	37%	462	23%	183	9%	73	4%	1995

TP2 Safety on the pavements?

Considering pedestrian safety in the village, these suggestions are:
Please tick one box per row

	Very important	%	Fairly important	%	Not at all important	%	Better not at all	%	blank	%	Total
Pedestrian safety in key places (e.g. an island in the middle of a busy road).	1288	65%	550	28%	82	4%	39	2%	36	2%	1995
Light-controlled crossings for pedestrians in key places.	1028	52%	709	36%	158	8%	61	3%	39	2%	1995
Pavements without parked cars and level enough for children's and old people's wheeled vehicles.	1280	64%	505	25%	105	5%	42	2%	63	3%	1995

TP3 Car parking?

Please answer 'Yes' or 'No' to whether you favour the following:

	Yes	%	No	%	blank	%	Total
A new off-street car park nearer to Hall Street than the Old School car park?	1471	74%	457	23%	67	3%	1995
Parking subject to time-limits in Hall Street? (with resident scheme for houses/businesses)	1060	53%	853	43%	82	4%	1995
Clearly-marked parking bays in Hall Street?	1305	65%	613	31%	77	4%	1995
More posts along Hall Street to prevent cars blocking the pavement?	1509	76%	423	21%	63	3%	1995
Residents' parking schemes for selected streets around the wider village? (e.g. St. Catherine's Road)	1356	68%	543	27%	96	5%	1995

VILLAGE SERVICES AND FACILITIES

SF1 Which of our services and facilities matters most?

Please rank the following services and facilities in order of need if funds were available to improve them.
Put numbers 1 to 6 to show the order of your preference, where 1 is your first choice and 6 is your least-favourite choice.

Ranking	1	% of 1995	2	% of 1995	3	% of 1995	4	% of 1995	5	% of 1995	6	% of 1995	0 blank	Total
Doctors' surgery	1409	71%	330	17%	79	4%	55	3%	31	2%	59	3%	32	1995
Primary school	409	21%	967	48%	227	11%	158	8%	116	6%	62	3%	56	1995
Library	54	3%	120	6%	485	24%	557	28%	584	29%	123	6%	72	1995
Village halls and meeting rooms	79	4%	163	8%	509	26%	622	31%	464	23%	90	5%	68	1995
Public open spaces	213	11%	264	13%	537	27%	365	18%	486	24%	69	3%	61	1995
Other (please write below)	56	3%	38	2%	51	3%	46	2%	56	3%	522	26%	1226	1995

Note: although in this question there were 769 positive ratings of "Other", only 481 of them (63%) also defined what "Other" they referred to. The rest left the suggestion space blank.

SF2 What about our doctors' surgery?

The surgery may have to increase capacity. With development will come increased demand. How can the surgery best meet that demand?
Please put numbers 1 to 3 to rank the following in order of importance to the village, where 1 is your first choice and 3 is your least favourite choice

Ranking	1	% of 1995	2	% of 1995	3	% of 1995	0 blank	% of 1995	Total
If possible, extend the existing surgery	1211	61%	423	21%	280	14%	81	4%	1995
Build on a new site within the village	453	23%	877	44%	545	27%	120	6%	1995
Open a third surgery (in addition to LM and Lavenham)	342	17%	506	25%	1032	52%	115	6%	1995

Are you a patient of the Long Melford Practice?
Please answer Yes or No:

Response	Number	% of 1995
Yes	1515	76%
No	439	22%
blank	41	2%
Total	1995	

APPENDIX 2 CONTINUED...

SF2 continued...

If your answer is 'Yes', how do you view the trend in the standard of service provided by the surgery over the last two years? Please tick one of the following boxes:

Trend -> patient?	The service has improved	% of line total	Stayed about the same	% of line total	Has deteriorated	% of line total	blank	% of line total	Line Total
'Yes'	126	8%	648	43%	676	45%	65	4%	1515
			Note that a few people answered 'No' or 'blank' and still gave an opinion:						
'No'	0	0%	4	1%	7	2%	428	97%	439
blank	3	7%	10	24%	12	29%	16	39%	41
Total	129	6%	662	33%	695	35%	509	26%	1995

SF3 What are your thoughts on the school?

How would you rate the importance of our primary school and pre-school to the village? Please tick one box per row :

	Very important	% of total	Fairly important	% of total	Not at all important	% of total	blank	% of total	Total
Primary school	1682	84%	201	10%	45	2%	67	3%	1995
Pre-school	1442	72%	400	20%	54	3%	99	5%	1995

If you have a child/children of primary school age, does he/she/they attend our village school? Please tick one of the following boxes:

	Yes	% of line total	No	% of line total	Not applicable	blank	Total
Child attends LM primary school	111	41%	162	59%			273
[no child that age]					1481	241	1722
Total	111	5.6%	162	8.1%			1995

People whose children attend the primary school were invited to comment, and 89 did so.

If you have a child/children of pre-school age, does he/she/they attend our village pre-school?
Please tick one of the following boxes:

	Yes	% of line total	No	% of line total	Not applicable	blank	Total
Child attends LM pre-school	24	14%	151	86%			175
[no child that age]					1523	297	1820
Total	24	1.2%	1512	8.1%			1995

SF4 Do we need a new village hall?

If funding were available, would you support the creation of a new multi-purpose village hall and community centre, with outside facilities and parking? Please answer 'Yes' or 'No':

Response	Number	% of 1995
Yes	990	49.6%
No	872	43.7%
blank	133	6.7%
Total	1995	

If you answered 'Yes', what services should be provided there?
Please tick one box per row:

	Essential	% of 1995	Important	% of 1995	Yes OK	% of 1995	Not needed	% of 1995	Blank	% of 1995	Total
Sports hall	343	17%	475	24%	261	13%	135	7%	781	39%	1995
Library	228	11%	450	23%	387	19%	149	7%	781	39%	1995
Parish council office	146	7%	345	17%	496	25%	214	11%	794	40%	1995
Heritage centre/museum	158	8%	415	21%	467	23%	160	8%	795	40%	1995
Meeting/event rooms	340	17%	469	24%	298	15%	115	6%	73	39%	1995
Other...	82	4%	71	4%	24	1%	77	4%	1741	87%	1995

Notes: a) There were 216 comments in the 'Other' space, recommending extra features.
b) Most, but not all of the 'No' voters for a new hall left all options blank. (About 90 (i.e. 10% of them) did not, but entered some preferences.)

APPENDIX 2 CONTINUED...

SF5 What about leisure?

How would you rate the importance of our primary school and pre-school to the village?
Please tick one box per row:

	Essential	% of 1995	Fairly important	% of 1995	Not at all important	% of 1995	blank	% of 1995	Total
Play equipment in parks	767	38%	922	46%	175	9%	131	7%	1995
Outdoor sporting activities: e.g. ball games, a BMX track	489	25%	959	48%	401	20%	146	7%	1995
Other activities for under-18s	775	39%	946	47%	132	7%	142	7%	1995
Activities for 65s and over	648	32%	1083	54%	143	7%	121	6%	1995
Public seating and toilets in Hall Street	1049	53%	643	32%	238	12%	65	3%	1995
Cricket club	362	18%	1072	54%	402	20%	159	8%	1995
Football club	401	20%	1068	54%	370	19%	156	8%	1995
Other	94	5%	79	4%	92	5%	1730	87%	1995

Note: There were 199 comments in the 'Other' category.

SF6 How green is our village?

If funds were available, how important is it to you to enhance, preserve or introduce any of the following to promote our environment? Please tick one box on each row:

	Essential	% of 1995	Fairly important	% of 1995	Not at all important	% of 1995	blank	% of 1995	Total
Recycling facilities	1321	66%	532	27%	52	3%	90	5%	1995
Public footpaths	1402	70%	485	24%	40	2%	68	3%	1995
Public green spaces	1403	70%	472	24%	34	2%	86	4%	1995
Allotments	575	29%	1056	53%	241	12%	123	6%	1995
A community orchard	195	10%	664	33%	994	50%	142	7%	1995
A green burial site	261	13%	773	39%	819	41%	142	7%	1995
Electric car-charging points in public places	344	17%	866	43%	669	34%	116	6%	1995
Electric car-charging points in new developments	452	23%	826	41%	587	29%	130	7%	1995

GENERAL QUESTIONS

G1 What is your gender?

Please tick one box

Gender	Number	% of total
female	1043	52.3%
male	929	46.6%
other	2	0.1%
blank	21	1.1%
Total	1995	

G2 What age group are you?

Please tick one box

Age band	Number	% of total
15 - 17	35	1.8%
18 - 24	79	4.0%
25 - 44	310	15.5%
45 - 59	453	22.7%
60 - 74	714	35.8%
75 - 84	290	14.5%
over 85	88	4.4%
blank	26	1.3%
Total	1995	

G3 How long have you lived in Long Melford?

Please tick one box

Years	Number	% of total
00 - 01	120	6.0%
01 - 05	367	18.4%
06 - 15	453	22.7%
16 - 25	343	17.2%
26 - 50	461	23.1%
51 or more	219	11.0%
blank	32	1.6%
Total	1995	

APPENDIX 3

THE CALL FOR SITES AND THEIR ASSESSMENT

Sites have been identified from several sources:

a. Babergh and Mid Suffolk District Councils' Joint Strategic Housing Land Availability Assessment (SHELAA).

b. A public call for sites which was published in the parish magazine, which is delivered to 1650 households in the parish.

c. An invitation to individual landowners to put forward sites for development.

d. Third parties who were aware of sites that could be considered.

e. The Neighbourhood Plan Steering Group, members of which identified some sites.

3.1
In all cases landowners and third parties were made aware at this stage that all sites would be subject to detailed evaluation and that there was no commitment to any site being allocated for development.

3.2
33 sites were put forward and they were subject to three successive rounds of evaluation:

1. A strategic assessment (Table 1 a-d below) against three criteria: greenfield vs brownfield; distance on foot to the centre of the village (the centre being taken as the Co-op or Budgens, whichever is the nearer) and heritage impact (based on the Heritage and Settlement Report, 2018, by Essex Place Services and commissioned by the joint Babergh and Mid Suffolk District Councils).

2. A detailed assessment (Table 2 a-d below) based on the joint Babergh and Mid Suffolk District Councils' mapping of constraints (15 criteria) together with eight additional criteria specific to Long Melford and mainly related to the accessibility of village facilities.

3. An assessment of the deliverability of sites, sometimes drawing on the advice of developers who had shown suitable experience and capability to work in Long Melford.

3.3
The Heritage and Settlement Report is particularly significant for Long Melford. The report assesses settlements with some heritage significance according to the value of their heritage features, to the susceptibility of those features to further development and to the combined effect of value and susceptibility. Long Melford is one of only two settlements in Babergh District to be scored "High" on all three counts, meaning that the heritage assets of the village are highly valuable, they are highly susceptible to detriment attributable to development and the combination of these factors makes Long Melford especially vulnerable. The report gives guidance on the location and significance of heritage assets and on areas of the village where assets are particularly at risk.

RESULTS & PROVISIONAL ALLOCATIONS

3.4
Scores were given to sites in the first and second rounds of evaluation, but they were not the only factors influencing whether a site was taken forward. Other issues were the balance of sites between different parts of the parish, the size of sites (given the NPPF policy to provide small sites suitable for smaller developers), the opportunity for affordable housing, the desirability of maintaining a Rural Gap between Sudbury and Long Melford and the potential for public benefits related to a site. Whilst most residents acknowledge the need for more housing, they are very aware of the scale of housing under construction and reluctant to see much more being developed. There has also been a strong and articulate reaction against the large (150 dwellings) development proposed on Station Road (Update: This development application was approved following an appeal inquiry).

3.5
In order to assess the capacity of sites to accommodate additional housing, a standard density of 25 dwellings per hectare has been used, a figure derived from the BDC Core Strategy. Clearly in practice this will vary from site to site. It is considered to be a reasonable average for present purposes.

3.6
It is proposed that the plan will cover an nineteen-year period starting in 2018, matching the emerging Joint Local Plan.

3.7
It should be noted that four sites identified in the SHELAA relate more to Sudbury and the proposed Chilton extension than to Long Melford. These have been recorded, but, whilst they will inevitably make some contribution to meeting housing need in Long Melford, they have not so far been counted towards meeting that need.

APPENDIX 3 CONTINUED...

3.8
The key findings of the assessment of sites are summarised here:

- The sites put forward include very few brownfield sites and very few sites within walking distance of the village centre; the latter has not been counted as a compelling constraint given the famous 'long' character of Long Melford. However, we have looked for opportunities to provide additional amenities in the more distant parts of the village.

- Heritage constraints impose limits on development over large parts of the parish.

- Partly because of the shortage of brownfield sites, which often offer a ready-made access, access is a constraint on the development potential of many sites.

- This constraint together with heritage and other significant constraints mean that few sites are capable of being delivered within the first five years of the Plan.

- However, in the context of the committed supply identified in the parish and of the desirability of meeting particular needs in the parish, the Neighbourhood Plan Steering Group (NPSG) have identified a number of sites for allocation which are viewed as deliverable within the first five years, after the Plan is 'made'.

- Three brownfield sites in the centre of the village, which can be brought forward quite readily and which can provide housing for those needing to have easy access to village facilities; their capacity will flow from detailed designs; we have estimated that they can provide provisionally seven units.

- A site at the north end of the village, which is owned by a charity and which could provide significantly more affordable housing than the minimum requirement; this could accommodate a minimum of 30 houses (possibly some being market housing if a larger scheme is brought forward). The developer will be encouraged to provide a public amenity for the northern end of the village, possibly a green linked to the adjacent public footpath.

Table 1 shows the strategic assessment; the 33 sites being presented in Tables 1a - 1d.
Table 2 shows the detailed assessment; the 33 sites being presented in Tables 2a - 2d.

1A Strategic Assessment

Assessment Criteria/Sites	H1	H2	H3	H4	H5	H6	H7	H8	H9	F1
Brownfield 3/greenfield 1	1	1	1	1	1	1	1	3	3	1
Distance on foot to Coop/Budgens										
1150m or less 3; more 1	1	1	1	1	1	3	3	1	3	1
Heritage Settlement Sensitivity Assessment: 1 = affected by report recommendations; 3 = not affected; 2 = indirectly or partially	2	2	3	3	2	1	1	2	3	3
Totals: Top scores (7-9) yellow; score 6 blue	4	4	5	5	4	5	5	6	9	5

1B

Assessment Criteria/Sites	Q1	C1	D1	M1	A1	L1	N1	R1	J1	K1
Brownfield 3/greenfield 1	1	1	3	1	3	3	3	3	3	1
Distance on foot to Coop/Budgens										
1150m or less 3; more 1	1	3	1	1	3	3	3	3	3	1
Heritage Settlement Sensitivity Assessment: 1 = affected by report recommendations; 3 = not affected; 2 = indirectly or partially	2	2	3	3	3	3	3	3	3	2
Totals: Top scores (7-9) yellow; score 6 blue	4	6	7	5	9	9	9	9	9	4

1C

Assessment Criteria/Sites	C2	P1	G1	W1	C3	SS0967	SS0811	SS0557	SS1028	H10
Brownfield 3/greenfield 1	3	3	3	1	1	1	1	1	1	1
Distance on foot to Coop/Budgens										
1150m or less 3; more 1	3	3	3	1	3	1	1	1	1	3
Heritage Settlement Sensitivity Assessment: 1 = affected by report recommendations; 3 = not affected; 2 = indirectly or partially	3	3	3	1	2	1	1	1	1	1.5
Totals: Top scores (7-9) yellow; score 6 blue	9	9	9	3	6	3	3	3	3	5.5

1D

Assessment Criteria/Sites	S1	F2	W2
Brownfield 3/greenfield 1	1	1	3
Distance on foot to Coop/Budgens			
1150m or less 3; more 1	1	1	1
Heritage Settlement Sensitivity Assessment: 1 = affected by report recommendations; 3 = not affected; 2 = indirectly or partially	3	3	1
Totals: Top scores (7-9) yellow; score 6 blue	5	5	5

APPENDIX 3 CONTINUED...

2A Detailed Assessment

Assessment Criteria/Sites	H1	H2	H3	H4	H5	H6	H7	H8	H9	F1
Brownfield 3/greenfield 1	1	1	1	1	1	1	1	3	3	1
Safe & satisfactory access:										
Cars: Yes 3; No 1	3	1	1	3	3	3	3	3	3	3
Pedestrians: Yes 3; No 1	3	3	1	3	3	3	3	3	1	3
Cycles: Yes 3; No -1	3	3	3	3	3	3	3	3	3	3
Distance on foot to bus stop										
580m or less 3; more 1	3	3	1	3	3	3	3	3	3	3
Distance on foot to LM primary school										
1150m or less 3; more 1	1	3	1	1	1	3	3	1	1	1
Distance on foot to surgery										
1150m or less 3; more 1	1	3	1	1	1	3	3	1	3	1
Distance on foot to Coop/Budgens										
1150m or less 3; more 1	1	1	1	1	1	3	3	1	3	1
Sufficient utilities capacity										
Yes 3; No 1										
Site affected by constraints:										
measured under impacts below										

Impacts	H1	H2	H3	H4	H5	H6	H7	H8	H9	F1
For each impact occurring:										
1 = direct; 2 = indirect/partial; 3 = none										
Site extends beyond defensible boundary &										
offers no new defensible boundary	2	1	1	1	2	1	1	3	3	1
Conservation Area	2	3	3	3	2	1	1	2	3	3
Special Landscape Area	1	3	3	1	1	1	1	1	1	3
Built Up Area Boundary	1	1	1	1	1	3	3	2	1	1
Ancient Woodland	3	3	3	3	3	3	3	3	3	3
County Wildlife Sites	3	2	3	3	3	3	3	3	3	3
Flood risk high, Zone 3	3	3	3	3	3	3	3	3	3	3
Local Nature Reserves	3	2	3	3	3	3	3	3	3	3
Protected Species*										
SSSI	3	3	3	3	3	3	3	3	3	3
Agric land quality: Grades 1 and 2 (out of 5)	2	2	2	3	2	3	3	3	3	3
Historic Gardens	3	3	3	3	2	2	2	3	3	3
Listed Buildings	3	3	3	2	2	2	2	1	1	2

Assessment Criteria/Sites	H1	H2	H3	H4	H5	H6	H7	H8	H9	F1
Sched Anc Monuments	3	3	3	3	3	3	3	3	3	2
Historic Environmental Record (not assessed)										
Open spaces, playing fields, greens, allots (now NPPF) **	3	3	3	3	3	3	3	3	3	3
Transport capacity; no data available										
Neighbouring uses: compatible w res devt 3; incompatible 1	3	3	3	3	3	3	3	3	3	3
Utilities, pipeline, STW; to check with undertakings										
Total score	54	56	50	54	52	59	59	57	59	55
Rank	19=	15=	27=	19=	23=	10=	10=	14	10=	18

2B

Assessment Criteria/Sites	Q1	C1	D1	M1	A1	L1	N1	R1	J1	K1
Brownfield 3/greenfield 1	1	1	3	1	3	3	3	3	3	1
Safe & satisfactory access:										
Cars: Yes 3; No 1	3	3	3	3	3	3	3	3	3	3
Pedestrians: Yes 3; No 1	1	3	1	1	3	3	3	3	3	3
Cycles: Yes 3; No -1	1	3	3	1	3	3	3	3	3	3
Distance on foot to bus stop 580m or less 3; more 1	3	3	3	3	3	3	3	3	3	3
Distance on foot to LM primary school 1150m or less 3; more 1	1	3	1	1	1	3	3	1	1	1
Distance on foot to surgery 1150m or less 3; more 1	1	1	1	1	3	3	3	3	3	1
Distance on foot to Coop/Budgens 1150m or less 3; more 1	1	3	1	1	3	3	3	3	3	1
Sufficient utilities capacity Yes 3; No 1										
Site affected by constraints: measured under impacts below										

Impacts										
For each impact occurring: 1 = direct; 2 = indirect/partial; 3 = none										
Site extends beyond defensible boundary & offers no new defensible boundary	2	1	3	3	3	3	1	3	3	2
Conservation Area	1	3	3	3	1	1	3	1	1	1
Special Landscape Area	1	3	1	1	3	3	1	3	3	1

APPENDIX 3 CONTINUED...

Assessment Criteria/Sites	Q1	C1	D1	M1	A1	L1	N1	R1	J1	K1
Built Up Area Boundary	1	1	1	1	3	3	1	3	3	1
Ancient Woodland	3	3	3	3	3	3	3	3	3	3
County Wildlife Sites	3	2	3	3	3	3	3	3	3	3
Flood risk high, Zone 3	3	3	1	3	3	3	3	3	3	3
Local Nature Reserves	3	2	2	3	3	3	3	3	3	3
Protected Species*										
SSSI	3	3	3	3	3	3	3	3	3	3
Agric land quality: Grades 1 and 2 (out of 5)	2	2	3	2	3	3	2	3	3	2
Historic Gardens	2	3	3	3	3	3	3	3	3	2
Listed Buildings	2	3	3	3	3	3	3	2	1	2
Sched Anc Monuments	3	3	3	3	3	3	3	3	3	3
Historic Environmental Record (not assessed)										
Open spaces, playing fields, greens, allots (now NPPF) **	3	3	3	3	3	3	3	3	3	3
Transport capacity; no data available										
Neighbouring uses: compatible w res devt 3; incompatible 1	3	3	3	3	3	3	3	3	3	3
Utilities, pipeline, STW; to check with undertakings										
Total score	47	58	54	52	67	67	60	66	65	51
Rank	31	13	19=	23=	1=	1=	9	3=	5	26

2C

Assessment Criteria/Sites	C2	P1	G1	W1	C3	SS0967	SS0811	SS0557	SS1028	H10
Brownfield 3/greenfield 1	3	3	3	1	1	1	1	1	1	1
Safe & satisfactory access:										
Cars: Yes 3; No 1	3	3	3	3	1	0	0	3	0	1
Pedestrians: Yes 3; No 1	3	3	1	3	3	0	0	3	0	3
Cycles: Yes 3; No -1	3	3	3	3	3	0	0	3	0	3
Distance on foot to bus stop 580m or less 3; more 1	3	3	3	3	3	1	3	1	3	3
Distance on foot to LM primary school 1150m or less 3; more 1	3	3	3	1	3	1	1	1	1	3
Distance on foot to surgery 1150m or less 3; more 1	3	3	3	1	3	1	1	1	1	3
Distance on foot to Coop/Budgens 1150m or less 3; more 1	3	3	3	1	3	1	1	1	1	3
Sufficient utilities capacity Yes 3; No 1										
Site affected by constraints: measured under impacts below										
Impacts										
For each impact occurring: 1 = direct; 2 = indirect/partial; 3 = none										
Site extends beyond defensible boundary & offers no new defensible boundary	3	3	3	1	3	1	1	1	1	1
Conservation Area	2	1	1	2	3	3	3	3	3	3
Special Landscape Area	1	3	1	1	3	3	3	3	3	1
Built Up Area Boundary	1	3	3	1	1	3	3	3	3	1
Ancient Woodland	3	3	3	3	3	3	3	3	3	3
County Wildlife Sites	3	3	3	3	2	3	3	3	3	1
Flood risk high, Zone 3	3	3	3	3	3	3	3	3	3	2
Local Nature Reserves	3	3	3	3	2	3	3	3	3	3
Protected Species*										
SSSI	3	3	3	3	3	3	3	3	3	3
Agric land quality: Grades 1 and 2 (out of 5)	3	3	3	2	3	3	2	3	3	3
Historic Gardens	3	3	3	3	3	3	3	3	3	3
Listed Buildings	2	2	2	2	3	3	3	2	3	3
Sched Anc Monuments	3	3	3	3	3	3	3	3	3	3
Historic Environmental Record (not assessed)										
Open spaces, playing fields, greens, allots (now NPPF) **	3	3	3	3	3	3	3	3	3	3
Transport capacity; no data available										
Neighbouring uses: compatible w res devt 3; incompatible 1	3	3	3	3	3	3	3	3	3	3
Utilities, pipeline, STW; to check with undertakings										
Total score	63	66	62	52	61	48	49	56	50	56
Rank	6	3=	7	23=	8	30	29	15=	27=	15=

APPENDIX 3 CONTINUED...

2D			
Assessment Criteria/Sites	**S2**	**F2**	**W2**
Brownfield 3/greenfield 1	1	1	3
Safe & satisfactory access: Cars: Yes 3; No 1 Pedestrians: Yes 3; No 1 Cycles: Yes 3; No -1	 1 1 1	 1 3 3	 3 3 3
Distance on foot to bus stop 580m or less 3; more 1	3	3	3
Distance on foot to LM primary school 1150m or less 3; more 1	1	1	1
Distance on foot to surgery 1150m or less 3; more 1	1	1	1
Distance on foot to Coop/Budgens 1150m or less 3; more 1	1	1	1
Sufficient utilities capacity Yes 3; No 1			
Site affected by constraints: measured under impacts below			
Impacts			
For each impact occurring: *1 = direct; 2 = indirect/partial; 3 = none*			
Site extends beyond defensible boundary & offers no new defensible boundary	1	1	3
Conservation Area	3	3	2
Special Landscape Area	1	1	1
Built Up Area Boundary	1	1	1
Ancient Woodland	3	3	3
County Wildlife Sites	3	3	3
Flood risk high, Zone 3	3	3	3
Local Nature Reserves	2	3	3
Protected Species*			
SSSI	3	3	3
Agric land quality: Grades 1 and 2 (out of 5)	3	3	3
Historic Gardens	3	3	2
Listed Buildings	3	3	2
Sched Anc Monuments	3	3	3
Historic Environmental Record (not assessed)			

Assessment Criteria/Sites	S1	F2	W2
Open spaces, playing fields, greens, allots (now NPPF) **	3	3	3
Transport capacity; no data available			
Neighbouring uses: compatible w res devt 3; incompatible 1	2	3	3
Utilities, pipeline, STW; to check with undertakings			
Total score	47	53	56
Rank	31=	22	15=

3.9
The Strategic Assessment identified ten sites which scored 7, 8 or 9 out of 9 possible points; all but one scored 9 points. However, in six of these cases the owner has not supported the site being brought forward. Three of the remaining four sites (A1, L1 and G1) scored 57 or more points against the Detailed Assessment criteria (out of a potential total of 69 points). These sites are small brownfield sites well within the built-up area. The fourth site (D1) scored 54 points and is considered suitable for allocation. These sites add up to 25 dwellings. (Update: the housing capacity of site D1 has been reduced from 18 to 10 dwellings, to facilitate a mixed use development; the total capacity of these four sites is thus reduced to 17 dwellings).

3.10
In line with the approach of taking into account factors other than the evaluation by points, consideration has been given to a further site, which has a particular justification: K1 is owned by a charity which is working with a developer to have the site developed for a significant proportion of affordable housing. The site scores poorly on the strategic criteria (4 points), being greenfield and at some distance from the village facilities. Given that sites for affordable housing often have to be in cheaper, off-centre locations and given the purpose of the developer, it is considered a site to be supported for allocation, subject to conditions. The potential capacity is about 30 dwellings, making a total of 55 dwellings with the four sites previously identified. (Update: the running total following the change to site D1 is 47 dwellings).

3.11
Three further sites come into play if the threshold on the strategic assessment is lowered to 6 points, but in two cases (H8 and C3) the owner has not supported the allocation of the site. The third site (C1) is a small part of the proposed Station Road development, where an appeal is pending, and the owner is unwilling to consider a scale and nature of development that might be acceptable in the Plan (see former Policy H9).(Update: permission has been granted on appeal for 150 dwellings on the larger site). Finally, in the quest for housing capacity within the parish the NPSG looked at sites that would maintain and reinforce the linear character of Long Melford. One site, F1 on the east side of Rodbridge Hill, has been considered suitable for allocation. This site, subject to detailed layout, could accommodate some 30 dwellings, which would make the total capacity of the sites to be allocated 85. (Update: the running total following the change to site D1 is 77 dwellings).

APPENDIX 4

PARKING SURVEY: BACKGROUND AND RESULTS

SURVEY BACKGROUND

4.1
Parking problems were highlighted as one of the major concerns of residents and it was agreed that a working group be set up to investigate and report on the current situation regarding parking places and parking habits.

4.2
October 2017, a meeting was held between members of the working group, Babergh District Council (BDC) and Suffolk County Council (SCC) Highways. The aim of the meeting was to define the scope of Long Melford's traffic and parking issues, to determine which aspects should form part of the Plan and to put forward initial ideas about possible Policies and Community Objectives, along with the evidence needed to support them.

http://www.longmelfordnp.co.uk/wp-content/uploads/2019/01/traffic-gp-October-2017.pdf

4.3
February 2018, an Open Day was set up to attract volunteers to join the different working groups that would help to produce the Plan. Following on from the October 2017 meeting, the possible Policies and Community Objectives, and the evidence needed to support them were discussed as part of the Open Day. Volunteers were duly signed up to the Traffic & Parking Group where projects would be discussed.

http://www.longmelfordnp.co.uk/wp-content/uploads/2019/01/traffic-gp-Feb-18.pdf

4.4
March 2018, the first Traffic & Parking working group volunteer meeting was held. Twenty-six volunteers attended the meeting to discuss and decide on projects to be carried out by the group.

http://www.longmelfordnp.co.uk/wp-content/uploads/2019/01/TP-05-03-18-Minutes-no-volunteer-names.pdf

4.5
April 2018, a Parking Survey volunteer instruction meeting was held. Volunteers were instructed on the survey procedure, how to complete the forms and the areas of the village they were to monitor. Each area was to be monitored three times a day over three separate days in one week. Monitoring included estimating the total number of parking spaces available and identifying vehicles parked and their duration. They were also to identify badly parked vehicles and those obstructing the pavements.

http://www.longmelfordnp.co.uk/wp-content/uploads/2019/01/Parking-Zone-Maps-V2.pdf

http://www.longmelfordnp.co.uk/wp-content/uploads/2019/01/Survey-Forms.pdf

4.6
June 2018, a further volunteer working group meeting was held. Nineteen attended this meeting where the Parking Survey results were presented. Recommendations for Policies and Community Objectives were then discussed for potential inclusion in the draft Plan. These were subsequently presented to the Neighbourhood Plan Steering Group. (NPSG).

http://www.longmelfordnp.co.uk/wp-content/uploads/2019/01/traffic-gp-meeting-June-2018.pdf

APPENDIX 4 CONTINUED...

SURVEY RESULTS

Data Collection

4.7

Volunteers were asked to complete three surveys of parking, to include two mid-week and one on a Saturday. For each survey, parking and (estimated) free space figures were recorded at three times of the day:

- Morning – 10am till 11am,
- Afternoon – 2pm till 3pm, and
- Evening – 6pm to 7pm.

4.8

Volunteers were asked to identify "Repeat vehicles" – those parked in the same location at different times. Volunteers also recorded instances of problem parking, and the use of disabled spaces.

4.9

For collection purposes, each side (East and West) of Hall Street and Little St. Marys was divided into five zones, broadly:

- Zone A: The Bull Hotel to the Crown Hotel
- Zone B: The Crown Hotel to the Co-op
- Zone C: The Co-op to the George and Dragon
- Zone D: Melford Court to the Saddlery
- Zone E: The Saddlery to Chapel Green

Parking at the village hall (Zone F) and Old School (Zone G) was also recorded.

4.10

The data was cleaned and adjusted to reflect errors or omissions in the original data collection and is set out in Table 1 below. Note that, due to volunteer availability, for each survey some data was collected on different days (highlighted in yellow).

					Morning		Afternoon		Evening		Repeat Vehicles			
Zone	Side of Street	Section	Date	Day of Week	Parked	Free	Parked	Free	Parked	Free	M & A	M & E	A & E	M & A & E
A Total	East		16/04/2018	Monday	35	16	40	10	41	12	11	0	2	9
B Total	East		16/04/2018	Monday	26	4	26	3	18	11	10	0	0	11
C Total	East		16/04/2018	Monday	23	13	19	17	20	17	8	1	2	6
D Total	East		16/04/2018	Monday	37	16	30	23	26	27	12	0	0	7
E Total	East		16/04/2018	Monday	11	23	20	14	18	16	2	1	3	5
A Total	West		17/04/2018	Tuesday	35	3	35	5	12	28	16	0	0	2
B Total	West		16/04/2018	Monday	27	14	27	14	20	21	6	2	1	3
C Total	West		16/04/2018	Monday	11	27	18	20	15	23	2	0	2	5
D Total	West		16/04/2018	Monday	26	9	19	10	28	7	6	1	0	8
E Total	West		09/04/2018	Monday	19	12	13	18	15	16	5	0	1	6
F Total	North		16/04/2018	Monday	6	44	8	42	12	38	1	0	0	3
G Total	North		23/04/2018	Monday	10	61	26	45	16	55	1	0	2	0
Grand total					266	242	281	221	241	271	80	5	13	65
A Total	East		26/04/2018	Thursday	34	17	48	7	40	10	14	0	7	2
B Total	East		26/04/2018	Thursday	26	8	30	2	23	8	5	0	2	7
C Total	East		19/04/2018	Thursday	25	11	20	15	12	24	9	1	1	5
D Total	East		19/04/2018	Thursday	30	23	28	25	22	31	12	0	0	7
E Total	East		19/04/2018	Thursday	13	21	16	18	19	15	2	2	2	5
A Total	West		19/04/2018	Thursday	34	9	38	4	25	16	11	0	0	8
B Total	West		19/04/2018	Thursday	34	9	38	9	27	15	15	1	3	7
C Total	West		19/04/2018	Thursday	19	19	19	19	15	23	7	0	0	6
D Total	West		19/04/2018	Thursday	27	7	24	10	22	14	3	1	3	5
E Total	West		12/04/2018	Thursday	16	10	16	14	14	15	1	0	0	7
F Total	North		19/04/2018	Thursday	14	36	9	41	5	45	1	1	1	1
G Total	North		25/04/2018	Wednesday	16	55	14	57	25	46	2	0	0	1
Grand total					288	225	300	221	249	262	82	6	19	61
A Total	East		14/04/2018	Saturday	48	4	54	0	41	14	16	1	3	8
B Total	East		14/04/2018	Saturday	31	1	31	1	22	7	10	0	1	7
C Total	East		21/04/2018	Saturday	22	16	27	9	18	18	5	0	2	6
D Total	East		21/04/2018	Saturday	27	29	33	23	20	36	4	1	1	9
E Total	East		21/04/2018	Saturday	18	16	25	9	15	19	2	1	3	9
A Total	West		21/04/2018	Saturday	31	9	34	6	19	20	9	0	3	8
B Total	West		21/04/2018	Saturday	39	9	43	5	23	20	13	1	0	6
C Total	West		21/04/2018	Saturday	23	15	21	17	17	21	7	0	0	8
D Total	West		21/04/2018	Saturday	24	10	28	3	22	10	4	2	5	8
E Total	West		14/04/2018	Saturday	22	9	19	12	17	14	3	1	2	9
F Total	North		21/04/2018	Saturday	10	40	16	34	3	47	0	0	1	0
G Total	North		28/04/2018	Saturday	77	0	70	1	5	66	7	0	0	0
Grand total					372	158	401	120	222	292	80	7	21	78

Table 1: Survey Data

Total Capacity	Survey/T								
	1			2			3		
Side/Zone	Morning	Afternoon	Evening	Morning	Afternoon	Evening	Morning	Afternoon	Evening
East	204	202	206	208	209	204	212	212	210
A	51	50	53	51	55	50	52	54	55
B	30	29	29	34	32	31	32	32	29
C	36	36	37	36	35	36	38	36	36
D	53	53	53	53	53	53	56	56	56
E	34	34	34	34	34	34	34	34	34
West	183	179	185	184	191	186	191	188	183
A	38	40	40	43	42	41	40	40	39
B	41	41	41	43	47	42	48	48	43
C	38	38	38	38	38	38	38	38	38
D	35	29	35	34	34	36	34	31	32
E	31	31	31	26	30	29	31	31	31
North	121	121	121	121	121	121	127	121	121
F	50	50	50	50	50	50	50	50	50
G	71	71	71	71	71	71	77	71	71
Grand Total	508	502	512	513	521	511	530	521	514

Table 1: Total Capacity

OVERALL CAPACITY

4.11

The number of parked vehicles and the estimated number of free spaces together give an indication of the total capacity. Due to difficulty in estimating free spaces, and the variable density of parking, the observed capacity ranged from 502 to 530 (381 to 409 excluding the village hall and Old School), as set out in Table 2 below. The variation in this number also suggests that parking is somewhat disorderly. The average capacity was 515, of which 121 are at the Village Hall and Old School, and 394 are in Hall Street and Little St. Mary's.

FREE SPACES

4.12

The number of free spaces (averaged over the three surveys) by zone and time of day is given in Chart 1 below (Chart 2 shows the same data, but by categorised first by time of day, then zone). Zones F and G (the village hall and Old School car park) have been excluded. The points to note are:

- All zones were observed to have free spaces, at all times of the day, for all three surveys.
- Zones A and B (The Bull Hotel to The Crown Hotel, and the Crown Hotel to the Co-op) generally have the fewest free spaces.
- There are fewer spaces in the afternoon than either morning or evening.

APPENDIX 4 CONTINUED...

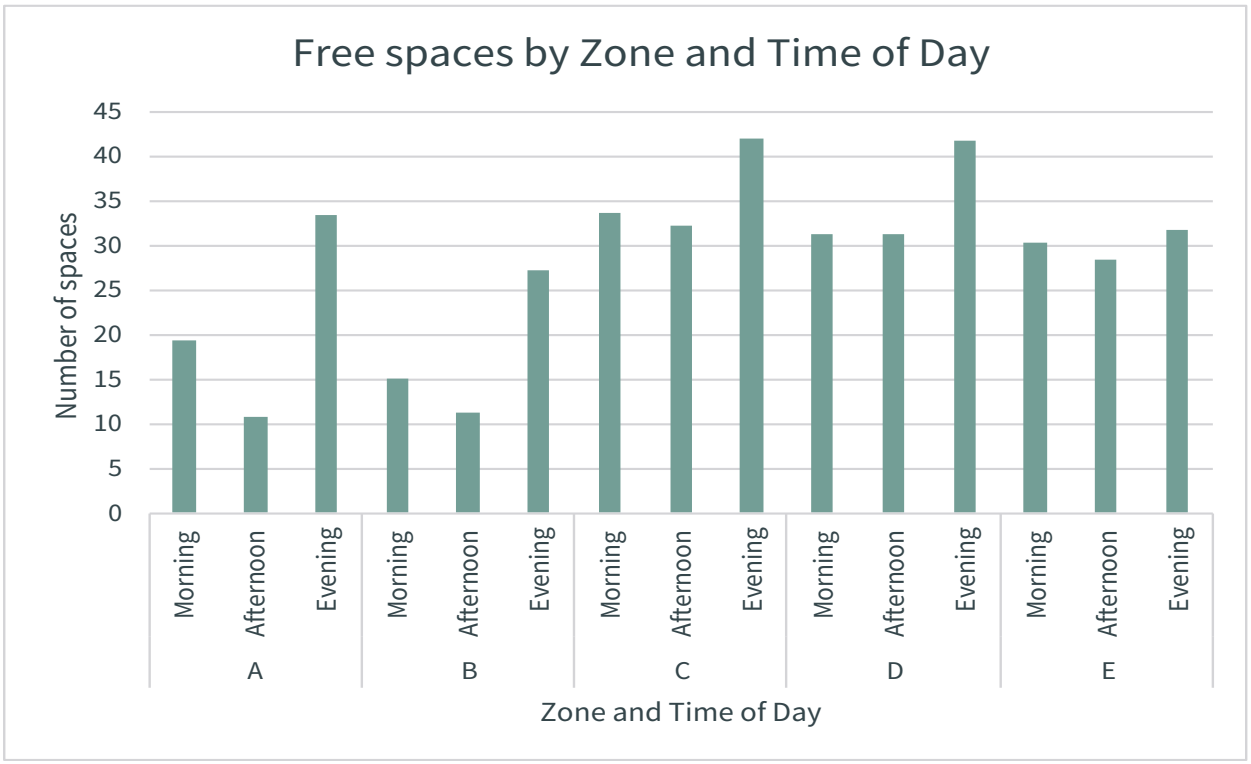

Chart 1

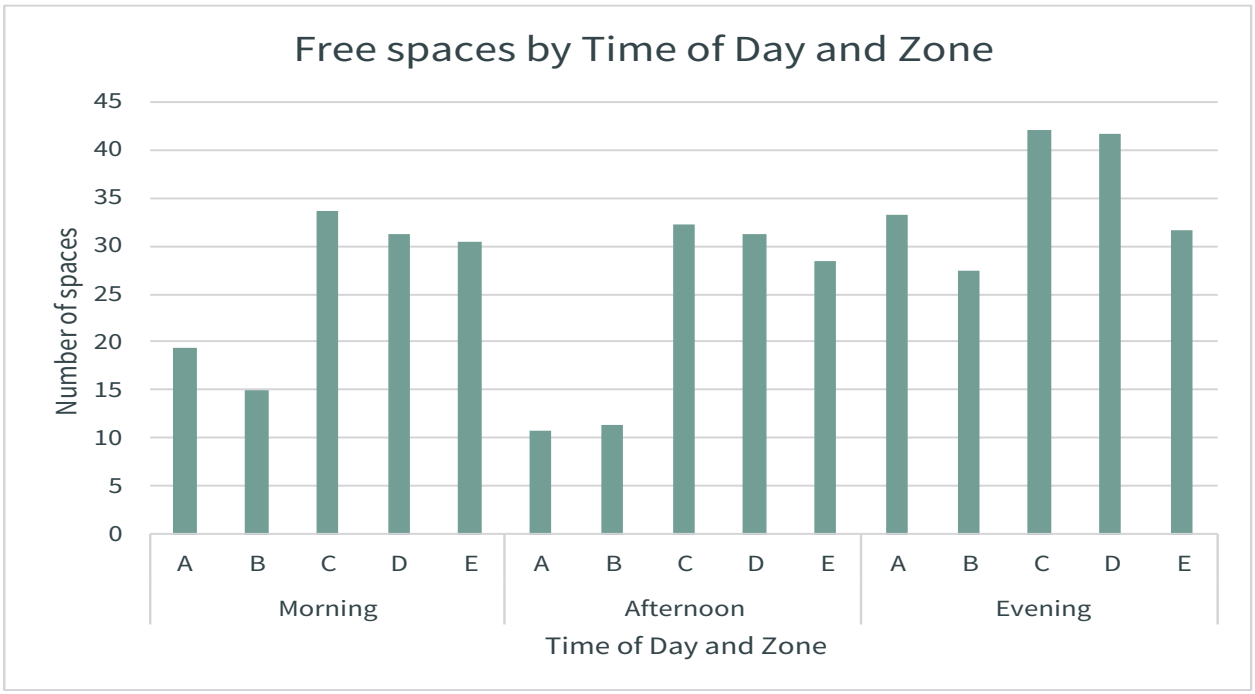

Chart 2

WEEKDAY COMPARED TO WEEKEND PARKING

4.13

Chart 3 below shows the number of free spaces by time of day (average over the two weekday surveys compared with the Saturday survey). In Chart 4 this data is broken down by zone.

4.14

Points to note:

- In the morning and evening, the number of free spaces is broadly similar for weekdays and Saturdays (though zone D has more spaces available on Saturday than weekdays).
- In the afternoon, there are fewer spaces available on Saturday than weekdays (in total and for each individual zone).
- Zones A and B have fewer free spaces on Saturday morning and afternoon than the corresponding times on weekdays.

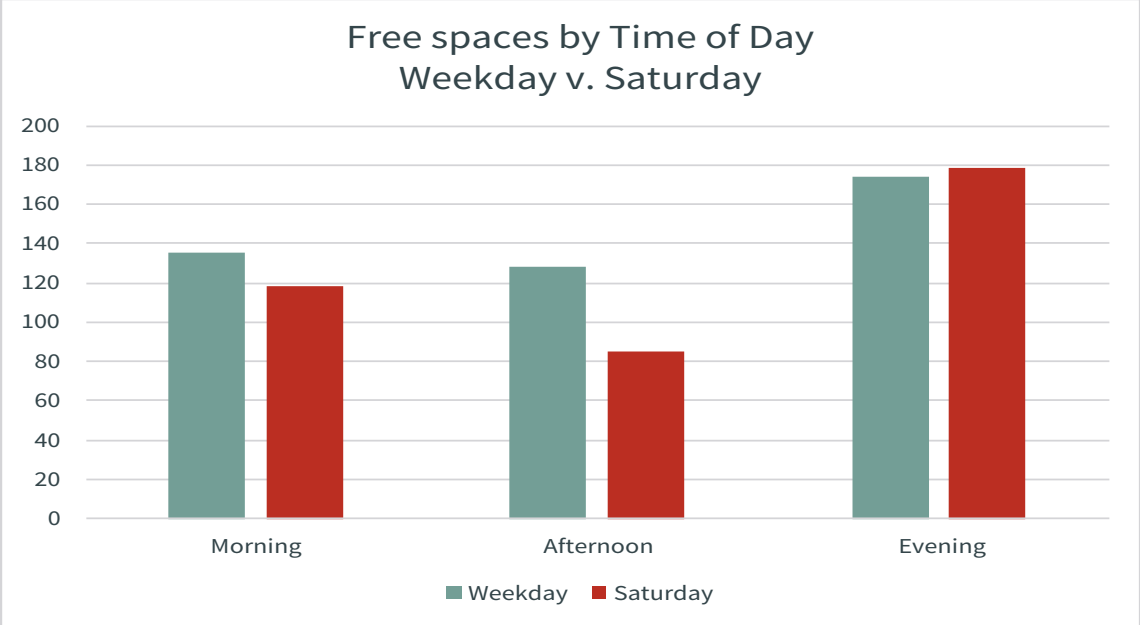

Chart 3

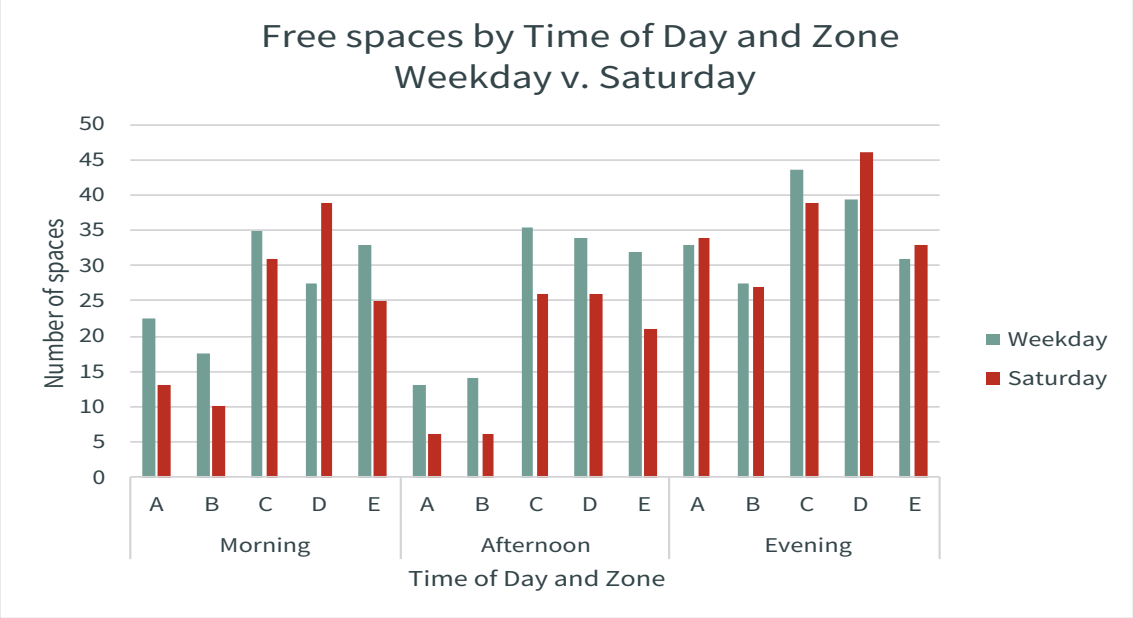

Chart 4

APPENDIX 4 CONTINUED...

OCCUPANCY

4.15
Comparing absolute numbers of free spaces for different zones does not take into account the different capacity of the zones. Chart 5 below shows an alternative measure, Occupancy, i.e. the number of parked cars as a proportion of the capacity for each zone and time of day.

4.16
Points to note:

- Even at its peak, occupancy is below 90% .
- Occupancy is higher in the afternoons than the mornings or evenings, except in zone D where it is marginally higher in the morning.

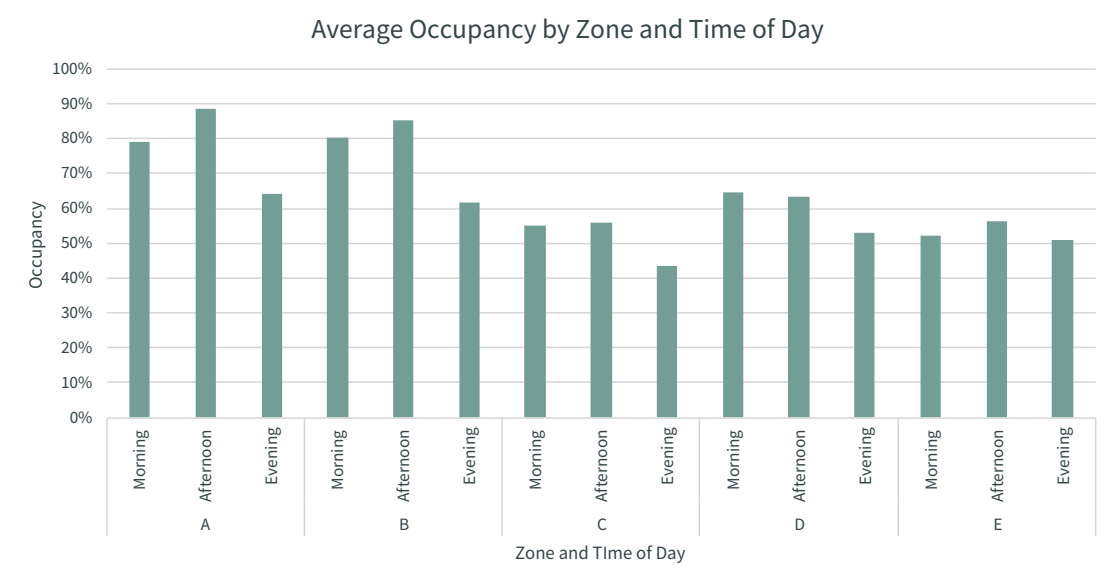

Chart 5

REPEAT PARKING

4.17
Charts 6 and 7 below show the number of vehicles parked, averaged over the three surveys, categorised according to whether each vehicle was parked:

- All day (morning and afternoon) and evening.
- Morning and afternoon, but not evening.
- Afternoon and evening.
- Morning and evening, but not afternoon.
- Short-stay (only morning, or afternoon, or evening).

4.18
The first (Chart 6) shows absolute numbers of vehicles, whereas the second (Chart 7) shows the relative proportions. Points to note:

- Over 50% of cars parked in the morning and afternoon are parked for both morning and afternoon.
- Only 50% of spaces are therefore available for the short-stay parking

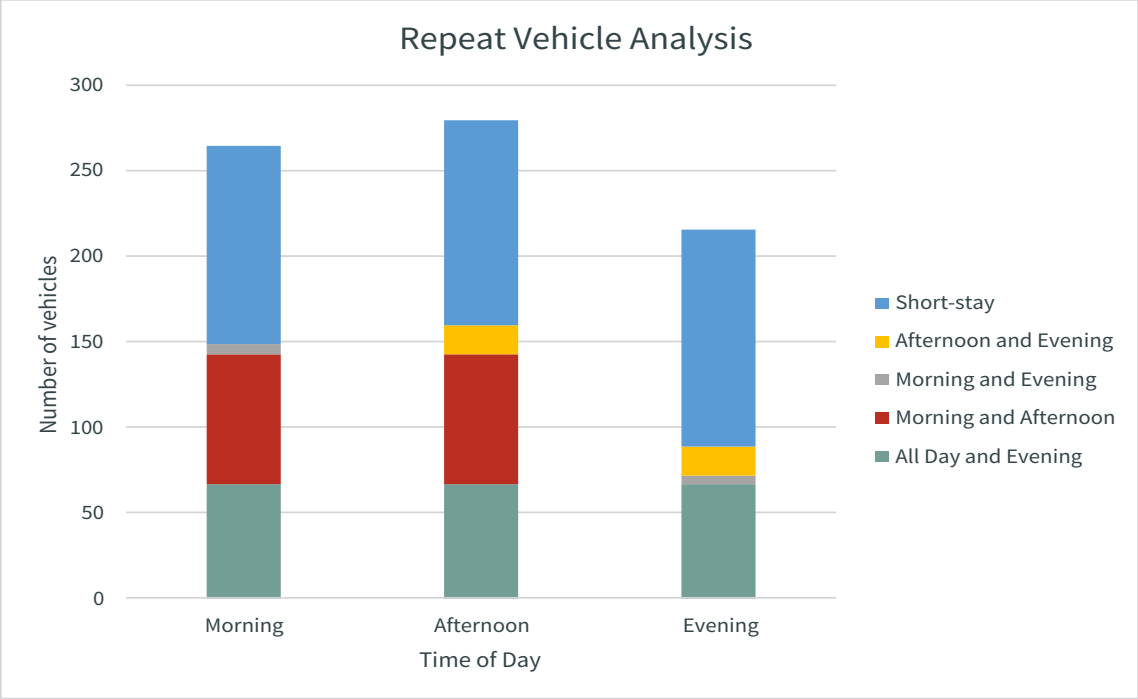

Chart 6

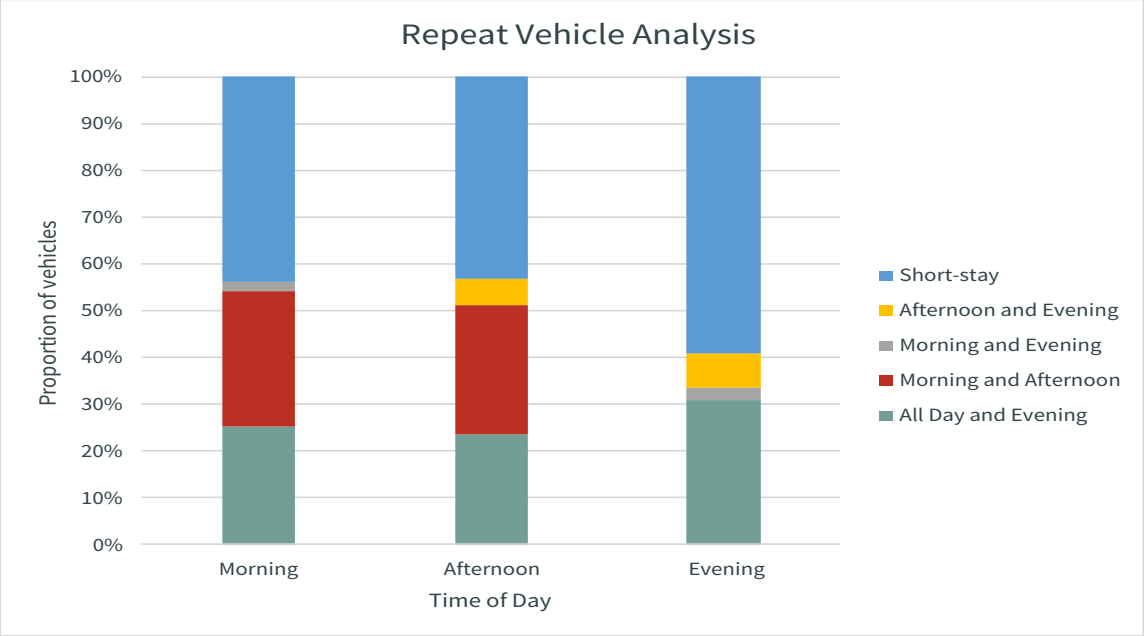

Chart 7

4.19

There are seven disabled spaces in Hall Street / Little St. Mary's. Chart 8 below shows the proportion of those spaces in use for each survey / time of day.

4.20

Point to note:

- The disabled parking bays were not all occupied on any survey or time of day. This suggests the volume of disabled parking bays is appropriate.

APPENDIX 4 CONTINUED...

DISABLED PARKING

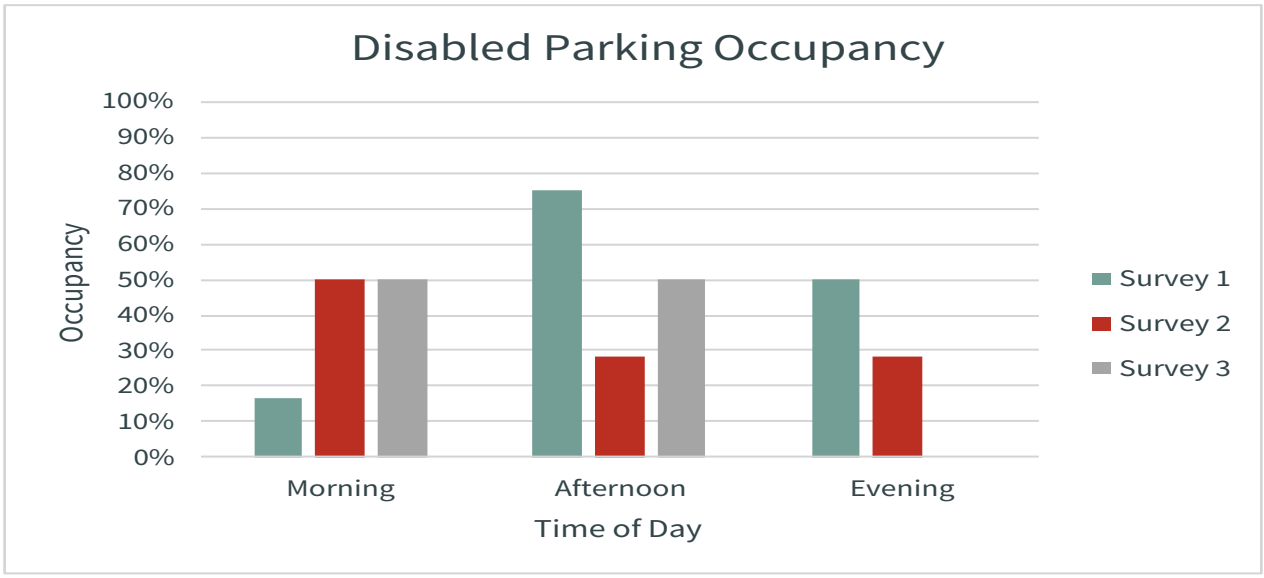

Chart 8

4.21
Vehicles parked in disabled bays should display a Blue Badge. Chart 9 below shows the proportion of vehicles which were observed to be displaying a Blue Badge.

4.22
Points to note:

- In the morning, Blue Badges were in use by all vehicles parked in a disabled bay on all the surveys.
- In the afternoon and evening, fewer vehicles were displaying a Blue Badge, suggesting greater abuse of the disabled spaces at these times.

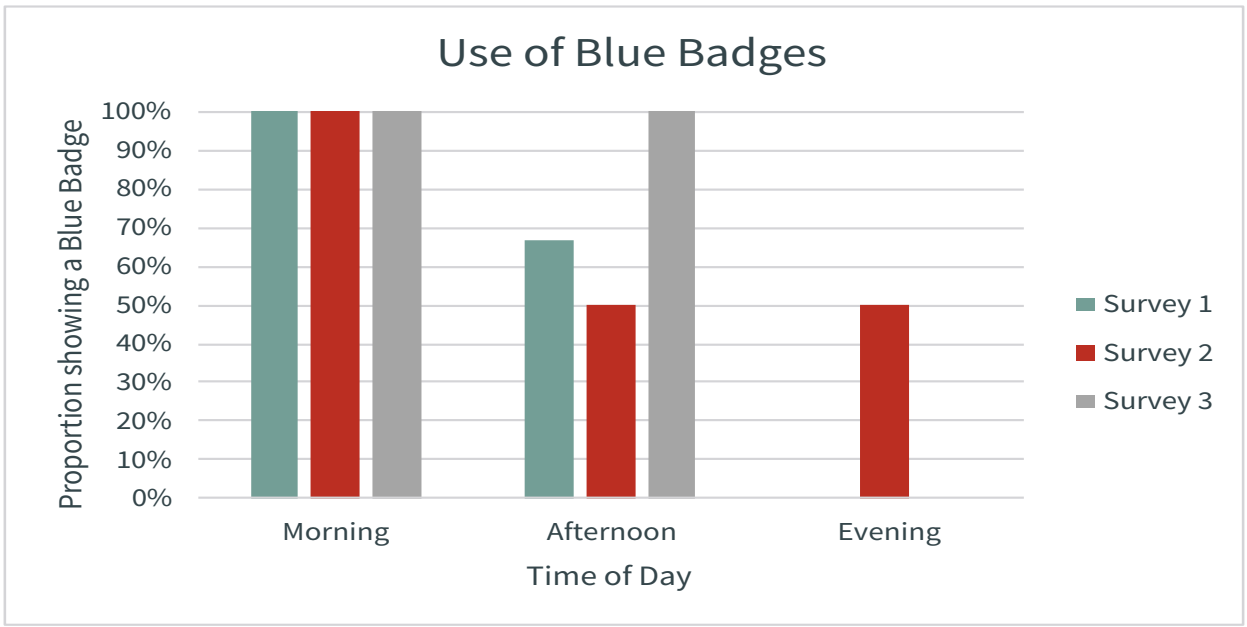

Chart 9

PROBLEM PARKING

4.23
Volunteers were asked to record any instance of problem parking, categorised as follows:

- Wheels on pavement – thereby reducing the width of the pavement and potentially inhibiting pedestrian movement.
- Over-hanging the pavement – likewise reducing the width of the pavement.
- Double-parked – potentially blocking parked cars and/or obstructing the road.
- Straddling two spaces – so reducing the number of parking spaces available.
- Obstructing Road – causing vehicles to either stop or slow down to pass oncoming vehicles and/or to pass between the parked car and traffic islands.
- Obstructing Access – potentially blocking a resident's (or business') access to or from their property.

4.24
The number of such incidents as a proportion of the total number of parked cars, is given in Chart 10 below. This is further broken down by zone and side of road in Charts 11 and 12.

4.25
Points to note:

- In aggregate, over 11% of parked vehicles exhibited one of the parking problems set out above.
- The key issue is parking with wheels on the pavement in zone E (from the Saddlery to Chapel Green). This is a well-known problem, as the road narrows at this point.
- Even setting this problem to one side, zone E is disproportionately affected by other parking problems.
- All zones have some problem parking, which suggests that additional measures are required to improve parking behaviour.

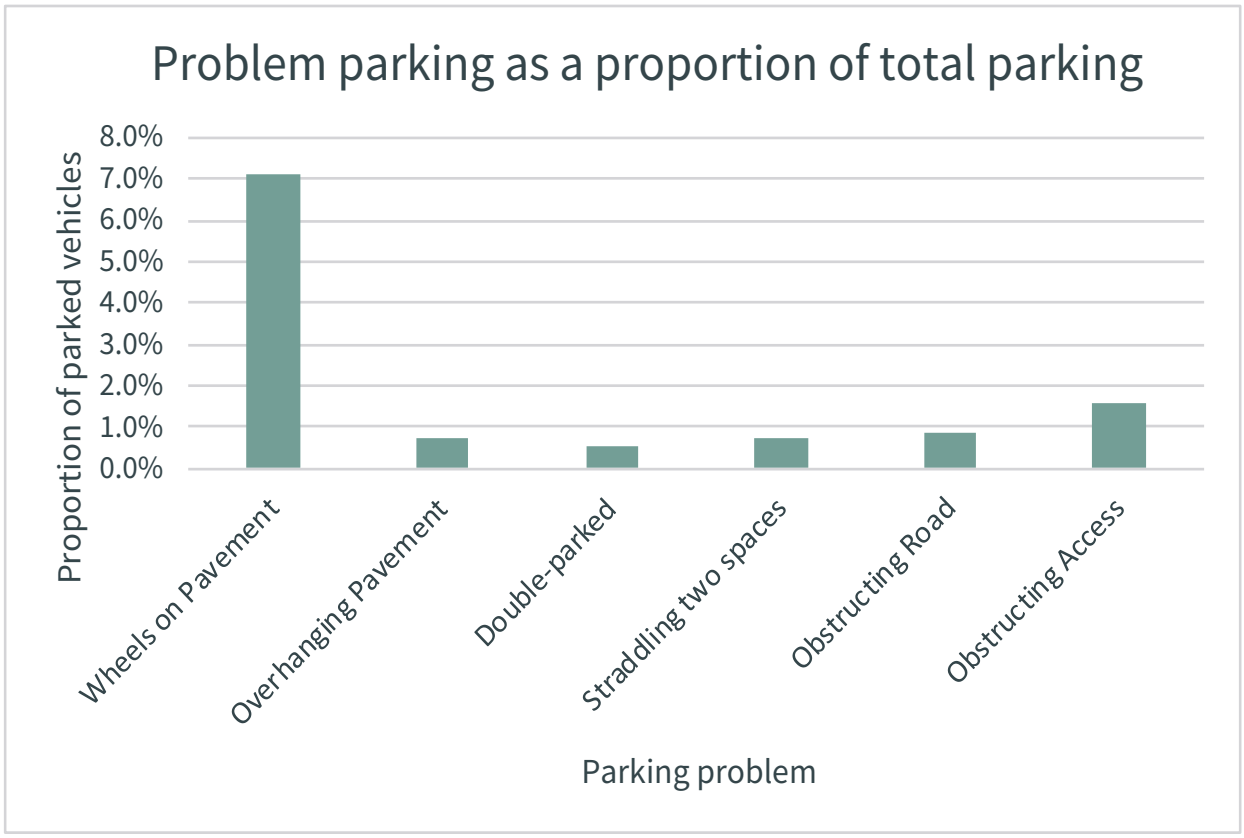

Chart 10

APPENDIX 4 CONTINUED...

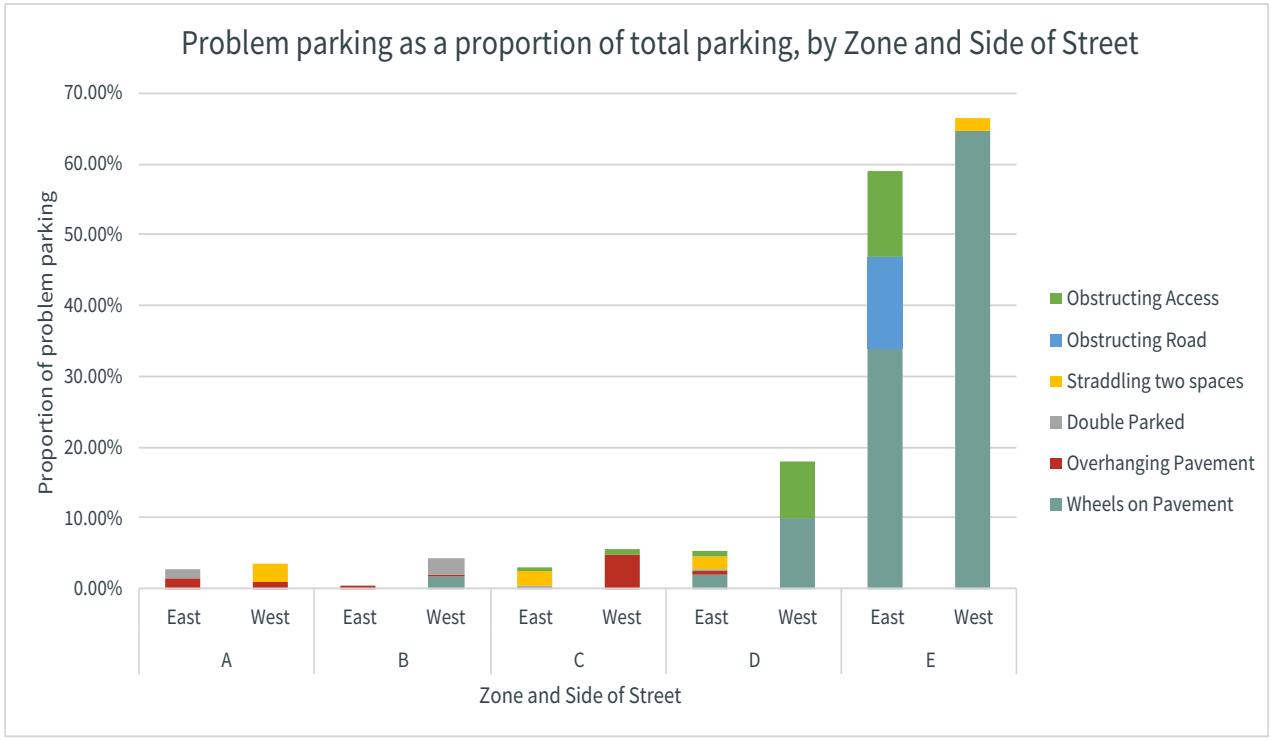

Chart 11

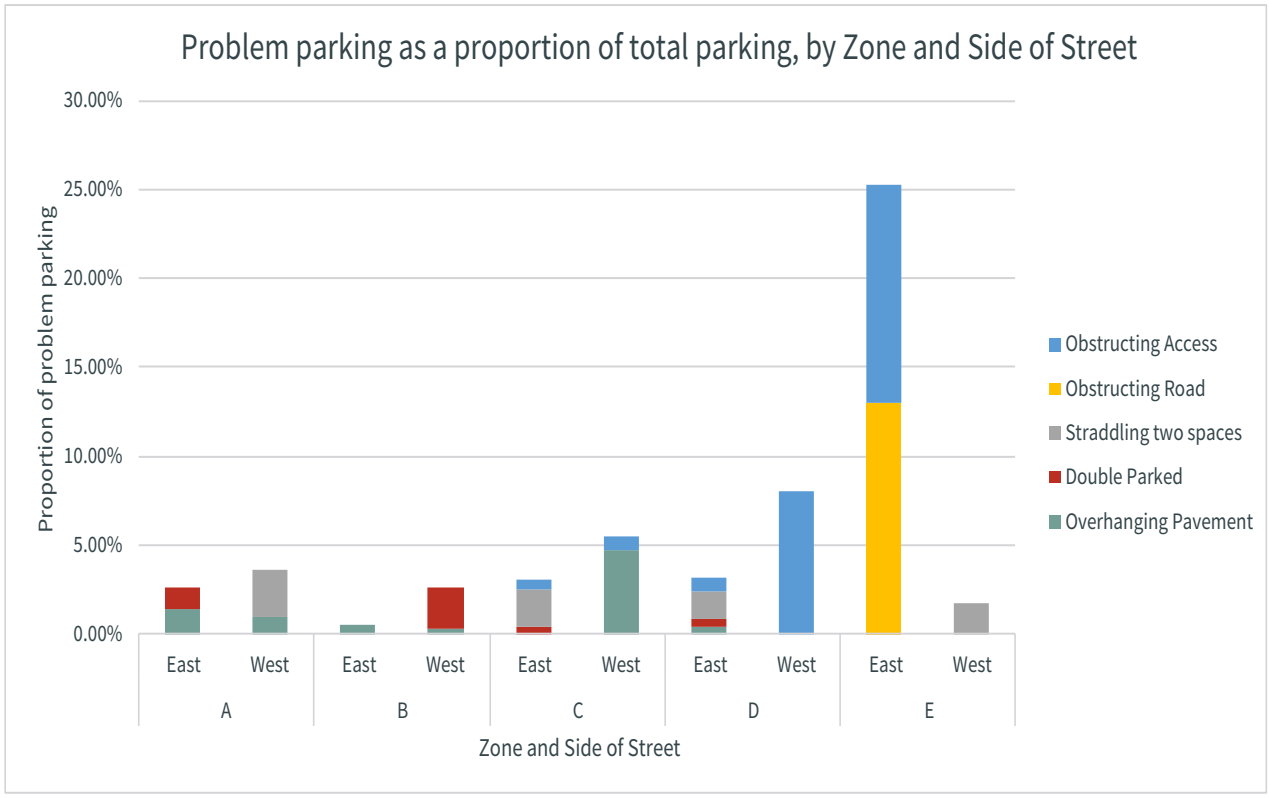

Chart 12

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APPENDIX 5

TRAFFIC AND PARKING GROUP REPORT 2020

INTRODUCTION

5.1
The draft Neighbourhood Plan includes a number of specific planning policies but also proposes a number of Community Objectives to address particular issues facing the village. The Neighbourhood Plan Steering Group (NPSG) requested a small Subgroup be formed to investigate and formulate proposals to address two of these Community Objectives, considering the period up to year 2037:

COMMUNITY OBJECTIVE LMCO 1: TRAFFIC & PARKING INITIATIVES

A reduction in the impact of traffic in terms of speed, volume, congestion and pollution, improved village centre parking, easier accessibility to public transport, better and safer movement by bicycle and on foot and better signage

COMMUNITY OBJECTIVE LMCO 2: CHARGING POINTS IN PUBLIC PLACES

Developing electric vehicle charging points for public car parks and dedicated on-street parking bays within the village.

WORK UNDERTAKEN

5.2

The Subgroup comprised Ian Bartlett, Phil Buck, John Dunlea and Graham Eade, who acted as Chair and the contact point for the NPSG. The subgroup met on several occasions including a walk through the village centre to assess first-hand the problems and issues identified above. A number of distinct issues were identified (documented herein as Recommendations), and potential solutions were assessed. In order to assess the flows of traffic through the village, a count of vehicle movements was undertaken at three separate locations on various days and times. A count of vehicles parked in Little St Mary's and Hall Street was undertaken during the first Covid-19 lockdown in April 2020, when few if any commercial or visitor vehicles were present, in order to determine the number of parking spaces typically used by residents.

5.3

The subgroup also obtained and reviewed numerous documents and other sources of information relevant to the long-term planning of village transport, traffic and parking, including:

- Road traffic survey data
- Long Melford Neighbourhood Plan questionnaire results
- Suffolk County Council Policy for 20mph speed limits
- Parking survey data prepared for the Neighbourhood Plan
- Department for Transport Manual for Streets
- Hamilton Baillie Associates' Traffic in Villages – A toolkit for communities
- House of Commons Transport Committee report on Pavement Parking
- Department for Transport Road Traffic Forecasts 2018
- Department for Transport Local Transport Note 1/07 - Traffic Calming
- The crashmap.co.uk website
- Active Travel in Sudbury, a report by a local cycling campaigner

5.4

The subgroup subsequently met with Suffolk County Council's Community Liaison Engineer Matthew Fox to discuss the issues and potential solutions.

RECOMMENDATIONS?

5.5

The Subgroup's recommendations are as follows:

Recommendation 1: Commission traffic surveys by Suffolk Highways to establish current volumes and speeds of traffic.

APPENDIX 5 CONTINUED...

Recommendation 2: Introduce a 20mph speed limit through the village centre.

Recommendation 3: Purchase additional vehicle-activated signs and deploy them on the approach roads to the village centre on a rotation basis.

Recommendation 4: Build out the pavement at key points in Little St. Mary's and Hall Street in order to provide narrower crossings for pedestrians and/or to provide space for social areas.

Recommendation 5: Install additional street furniture (planters and/or signage) at the entrances to the village centre in order to increase the sense of entering a residential and commercial community area.

Recommendation 6: Complete the resurfacing of the Old School Car Park

Recommendation 7: Install official sign for the Village Hall Car Park.

Recommendation 8: Adopt a policy to ensure no net loss of parking spaces for the village centre.

Recommendation 9: Provide additional marking of parking bays in order to improve parking behaviours and density.

Recommendation 10: Provide visual or physical barriers to prevent parked vehicles from encroaching onto the pavement.

Recommendation 11: For Little St. Mary's conduct targeted consultation with residents and businesses regarding solutions to avoid pavement parking, given the government-proposed ban.

Recommendation 12: Provide dedicated parking bays on the east side of Southgate Street, to avoid unsightly parking on the grass verge.

Recommendation 13: If this proves successful, consider a similar arrangement for the Roman Way green.

Recommendation 14: Complete the installation of a pedestrian refuge island near Budgens

Recommendation 15: Re-landscape the grass bank near the Co-op to provide an endpoint for pedestrians crossing using the Pedestrian Refuge Island.

Recommendation 16: Broaden the pavement on the east side of Hall Street (hence shortening the parking spaces which are currently very long), from the Bull Hotel to Chestnut Terrace, using movable street furniture (e.g. planters) to mark the revised edge of the pedestrian area.

Recommendation 17: Complete the installation of EV charging points at the two village car parks.

Recommendation 18: Investigate potential locations in Hall Street and Little St Mary's for on-street EV charging points and identify costs for different types of charging unit.

5.6

Although some of these recommendations are already being pursued by the Parish Council and others, they are included here for completeness. Full details of the issues and recommendations are provided below.

SETTING THE SCENE

5.7

The main route through Long Melford village centre is the B1064, which begins at the roundabout junction of the A131 and A134 to the south and ends at the forked junction with the A1092 on the Green. A 7.5-ton weight limit applies to limit heavy traffic through the village, and the A134 bypass takes a large proportion of the traffic (of all types) between Sudbury and Bury St Edmunds. Nevertheless, the B1064 still carries high volumes of traffic at peak times1[1], with motorists driving between Sudbury and the villages to the west (e.g. Glemsford, Cavendish, Clare and Haverhill) along the A1092.

5.8

Although the Subgroup was invited to focus on the village centre, it is worthwhile to describe the primary routes by which it is approached:

1 A road traffic survey over seven days in March 2017 recorded average daily volumes of 6,495 vehicles northbound and 6,373 south bound.

SOUTHERN APPROACH

5.9
The southernmost section of the B1064 begins in open fields and is bordered by only a handful of properties. There is a 40mph speed limit which reduces to 30mph shortly before the crossroads with Borley Road and Mills Lane. Northbound, an illuminated warning sign alerts drivers to the dangers of that junction2[2]. Nevertheless, residents report a tendency for speeding in this area, both from northbound cars failing to slow to the new limit and southbound cars speeding up due to the downhill incline of the road and the prospect of the increased limit3[3].

5.10
The following section, comprising Rodbridge Hill and Station Road, is increasingly built-up, with some residential properties directly bordering the B1064 and a number of side-turnings leading to small residential estates. On-street parking in Station Road reduces the effective width of the carriageway4[4], causing drivers to proceed more cautiously when traffic is flowing in both directions, but the downward slope and good sight lines encourage greater speeds when there is no oncoming traffic5[5].

5.11
Southgate Street, the final section of the southern approach to the village centre, is bordered by a row of cottages and a working farm to the west, and the large Roman Way residential estate to the east. This is set back from the road by large green areas either side of the Roman Way junction. The green to the south has a low hedge dividing it from a strip of grass adjacent to the road which is used as additional parking by residents of the Southgate Street cottages.

EASTERN APPROACH

5.12
The primary route into the village centre from the east is Bull Lane. After the intersection with the A134 bypass, which is itself a notoriously dangerous junction6[6], a 30mph speed limit is introduced. The road is bordered by farmland to the north and a recently developed housing estate to the south. Residents report a tendency for speeding7[7], despite rumble strips and a mini-roundabout at the junction with Sampson Drive. The following section runs through extensive housing, with the Old Court cul-de-sacs to the north, and the Shaw Road and Cordell Road estates to the south, to which Bull Lane provides the sole means of vehicular access. From the junction with Cordell Road to the T-junction with the B1064 (Hall Street), the carriageway narrows as it passes between the Bull Hotel to the south and Church House to the north. Traffic often slows at this point as two-way traffic is possible only for the narrowest of vehicles, resulting in a build-up of traffic past the Cordell Road junction to one side and into Hall Street to the other. Where the carriageway narrows, is also marked for pedestrian use

5.13
The junction with Hall Street is further complicated by the service road for the houses on the Little Green, and the staggered junction with Chemist Lane opposite.

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2 Crashmap.co.uk indicates 18 incidents, including 3 serious incidents, from 1999-2019 of which 6 incidents (2 serious) were from 2015-2019.

3 The same road traffic survey recorded 50% of northbound vehicles, and 86% of southbound vehicles, exceeding the speed limit by more than 5mph.

4 Crashmap.co.uk indicates 15 incidents along this stretch, including 1 fatal incident, from 1999-2019.

5 A road traffic survey over 7 days in July 2016 recorded 18% of northbound vehicles and 15% of southbound vehicles exceeding the speed limit by more than 5mph.

6 Crashmap.co.uk indicates 24 incidents, including 6 serious incidents and 2 fatal incidents, from 1999-2019.

7 A road traffic survey over 7 days in March 2016, close to the junction with Cordell Road, recorded 5% of eastbound and 3% of west bound vehicles exceeding the speed limit by more than 5mph.

APPENDIX 5 CONTINUED...

NORTHERN APPROACH

5.14
Vehicles coming south on the A134 are directed to the village centre via the A1092. A 30mph speed limit is introduced shortly after joining the A1092. The road is bordered by a number of houses on both sides. Shortly after the Harefield side-turning, which leads to a small residential estate, there is a public house and garden centre to the east and the entrance to Kentwell Hall Tudor mansion to the west. At the Green, where the route of the A1092 continues west, the road layout in fact draws traffic south. The wide expanse of the Green, and the downward incline of the road, encourages speeding as the road continues past Melford Hall, over the Chad Brook at Hall Mill Bridge, to the junction with Bull Lane which marks the beginning of the village centre. Residents report vehicles speeding up as they exit the village centre and failing to slow as they approach it.

WESTERN APPROACH

5.15
The A1092 brings traffic from Glemsford, Cavendish, Clare and Haverhill. Initially bordered on both sides by residential properties, the road forks as it enters the Green; the A1092 follows the left-hand fork to turn north to the junction with the A134, though the road layout gives priority to traffic turning south towards the village centre. Additional turnings at this junction, Church Walk to the north and the access road for houses on the Green, create a complex junction, particularly for pedestrians walking between the village centre and the church[8]. As the road crosses the Green it ends at a T-junction with the B1064, where the acute angle of the junction and poor sight lines result in frequent collisions[9].

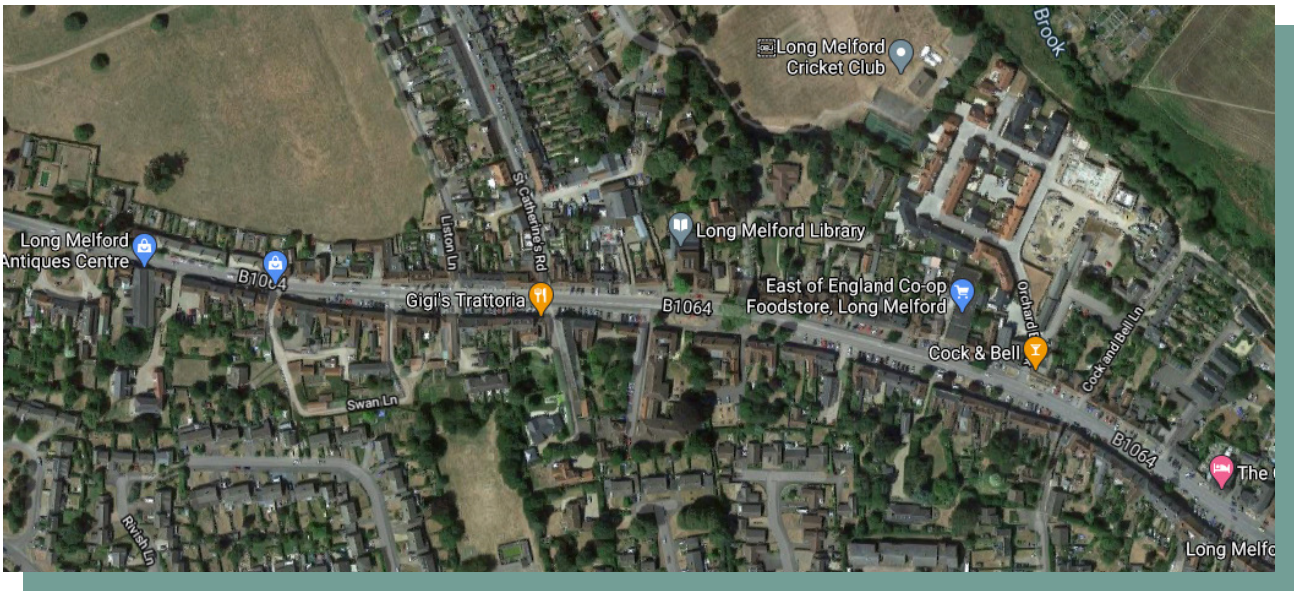
VILLAGE CENTRE

2.16
The stretch of the B1064 comprising Little St Mary's and Hall Street is a mix of residential homes and independently owned shops and services that support local residents and surrounding hinterland villages. Tourism has an influence on traffic numbers with large numbers of people visiting the two historical homes and imposing church at the top of the Green. The wide range of shops, restaurants and hotels in Tudor wood-framed buildings add to the attraction of the village and to parking pressures for visitors and residents alike.

5.17
Although there is extensive provision for parking along both sides of Little St Mary's and Hall Street, demand for spaces is high. Cars, vans and in some cases, lorries park on or across pavements, sometimes in a disorderly fashion, forcing pedestrians, disability scooters and people with pushchairs and young children to pass in the road particularly at the southern end. Issues with traffic, parking and pedestrian safety[10] detract from the visitor experience in the village centre and are likely to have a negative impact on visitor numbers and the local economy.

5.18
Little St Mary's is a 2-way road bordered by a mix of small to mid-sized terraced cottages. Most are residential in use but there are several businesses including shops, a beauty salon, a funeral director, a veterinary surgery and two café/restaurants (both currently empty). Car parking is of concern, particularly in the narrow southernmost stretch, where most vehicles (on both sides) are habitually parked on the pavement to avoid damage from passing traffic. This in turn causes severe problems for pedestrians (particularly those on mobility vehicles or with pushchairs or wheeled shopping baskets) who cannot pass safely along the pavement and have to walk into the road on occasions. The reduced effective width of the carriageway does,

8 Crashmap.co.uk indicates 6 incidents, including 1 serious incident, from 1999-2019 of which 2 incidents were from 2015-2019.
9 Crashmap.co.uk indicates 12 incidents, including 1 serious incident, from 1999-2019 of which 5 incidents were from 2015-2019.
10 Crashmap.co.uk indicates 48 incidents, including 4 serious incidents and 1 fatal incident, from 1999-2019.



however, act to reduce speeding[11].

5.19

The road soon widens with areas for parallel and angled parking. There is a pedestrian refuge island for crossing the road near the Saddlery shop, with tactile paved areas on the pavement either side to indicate where to cross. However, vehicles often park on them (on both sides of the road) causing severe problems for those crossing.

5.20

There is also the problem of vehicles being parked with the bonnet encroaching over the pavement causing pedestrian problems. Longer vehicles also extend out into the road causing cyclists and traffic to pass nearer the middle of the road. There are several small lanes, including St Catherine's Road, joining the main road where drivers exiting have to edge out into the main road to see around parked vehicles.

5.21

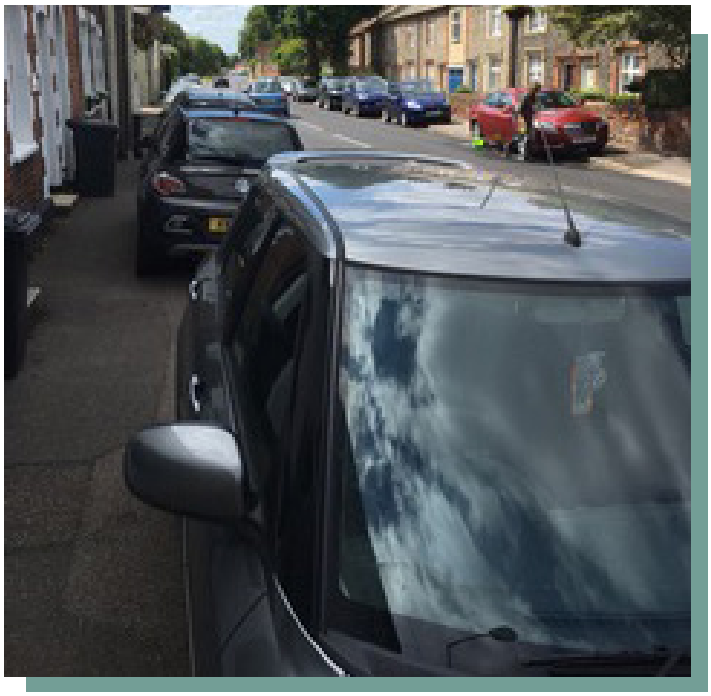
Hall Street soon widens out with grass bank areas each side of the road at various points. Cars are parked behind some of these grass areas and some residents have installed 'resident only' parking posts which are not enforceable. There is another pedestrian refuge island by the Library (though this does not appear to suffer from the same parking problem). Another pedestrian island near the Fish & Chip shop does not have marked pavement access. Again, there is a mix of angled and parallel parking through the shopping centre of Hall Street. At peak shopping times, there appears to be pressure on parking spaces with drivers searching for a space. This causes the traffic to slow down but can also lead impatient drivers to carry out abrupt, wide overtaking manoeuvres. There are two marked disabled parking bays opposite the Co-op supermarket. A new housing estate, Orchard Brook, has been built behind the Cock & Bell Public House adding to traffic movements as the only road in/out is also the service road for the pub and their car park. Cars often parallel park on Hall Street either side of this entrance creating visibility issues with passing traffic. A further two marked disabled parking bays are situated outside the Post Office and the Pharmacy.

5.22

A number of small residential lanes lead off Hall Street which again suffer from visibility issues when exiting. A pelican pedestrian crossing is situated in front of List House and is the last safe crossing point along Hall Street.

11 A road traffic survey over 7 days in March 2017 showed on average 11% of vehicles exceeding the speed limit by more than 5mph (compared to 50% northbound and 86% southbound at Rodbridge Hill).

APPENDIX 5 CONTINUED...



5.23
Parking again causes problems with pedestrians by parking over pavements. A further two marked disabled parking bays are outside of Budgens food store. The Bull Hotel is situated next to the Bull Lane junction and often holds weddings leading to an increase in parking demand. There are no safe crossing points at this end of Hall Street.

5.24
Opposite the hotel is Chemist Lane leading to several houses, Scout hut and the Village Memorial Hal, where they have recently re-surfaced and white-lined the car park of 32 spaces and two disabled spaces. These are available for public use but closed off when there is an event at the hall. Chemist Lane is opposite but slightly offset from Bull Lane. Again, parking in Hall Street can obscure vision of approaching traffic when leaving Chemist Lane. Bull Lane narrows as it passes between the Bull Hotel and Church House, with single file traffic necessary for all but small passenger vehicles. Traffic entering Bull Lane from Hall Street is consequently often required to queue briefly to allow oncoming traffic to clear. A further complication at this junction is the Little Green access road.

PUBLIC CONSULTATIONS AND SURVEYS

5.25
From the May 2017 Public Consultation at the Village Hall, which was part of the preparation of the Neighbourhood Plan, concern was expressed by local residents at the impact of new development in the village and the resultant rise in population. There was also concern about increased vehicle numbers and higher vehicle speeds, especially along the full length of the B1064 through the centre of the village. Comments were also raised about the safety of the Bull Lane junction with the B1064.

5.26
The Residents Survey also showed a strong response favouring measures to improve road, pedestrian and cycle safety, especially within the village centre:

- 1,838 people, or 92% of respondents, felt that pedestrian safety in the village was either important or very important.

- 1,556 people, or 78% of respondents, agreed or strongly agreed that traffic calming was appropriate in the village.
- 1,277 people, or 64% of respondents, were in favour of a 20mph zone along Hall Street in the village centre.
- 1,277 people, or 64% of respondents, agreed or strongly agreed with the need for safe cycle routes or cycle lanes.

5.27

In relation to parking concerns, the Residents Survey is also relevant:

- 1,509 respondents (76%) favoured more parking posts in the village centre (to prevent vehicles from encroaching on pavements).
- 1,471 respondents (74%) wanted a new off-street car park which would be nearer the heart of the village.
- 1,356 respondents (68%) supported some kind of residents' parking scheme.
- 1,305 respondents (65%) requested properly marked out parking bays.
- 1,060 respondents (53%) favoured timed parking limits (with resident schemes for houses/ businesses).

5.28

A separate Parking Survey was carried out in May 2018. This showed a number of issues relevant to the public realm study:

- Some 50% of village centre parking spaces are taken by residents and businesses for long periods of time and are thus unavailable for short term visits.
- In particular, spaces tend to be fully taken up in areas of the village adjacent to the more popular shops.
- Conversely more spaces are available in the southern part of the village centre, but that is further away from the majority of shops.
- Despite more availability of spaces in the southern part of the village centre, the road narrows there with the highest incidence of parking problems (e.g. parking partly on pavements, double parking or obstructing access to premises).
- The main car park designated for village centre use, next to the Old School Community Centre, is approx. 200 metres from Hall Street and in desperate need of repair and as such is very under-utilised.
- The Village Hall car park in Chemist Lane has been re-surfaced and bays marked to provide an additional 32 plus 2 disabled public parking spaces when there are no activities at the hall. Funding came from the CIL payments and the PiiP (Parish Infrastructure Investment Plan).

5.29

A recent visual traffic count was taken at the Black Lion junction, which showed that 80% of the traffic driving along Westgate turned down towards the village rather than up to the bypass. Further counts were recorded at the Bull Lane junction and at Rodbridge Hill at various times of the day. Although not official counts, they gave a good indication that much of the traffic was simply passing through. The traffic count data is at the end of this Appendix.

ASSESSMENT OF POTENTIAL TRAFFIC CALMING OPTIONS

5.30

It is clear from the above that speeding is a significant issue affecting all of the approach routes. Likewise, in the village centre, a Suffolk Highways Speed Data report from March 2017 showed that over 50% of the 11,000 daily traffic movements along the 30mph limit Little St Mary's section of the B1064 were travelling at between 30mph and 40mph. Whilst this historical evidence is compelling, it does not reflect the more recent developments in and around the village which are likely to have exacerbated these issues. An up-to-date survey of traffic volumes and speeds will assist in building a case for introducing traffic calming measures. Recommendation 1 proposes that LMPC commission traffic surveys by Suffolk Highways to establish current volumes and speeds of traffic.

APPENDIX 5 CONTINUED...

5.31

A wide variety of traffic calming features is currently being used around the UK. The following measures have been considered and assessed:

1. **Vertical traffic calming features** such as road humps, speed tables and speed cushions were rejected as they have the potential to increase pollution with traffic slowing and then accelerating, also increased noise of vehicles driving over features.
2. **Surface treatments** such as rumble strips and false cattlegrids could be deployed on the approach roads. However, these create noise and have only marginal effects, with vehicles quickly speeding up once they have passed. We did not consider this option further.
3. **Average Speed Cameras** could be deployed at the main entrance and exit routes from the village, to discourage cars from speeding through the village. However, these devices do not detect vehicles exceeding the limit over short stretches. Given the costs of installation and monitoring such devices, we judged them to be unsuitable for Long Melford.
4. **Speed limit reduction.** The village currently has a 30mph limit. **Recommendation 2** is to introduce a 20mph zone. The zone should include Hall Street and Little St Mary's, though the precise boundaries will need to be determined. In addition to the well-documented safety advantages for vehicles, cyclists and pedestrians alike, a 20mph zone in the centre would encourage through-traffic to use the bypass and other alternative routes. It would also reinforce the sense of entering a small village community and would be more conducive to street-culture. At the time of writing, an initiative to adopt 20mph limits across the county has been turned down by Suffolk County Council. Nevertheless, there is strong justification for such a limit in Long Melford, which the Neighbourhood Plan Survey shows to be well supported by a majority of residents. We are also aware of specific requests to LMPC from residents in light of their own experiences walking, cycling and driving in the village centre.
5. **Vehicle-activated signs (VASs).** Vehicle-activated signs are electronic safety signs that warn drivers that they are exceeding the speed limit on a particular stretch of road.

   There are two main types of VASs that display slightly different warning messages:

   - Speed Limit Reminder (SLR) signs which usually display a message such as 'Slow Down' in combination with the current speed limit.
   - Speed Indicator Devices (SIDs) that display the current vehicle speed in green (within the speed limit) or red (exceeding the speed limit) colours. Alternatively, a smiley or sad face can be displayed to indicate compliance with the speed limit.

   Long Melford PC currently has two SID units which are deployed on a rotating basis at various points on the approach roads. Suffolk Highways support their use and believe they are effective[12]. **Recommendation 3** proposes that a further unit is purchased and deployed in unison with the existing signs to ensure that speeds are further reduced along the full length of the village's main roads, including enforcement of a 20mph speed limit zone if that is achieved.
6. **Horizontal traffic calming features** such as build-outs, chicanes, traffic islands or pinch points. The reduction of road width to one lane, combined with priority working/give-way arrangements would have a significant impact on traffic speeds but can result in traffic queues, additional noise created by braking and accelerating, and even an increase in speed caused by vehicles racing to get through the road-narrowing ahead of oncoming vehicles. Such schemes can also cause difficulties for agricultural vehicles and motorhomes/caravans. We consequently assessed most types of horizontal traffic calming features to be unsuitable for installation in Long Melford. However, **Recommendation 4** is that consideration be given to building out some of the existing grass

12 On average, vehicle-activated signs have proven to have a beneficial effect on traffic speeds and can reduce traffic speeds on 30 mph roads by around 4% to 7%.

banks in Hall Street (with appropriate care taken to accommodate wider vehicles). In addition to encouraging slower speeds, this could provide for more social areas with chairs or benches and flower beds, as an extension to Melford in Bloom (though bollards and planters would need to be within semi-permanent areas surrounded by proper kerbs).

7. **The village gateway** helps to create 'a sense of place' when drivers enter the village, and the physical measures are designed such that drivers are encouraged to slow down before entry. Village gateways are sited at Rodbridge and Westgate with 30mph signs but are far from the village centre and could result in higher speeds in the village core. Drivers see the limit as unreasonable, and continue to ignore it. Recommendation 5 is that further gateway signs are located closer to the village centre. These could take the form of flower beds strategically and safely placed by the side of the road with speed limit roundels (indicating the 20mph zone, if introduced).

ASSESSMENT OF POTENTIAL PARKING OPTIONS:

5.32

During the first Covid-19 lockdown in April 2020, two separate parking counts were held as an indicator of the number of residents' cars and vans. Each count showed a maximum of 160 vehicles parked at different times of day, out of approximately 400 roadside spaces. The assumption is that the remaining spaces are usually taken up by business workers, shoppers and tourists. Some of these park all day and others for shorter periods.

5.33

Instances of problem parking include:

- Wheels on Pavement – thereby reducing the width of the pavement and potentially inhibiting pedestrian movement)
- Overhanging the Pavement – likewise reducing the width of the pavement
- Double-parked – potentially blocking parked cars and/or obstructing the road
- Straddling two spaces – so reducing the number of parking spaces available
- Obstructing Road – causing vehicles to either stop or slow down to pass oncoming vehicles and/or to pass between the parked car and traffic islands
- Obstructing Access – potentially blocking a resident's (or business's) access to or from their property.

5.34

In aggregate, over 11% of parked vehicles have exhibited at least one of the parking problems above which suggests that additional measures are required to improve parking behaviours.

5.35

In addition to the on-street parking in Hall Street and Little St Mary's, there is a public car park close to the Old School. This is partly paved but the unpaved area has poor drainage and after rainfall large parts of it are covered with muddy puddles. We understand that plans to resurface the car park are well progressed, but for completeness we include **Recommendation 6** for the resurfacing to be completed.

5.36

The Long Melford Village Memorial Hall Committee have also consented to public use of the village hall car park (except when required for hirers of the hall). Given its proximity to the village centre, this is an attractive option for those unable to find parking spaces in Hall Street, but it is not immediately apparent from there. **Recommendation 7** proposes that additional signage for the village hall car park is obtained and installed at the end of Chemist Lane.

APPENDIX 5 CONTINUED...

5.37

Any reduction in the overall number of parking spaces or green verges would not be acceptable, although some relocation/reassignment could be acceptable. **Recommendation 8** is that a formal policy be adopted to ensure that any changes to the layout of the parking on Hall Street and Little St Mary's do not result in a net loss of spaces.

1. **Alignment of Parking Bays -** Vehicles currently park parallel to, at right angles to, or angled to the highway depending on width of parking bays. Our visual survey of parking in 2019 noted that this freedom led to vehicles being parked at awkward angles, or at greater distances from one another, which reduced the effective available spaces. **Recommendation 9** is that LMPC should investigate marking out spaces in order to show the orientation and size of spaces. This would potentially create more spaces in a formal layout. White-painted bays are not suitable for a conservation area, but markings in an alternative colour could be considered.
2. **Pavement Protection -** Vehicles park to protect themselves from passing traffic and in doing so, they can obstruct the pavement. Several wooden posts have been installed between pavement and parking areas although they are ineffective in keeping vehicles from blocking the pavements when parking at an angle. However, many posts are rotten or missing and it is understood that Suffolk Highways will not be replacing them as they fail. Posts are not fully effective to protect the pavement and can be an obstruction to partially sighted pedestrians. They can also be expensive to replace if damaged by vehicles. **Recommendation 10** proposes options to stop cars overhanging the pavement are investigated. Possibilities include concrete blocks, raised kerbs, visual changes in the colour of pavement/parking, wooden posts, metal railings, tubs and planters, and benches or other seating. A combination of these solutions could be used depending on the location, taking into account costs, aesthetics and the needs of infirm or partially sighted pedestrians. Discussions with Suffolk Highways and Conservation will be necessary for their advice.
3. **Pavement Parking Solutions -** This is a serious problem at Little St Mary's where the road narrows and cars park both sides. To avoid damage, cars park on the pavement forcing pedestrians to walk into the road to pass. The government are currently looking into the problem of pavement parking and could ban the practice. Nevertheless, a solution needs to be found to ensure the pavement remains clear for pedestrians whilst continuing to provide sufficient parking for the residents and businesses. **Recommendation 11** is that LMPC begin a targeted consultation with the residents and businesses in this area to seek views on possible solutions, which could include prohibiting parking on one side of the street, whilst providing designated on-street parking on the other side and/or providing additional parking spaces further along, by the green in front of the Roman Way houses.
4. **Additional Parking Areas -** There is an established hedge in front of Southgate Gardens with cars parking on the grass verge. **Recommendation 12** proposes an investigation into turning that area into an official parking area with marked out spaces. This could alleviate pavement parking in Southgate Street. If successful, **Recommendation 13** is that the scheme is repeated to the north of Roman Way to alleviate the parking in Little St Mary's.

ASSESSMENT OF PEDESTRIAN SAFETY OPTIONS

5.38

Pavements are narrow compared to the road width. Vehicles occasionally park across pavements where there are no posts obstructing the way for pedestrians.

1. **Traffic islands -** We understand that a new pedestrian refuge island is to be installed near to Budgens, though the precise location has not yet been decided. Although this initiative is already well under way, we have for completeness included it as Recommendation 14. The traffic island near the Co-op does not have safe pedestrian access on the western side where there is a grass bank with

vehicles parking either side. Recommendation 15 is that the grass bank is lowered to allow for pedestrian access. We understand that Suffolk Highways would not object, but the permission of the landowner would be required.

2. **Pavement Safety -** Vehicles park to protect The parking bays between the Bull Hotel and Chestnut Terrace are quite deep with vehicles parking against the pavement. Recommendation 16 is for a trial where planters, or similar, are sited along this stretch of road adding at least one metre to the pavement width. Adding tall plants or trees to the planters would assist drivers when parking. Wider pavements would significantly improve pedestrian safety and improve the street scene allowing for more social interaction and possibly seating.

   It could also have a positive impact on traffic speed with vehicles parking closer to the highway giving an impression of a narrower road. Care would have to be taken that longer vehicles do not extend onto the highway.

3. **Horizontal traffic calming features -** As mentioned in the traffic calming options, build-outs to existing grass banks in Hall Street should be considered if care is taken to accommodate wider vehicles. This could provide for more social areas creating a cafe culture with chairs or benches and flower beds as an extension to Melford in Bloom. Build-outs would also narrow the road and be beneficial to pedestrians crossing the road.

ASSESSMENT OF CYCLE SAFETY OPTIONS

5.39

A report by Tim Regester, a local cycling campaigner, highlights the current lack of a continuous, safe cycling route from Sudbury through Long Melford to Lavenham and beyond. Although the Valley Walk provides a route from Sudbury to Borley Road, it is difficult to identify a safe route from there to the village centre. The National Cycle Network Route 13, which follows the Valley Walk, terminates at Borley Road. The proposed route continues on the road to Liston and then continues into the village centre via St Catherine's Road and Hall Street, thereby avoiding the busy junction of Borley Road with Rodbridge Hill. An alternative route was previously identified, following the footpath to Roper's Lane, through Blunden Close, Theobald's Close and Stephen Close to Withindale Lane. However, the rights of way on this route are incomplete and the land ownership is uncertain.

5.40

There are a number of particular safety issues for cyclists in the village centre:

- There is significant variation in the available width of the carriageway in Little St Mary's and Hall Street. For much of this road, there is ample room for vehicles to pass cyclists without difficulty or risk. However, at the pedestrian refuge islands and in those areas with parked cars projecting out into the carriageway, vehicles either pass very close to cyclists, or proceed close behind them before accelerating to overtake once the road widens.
- Vehicles parked perpendicular to the carriageway must reverse out into the road. This requires careful assessment of the traffic in both directions. Cyclists are less visible both because of their lower profile and because they are closer to the kerb.
- There are no dedicated cycle lanes. Although Suffolk County Council has received funding for 148 cycle lanes across the county, we understand from Suffolk Highways that the narrowest sections of Little St Mary's and Hall Street cannot accommodate a dedicated on-road cycle lane. The pavements are likewise too narrow to support a shared use cycle/pedestrian path. This adds weight to the need for a 20mph speed limit within this area of the village, as Recommendation 2 above.

APPENDIX 5 CONTINUED...

ASSESSMENT OF ELECTRIC VEHICLE CHARGE POINTS

5.41
The growth in electric vehicle ownership will provide both challenges and opportunities for Long Melford. We must embrace this new technology and use it to the benefit of residents and visitors alike and it must be an important part of our Neighbourhood Plan.

5.42
For Long Melford residents there are a number of practical issues which need to be addressed with a variation of terraced and detached housing to consider. There is a need to increase the availability of on-street charging points in residential streets where off-street parking is not available, thereby ensuring that off-street parking is not a pre-requisite for realising the benefits of owning a plug-in electric vehicle. This is a village wide problem and not just for the village centre.

5.43
We understand that the Parish Council are pursuing the installation of 2 EV charging points in the Old School Car Park (with provision for 2 further points in the future), as part of the resurfacing of that facility. We also understand that the Village Hall Committee are considering the installation of 2 charging points in the hall car park. Recommendation 17 is that these two initiatives are completed. Whilst they are a welcome first step in the provision of EV charging for the village centre, they will not provide sufficient capacity in the long term. Recommendation 18 proposes that potential locations in Hall Street and Little St. Mary's for on-street charging points, should be investigated, taking care to minimise the impact on pedestrians and mobility scooters from charge points mounted on the pavement rather than the road. There are a range of different charge point options (e.g. integrated into existing lamp posts. pop-up versions which rise and fall as needed, as well as the more familiar pedestal type).

CONCLUSION

5.44
Traffic, technologies and our shopping habits will certainly change over the next 17 years. Our brief was to investigate and formulate proposals to address two of the Neighbourhood Plan Community Objectives for the period up to year 2037. It is vital that local residents and traders engage creatively with the council and other partners to ensure the village centre is designed for the residents of the future. One of the first things that should be carried out when looking at traffic problems is proper surveys to establish both the volume and speed of traffic. Often what people believe to be the case turns out to be incorrect. If traffic is heavy during rush hour, but light for the rest of the day, the measures to be taken would be different than if traffic was steady throughout the day. Likewise, if most traffic substantially exceeds the speed limit, it indicates a different problem than if only a small minority does so.

BULL LANE JUNCTION

COUNTS

Date	05/08/2020				06/08/2020				07/08/2020				Grand Total
Time	8:45 - 9:15	Midday	17:15 - 17:45	Total	8:45 - 9:15	12:15 - 12:45	17:15 - 17:45	Total	9:00 - 9:30	13:30 - 14:00	17:45 - 18:15	Total	
Northbound continuing north	100		139	239	80	111	148	339	118	137	118	373	951
Northbound turning into Bull Lane	29		55	84	23	35	55	113	35	43	54	132	329
Total Northbound	**129**		**194**	**323**	**103**	**146**	**203**	**452**	**153**	**180**	**172**	**505**	**1280**
Southbound continuing south	120		131	251	135	126	142	403	145	138	129	412	1066
Southbound turning into Bull Lane	21		32	52	24	35	35	94	31	28	22	81	227
Total Southbound	**141**		**162**	**303**	**159**	**161**	**177**	**497**	**176**	**166**	**151**	**493**	**1293**
Westbound continuing north	24		35	59	31	26	42	99	31	20	25	76	234
Westbound turning south	35		40	75	37	34	42	113	36	41	45	122	310
Total Westbound	**59**		**75**	**134**	**68**	**60**	**84**	**212**	**67**	**61**	**70**	**198**	**544**
Total Vehicle Movements	329		431	760	330	367	464	1161	369	407	393	1196	3117

PERCENTAGES

Date	05/08/2020				06/08/2020				07/08/2020				Grand Total
Time	8:45 - 9:15	Midday	17:15 - 17:45	Total	8:45 - 9:15	12:15 - 12:45	17:15 - 17:45	Total	9:00 - 9:30	13:30 - 14:00	17:45 - 18:15	Total	
Northbound continuing north	78%		72%	74%	78%	76%	73%	75%	77%	76%	69%	74%	74%
Northbound turning into Bull Lane	22%		28%	26%	22%	24%	27%	25%	23%	24%	31%	26%	26%
Total Northbound	**100%**		**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Southbound continuing south	85%		81%	83%	85%	78%	80%	81%	82%	85%	85%	84%	82%
Southbound turning into Bull Lane	15%		19%	17%	15%	22%	20%	19%	18%	15%	15%	16%	18%
Total Southbound	**100%**		**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**493**	**100%**
Westbound continuing north	41%		47%	44%	46%	43%	50%	47%	46%	36%	36%	76	43%
Westbound turning south	59%		53%	56%	54%	57%	50%	53%	54%	64%	62%	122	57%
Total Westbound	**100%**		**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**198**	**100%**

APPENDIX 5 CONTINUED...

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COUNTS

Date	05/08/2020				06/08/2020				Grand Total
Time	8:00 - 9:00	11:30 - 12:00	17:15 - 17:45	Total	8:15 - 8:45	12:15 - 12:45	17:15 - 17:45	Total	
Southbound through village	131	128	143	402	137	109	142	388	790
Northbound to bypass	35	41	26	102	26	44	35	105	207
Total Vehicle Movements	166	169	169	504	163	153	177	493	997

PERCENTAGES

Date	05/08/2020				06/08/2020				Grand Total
Time	8:00 - 9:00	11:30 - 12:00	17:15 - 17:45	Total	8:15 - 8:45	12:15 - 12:45	17:15 - 17:45	Total	
Southbound through village	79%	76%	85%	80%	84%	71%	80%	78%	79%
Northbound to bypass	21%	24%	15%	20%	16%	29%	20%	22%	21%
Total Vehicle Movements	100%	100%	100%	100%	100%	100%	100%	100%	100%

RODBRIDGE

COUNTS

Date	05/08/2020				06/08/2020				Grand Total
Time	8:30 - 9:00	12:00 - 12:30	17:15 - 17:45	Total	8:30 - 9:00	12:00 - 12:30	16:30 - 17:00	Total	
Inbound to village	131	198	243	572	129	188	207	524	1096
Outbound from village	186	167	175	528	176	168		344	872
Total Vehicle Movements	317	365	418	1100	305	356	207	868	1968

PERCENTAGES

Date	05/08/2020				06/08/2020				Grand Total
Time	8:30 - 9:00	12:00 - 12:30	17:15 - 17:45	Total	8:30 - 9:00	12:00 - 12:30	16:30 - 17:00	Total	
Inbound to village	41%	54%	58%	51%	42%	53%	100%	65%	56%
Outbound from village	59%	46%	42%	49%	58%	47%		35%	44%
Total Vehicle Movements	100%	100%	100%	100%	100%	100%	100%	100%	100%

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APPENDIX 6

SCHOOLS PROJECT

6.1
ing the earlier public consultation events set out in the Statement of Consultation (see Supporting Documents), the Neighbourhood Plan Steering Group (NPSG) became aware that there was little representation at those meetings from certain demographics within the community, especially younger people.

6.2
he Residents Survey was for completion by those aged 15+, the decision was taken to actively seek out the opinions of young people aged 11+ who attended nearby secondary schools but who lived in the village. The three local secondary schools were contacted and two agreed that their Long Melford resident students could take part in a consultation exercise on the village and its Neighbourhood Plan.

6.3
Volunteers from the village who had expressed an interest in helping with the Plan project were contacted and from that group two volunteers offered to help with the schools' visits.

6.4
Contact was made with Stour Valley Community School, Ormiston Sudbury Academy and Thomas Gainsborough Academy to explain the Plan and to ask if the schools would allow its representatives to visit and consult their pupils who lived in Long Melford. A positive response was received from all three schools but subsequently no date was provided by Thomas Gainsborough Academy, so reluctantly that visit was not progressed.

6.5
The contact at Ormiston Sudbury Academy advised that the school had previously been involved in the 'Vision for Sudbury' project which had some similarities regarding the information the NPSG was looking to obtain, so the team were given details of the Economic Development Officer at Babergh District Council (BDC), who had run that project.

6.6
A meeting was arranged with BDC at the Long Melford Parish Council office on 28/03/18 and whilst they were unable to attend the visits to the schools, due to existing appointments, BDC confirmed they would be happy to share their lesson plans for the NPSG to use as a framework for the visits. Following that meeting Julie Thomson, representing the NPSG and Plan volunteer Pam Tonks agreed to oversee both visits.

6.7
The lesson plans, amended to suit the half days the NPSG representative and volunteer had been allocated by the two schools, were augmented by some specially tailored exercises and the outline for each visit was sent to the schools in advance. Arrangements were made for the schools to provide the necessary equipment, with the NPSG purchasing additional items as required. The NPSG also provided the requisite identification and CRB/DBS certificates for approval. Permission was sought to record the students' voices throughout the sessions, including discussion groups and presentations. Only one student refused this request. Consents were also obtained from all parents at Ormiston Academy for their children to be involved. This was not considered necessary at Stour Valley Community School.

6.8
The first visit took place on 24/04/18 at Ormiston Sudbury Academy and the NPSG representative and volunteer were advised that Long Melford parents were supportive of their children being involved in the project. There were 12 pupils in attendance aged between 11 and 16.

The session began with a PowerPoint presentation **(http://www.longmelfordnp.co.uk/wp-content/uploads/2019/01/Schools-Project-Powerpoint.pptx)**

to introduce the Plan representatives and to explain the purpose of the Neighbourhood Plan. The first exercise required the students to locate a number of well-known places on the Parish map as a way of familiarising them with the extent of the Plan area and to show the location of existing developments and amenities. The students then separated into small groups and they were asked to describe Long Melford as if it were a character, the purpose being to understand how they viewed the village in terms of its perceived character or personality. This also required them to think about how they could shape the village into a better character or personality in the future. The next task required the students to complete a 'SWOT' exercise to review the Strengths, Weaknesses, Opportunities and Threats on various themes that had previously been identified during the village consultation events and a discussion then ensued on how to improve the village in those areas. This then led to the groups each preparing a five-minute presentation to deliver to the class using the 'SWOT'analyses, to demonstrate their vision for Long Melford over the next twenty years. Each presentation was recorded on a digital voice recorder.

APPENDIX 6 CONTINUED...

6.9
The second visit took place on 26/04/18 at Stour Valley Community School, with assistance from the school librarian. There were 22 pupils in attendance aged between 12 and 15, one of whom did not live in Long Melford but was the Head of House and her inclusion had been a condition of the visit. The programme broadly reflected that set out above for Ormiston Academy. Five groups delivered presentations with their voices (one student excepted) recorded on a digital voice recorder.

6.10
See below for links to the presentation transcriptions from both schools.

6.11
At the end of both sessions the students were advised of what would happen next and asked for their help in making sure that when delivered, the Residents Survey should be completed by those eligible in their household and to encourage them to vote when the referendum took place. The NPSG representatives also gave both schools details of how to make contact if they had any more thoughts or suggestions.

6.12
The evidence then needed to be assessed.

6.13
The general class discussions which accompanied the exercises and the presentations were recorded and these were analysed by a Plan volunteer who captured the students' comments which were then transcribed. A selection of quotes from the transcriptions are shown below:

"In our opinion we want to keep Melford more old-fashioned and not too modern."

"We like how new houses are being built but we don't want too many cos it would ruin the quiet character of Long Melford."

"We love that Melford is popular and that everybody knows everybody and everyone is friendly, whether they are talking to a child or an adult."

"We do not want to change Melford totally, but we do want to give it many more aspects, so it will be recognized as a nice and unique place."

"Long Melford is not as appealing to young people as the older generation."

"(To) attract younger adults into the village, flats should be built with communal gardens and accessible parking places. They should be built gradually over time so the village doesn't get overwhelmed with too many people at one time."

"Although we are having more built in our village, we want to restrict that so people who walk their dogs and stuff like that still have the enjoyment of enjoying the environment around them."

"The park needs improving as it's been there for years."

"We would still like an area that separates Long Melford and Sudbury."

"In Melford we have a huge area of fields without anything to fill them, for these locations we believe they should have some more buildings so that Melford fits the name Long Melford because at the moment the area we use is quite short."

6.14
The testimonies above typified the feedback received in the wider transcriptions and this evidence from both school visits helped the NPSG in formulating the various Policies and Community Objectives of the Plan.

"We should extend or make a separate car park in the village cos it gets very busy.
Especially with people moving in there is going to be more cars. You need more zebra crossings.
Re (the) speed limit it's 30 but you often see them going a lot faster."

"(We) need some children signs. We thought we should have some zebra crossings, speed bumps, speed limits enforced more forcefully. We also thought we should have speed cameras and narrow the roads, so cars don't go down there quickly."

"The country park is mainly for dog walking. They could adapt this and put more play equipment there. We thought the Old School, which isn't used very often, to perhaps modernise it to have some sections for games, arcades, pool, which would appeal to teens and young people while still retaining the character of the village."

6.15
To view the presentation testimonies in more detail please use the following links (where OSA stands for Ormiston Sudbury Academy and SVA stands for Stour Valley Community School):

http://www.longmelfordnp.co.uk/wp-content/uploads/2019/01/OSA-Vision-for-LM-1.pdf

http://www.longmelfordnp.co.uk/wp-content/uploads/2019/01/OSA-Vision-for-LM-2.pdf

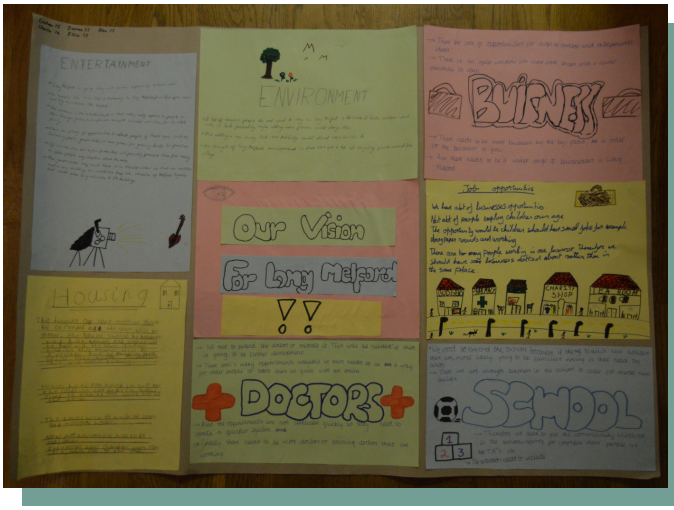
http://www.longmelfordnp.co.uk/wp-content/uploads/2019/01/OSA-Vision-LM-3.pdf

http://www.longmelfordnp.co.uk/wp-content/uploads/2019/01/SVA-Vision-LM-1.pdf

http://www.longmelfordnp.co.uk/wp-content/uploads/2019/01/SVA-Vision-LM-2.pdf

http://www.longmelfordnp.co.uk/wp-content/uploads/2019/01/SVA-Vision-LM-3.pdf

http://www.longmelfordnp.co.uk/wp-content/uploads/2019/01/SVA-Vision-LM-4.pdf



APPENDIX 7

BUSINESS FORUM MEETING NOTES

Long Melford Neighbourhood Plan Housing and Commerce Group

7.1 FIRST BUSINESS FORUM NOTES, THE BULL HOTEL (13TH MARCH 2018)

Present:

Five members of the Neighbourhood Plan Steering Group and representatives of 13 village based businesses. (Names withheld).

Comments from the floor (B = Business Representative / N = NPSG Member):

B: Why not compulsorily purchase Hyde-Parker land adjacent to the Old School for car park? (Advised that this should not be necessary).

B: Lives over shop and observes parking patterns: there should be marked parking bays in order to make better use of spaces but not in favour of timed parking slots;

B: Heritage concerns have militated against lines in the past; corners might be OK.

B: Parking as part of residential development proposals – too remote from village centre. Residents fill the spaces, which are nearly full in the evenings. Chemist has useful evidence.

N: Approximately. 400 spaces on-street between Bull Lane and Chapel Green.

B: Builders use LM as Park & Ride base; chemist has 9 staff cars.

N: 2019 BDC takes over responsibility for parking enforcement; the cash income will be welcome to BDC, who may be more interested in extending enforcement.

B: Car park needs to be maintained: surfaced and lit. Better signs needed towards Hall St businesses.

B: Lavenham car park much further from centre but more successful.

N: Make LM car park the car park for long term car parking. Signage is sensitive on heritage grounds.

N: Car park lease due for renewal this year.

B: Coaches annoyingly leave engines running.

B: Can we arrange secure off-street parking that would be convenient for residents' parking; small accessible pockets of parking?

B: Agreed with B. Also, people often occupy space at Melford Court without permission; difficult for staff.

B: In Sudbury and other towns, business people have to accept they cannot always park adjacent to their businesses.

B: Beware the sheer numbers of cars; demand for car park may be insatiable.

N: Henry Ruse offered land for parking. Need many pockets to be effective. We can bid for CIL and s.106, and supplement that with borrowing.

B: Need car parking at southern end of village.

B: At her position in Hall Street there are cars parked partly on the pavement on both sides of the road and often no room for buggies or wheelchairs to pass along the pavement. Wing mirrors regularly damaged.

N: But parked cars have the incidental effect of slowing the traffic.

B: Can something be done re change of use policy from business use to residential. Too easy for shops to switch use to residential, then lost to village as businesses. Possible change of use restriction in NP? This suggestion supported by B who gave example of Chantry Gallery change of use to residential, despite credible offer to buy as an ongoing business.

B: LM is a lively village but under threat, e.g. from internet trading. How to maintain its character and attractions? Need to log the loss of retail over recent years. Many antiques shops gone. Village needs to be unique.

All: LM has definitely lost businesses over last 10 years. Rough estimate c150 down to c80/90 around Hall St. 23 antique shops now down to 3. B will provide a list of lost businesses.

B: Something should be done to encourage smaller shop units, e.g. craft units in a designated area.

B: Large Budgens lorry regularly crosses Chad Brook bridge into Hall St.

APPENDIX 7 CONTINUED...

B: Passing trade is important particularly pedestrians. Also, weekend visitors important. They stay in village and use shops. Timed parking would not work for them.

N: Towns and villages surviving best or prospering are those with independent shops and village character. LM well served with those, making it a social experience to visit village.

B: More should be done with village website.

B: LM Business Association website is being revamped with funds raised by traders. Will be more orientated to encourage visitors to use local businesses.

N: Wool Towns initiative is helping raise village profile and can fit well with revamped website.

B: Shortage of beds for overnight stays, especially on Saturday nights. N responded that LM now has more rooms than Lavenham but B pointed out there are fewer B & B rooms.

N: Will contact Suffolk CC now re better village signage, especially in village centre.

All: Need entry signs to village extolling the facilities and virtues of the village. Also emphasising Wool Town status. N: Wool Town signs are coming.

7.2 BUSINESS POLICY OPTIONS FOR DISCUSSION AT SECOND BUSINESS FORUM (15TH MAY 2018)

Long Melford Neighbourhood Plan, Business, Policy Options for Business Forum, 15th May 2018

Topic/theme & issues

Lively retail centre

- Loss of shops
- Need visitor trade for health of shops
- Components of healthy village centre:
  - LM to be distinctive: a destination
  - Independent shops are key
  - Shopping as a social activity
  - Cafes and pubs
  - LM Church and two country houses are key attractions
- LM specialisms
  - Fashion, men and women
  - Convenience stores
  - Antiques
  - Fabrics and furnishings
  - Hair and beauty
  - Cafes
  - Pubs & restaurants
  - Galleries

Policy options

1. Pop-up shops in
   - Ex-Servicemen's Club if available; central and visible
   - Village Hall
2. Spring and autumn fashion shows incl non-LM shops? (or similar for other types of shops e.g. fabrics etc in
   - Village Hall
   - Marquee on Little Green
3. Café or pub events, concerted e.g. special offers on meals throughout village
4. Introduce policy in LMNP to limit the change of use of shops to non-retail uses
5. Signage to guide people round car parks, shops and attractions.

Evaluation/Comments

Need a record of the change in the number and mix of businesses in the village centre

Check BDC policy on this issue; need to minimise risks and downsides.

APPENDIX 7 CONTINUED...

Topic/theme & issues
Managing car parking • Demand from residents, staff, visitors, P & R very high • Additional car parking in accessible locations unlikely to be enough Regime now very free and open to abuse and misuse
Policy options
Manage different types of parking demand: Hall Street residents: • Negotiate parking in nearby private spaces • Develop a standard licence to cover the arrangement. Long term parking i.e. coaches and park and ride: • Direct them with signage and notices to CP adjacent to Old School. Staff of shops and businesses: • Businesses to encourage or incentivise staff to park off-street e.g. parking adj to Village Hall Management designed to maximise parking opportunities for short term users esp. shoppers and visitors. Achieve better use of on-street spaces by marking spaces and/or posts (wooden or metal). An additional car park to expand off-street parking capacity Potential addition of volunteer uniformed street guides whose primary task would be to guide visitors and generally make their experience in LM good; they could also reinforce the management of parking in the village.
Evaluation/Comments
Need a count of 'willing' private CP spaces

Topic/theme & issues
Follow-up of the above ideas
Policy options
Three initiatives that might help in taking the above ideas forward are: • An Urban Design or Public Realm study to include buildings and their treatment, the roadway and parking, and signage. • Town centre management, which has been practised for many years in the UK and which focuses on management issues e.g. parking, promotion, guiding (visitors) rather than development and land use. • A Business Improvement District, which is a statutory way of raising additional funds for town centre management. Local authorities are tending to give up responsibility for certain parts of the urban infrastructure e.g. SCC and wooden parking posts. The parish council, for the sake of the quality of our environment, should consider taking responsibility for assets that matter to the LM quality of life; the transfer should generate a payment from e.g. SCC as they are reducing their outgoings. The country park was the subject of just such a transfer.

APPENDIX 7 CONTINUED...

7.3 SECOND BUSINESS FORUM NOTES, THE BULL HOTEL (15TH MAY 2018)

Present:
Five members of the Neighbourhood Plan Steering Group and 22 representatives from village based businesses. (Names withheld).

Discussion on the importance of a vibrant village leading on to further discussion on parking (B = Business Representative / N = NPSG Member):

N: Summarised where various aspects of evidence gathering for the NHP had got to and emphasized the importance of LM remaining a lively retail centre for the benefit of residents and visitors as well as businesses. Important aspects of the village for attracting visitors included the church, Melford and Kentwell Halls, independent shops, specialist shops, cafés/restaurants/pubs. He suggested several things that could make the village more vibrant:

- pop up shops
- fashion shows
- food and drink events
- Appropriate controls for change of use from shops to residential
- better signage
- uniformed guides to assist visitors and carry out other tasks (e.g. controlling parking)
- making Melford a 'business improvement district'
- commissioning a 'public realm/urban design study'

Discussion on the above:

B: 25 years ago, the demand was to turn residential properties into shops, not vice versa as now. Clare and Hadleigh had recently tried to revive/enliven their street markets. Maybe LM should do the same here – e.g. on the Little Green.

B: Good idea. Anything that brings more people into the village is a good thing.

B: Rather than pop-up shops, we need to concentrate on finding ways of drawing in more people to the village

B: Rather than individual events, we need to draw more people in by giving the village a clear identity. LM's identity used to be as an antiques centre and it was famous for featuring in the Lovejoy TV series. What is its identity now?

There was broad agreement that attracting more visitors was very important. Not coach parties who just visited the Church and the Halls and then moved on to other villages. We need visitors from both the local area and further away who patronise local shops and other businesses. Issues raised included:

- LM is a bit unkempt. It needs smartening up and kept smart. Litter, grass cutting, potholes, signage.
- LM is one long village with little signage. That needs improving. E.g signs outside Melford and Kentwell Halls saying 'Village Centre this way'; signs outside the village more like Lavenham's brown signs saying 'Historic Village' underneath the place name; better signing for the car parks. It was thought that the Parish Council should fund new signage.
- Website and social media were both vital in attracting visitors. These we being revamped and relaunched in June. It was suggested that professional help was sought to keep the social media output and website constantly vibrant
- Using the Wool Towns initiative to promote the village (there were mixed reactions to this)
- Businesses should get together more and launch joint initiatives
- There was some interest in N's suggestion for a Village Centre Management arrangement and potentially, an Urban Design Study

Parking discussion:

As at the first Business Forum, lack of parking near the shops and businesses of Hall Street was regarded as a major issue.

N summarized the findings of the parking survey that had recently been conducted by the NHP Traffic and Parking sub-group. Main findings:

- usually at least 10% of spaces free but it may still be difficult to find one as you drive past
- roughly 50% of spaces were taken by cars that stayed there all day
- parking problem exacerbated by people who don't park properly (e.g. taking up two spaces
- another problem is cars parked over the pavement or sticking out into the road
- Old School car park very underused but needs resurfacing.

Other topics the sub-group is looking at include electric charging points and cycle routes.

Issues to discuss:

- mark parking bays so that it is clear where and how to park
- time limits for parking
- owners and staff of businesses parking in Old School or Village Hall car parks..

Discussion on the above:

- There was general agreement that shops should have signs up saying something like 'This is Long Melford. Please park considerately'. B volunteered to get signs made if this idea was taken up.
- Better signposting of the car parks was needed. Suggestions included increasing the size and number of signs to car parks (including one on Bull Lane), having A-boards directing people, putting signs on wooden posts, having the signage done by the Parish Council rather than BDC or Suffolk CC.
- Owners and staff of businesses parking in Old School or Village Hall car parks met with mixed reactions. B said he couldn't expect staff to walk all that way when starting at 7am or ending at midnight. Suggestions included having part of Hall Street reserved for visitor parking only; finding a more central place for business cars to park (e.g. rear of Ruse's; Village Hall); having a rule for staff that they should park elsewhere 9am to 5pm; running a park and ride at peak times from the Village Hall car park (like the Bury hospital does from Bury Rugby club); allocating spaces in the car park for businesses.
- Need to clarify ownership of the village hall car park and agree with village hall committee that staff (and visitor?) car parking can be allowed except when a big event is booked (e.g. antique sale). Also, could approach British Legion to possibly arrange for individual businesses to park there (e.g. pharmacy).